

4 July 2006

Our ref: R&D Ctte/July 06
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To: Members of the Royston and District Committee of North Hertfordshire District Council

(Councillors Mrs F.R. Hill (Chairman), H.M. Marshall (Vice-Chairman), Liz Beardwell, P.C.W. Burt, A.F. Hunter, R.E. Inwood, and F.J. Smith)

You are invited to attend a meeting of the
ROYSTON & DISTRICT COMMITTEE

to be held at

**THE MERIDIAN SCHOOL, GARDEN WALK,
ROYSTON**

on

WEDNESDAY 12 JULY 2006

at

7.30 p.m.

Yours sincerely,



David Miley
Democratic Services Manager

AGENDA
PART I

ITEM	PAGE
1. APOLOGIES FOR ABSENCE	-
2. MINUTES To take as read and approve as a true record the minutes of the meetings of this Committee held on the 16 May and 31 May 2006.	-
3. NOTIFICATION OF OTHER BUSINESS Members should notify the Chairman of other business which they wish to be discussed by the Committee at the end of the business set out in the agenda. They must state the circumstances which they consider justify the business being considered as a matter of urgency. The Chairman will decide whether any item(s) raised will be considered.	-
4. DECLARATIONS OF INTEREST To receive from Members of the Committee any Declarations of Interest in respect of business set out in the agenda. Members should either declare a prejudicial or personal interest and are required to notify the Chairman of the nature of any interest declared. Members declaring a prejudicial interest should not seek to influence the decision and leave the room during that particular item of business.	-
5. PUBLIC PARTICIPATION To receive petitions, comments and questions from members of the public. The following petitions will be presented to the Committee: a) "Car Parking Charges in Royston" – Mr T. Hutt b) "Nuisance Odours in Royston" – Mr R. Hutchings Any additional public participation requests received within the agreed time will be notified to Members as soon as practicable.	-
6. FUTURE DEVELOPMENT OF ROYSTON COMMUNITY HOSPITAL PRESENTATION BY THE ROYSTON, BUNTINGFORD & BISHOPS STORTFORD PRIMARY CARE TRUST	1
7. USAGE AND PROMOTION OF MARKETS REPORT OF THE SCRUTINY TASK AND FINISH GROUP <i>A report highlighting the recommendations of the Task and Finish Group following their review of the usage and promotion of markets.</i>	3

- 8. NORTH HERTFORDSHIRE DISTRICT COUNCIL'S PUBLIC CONVENIENCES** **33**
REPORT OF THE HEAD OF LEISURE AND ENVIRONMENTAL SERVICES
- A report informing the Committee of the Cabinet's strategic decision for the Council's public conveniences and seeking the Committee's input on the proposed refurbishment project, with particular reference to the Royston & District area.*
- 9. REFERRAL FROM NORTH HERTFORDSHIRE HIGHWAYS PARTNERSHIP JOINT MEMBER PANEL – 24 APRIL 2006 - NHP DISCRETIONARY BUDGET PROJECTS 2007/2008** **37**
- An invitation from the North Hertfordshire Highways Partnership Joint Member Panel to submit projects for consideration of funding from the Panel's Discretionary Budget for the financial year 2007/2008.*
- 10. CHAMPION NEWS** **39**
REPORT OF THE HEAD OF COMMUNITY DEVELOPMENT AND CULTURAL SERVICES
- A summary of the activities undertaken by the Community Development Officer for Royston since the meeting of the Committee held on 31 May 2006 and events taking place in forthcoming months.*
- 11. AREA COMMITTEE DEVELOPMENT BUDGET 2006/2007** **41**
REPORT OF THE HEAD OF COMMUNITY DEVELOPMENT AND CULTURAL SERVICES
- The current budget balances for the Committee and grant applications from the following organisations:*
- 1. Royston Day Centre*
 - 2. Royston Celtic Football Club*
- 12. PLANNING APPLICATIONS** **55**
REPORT OF THE HEAD OF PLANNING AND BUILDING CONTROL
- Planning application for determination by the Committee – Ling Dynamic Systems Ltd, Baldock Road, Royston*
- 13. PLANNING APPEALS** **81**
ORAL REPORT OF THE HEAD OF PLANNING AND BUILDING CONTROL
- An update for the Committee on any Planning Appeals that have been lodged or determined since the meeting of the Committee held on 31 May 2006.*

Future meetings of the Royston & District Committee will be held on:

23 August 2006
4 October 2006
15 November 2006
20 December 2006
31 January 2007
14 March 2007
25 April 2007

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*PART 1 – PUBLIC DOCUMENT	AGENDA ITEM No. 6
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TITLE OF REPORT: FUTURE DEVELOPMENT OF ROYSTON COMMUNITY HOSPITAL
PRESENTATION BY THE ROYSTON, BUNTINGFORD & BISHOPS STORTFORD
PRIMARY CARE TRUST

This Item will take the format of an oral presentation.

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*PART 1 – PUBLIC DOCUMENT	AGENDA ITEM No. 7
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TITLE OF REPORT: USAGE AND PROMOTION OF MARKETS
REPORT OF THE SCRUTINY COMMITTEE TASK & FINISH GROUP

This item will be in the format of an oral presentation by Councillor M.R.M. Muir, the Lead Member of the Task and Finish Group.

The Task & Finish Group's report and report to Cabinet are attached for the Committee's information.

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*PART 1 – PUBLIC DOCUMENT	AGENDA ITEM No.
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TITLE OF REPORT: REVIEW OF USAGE AND PROMOTION OF MARKETS TASK AND FINISH GROUP

REPORT OF THE SCRUTINY OFFICER
PORTFOLIO HOLDER: CLLR IAN KNIGHTON

1. SUMMARY

1.1 The purpose of this report is to highlight the recommendations in the main report of the Scrutiny Committee Task and Finish Group that reviewed the Usage and Promotion of Markets. The report is at **Appendix 1**.

2. FORWARD PLAN

2.1 This report does not contain a recommendation on a key decision and has not been referred to in the Forward Plan.

3. BACKGROUND

3.1 The Scrutiny Committee approved this cross-party task and finish group in September 2005. The purpose of the group was to look at the current situation of the markets and investigate ways to improve the situation.

3.2 The task and finish group met six times between November 2005 and April 2006. The group has questioned, heard evidence and received information from the lead officers, Hitchin and Royston market traders and the Town Centre Managers of Hitchin and Royston.

4. CONSIDERATIONS

4.1 Following a discussion with the Strategic Director of Customer Services, Members are asked to consider the following points once they have read the report of the task and finish group.

4.2 Para 1.1 - The Council's market utilisation is a measure of the number of stalls occupied not of the overall footfall or economic vibrancy of the market. Market utilisation figures are one of the few quantifiable figure sources of data available and have probably been overly relied on in the absence of anything else. Similarly, utilisation does not measure the breadth of products available as individual traders can diversify their 'offer'.

4.3 Para 2.1.1 - In addition to the market utilisation figures used to analyse the national decline in market trade, there is also evidence to suggest that markets in major urban centres have continued to thrive and grow but those in more rural, smaller communities have not. However, the group has not had the opportunity to discuss this issue further as part of this review

4.4 The group was not able to cover the final point in their Scope (page 4 of the report).

4.5 Para 2.3.1 - there is no clarity about whether the decline in footfall is a result of traders leaving early or whether them leaving early is a result in the poor footfall. This issue would require further consideration as part of the routine review of the authority's markets service in the future.

4.6 With reference to recommendation 4.15 of the main report, the Hitchin Market Traders Association is an independent body, so it will not be appropriate for the Council to set up a group like this in Royston. However, Officers meet quarterly with the Hitchin Market Traders, the Portfolio Holder and the Chair of the Hitchin Area Committee. Therefore, if a Royston Market Traders Association were to be formed, it would be possible to consider having a similar meeting in Royston as that currently happening in Hitchin.

5. LEGAL IMPLICATIONS

5.1 The authority has the power to provide a market place or other buildings, derived from the Food Act 1984. It is entitled to fix charges for the benefit of the general fund, to review the charges it makes and to attach conditions to the stallholder licences.

5.2 Franchise markets have common law protection from rival markets establishing within the area, as do local authority markets established under statute.

6. FINANCIAL AND RISK IMPLICATIONS

6.1 All additional costs that may arise from the recommendations set out in paragraph 8 below will be either contained within existing budgets or if a growth bid is required will be subject to the standard scrutiny process as part of the Annual Service and Financial Planning process.

6.2 Risks associated with the recommendations, in particular those relating to failure to attract traders, will be registered and appropriate actions introduced to manage the risks.

7. CONSULTATION

7.1 The group has consulted with members of the Hitchin Market Traders Association, Royston Market Traders and the Hitchin and Royston Town Centre Managers.

8. RECOMMENDATIONS

8.1 Senior Officers in partnership with the Hitchin Town Centre Manager, consider the viability of running a Sunday Market in Hitchin.

8.2 Include some regular specialist markets in Hitchin.

8.3 Remove some empty stalls to allow more space to have additional mobile stalls and trading vehicles at Hitchin.

8.4 Give new traders in Royston the opportunity to rent a stall, if they need one.

8.5 Abolish the requirement for a month in advance system of collecting rent, and introduce an option to pay daily, by using a modern portable device to enable traders to pay by credit card if they prefer to do so.

- 8.6 Consult with traders about replacing the current holiday allowance system with an alternative system.
- 8.7 The group would like to see greater control of the spreading policy given to the Markets Manager, so that judgement can be given to traders based on changes in turnout on particular days.
- 8.8 The Markets Manager to introduce and advertise a promotional scheme to traders for Tuesday rent in Hitchin and Wednesday rent in Royston.
- 8.9 Senior Officers to look at reviewing annual licenses for the shuttered units at Hitchin market and to report to the Hitchin Area Committee with their proposal.
- 8.9 A Member of the Hitchin Area Committee to attend and support the quarterly meetings of Hitchin Market Association.
- 8.10 Once a full risk assessment has been undertaken, the Council to consider opening Biggin Lane car park for shoppers on Tuesdays and Fridays in Hitchin.
- 8.11 Officers to ensure that they develop and maintain a close working relationship with the new company that now manages Baldock market.
- 8.12 Due to the lack of advertising in the local press in Royston, the Markets Manager to ensure that adverts are placed in Royston local papers and other local publications.
- 8.13 The Markets Manager to ensure that the installation of bollards and electric points at Royston market are carried out.
- 8.14 If a Royston Market Traders Association is set up, consideration be given to involve, officers, the portfolio holder and a Member of the Royston Area Committee in a market group akin to that established in Hitchin.
- 8.15 The Markets Manager to ensure that vans are not parked on the Royston market site, unless they are trading vans.
- 8.16 Through the working group suggested in 8.15, traders to be encouraged to finish trading at the same time, to avoid only a few stalls being left trading in the afternoons.
- 8.18 A District wide publicity campaign to promote all of NHDC markets once the new initiatives are in place.

9. REASON FOR RECOMMENDATIONS

- 9.1 To enable the Scrutiny Committee to carry out its work efficiently.

10. CONTACT OFFICER

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11. CONTRIBUTORS

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12. BACKGROUND PAPERS

- North Hertfordshire District Council marketing plan
- First National Survey of Retail Markets
- Hitchin Market Traders Association business plan
- Markets Utilisation and Performance Report

13. APPENDICES

- 13.1 Appendix 1 – Report of the Usage and Promotion of Markets Task and Finish Group

NORTH HERTFORDSHIRE DISTRICT COUNCIL



Review of the Usage and Promotion of Markets in North Hertfordshire

April 2006

**Report of the
Usage and Promotion of Markets
Task and Finish Group**

Membership of the Task and Finish Group:

Councillor Michael Muir (Chair)	Councillor Paul Clark
Councillor Derek Sheard	Councillor John Barry
Councillor Joan Kirby	Councillor Raymond Shakespeare-Smith

Other contributors to the review:

Councillor Martin Stears (Chairman of the Scrutiny Committee)	Steve Crowley (Project Manager)
Councillor Richard Thake (Portfolio Holder for Planning and Transport)	Tara Page (Markets Manager)
Councillor Alison Ashley (Portfolio Holder for Housing and Environmental Health)	Grace Crawford (Scrutiny Officer)
Councillor William Davidson (Portfolio Holder for Waste Management and Environment)	Margaret Bracey (Hitchin Community Development Officer)
Markets traders from Hitchin and Royston	Alan Fleck (Royston Community Development Officer)
Vaughn Watson (Head of Leisure and Environmental Services)	Keith Hoskins (Hitchin Town Centre Manager)
	Geraint Burnell (Royston Town Centre Manager)

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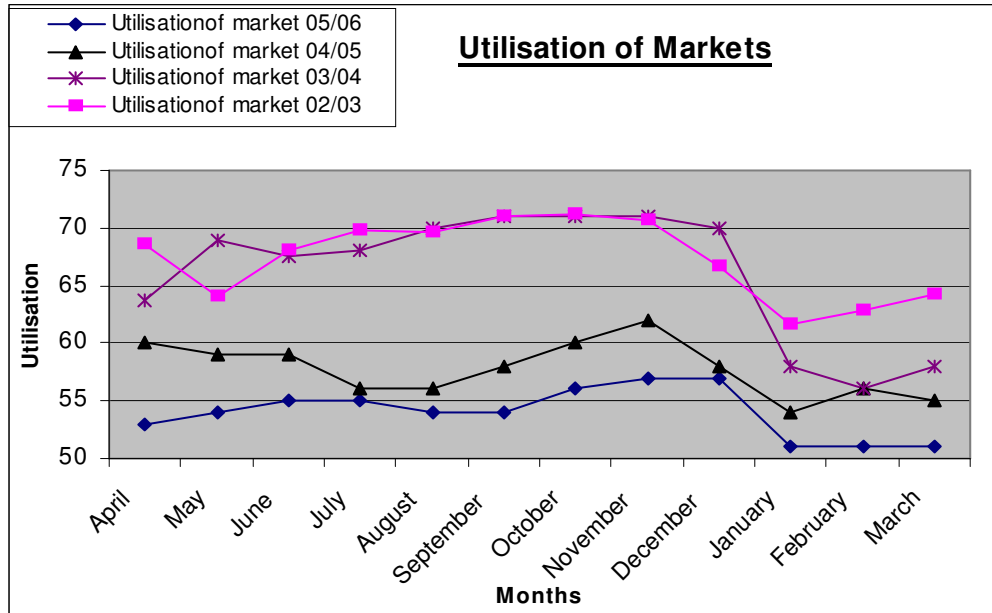
1. Introduction & Background

- 1.1 Over the past three years the Council's market utilisation has seen a decline. This decline has been greater in mid-week trading than weekend trading. This has had a negative impact on the Council's ability to keep and attract traders, which has been cited as one of the reasons the market has been unable to attract new customers.
- 1.2 At the Scrutiny Committee meeting on 13 September 2005, it was approved that the **Usage and Promotion of Markets Task and Finish group** would be established to analyse the current promotional activities and investigate ways of improving the Council's current work.
- 1.3 The group began its work in November 2005 and agreed the following scope:
- To consider all means to improve the usage and promotion of the Council's markets;
 - To utilise ideas gleaned from best practice operated by markets elsewhere, particularly in towns of a similar size to those in North Herts and, if necessary, organise visits to such markets;
 - To obtain evidence from market traders currently operating in Hitchin, Baldock and Royston, from the respective Town Centre Managers and from the appropriate Community Development Officers;
 - To commission work on a customer analysis to determine the numbers and type of customer currently using the markets.
- 1.4 The group has met 6 times between 29th November 2005 and 26 April 2006.
- 1.5 The group worked with market traders from Hitchin and Royston, as well as the Town Centre Managers of both Towns. As a result, they have contributed to the development of the recommendations discussed later in this report.
- 1.6 This report presents the findings of the groups investigations and makes recommendations for practical ways forward to improve the current situation of North Hertfordshire's markets.

2. Findings

2.1 Market Utilisation

2.1.1 Recent studies by the National Market Traders Federation show there is a national decline in outdoor markets. The following graph shows the Council's market utilisation figures from 2002/2003 to 2005/2006.



2.1.2 The group discussed several factors that have contributed to the reduction of market utilisation, as below:

- Changes in customer shopping behaviour. There is now a greater range of shops and services that provide similar quality and prices as that of goods purchased on a market stall. More and more shops and services are open seven days a week. Also, the growth and availability of the Internet has enabled people to purchase many goods from the comfort of their home.
- The reduction of employment in Town Centres. The group identified a link between the increase in closure of local businesses to the significant reduction of customers who are available to visit local markets during the week.

Due to these and other reasons, less people are visiting our markets and the knock on affect is, it is harder to attract and keep traders.

2.2 Hitchin Market

2.2.1 Hitchin Market is the Council's biggest outdoor market with just over 200 stalls. The Saturday market has seen a drop of 14% since 2003 where 80% of the stalls were occupied. The Tuesday and Friday Markets have declined by 10% and 14% respectively since 2003. The group found that signage in the town centre to the market is very poor.

2.2.2 The task and finish group invited the Hitchin Town Centre Manager and representatives from the Hitchin Market Traders Association to their meeting

on 8th February 2006. At this meeting the current utilisation trends were presented and the group heard about what the Council is currently doing to promote Hitchin Market as part of the Council's Marketing Plan (**the Marketing Plan can be found at Appendix B**). For example, the Markets Manager has organised specific events and these have proven to be popular and received good publicity.

2.2.3 The group received a marketing plan written by the market traders and heard about their concerns and ideas for improvements. These included:

- the impact that the level of rent is having on attracting new traders
- problems associated with collecting rent by cash
- the negative effect the market has by having empty stalls
- lack of a tourism feel to attract new visitors
- poor signage
- the impact that no Bank Holiday and no Thursday trading has had

2.2.4 The group also heard ideas from the Hitchin Town Centre Manager. These included:

- running a Sunday market
- having more themed market days
- re-locating the market to the Town Square on certain days

2.3 Royston Market

2.3.1 Royston market has a potential capacity for 60 stalls. Less than half this amount is currently being occupied. The market tends to suffer with a poor footfall in the afternoons and empties around 3.00pm, leaving only a few traders who are there until approximately 4.00pm on Wednesdays and 5.00pm on Saturdays.

2.3.2 The group invited the Royston market traders and the Royston Town Centre Manager to their meeting on 14th March 2006. At this meeting the group heard about what the Council is currently doing to promote Royston market and heard the concerns and ideas from the traders and the Town Centre Manager.

2.3.3 The market traders raised a number of ideas and concerns, these included:

- the need for specialised stalls
- incentives for attracting new traders
- supplying mobile stalls for new traders who do not have their own
- car park discounts for the public on market days
- having charity stalls
- having set times for packing and unpacking stalls
- policing the market all day
- the lack of advertisements in local newspapers
- the impact that Tesco is having on their trade

- 2.3.4 The group heard about the initiatives that are already in place to improve Royston Market. These included:
- installing electrical points, bollards, anchor points
 - having less vans on the market site to provide more space for new traders
 - purchasing new mobile stalls
- 2.3.5 The group was also informed that a consultation exercise is being undertaken with the traders to inform them of these plans and to seek their views.

2.4 Baldock Market

- 2.4.1 Recent years have seen a significant decrease in the size of Baldock market, with the occupancy rate of pitches reducing from 80% to 50% since 2001.
- 2.4.2 Since 6th April 2006 the Council were no longer responsible for running this market. However, the group was informed that the Council would develop and maintain a close working relationship with the new company in order to benefit North Hertfordshire's residents, visitors and traders.

3. Conclusion

- 3.1 The group has based most of their recommendations on the contributions from NHDC's officers, the market traders and the Town Centre Managers.
- 3.2 It was felt that there was a lack of signage, advertising and publicity campaigns for both markets.
- 3.3 The group discussed new initiatives that could be introduced to attract shoppers and new traders to both markets.
- 3.4 There were several incentives suggested by the traders to encourage existing traders to continue trading at both markets. Some of which were agreed by the group and are included in the recommendations.
- 3.5 The Scrutiny Officer will review the progress of the suggested actions in the recommendations and report back to Scrutiny any success or further issues.

4. Recommendations

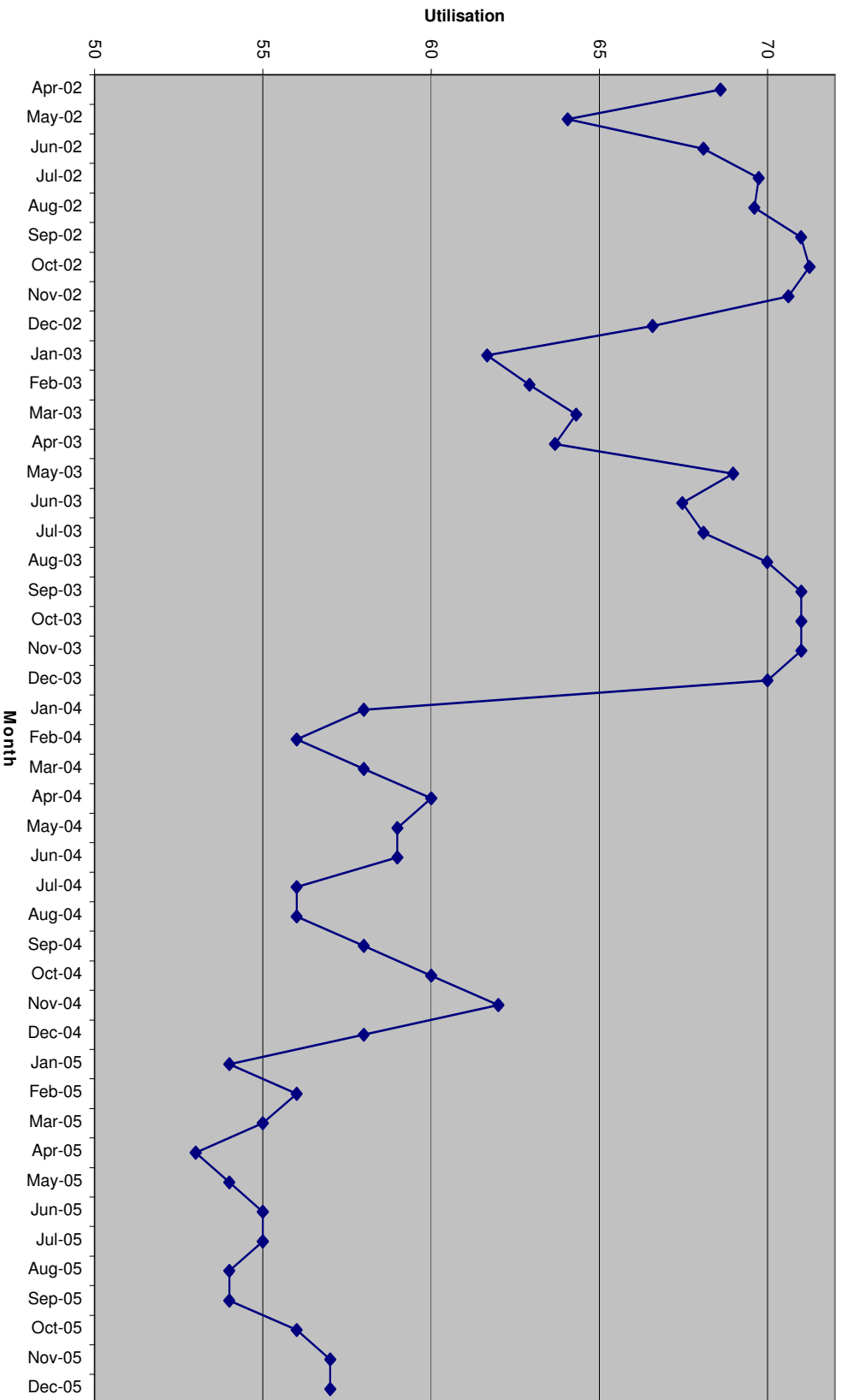
On the 29 March 2006, the group reviewed the results of their investigations and agreed the following recommendations:

- 4.1 Senior Officers in partnership with the Hitchin Town Centre Manager to consider the viability of running a Sunday Market in Hitchin.
- 4.2 Include some regular specialist markets in Hitchin.
- 4.3 Remove some empty stalls to allow for more space to have additional mobile stalls and trading vehicles at Hitchin.
- 4.4 Give new traders in Royston the opportunity to rent a stall, if they need one.
- 4.5 Abolish the requirement for a month in advance system of collecting rent, and introduce an option to pay daily, by using a modern portable device to enable traders to pay by credit card if they prefer to do so.
- 4.6 Consult with traders about replacing the current holiday allowance system with an alternative system.
- 4.7 The group would like to see greater control of the spreading policy given to the Markets Manager, so that judgement can be given to traders based on changes in turnout on particular days.
- 4.8 The Markets Manager to introduce and advertise a promotional scheme to traders for Tuesday rent in Hitchin and Wednesday rent in Royston.
- 4.9 Senior Officers to look at reviewing annual licenses for the shuttered units at Hitchin market and to report to the Hitchin Area Committee with their proposal.
- 4.10 A Member of the Hitchin Area Committee to attend and support the quarterly meetings of Hitchin Market Association.
- 4.11 Once a full risk assessment has been undertaken, the Council to consider opening Biggin Lane car park for shoppers on Tuesdays and Fridays in Hitchin.
- 4.12 Officers to ensure that they develop and maintain a close working relationship with the new company that now manages Baldock market.
- 4.13 Due to the lack of advertising in the local press in Royston, the Markets Manager to ensure that adverts are placed in Royston local papers and other local publications.
- 4.14 The Markets Manager to ensure that the installation of bollards and electric points at Royston market are carried out.
- 4.15 A working group involving traders, officers, the Town Centre Manager and a Member of the Royston Area Committee to be set up in Royston, which works similarly to the Hitchin Market Traders Association.

- 4.16 The Markets Manager to ensure that vans are not parked on the Royston market site, unless they are trading vans.
- 4.17 Through the working group suggested in 4.15, traders to be encouraged to finish trading at the same time, to avoid only a few stalls being left trading in the afternoons.
- 4.18 A wide publicity campaign to promote all of NHDC markets once the new initiatives are in place.

Appendix A

All markets utilisation



Appendix B

MARKETING PLAN

APRIL 2005 - MARCH 2006



Markets

INTRODUCTION

The Marketing Plan for the Markets aims to maximise usage and customer awareness of all locations and for all facilities via effective marketing. It encompasses the 'Marketing Mix' of Product, Pricing, Place and Promotion.

Promotion will be carried out through Personal Selling (by all staff), National markets related media advertising, local media and community events.

A simple but effective pricing policy assists in targeting activities to the various user and target groups. This links in with various incentives/competitions and events to encourage use and increase footfall.

The following sections are contained within this document:

- Introduction
- Aims and Objectives of the Marketing Plan
- Customer Profile
- Attracting New Customers
- Advertising Trends
- SWOT Analysis
- Distribution Profile of advertising Mediums (MORI Survey 2004)
- Advertising Diary
- Corporate Style
- Event Diary 2005-2006

AIMS AND OBJECTIVES OF THE MARKETING PLAN

The main aims of the marketing plan are to:

- Maximise stall lettings by appealing to new traders
- Increase public foot flow on all market areas
- Advertise through local press special commodities that attract people and enhance the market desirability
- Target advertise at seasonal occasions i.e. Bank Holidays, Xmas, Easter, School holidays etc
- Target advertise with special offers that are present on the markets (local press)

The following aims will be achieved by:

- Retaining existing customers
- Attracting new customers
- provide a professional service that gives the value for money
- Assisting in improving the quality of life within the local community by promoting and emphasising the benefits of value for money outdoor shopping
- Using pricing, services of facilities and promotion innovatively to maximise participation by all user groups and in turn increase income
- Remaining committed to staff training to ensure customers are provided with the best trained staff
- Presenting a positive unified and corporate image to all customers
- Experimenting with and deploying different marketing techniques to advertise and promote the facilities
- Running specific promotions and events aimed at target groups within the local community
- Ensuring adequate promotion and publicity coverage is undertaken for all aspects of the facilities.
- Providing safe and quality services to all users through staff training and the implementation of industry legislation/recommendation

Customer Profile

- Tuesday Market tends to be more supported by the older person.
- Friday market is an early start market due to the nature of selling second hand goods. Many traders arrive early to catch the trade buyers who come down before 06.00 to buy then quality antiques and therefore the market tends to shut down at around 15.00 when the second hand traders leave. The market is supported mainly with a heavy footfall of public wishing to be the first to get the second hand bargains. New traders quite often find sales are not as high as they had hoped for once passed lunchtime.
- Saturday market is full of new produce/products and is well supported by all walks of life, with the public buyers arriving as early as 07.00. The bulk of the public stays consistent all day and starts to fizzle out around 15.30 but intensifies again at around 16.45 with public wanting to secure the last of the perishable goods at even cheaper prices.
- Royston Wednesday and Saturday markets tend also to appeal to the elder end of the general public with footfall steady by 08.45 and staying buoyant up to 14.30. As no outlying bus services run into Royston after 14.50 the market traders tend to suffer with poor footfall after this time. The market therefore rapidly empties around 15.00, leaving a few die-hard traders who in turn leave at 17.30.
- Baldock Wednesday market seems to be supported with minor to moderate regular footfall all day up to 15.00. Allocating new traders is proving difficult with the Tesco's superstore within 750 yards selling virtually everything Traders sell at very competitive prices. The Baldock by Pass opening may improve footfall but equally it may have an adverse affect. Since the outcome is at present unknown we are unable to put forward any positive feedback. However the experimental TRO has increased Traders and shoppers alike, we now need to look at review and reinforcing that TRO.

Attracting New Customers

- This is achieved by event planning, linking with the HTCI and local businesses
- Advertising in local press, local radio presence on the market and advertising with them, local directories, retirement magazines, web site information, HTCI guide.

Advertising Trends

- This year, we have advertised in local papers, magazines in conjunction with HTCI, local elderly publications, town guides, local radio and billboards. We have improved our website information by updating our access and facilities. We have targeted advertising to certain events to maximise publicity to increase traders and shoppers. This included an Easter Competition with large Easter eggs donated by a local business as prizes, involved local schools and the children in the British Food Fortnight, sampling fresh fruit and making smoothies, held a charity auction in aid of The Garden House Hospice and the Dyspraxia Foundation, donations given by local businesses and raised £1240.00 which was divided between the two charities at a cheque presentation on Saturday 18th Nov with press present.
- As a result of these two events, we received letters and cards from the school requesting that we repeat the event next year together with cards and letters of thanks and two letters from the nominated charities thanking us for our aid and support.
- We have not as in previous years, just placed advertisements randomly, each advert has been given consideration as to who we are trying to attract, how to attract and the best possible means of conveying the message.

Shopping Trends

- Shopping trends have changed dramatically over the last few years and we have tried to work alongside these changes.
- The significant changes in the way we shop are the internet, boot sales, pre seasonal sales by stores and a change in shopping opening hours, makes competition much harder when we do not have to brave the elements to purchase a present or card. It can be brought on the computer from home, from a mail order catalogue or on the ebay site.
- There has been a substantial change in the way markets operate. With the casual queuing for a pitch becoming a thing of the past, we have introduced a package to encourage people to set up business and support them whilst making a business viable for them, many traders today do not want to leave home at 5.30am to arrive at the market to queue for two hours, only to be sent home because there are no stalls available or the market concerned already has the required quota of the commodity the trader is selling.

SWOT Analysis

Hitchin Market

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • long established market • good variety of non expensive produce/products available • reasonable farmers market on Tuesday • Antique & Collectors fair - Fridays • Saturday operating at 70-80% full • good level of personal, friendly service maintained by traders to customers • market days see a significant improvement to local shops income • integral part of community • nearby local parking • Pleasant social activity • Open to everyone 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • uncertainty of Churchgate development • traders income badly affected in inclement weather • present trader utilisation on Tuesday showing decline • no c.c.t.v. • no signage relating to what's on and what day • no major signage advertising days open • no signage relating to potential hirers • only open 3 days out of 7, poor utilisation of premium town centre retail space • in poor condition due to vandalism and age
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • contract procurement of Firthdene market • restore Bank Holiday Markets • additional signage • EEDA funding • Planned events 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • cost and standard of cleanliness • extra staffing costs • additional purchase costs • other markets (for traders) • general retail changes (internet shopping, extended shopping hours, pre seasonal sales)

Royston Market

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • small enough to be personal for the customer • well supported with licensed traders • busier in good weather and school holidays • good security for traders and customers from C.C.T.V. cameras 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • no permanent signage relating to days open or how to hire • confined lettable area • element of danger with the location of the market as it runs parallel to a Town Centre Road • traders income affected by bad weather
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • to invest in electrics, anchor points or modern type stalls, parking barriers which would remove vehicles from site. • Eeda funding 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • high rental paid for the land makes the profit margin minimal

Baldock Market

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Long established market • Supported by a friendly group of licensed traders • Small enough to almost guarantee the trader a monopoly in their commodity • Parking conditions improved since TRO 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • No on site signage relating to the market held every Wednesday on town signs • high rental paid for the charter rights which minimises profit • Tesco's superstore within 700yds open 24 hours offering similar products at competitive prices
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • To review temporary TRO and enforce permanent order • To bring variety of market to the town (i.e. farmers market) • Baldock by Pass could open opportunities, outcome unknown 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Traders are affected by inclement weather • Shopping trends etc • Baldock by Pass could present threats, outcome unknown

DISTRIBUTION PROFILE OF ADVERTISING/MARKETING MEDIUMS

(MORI Survey 2004 – 1,005 residents aged 16+)

Sources of information: From which sources do you obtain most information about North Herts Council and how you prefer to do this in the future.

Local Newspapers	73% obtained	56% preferred
'Outlook' Magazine	55% obtained	32% preferred
Leaflets to the door	49% obtained	25% preferred

Figures below show the top four newspapers that people obtain information along with their preferred sources of information:

Comet	77% obtained	68% preferred
Herts on Sunday	39% obtained	17% preferred
Royston Wkly News	19% obtained	13% preferred
Crow Series	14% obtained	10% preferred

Advertising Diary 2005-2006

Date Paid	Advertised with	Relevant Code	Description	Amount (- Vat)
05-Apr	Chiltern	General	Radio ad 3-5-04 to 23-3-05 placed by GJ	£ 434.99
05-Apr	Comet / The News	General	General ad 23/63/05	£ 170.00
05-Apr	Comet / The News	General	General ad 25/63/05	£ 175.00
30-Apr	Comet / The News	General	General ad 15/04/2005	£ 105.00
30-Apr	MTN (Market Trade News)	Hitchin General	Stall availability 24/4/05	£ 200.00
06-May	Market Trader	General	Stall availability 6/5/05	£ 274.50
06-May	Market Trader	General	Stall availability 22/4/06	£ 274.50
11-May	Comet / The News	Hitchin General	General ad 29/4/05	£ 105.00
11-May	Baldock Crow	Baldock	Baldock Festival 15/5/05	£ 242.00
20-May	Market Trader	General	Stall availability 20/4/06	£ 274.50
22-May	Comet / Biggleswade &NH	General	General ad 19/5/05	£ 80.00
27-May	Comet / The News	General	General ad 13/5 05	£ 105.00
03-Jun	Silverburn Finance	General	Ad for Retired & Living Mag	£ 500.00
03-Jun	Market Trader	General	Stall availability 27/5/06	£ 274.50
03-Jun	MTN	General	Stall availability 31/5/05	£ 200.00
09-Jun	Market Trader	General	Stall availability 15/4/05	£ 400.00
18-Jun	Atlas UK	General	Map sites, stevenage	£ 450.00
18-Jun	Market Trader	General	Stall availability 10/6/05	£ 274.50
05-Jul	Market Trader	General	Stall availability 24/6/06	£ 274.50
05-Jul	MTN	General	Stall availability 27/6/05	£ 200.00
13-Jul	Market Trader	General	Stall availability 8/7/05	£ 274.50
02-Aug	Comet NH	Hitchin Tuesday	Farmers ad 21/7/05	£ 350.00

02-Aug	Royston Crow	Baldock	Baldock Ad	£ 540.00
06-Aug	MTN	General	Stall availability 29/7/05	£ 200.00
06-Aug	Atlas UK	General	Map sites, Lu, Roy, Bal, Bunt	£ 350.00
06-Aug	Elishan Printing	Hitchin General	Stevenage Neighbourhood Watch brochure	£ 525.00
06-Aug	Herts on Sun	Hitchin Tuesday	Keith/Tony advert 31/7/05 GMTV	£ 150.00
06-Aug	Herts on Sun	Hitchin Tuesday	Keith/Tony advert 31/7/05 GMTV	£ 400.00
06-Aug	Royston Crow	Baldock	Baldock Ad & editorial	£ 300.00
20-Aug	Heritage Guides	Hitchin General	Hitchin Town Guide	£ 375.00
30-Aug	Club Publishing	Hitchin General	What's on Where Guide 1 year General ad	£ 875.38
30-Aug	Comet NH & Biggs	Hitchin Tuesday	General ad 18/8/05	£ 300.00
07-Sep	Market Trader	General	Stall availability 9/8/05	£ 100.00
07-Sep	Andy Voisey	Hitchin Tuesday	F&V for filming GMTV	£ 100.00
07-Sep	Comet NH & Biggs	Hitchin Saturday	General ad 25/8/05	£ 300.00
14-Sep	Comet NH & Biggs	Hitchin Tuesday	General ad 1/9/05	£ 200.00
27-Sep	Comet NH & Biggs	Hitchin Saturday	General ad 27/9/05	£ 300.00
27-Sep	Comet NH & Biggs	Hitchin Saturday	General ad 15/9/05	£ 300.00
27-Sep	Hertbeat FM	Hitchin Saturday	Radio ad & live reads for Charity Auction	£ 850.00
14-Oct	Comet NH Biggs	General	Auction ad 29/9/05	£ 350.00
15-Oct	Archant Life	General	Hertfordshire Life ad Oct issue	£ 320.00
15-Oct	Silverburn Finance	General	Ad for Retired & Living Mag	£ 500.00
15-Oct	Royston Crow	Royston General	British Food Fortnight ad 22/9/05	£ 240.00
25-Oct	Argos	General	5 x Cookworks Liquidiser for BFF	£ 52.35
15-Nov	Hitchin Initiative	Hitchin General	Hitchin Station billboard ad	£ 500.00
			Total Spend	£13,766.22

Pending committed

Comet NH	Hitchin Saturday	Inserts for Charity Auction	£ 133.36
Comet NH	Hitchin Saturday	Craft Market traders	£ 250.00
Comet NH	Hitchin Friday	Charity Market traders	£ 250.00
Comet NH	Hitchin General	Countdown to Xmas ad	£ 250.00
Comet NH	Hitchin Saturday	Craft Market ad	£ 77.70
Comet NH	Hitchin General	Charity Market / Xmas Market ad	£ 77.70
Comet NH	Hitchin Tuesday	Farmers Market	£ 77.70
Hitchin Initiative	Hitchin General	Hitchin Town Guide	£ 1,000.00
		Total pending	£ 2,116.46

Total advertising up to end Feb 06	£15,882.68
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All promotional material will conform to the 'Corporate Style'.

Logo

The most important element of the Council's visual identity is the logo. Appearing on everything produced, it ensures easy identification by those served and worked with.

Essential requirements of a colour logo:

Green (Pantone 349) and Purple (Pantone 268).

Single colour (greyscale) logo:

The lighter (top) triangle is a 35% tint, while the darker (bottom) triangle is 80% tint.

Logo typeface:

The letters NHDC are white, in Bembo capitals.

Size:

Do not distort the shape, but the logo can be re-sized to fit the proportions of the publication or vehicle etc. For the exact dimensions, contact the Print Unit.

Position:

The logo always goes in the top right hand corner of the page, badge, sign etc. If in any doubt, ask the Public Relations Unit for advice.

Logo associated name:

'NORTH HERTFORDSHIRE DISTRICT COUNCIL' was set in Bembo letter-spaced, capitals, size 11pt (on A4), and aligned left. This font is being phased out over time, as resources allow, and replaced by Times New Roman 11pt, with character spacing expanded by 1.5 points.

The address, telephone number, facsimile number, and e-mail address (if you have one) go underneath aligned left. They were in Bembo letter-spaced upper and lower case, size 9pt (on A4), and are being replaced by Times New Roman 9pt.

Partners' or sponsors' logos:

Where a partner's logo is to be provided contact the Public Relations Unit. As a general guide, the NHDC logo goes in the top right hand corner when possible. The partner's may be in the bottom right hand corner, or perhaps inside the leaflet. It is sometimes appropriate to create a joint logo.

Where NHDC is to be included on another organisation's publication, they may determine the position, in consultation with NHDC's Public Relations Unit. However, the logo's colour, typeface and shape must be observed. The size should be equal to other logos on the publication.

NORTH HERTFORDSHIRE DISTRICT COUNCIL in the logo-associated text, is expanded by 1.5pt.

Event Diary – Markets 2005-6

DATE	EVENT 2005	EVENT 2006
FEBRUARY		Valentines
MARCH	Easter Eggstravaganza	
APRIL		Easter Egg
MAY		
JUNE		
JULY	Relocation Farmers Mkt	Charity Auct
AUGUST	GMTV Clues Brothers	Bank Hol Mkt
SEPTEMBER	Antique Valuations	British Food
OCTOBER	Charity Auction	
NOVEMBER	VJ Day Celeb.	Craft Fair
DECEMBER	Charity Mkt Xmas Mkt	Charity Mkt Xmas Mkt

ROYSTON AND DISTRICT AREA COMMITTEE
12 July 2006

AGENDA ITEM No.

8

TITLE OF REPORT: NORTH HERTFORDSHIRE DISTRICT COUNCIL'S PUBLIC CONVENIENCES
REPORT OF THE HEAD OF LEISURE AND ENVIRONMENTAL SERVICES

1. SUMMARY

- 1.1 For Members to note the strategic decision from Cabinet for the North Hertfordshire District Council's Public Conveniences.
- 1.2 To consult with Members on the external design and location of the new Public Conveniences that are suggested.
- 1.3 To inform Members of the type of internal equipment that will be used in the Public Conveniences.

2. FORWARD PLAN

- 2.1 This report contains a recommendation on a key decision that was first notified to the public in the Forward Plan on the 1 March 2005.

3. BACKGROUND

- 3.1 The consultants presented their options appraisal to Cabinet in May 2006, this is attached as Appendix 1. The following was resolved: -

RESOLVED:

- (1) That, in respect of the proposed Capital improvements to the Public Conveniences, Option 2, as detailed in section 5 of the report, be agreed, subject to the following amendments:-
 - (i) addition of the proposal for improvements to the Hitchin Arcade Public Conveniences, in lieu of the proposed new units for Market Place Square, Hitchin and Mosses Corner, Hitchin, but at the same overall cost of 226,000;
 - (ii) substitution of refurbishment works of £15,000 contained in Option 3 for The Cross, Royston for the £44,000 scheme contained in Option 2;
- (2) That Contract Standing Orders be waived to allow Danfo to be the supplier of the new facilities, with the waiver being justified in terms of the nature of the works and overall quality required, as stipulated in Contract Standing

Orders 10.2 (a) and (d), and as referred to in appendix 1b of the consultant's report;

- (3) That Contract Standing Orders be waived to permit a single tender for the cleaning and maintenance of the public conveniences up until the completion of the capital works programme, with the waiver being justified as being in the Council's overall interest to provide a better quality of service at a reduced cost, as stipulated in Contract Standing Order 10.2 (d);
- (4) That those public conveniences identified for closure, as identified in Option 2 in section 5 of the report, and with the exception of the Hitchin Arcade, be closed by no later than March 2007, and that Hitchin Bancroft be closed once the Hitchin Arcade works are completed and the facility open;
- (5) That consultation take place with area committees regarding the location and the external design of the new facilities, where appropriate, and where this is not the case the reports being for information only, with Members being reminded of the need to take account of the requirements of the Council's Planning Code of Practice, as outlined in paragraph 6.3 of the report to Cabinet.
- (6) That the comments of the Scrutiny Committee be noted.

4. ROYSTON FACILITIES

- 4.1 The following table shows the work that will be undertaken in Royston. The consultants' report provides the detail of each proposal on pages 30-37 of Appendix 1.

Location	Description of work	Capital work
The Cross	Remove brick screens and provide timed facilities.	£ 15,000
Fish Hill	New unit to replace existing – provide 1 adapted urinals and 2 W/C, all with time lock doors.	£ 155,000
Bus Station	Close	Close
Total		£ 170,000

- 4.2 Fish Hill is located next to Priory Gardens therefore, consideration will need to be given for the design of any new building which will not to harm the appearance of the conservation area. It is suggested that the external appearance of the new facility be designed to be in keeping with the current facility; this could include using a pitched roof with brick effect fascia walls.
- 4.3 Page 42 of the consultants' report provides examples of the type of internal equipment that will be used; this is to demonstrate the quality of the product that the Council is aiming to achieve.
- 4.4 The project will have to be carefully managed to ensure that other facilities are available within the town when the work is being undertaken. Therefore, it is important that the programming of work is included as part of the tender evaluation process.
- 4.5 Currently, the Council has a contractor that undertakes the maintenance and another contractor that undertakes the cleaning arrangements. To improve the quality of both roles, Cabinet has agreed that Contract Standing Orders be waived

to enable the Council to appoint a single contract to undertake the work whilst the capital programme is being carried out, as stated in paragraph 3.1 (3) of this report.

5. PLANNING REQUIREMENTS

5.1 Part 12 Development by Local Authorities, of the Town and Country Planning (General Permitted Development) Order 1995 explains that the District does not require planning permission for the facilities outlined in this report.

5.2 Although the facilities in Royston will not require planning application, officers and the consultants will work closely with the planning department to ensure that the final designs are in keeping with the area.

6. FINANCIAL AND RISK IMPLICATIONS

6.1 At June 2006 Cabinet was presented with the capital options; they approved the money that is required to undertake the necessary improvements which is shown in the table in section 4 of this report.

7. LEGAL IMPLICATIONS

7.1 The Council has the power to provide public conveniences in proper and convenient situations by section 87 of the Public Health Act 1936.

8. HUMAN RESOURCES AND EQUALITIES IMPLICATIONS

8.1 None.

9. RECOMMENDATIONS

9.1 For Members of Royston and District Area Committee to note the strategic decision from Cabinet for the North Hertfordshire District Council's Public Conveniences, as stated in paragraph 3.1.

9.2 For Members of Royston and District Area Committee to agree the location and the principle of the external design of the new facility for Fish Hill, as stated in section 4 of this report.

10. REASON FOR RECOMMENDATIONS

10.1 To ensure the delivery of project objectives.

11. APPENDICES

11.1 Appendix 1 - A Report on a Possible Strategy for Improvements to the Provision of Public Conveniences in North Hertfordshire (Inkpen Downie).
This document is attached as a separate volume to the agenda. Further copies are available from Committee & Member Services on request.

12. CONTACT OFFICERS

- 12.1 Steven Crowley (Project Manager)
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E-Mail: Steve.crowley@north-herts.gov.uk

13. CONTRIBUTORS

- 13.1 Vaughan Watson (Head of Leisure and Environmental Services)
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TITLE OF REPORT: REFERRAL FROM NORTH HERTFORDSHIRE HIGHWAYS PARTNERSHIP JOINT MEMBER PANEL – 24 APRIL 2006 – THE JOINT MEMBER PANEL DISCRETIONARY BUDGET

In accordance with Minute 57 of the meeting of the North Hertfordshire Highways Partnership Joint Member Panel (attached), the Committee are invited to put forward suggestions for schemes to be funded from the Panel's 2007/2008 Discretionary Budget.

Schemes can be minuted at tonight's meeting, or put forward in writing to the Committee & Member Services team.

NORTH HERTFORDSHIRE HIGHWAYS PARTNERSHIP – JOINT MEMBER PANEL

**Meeting held at the Council Offices, Gernon Road, Letchworth Garden City
at 7.30 p.m. on Monday, 24 April 2006**

57. THE JOINT MEMBER PANEL DISCRETIONARY BUDGET

The NHDM reminded the JMP of the themes for 2006-2007 as agreed at the meeting held on 30 January 2006 (Minute 43 refers) and next provided an update on the projects for 2006-2007 as follows; Royston Town Centre lighting – Phase 2; Vehicle activated signs; The Causeway and Police Row, Therfield; Norton Way, Letchworth; Town Centre enhancements; Additional street lighting in Kimpton; Improved lighting in Codicote; Street signing review in Letchworth; Traffic calming adjacent to Oughtonhead Primary School in Hitchin; Vehicle activated signs in Pixmore Way, Letchworth and High Street, Codicote; and Street Scene enhancement in Howard Drive, Letchworth

The JMP noted the projects for 2006 – 2007as follows: Street signing in Letchworth; Enhanced maintenance of Letchworth Town Centre; Additional street lighting at bury Plantation Footpath in Royston; Vehicle activated signs in Wymondley Road, Hitchin and in Willian Village.

The NHDM advised the JMP on the Design and Construction aspects of all Hertfordshire Highways Schemes and with particular reference to North Hertfordshire and invited the JMP to submit schemes in order to work up cost estimates well in advance of submittal to the next Discretionary Budget. The JMP noted the caveat expressed by the NHDM in that schemes had to be simple and as design fees can be very expensive and take up large tracts of the budget.

RESOLVED:

- (1) That the update on the schemes in 2005-2006 be noted;
- (2) That the additional schemes proposed for 2006-2007 as identified in Paragraph 5.4 to the report be agreed;
- (3) That members of the JMP be requested to put forward schemes via the Chief Engineer at NHDC;
- (4) That each of the five Area Committees be requested at the meetings scheduled for July 2006 to put forward schemes for the 2007-2008 JMP Discretionary Budget;
- (5) That the North Herts District Manager be requested to take note of the following schemes and make preliminary costings:
 - (a) Convert the pedestrian crossing at Broadway (adjacent to Morrisons supermarket) in Letchworth Garden City to a Pelican crossing;
 - (b) Change the phasing at the Pelican crossing at Paynes Park (adjacent to Lairage Car Park) to give more time to pedestrians;
 - (c) Provide a pedestrian phase to the traffic light control at Cadwell Lane, Hitchin;
 - (d) Provide a pedestrian phase to the traffic light control at junction of A505 and A507 in Baldock.

REASON FOR DECISION:

To ensure that the JMP are updated regularly on scheme progress and allocate funding from the 2006/2007 Discretionary Budget for agreed themes.

TITLE OF REPORT: CHAMPION NEWS**REPORT OF THE HEAD OF COMMUNITY DEVELOPMENT & CULTURAL SERVICES****1. PURPOSE OF REPORT**

- 1.1 To advise the Committee of the activities and schemes with which the Community Development Officer has been involved during the past month.
- 1.2 To bring to the Committee's attention some important community based activities that will be taking place during the next few months.

2. PROJECT/ACTIVITY/SCHEME DETAILS**2.1 Youth Issues**

Further work has been done towards a Community Football Club, subject of a grant to be considered at this meeting.

- 2.2 There will be 2 weeks of Playzones running in Royston at Tannery Drift and Meridian schools. Children aged 5-11 will have the opportunity to participate in a number of activities each week, including Football, Dance and Drama, Fruit Madness and Art workshops.

- 2.3 As well as the Playzones, we are running Out2Play sessions over the 4 week holiday period: these will run at Therfield Sports Ground, York Way, Barkway, Priory Gardens and Serby Avenue.

- 2.4 Out2Play sessions are free, open access play opportunities and include a variety of activities including cricket, football, skipping, and art and craft activities. Sessions last for 1 hour 30 minutes will visit each site once a week and are open for children aged 5-13.

2.5 Area Visioning

Work has continued on the provision of an electricity supply for the Market, with discussion of legal issues around the works.

2.6 Grants

A considerable amount of time has been spent on discussions around the grant application from the Royston Day Centre, which is to be considered elsewhere at this meeting.

- 2.7 The CDO participated in a successful Grants Advice Seminar for Village Halls and Parish Councils across the District, attended by 19 delegates in the afternoon and a further 6 in the evening session. This promoted the various grant streams available from the Council, and suggested ways in which applications might be more successful. Both sessions were highly interactive, with delegates happy to ask questions throughout, and to discuss individual issues with officers at the end. Feedback received from evaluation sheets was very positive. The Royston CDO will join with other officers in another such event in Stevenage early in July.

- 2.8 The CDO also participated in 'Celebrate ChangeUp', the conclusion of a programme of government funding to voluntary organisations. This did raise some interesting perceptions of how Councils see voluntary organisations, how voluntary

organisations see Councils, and the consequences. Whilst some Councils are extremely pro-active, others are not. NHDC is at the better end of the spectrum.

2.9 Other issues

Royston Speakout Stroke Club members feature in a DVD and a leaflet called "A Bridge to Tomorrow", co-produced by Time Banks UK and Help the Aged, looking at time banking for the 50+ age group. One member of the club is featured in the film driving other members of the Stroke Club to their weekly gathering, and a piece in the booklet talks about other ways they support each other and receive time credits for doing so. All members of the Stroke Club will be receiving a copy of the booklet and film. The DVD and booklet will be available nationally to older people generally and groups working with them.

- 2.10 The CDO took part in a 'walkabout' in Royston Town Centre on June 28th with Members, Police and other NHDC staff to ascertain major concerns of town centre shops and businesses. Fourteen businesses were visited, and 20 actions identified. Notes of the meeting have been collated and distributed.

3. RECOMMENDATIONS

- 3.1 That the Committee endorses the actions taken by the Community Development Officer to promote greater community capacity and well-being.

4. CONTACT OFFICER

- 4.1 Alan Fleck (Community Development Officer, Royston Area)
Tel: 01462-474274
E-Mail: alan.fleck@north-herts.gov.uk

TITLE OF REPORT: AREA COMMITTEE DEVELOPMENT BUDGET 2006/2007
REPORT OF THE HEAD OF COMMUNITY DEVELOPMENT & CULTURAL SERVICES**1. PURPOSE OF REPORT**

- 1.1 To advise the Committee on the current expenditure and balances of the Area Committee delegated budgets.
- 1.2 To request a Committee decision on the grant applications as set out in the Appendices

2. FORWARD PLAN

- 2.1 This report does not contain a recommendation on a key decision and has not been referred to in the Forward Plan.

3. FUNDING DECISIONS TO BE MADE

- 3.1 Two grant requests have been received, for funding towards elderly persons' courses at the Royston Day Centre, deferred from the last meeting, and for seed-funding for Royston Celtic Football Club for a Community Football Team.
- 3.2 Within the Council's capital programme for 2006 – 2010, there is an allocation for capital expenditure, of which the Royston amount is £62,700.
- 3.3 The Committee is asked to consider whether there are any projects or schemes that could be funded through the visioning element of the capital programme. To assist with the overall management of this programme, notice of any schemes should be made before 1 June 2006.

4. STATEMENT OF COMMITTEE DELEGATED BUDGETS 2006/2007

- 4.1 The statement of the Committee's budgets is appended as Appendix A.
- 4.2 There is a balance of £3,060 available in the Small Area Grants budget.
- 4.3 There is a balance of £18,990 available in the Discretionary Budget.

5. LEGAL IMPLICATIONS

- 5.1 There are no legal implications pertinent to this report.
- 5.2 A capital project or scheme is normally one with a minimum cost of £28,000 for building works. However, for the purchase of equipment, e.g. for play areas or vehicles, the minimum value is £15,000.

6. FINANCIAL AND HUMAN RESOURCE IMPLICATIONS

- 6.1 Members are asked to note the information detailed in Section 4 of the report (Appendix A) relating to previous awards.

7. CONSULTATION WITH EXTERNAL ORGANISATIONS AND WARD MEMBERS (If appropriate)

- 7.1 Ward Members and applicant groups have been consulted (they should have been)

8. RECOMMENDATIONS

- 8.1 The Committee is asked to note the current expenditure and balance of the Development Budget.
- 8.2 The Committee is asked to consider a grant to the Royston Day Centre as set out in Appendix 1.
- 8.3 The Committee is asked to consider a grant to Royston Celtic Football Club as set out in Appendix 2.

9. REASONS FOR RECOMMENDATIONS

- 9.1 The awarding of financial assistance to voluntary and community organisations

10 APPENDICES

- 10.1 Appendix A – Statement of Committee's Delegated Budgets 2006/2007
- 10.2 Appendices B & C – Grant applications

11. CONTACT OFFICERS

- 11.1 Alan Fleck (Community Development Officer, Royston)
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E-Mail: alan.fleck@north-herts.gov.uk
- 11.2 Steve Smither (Group Accountant, Customer Services)
Tel. 01462 464566
E-Mail: steve.smither@north-herts.gov.uk

12. BACKGROUND PAPERS

- 12.1 None.

Statement of Committee's Delegated Budgets 2006/2007

<u>SUMMARY/ TOTALS</u>	<u>Funding</u>	<u>Allocated</u>	<u>Spent</u>	<u>Outstanding</u>	<u>Unallocated Budget</u>					
<u>VISIONING</u>	£81,640	£18,940	£8,286	£10,654	£62,700					
<u>SMALL AREA GRANTS</u>	£4,244	£1,184	£750	£434	£3,060					
<u>DISCRETIONARY</u>	£46,706	£27,716	£6,816	£20,901	£18,990					
Total	£132,590	£47,840	£15,852	£31,989	£84,750					

<u>VISIONING</u>	<u>Funding</u>	<u>Year Allocated</u>	<u>Project</u>	<u>Allocated</u>	<u>Date</u>	<u>Spent</u>	<u>Outstanding</u>	<u>Unallocated Amount</u>	<u>Comments</u>
Preallocated Funds Brought Forward from 05/06	£18,940	2003/2004	Conservation Plan	£3,250	10.11.04	£0	£3,250		
		2004/2005	Youth Event	£4,000	10.11.04	£3,286	£714		£4000 allocated in 0405
		2004/2005	Community Event	£7,500	10.11.04	£5,000	£2,500		
		2004/2005	Kneesworth St Bus stops - additional seating	£1,400	15.12.04	£0	£1,400		Allocated from 2005/06 budget
		2005/2006	Royston Town Council/East of England	£2,000	24.03.06	£0	£2,000		
		2003/2004	Visioning Process	£790	31.03.04	£0	£790		
Capital Visioning	£62,700								
Total	£81,640			£18,940		£8,286	£10,654	£62,700	

Statement of Committee's Delegated Budgets 2006/2007

DEVELOPMENT BUDGETS										
SMALL AREA GRANTS	Funding			Project	Allocated	Date	Spent	Outstanding	Unallocated Amount	Comments
Preallocated Funds Brought Forward from 05/06	£434			Health Walks	£434	24.08.05	£0	£434		
Base Budget for 2006/07	£3,810			Royston Kite Festival	£750	31.05.06	£750	£0		
Total	£4,244				£1,184		£750	£434	£3,060	

DISCRETIONARY BUDGETS	Funding			Project	Allocated	Date	Spent	Outstanding	Unallocated Amount	Comments
Preallocated Funds Brought forward from 05/06	£26,716			Recycling Bins Tesco Site	£3,000	20.04.05	£1,975	£1,025		
				Vehicle Activated Signs - London Rd & Baldock St	£6,720	20.04.05	£0	£6,720		
				CCTV Camera Burns Rd Community Centre	£375	24.08.05	£347	£29		
				Royston Town Trail Leaflets	£330	05.10.05	£299	£31		
				Community Centres Booklet	£250	16.11.05	£0	£250		
				Replacement fencing - Burns Rd Community Centre	£1,651	15.03.06	£1,651	£0		
				Repair Fence at Swift Close/ Blakes Close Royston	£400	15.03.06	£544	-£144		
				Repair work to fence at Betjeman Road, Royston	£200	15.03.06	£0	£200		
				Young People of the Year Awards	£1,000	15.03.06	£1,000	£0		
				Hanging Baskets	£12,790	15.03.06	£0	£12,790		No invoice yet received from contractor
Base Budget for 06/07	£19,990			Young People of the Year Awards	£1,000	26.04.06	£1,000	£0		
Total	£46,706				£27,716		£6,816	£20,901	£18,990	

TITLE OF REPORT: PLANNING APPLICATIONS

REPORT OF THE HEAD OF PLANNING AND BUILDING CONTROL

Local Government (Access to Information) Act 1985 and Local Government Act 1972

In respect of each of the following reports concerning individual applications for planning permission, Listed Building Consent, the whole of the application file shall be regarded as background papers for the purposes of Section 100(d) of the 1972 Act.

AGENDA INDEX

ITEM:	REF NO:	LOCATION:DESCRIPTION	CONTACT OFFICER:	PAGE
1.	06/00380/ 1	Ling Dynamic Systems Ltd, Baldock Road, Royston, SG8 5BQ Erection of 44 no. 1 and 2 bedroom flats and 17 no. 1 and 2 bedroom affordable flats and houses and associated infrastructure (including below ground car parking, cycle and refuse storage) following demolition of existing commercial buildings (as amended by drawing nos. 02 Rev.M, 05 Rev H; 06 Rev H and 07 Rev H received on 15 June 2006)	Simon Ellis 01462 474264	57

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ITEM NO: 1	<u>Location:</u>	Ling Dynamic Systems Ltd, Baldock Road, Royston, SG8 5BQ
	<u>Applicant:</u>	SHH (Baldock Road) Ltd
	<u>Proposal:</u>	Erection of 44 no. 1 and 2 bedroom flats and 17 no. 1 and 2 bedroom affordable flats and houses and associated infrastructure (including below ground car parking, cycle and refuse storage) following demolition of existing commercial buildings (as amended by drawing nos. 02 Rev.M, 05 Rev H; 06 Rev H and 07 Rev H received on 15 June 2006)
	<u>Ref.No:</u>	06/00380/ 1
	<u>Officer:</u>	Simon Ellis 01462 474264

Date of expiry of statutory period : 03 May 2006

Reason for referral to Committee: Members will recall that this application was deferred for consideration at the last Committee meeting held on 31 May 2006 (my original report is appended) in order for officers to seek further design changes. Amended plans have been received, neighbouring residents and Royston Town Council have been re-notified of these changes and the application is reported back to Members for a determination.

1. Relevant History

1.1 See appendix A to item 1.

2. Policies

2.1 See appendix A to item 1.

3. Representations

3.1 All representations received in response to the original planning application as amended and presented to the 31 May Committee are set out in appendix A to item 1. In response to the re-consultation exercise on the latest amended plans the following responses have been received.

3.2 Royston Town Council:

The Town Council notes the amendments that have been made but feel that the changes do not make any significant impact on the reasons the Town Council has for objecting to the application. The Town Council therefore request that Members refer to their comments set out in the report attached as appendix A.

3.3 **Response to Neighbour Notifications:**

In response to the latest amended plans a total of 15 letters of objection have been received at the time of writing from local residents and one letter of support. The letters of objection have been received from the following addresses: **Nos. 5, 7, 8, 11, 14, 20 and 24 Heath Avenue, nos. 2, 10, 11 and 18, Chilcourt, no. 31 Heathfield and 82 Downlands.** The grounds of objection are as follows:

- 3.4 * The proposal represents an over development of the site and would not be in keeping with the character and appearance of the surrounding residential environment. Especially in terms of height and overall scale of the proposed development in relation to surrounding residential properties. Government guidance contained within PPG3 suggests that residential development densities should be between 30 and 50 dwellings per hectare and this proposal is of significantly greater density than central government suggests.
- * The house closest to no. 11 Heath Avenue is too close to that property and invades the privacy enjoyed by the occupiers of this house.
 - * No windows should be installed above second floor level on the proposed eastern block. The eastern block roof height is still too high.
 - * Rooflines should not be higher than neighbouring residential properties.
 - * Water pressure is sometimes too low in the surrounding area. This development proposal would add to these problems.
 - * Traffic impact. The proposed development would lead to additional car parking along Heath Avenue, adding to congestion problems.
 - * Impact on views of Royston townscape from Therfield Heath.

4. **Background**

- 4.1 Since the last meeting, following discussions between the applicant's architects and officers, amended plans have been received. The revisions illustrate two distinct changes to the design of two of the proposed buildings.
- 4.2 Firstly, the western block facing the Heath: The fourth storey on this building has been omitted from the scheme. This block is now a three storey building (the second floor accommodation would be in the form of rooms in the roof space). The height of this proposed building has therefore been reduced from approximately 12.4m to the ridge above ground level to approximately 10.5m to the ridge. This amendment reduces the number of proposed residential units for this scheme from 65 to 61. The total number of affordable dwelling houses remains the same as previously proposed at 17 (which would equate to just over 25% of the total). The number of proposed off road car parking spaces also remains the same at 88 spaces, providing a car parking standard of just under 1.5 spaces per dwelling.
- 4.3 The second revision is a reduction in the height of the central block. This would remain as a three-storey building but with a reduction in eaves height, the third floor would be partly within the roof space. The total height of this proposed building has therefore been reduced from approximately 11.8m to the ridge above ground level to approximately 10.5m to the ridge.
- 4.4 In my mind the amended plans improve the design of the scheme still further. The height, scale and mass of building has been reduced on the Therfield Heath side of the site and the height of the central block has also been reduced. My conclusions on the scheme remain as set out in report attached as appendix A.

5. Legal Implications

- 5.1 In making decisions on applications submitted under the Town and Country Planning legislation, the Council is required to have regard to the provisions of the development plan and to any other material considerations. The decision must be in accordance with the plan unless the material considerations indicate otherwise. Where the decision is to refuse or restrictive conditions are attached, the applicant has a right of appeal against the decision.

6. Recommendation

- 6.1 That planning permission be **GRANTED** subject to the applicant entering a Section 106 Obligation with the Council to secure the provision of the requisite affordable housing units, financial contributions towards sustainable transport measures in the vicinity of the site, library, youth and childcare facilities and fire hydrant provision and subject to the following conditions:

1. The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

2. The development hereby permitted shall be carried out wholly in accordance with the details specified in the application and supporting, approved documents and plans, or with minor modifications of those details which have previously been agreed in writing by the Local Planning Authority as being not materially different from those thereby permitted.

Reason: To ensure the development is carried out in accordance with details which form the basis of this grant of permission.

3. Details and/or samples of materials to be used on all external elevations and the roof of the development hereby permitted shall be submitted to and approved in writing by the Local Planning Authority before the development is commenced.

Reason: To ensure that the development will have an acceptable appearance which does not detract from the appearance and character of the surrounding area.

4. Notwithstanding the indicative landscaping details illustrated on the approved plans, prior to the commencement of development full details of all soft landscaping/planting shall be submitted to and approved in writing by the Local Planning Authority.

Reason: To ensure suitable soft landscaping of the site.

5. The approved details of soft landscaping in accordance with condition no. 4 shall be carried out before the end of the first planting season following either the first occupation of any of the buildings or the completion of the development, whichever is the sooner; and any trees or plants which, within a

period of 5 years from the completion of the development, die, are removed or become seriously damaged or diseased, shall be replaced during the next planting season with others of similar size and species, unless the Local Planning Authority agrees in writing to vary or dispense with this requirement.

Reason: To safeguard and enhance the appearance of the completed development and the visual amenity of the locality.

6. None of the trees to be retained on the application site shall be felled, lopped, topped, uprooted, removed or otherwise destroyed or killed without the prior written agreement of the Local Planning Authority.

Reason: To safeguard and enhance the appearance of the completed development and the visual amenity of the locality.

7. Before the commencement of any other works on the site, trees to be retained shall be protected by the erection of temporary chestnut paling or chain link fencing of a minimum height of 1.2 metres on a scaffolding framework, located at the appropriate minimum distance from the tree trunk in accordance with Table 1 in 'Trees in relation to Construction' (BS5837:1991), unless in any particular case the Local Planning Authority agrees to dispense with this requirement. The fencing shall be maintained intact for the duration of all engineering and building works. No building materials shall be stacked or mixed within 10 metres of the tree. No fires shall be lit where flames could extend to within 5 metres of the foliage, and no notices shall be attached to trees.

Reason: To prevent damage to or destruction of trees to be retained on the site in the interests of the appearance of the completed development and the visual amenity of the locality.

8. Prior to the commencement of development full details of a method statement for construction close to trees in accordance with British Standard 5837:2005 'Trees In Relation to Construction' shall be submitted to and approved in writing by the Local Planning Authority. Such works shall thereafter be carried out in complete accordance with the approved details or particulars unless otherwise agreed in writing by the Local Planning Authority.

Reason: In the interests of tree protection and to accord with the terms of the submitted application.

9. Prior to the commencement of development full details (including specification of materials) of all hard landscaping areas, including hard standing, street furniture and fencing, gates or other means of enclosure shall be submitted to and approved in writing by the Local Planning Authority. Such works shall thereafter be carried out in complete accordance with the approved details or particulars prior the first occupation of the development hereby permitted.

Reason: To ensure a quality finish to the development and the correct phasing of construction.

10. Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 as amended, no development as set out in Class(es) A-E of Part 1 of Schedule 2 to the Order shall be carried out without first obtaining a specific planning permission from the Local Planning

Authority. This condition relates only to the approved dwellinghouses fronting Heath Avenue.

Reason: Given the nature of this development, the Local Planning Authority considers that development which would normally be "permitted development" should be retained within planning control in the interests of the character and amenities of the area.

11. The development hereby permitted shall not be brought into use until the proposed access has been constructed, and the existing access has been closed, and the footway has been reinstated to the current specification of Hertfordshire County Council and to the Local Planning Authority's satisfaction.

Reason: In the interests of highway safety and amenity.

12. Prior to the first occupation of the development hereby permitted all car parking areas and secure cycle storage facilities shown on the approved plans shall be fully completed and laid out to the satisfaction of the local planning authority and thereafter retained and maintained for that purpose at all times.

Reason: In the interests of providing proper vehicle and cycle storage before dwellings are occupied.

13. Before the access to the drives to the houses are first brought into use 2.0 metre x 2.0 metre pedestrian visibility splays shall be provided and permanently maintained each side of the access. They shall be measured from the point where the edges of the access way cross the highway boundary, 2m into the site and 2m along the highway boundary, therefore forming a triangular visibility splay, within which, there shall be no obstruction to visibility between 600mm and 2.0 metres above the footway level.

Reason: To provide adequate visibility for drivers entering and leaving the site.

14. Before the access is first brought into use, vehicle to vehicle visibility splays of 4.5 metres by 90 metres in both directions shall be provided and permanently maintained. Within which, there shall be no obstruction to visibility between 600mm and 2.0 metres above the carriageway level. These measurements shall be taken from the intersection of the centre line of the permitted access with the edge of the carriageway of the highway respectively into the application site and from the intersection point along the edge of the carriageway.

Reason: To provide adequate visibility for drivers entering and leaving the site.

15. Any gates provided shall be set back a minimum of 8 metres from the back of the footway and shall open inwards to the site.

Reason: To allow a vehicle to wait clear of the carriageway or footway while the gates are being opened and closed.

16. The development shall not be brought into use until a properly consolidated and surfaced turning space for vehicles has been provided within the curtilage of the site. The turning space should be free from obstruction and available for use at all times.

Reason: To allow vehicles to enter and leave the site in a forward gear in the interests of highway safety.

17. The gradient of the access shall not be steeper than 1 in 20 for at least the first 10 metres from the edge of the carriageway.

Reason: To ensure a vehicle is approximately level before being driven off and on to the highway.

18. The access shall be 4.8 metres wide and the kerb radii shall be 6 metres, which shall include a pram crossing complete with tactile feature.

Reason: So that vehicles may enter and leave the site with the minimum of interference to the free flow and safety of other traffic on the highway and for the convenience and safety of pedestrians and disabled people.

19. The access shall be constructed in a hard surfacing material for the first 8 metres from the edge of the carriageway.

Reason: To prevent loose material from passing onto the public highway which may be detrimental to highway safety.

20. Notwithstanding the details shown on the site layout plan Drg No. 02 J, full details of the offsite works shall be submitted to and agreed in writing by the Local Planning Authority prior to the commencement of the development, showing street lighting, white lining, road signs, a scheme for the on-site and regulated discharge of surface water run-off drainage from the proposal and a turning facility at the end of Heath Avenue to accommodate refuse trucks. Thereafter the approved highway works shall be carried out and completed prior to any development work being commenced.

Reason: To provide a satisfactory access into the site for construction traffic and to provide an acceptable turning facility for refuse vehicles servicing the new houses in Heath Avenue in the interests of highway safety.

21. a) Construction work¹ on the development site hereby permitted shall not commence prior to the submission to, and agreement of the Local Planning Authority of a written environmental report (Phase 1) which identifies the current and past land uses of this site (and adjacent sites) with view to determining the presence of contamination which is likely to be harmful to human health, the aquatic environment, buildings and structures and local ecosystems.

b) If the Local Planning Authority is of the opinion that the report which discharges condition (a) above, indicates a reasonable likelihood of harmful contamination then a further report (Phase II) shall be submitted to the Local Planning Authority which includes:

- i) A full identification of the location and concentration of all pollutants on this site and the presence of relevant receptors², and;
- ii) The results from the application of an appropriate risk assessment methodology, and;
- iii) A method statement that specifies the steps necessary to render any

contamination harmless, and;

- iv) A contingency plan, which specifies how unanticipated pollutants will be dealt with.

No construction work ¹(other than that necessary for the discharge of this condition) shall commence on this site until the Phase II report has been approved, in writing, by the Local Planning Authority.

¹The definition of construction work shall be based on the definition contained with the Control of Pollution Act 1974: 'erection, construction, alteration, breaking up, boring, demolition, dredging works or any engineering works to buildings, structures, land or roads.'

²The definition of receptor shall be based on the definition contained within Table A, Annex 3 of the DETR Circular on Contaminated Land 2/2000 and also include controlled waters.

- c) This site shall not be occupied, or brought into use until:
 - i) All works which form part of the agreed scheme pursuant to the discharge of condition (b) above, have been fully completed:
 - ii) A remediation validation report (Phase III) confirming that the site is suitable for use has been submitted to, and agreed by, the Local Planning Authority.
- d) Any contamination, other than that reported by virtue of condition a) and b), encountered during the development of this site shall be brought to the attention of the Local Planning Authority as soon as practically possible; a scheme to render this contamination harmless shall be submitted to (but not necessarily in writing), and agreed by, the Local Planning Authority and subsequently fully implemented prior to the occupation of this site.
- e) All works agreed with the Local Planning Authority with regard to remediation of this site shall be permanently maintained.

Reason: To ensure that any contamination present within the site is dealt with in a manner that safeguards human health, the built and aquatic environment and local ecosystems.

- 22. The applicant shall carry out noise survey in accordance with a scheme submitted to and agreed by the Local Planning Authority to demonstrate the ability of the development to comply with the required noise criteria as described in 1999 WHO guidelines. The scheme will employ good noise survey practice and be conducted in compliance with relevant UK national and ISO standards.

Reason: To safeguard the amenity of residential occupiers.

- 23. Before development is commenced a detailed desk study and site investigation shall be carried out to establish whether or not the site is contaminated, to assess the degree and nature of the contamination present, and to determine its potential for pollution of the water environment. Detailed proposals in line with current best practice for the removal, containment or otherwise rendering

harmless any contamination that may be found shall then be submitted and approved by the Local Planning Authority. The development shall then proceed in strict accordance with the measures approved.

Reason: To ensure that proposals do not cause pollution of the water environment.

24. Prior to the commencement of development, details of speed reduction measures on the internal access road shall be submitted to and approved in writing by the Local Planning Authority (such details to include speed humps or other suitable traffic calming infrastructure). Such works shall thereafter be carried out in complete accordance with the approved details or particulars unless otherwise agreed in writing by the Local Planning Authority prior to the first occupation of the development.

Reason: In the interests of highway safety.

Reason for Decision

In the opinion of the Local Planning Authority and notwithstanding its current Local Plan allocation, the application site is in a most sustainable location for residential redevelopment, meeting the advice contained within PPG3 on Housing. In addition the proposed development would make full and effective use of the site and meet all of the provisions of the relevant policies contained within the North Hertfordshire District Local Plan No 2 with Alterations.

INFORMATIVE

Works to be undertaken on the adjoining highway shall be constructed to the satisfaction of the Highway Authority and in accordance with Hertfordshire County Council publication Roads in Hertfordshire: 'A Guide for New Developments'. Before proceeding with the proposed development, the applicant shall contact the Northern Herts Area Office (telephone 01438 757800) to obtain their requirements on how to enter into a section 278 agreement for the associated road works as part of the development. This should be carried out prior to any development work being carried out.

ITEM NO: 2	<u>Location:</u>	Ling Dynamic Systems Ltd, Baldock Road, Royston, SG8 5BQ
	<u>Applicant:</u>	SHH (Baldock Road) Ltd
	<u>Proposal:</u>	Erection of 49 no. 1 and 2 bedroom flats, 8 no. affordable dwelling houses and 8 no. affordable flats and associated infrastructure (including below ground car parking, cycle and refuse storage) following demolition of existing commercial building (as amended by drawing nos. 02 Rev J; 03, 04, 05, 06 & 07 Rev E received on 09/05/06)
	<u>Ref.No:</u>	06/00380/1
	<u>Officer:</u>	Simon Ellis 01462 474264

Date of expiry of statutory period : 03 May 2006

Reason for Referral to Committee: The site area at over 0.5ha requires that this application be reported to the Committee. The officer recommendation is also contrary to the views expressed by Royston Town Council.

1. Relevant History

- 1.1 Planning application no. 05/01887/1. Proposal for the erection of 65 no. 1 and 2 bedroom flats, 9 no. affordable dwelling houses and 13 no. affordable flats and associated infrastructure following demolition of existing commercial building. Application withdrawn on 17 February 2006.
- 1.2 Planning application no. 05/01893/1. Proposal for the erection of 63 no. sheltered residential apartments for the elderly and manager's house, communal facilities and associated infrastructure following demolition of existing buildings. A report and recommendation for this application is the subject of the previous item.

2. Policies

- 2.1 **Central Government Guidance:**
 Planning Policy Statement (PPS) 1 'Delivering Sustainable Development'
 Planning Policy Guidance note (PPG) 3 'Housing'
Draft Planning Policy Statement (PPS) 3 'Housing'
 Planning Policy Statement (PPS) 9 'Biodiversity and Geological Conservation'
- 2.2 **Hertfordshire Structure Plan Review 1991-2011:**
 Policy 1 'Sustainable Development'
 Policy 2 'Design and Provisions of Development'
 Policy 6 'Settlement Pattern and Urban Concentration'
 Policy 7 'Main Development Strategy'

Policy 22 'Reduction of Travel Need and Car Usage'
 Policy 25 'Car Parking' (and supplementary planning document 'Vehicle Provision at New Development')

2.3 North Hertfordshire District Local Plan No. 2 - with Alterations:

Policy 1 'Pattern and Character of North Hertfordshire'
 Policy 8 'Development in Towns'
 Policy 22 'Urban Environment'
 Policy 29A 'Affordable Housing for Urban Local Needs'
 Policy 51 'Development Effects and Planning Gain'
 Policy 57 'Residential Guidelines and Standards'

3. Representations

3.1 Environment Agency:

Confirm that the site overlays a major aquifer and within a Source Protection Zone 1 for ground water protection. The site is therefore particularly vulnerable to pollution. However, no objection in principle and recommend the imposition of a condition requiring a site contamination survey.

3.2 English Nature:

Point out that the site lies close to the eastern boundary of Therfield Heath which is a Site of Special Scientific Interest (SSSI). Under Section 28G of the Wildlife and Countryside Act 1981, which has now been incorporated into the Countryside and Rights of Way Act 2000 the local planning authority must take reasonable steps to further the conservation and enhancement of the SSSI. Conclude that the development proposal is unlikely to have a damaging affect upon the SSSI however activities during demolition and construction may be damaging. Suggest a specifically worded condition to prevent or reduce the risk of damage. In terms of protected species, whilst they have no records of protected species on the site in line with advice contained within PPS9 recommend that the local planning authority consult Hertfordshire Biological Records and the Wildlife Trust.

3.3 Hertfordshire Biological Records Centre:

Nothing received.

3.4 Wildlife Trust:

Nothing received.

3.5 Hertfordshire County Council (Highways):

Does not wish to restrict the grant of planning permission and recommend various conditions and informatives. Also a requirement for a developer contribution towards the provision of sustainable transport measures in the vicinity of the site. This can be secured through the imposition of a suitably worded Section 106 Obligation. Recommend a contribution of £70,000 for the whole of the Ling Dynamics Site redevelopment scheme.

3.6 Hertfordshire County Council (Archaeology):

The applicant commissioned an archaeological evaluation of the site, carried out by the Heritage Network. Their evaluation suggests that the construction of the existing industrial building and infrastructure on the site has destroyed any significant archaeological remains on this site already. Therefore no objections to the proposed redevelopment of the site.

- 3.7 **Hertfordshire County Council (Planning Obligations Officer):**
Has advised on contributions that would be required from the developers if planning permission is granted. Such contributions can be secured through the imposition of a suitably worded Section 106 Obligation. Such contributions can be justified under Policy 2 of the Hertfordshire Structure Plan Review 1991-2011. Contributions are required towards the provision of primary and secondary schools (the development would increase the number of children in the area). This is calculated on a complex formula and at the time of writing the exact amount required is not known. An update on this matter will be provided at the Committee. Fire hydrant provision is also required and contributions to Libraries (£181 per dwelling) and Youth and Child care (£363 per dwelling).
- 3.8 **Housing and Environmental Health Services (Pollution Control):**
Recommends the standard condition to cover the three stage process of desk top research, site investigation and remediation of any contaminants found on the site.
- 3.9 **Housing and Environmental Health Services (Environmental Protection):**
Recommends that a noise survey is carried out to identify areas of the proposal where acoustic measures can be carried out. This can be achieved through the imposition of a suitably worded planning condition.
- 3.10 **Internal Landscape Advice:**
Concludes that the development of the proposal can now safeguard the important tree belts around the periphery of the site. The revised application enables a suitable root protection zone around the base of the trees in accordance with the relevant British Standard. However, further details are required in relation to a method statement for the construction close to trees. Details are also required of all hard and soft landscaping proposals. Such matters can be covered by suitably worded planning conditions.
- 3.11 **Royston Town Council:**
Object to the proposed development; both the original and the amended drawings. In response to the amended the drawings the grounds of objection are as follows:
- * The proposal represents an over development of the site.
 - * The impact on Therfield Heath (which is a SSSI) will be significant.
 - * Impact on Heath Avenue and Chilcourt will also be significant.
 - * The site location, at the edge of the town, close to the Heath and the Golf Club should result in a quality development of lower density than is proposed here.
 - * The trees on the edge of the Heath need to be protected.
 - * Infrastructure impact of the development would be unacceptable (e.g. dentist and doctor services).
 - * Accept the principle of residential development on this site but more care is required in terms of design.
- 3.12 **Response to Statutory Site Notice, Press Notice and Neighbour Notifications:**
In response to both this planning application and application no. 05/01893/1 (see previous agenda item) a total of 43 letters of objection have been received from 37 separate addresses. Most of the letters received are from residents of Heath Avenue and Chilcourt although letters have also been received from residents in Briary Lane, West Court, Copperfields and Tannery Drift. Moreover, the majority of responses object to this planning application and not so much the McCarthy and Stone scheme. The grounds of objection are as follows:
- * The proposal represents an over development of the site and would not be in keeping with the character and appearance of the surrounding residential

environment. Especially in terms of height and overall scale of the proposed development in relation to surrounding residential properties. Government guidance contained within PPG3 suggests that residential development densities should be between 30 and 50 dwellings per hectare and this proposal is of a significantly greater density than central government suggest.

* The eastern block would over dominate, reduce daylight, over look and harm the character of Chilcourt, to the east of the application site.

* The proposed development of housing is a departure from planning policies which seek to protect employment sites.

* The proposed development would be visually obtrusive when viewed from Therfield Heath.

* The proposed nine dwellings facing Heath Avenue are too close to the roadside, too close together and no pedestrian or vehicular access should be allowed from the application site onto Heath Avenue.

* The proposed development would place a strain of local infrastructure, e.g. medical, educational and social services.

* The proposal would generate excessive traffic and cause congestion in the surrounding area, adding to highway safety problems. There is also a lack of off-road car parking to serve the proposed development and would therefore encourage parking on surrounding residential streets, particularly Heath Avenue, to which the proposal indicates a pedestrian link. There would also be poor access for emergency services.

* The proposal may lead to a loss of trees on the west boundary and along Heath Avenue.

3.13 Following discussion between the architects and Council officers this planning application has been significantly amended since the submission of the original plans. All residents notified of the original plans and all those who objected to the original plans have been re-notified of the amended plans and given an opportunity to comment further. At the time of writing no letters have been received in response to the amended drawings.

4. Planning Considerations

4.1 Site & Surroundings

4.1.1 The application site consists of an industrial building, associated car park and infrastructure sited off the northern side of Baldock Road, Royston. The whole site has a total area of over 1ha. The total area of this application is just over 0.5ha and includes the rear half of the Ling Dynamics Site. Most of this application site is covered by hard standing as the Ling Dynamics car park. It has mature tree screening on the southern and western boundary. The site is fairly level.

4.1.2 Heath Avenue runs along the southern boundary of the site and Chilcourt to the east. To the west of the application is the Royston Golf Club and Therfield Heath. The surrounding land use is predominately residential with a mixture of housing types. Heath Avenue and Chilcourt comprise a mixture of detached, semi-detached

and terrace housing whereas along Baldock Road there are a number of flat developments.

- 4.1.3 Although at the western edge of Royston the site location is within 500m of Royston Town Centre.

4.2 **Proposal**

- 4.2.1 Full planning permission is sought for a residential development comprising 65 housing units, associated car parking and infrastructure. The total break down of residential accommodation proposed is as follows: 15 no. 1 bedroom flats, 42 no. 2 bedroom flats and 8 no. 2 bedroom houses. The application proposes a 25% proportion of affordable housing and the Council's Housing Strategy Officer has advised that this break down should be the proposed 8 no. 2 bedroom houses, 4 no. 1 bedroom flats and 5 no. 2 bedroom flats (a total of 17 affordable units).

- 4.2.2 The proposed housing development would comprise four distinct elements. Along the Heath Avenue boundary of the site eight semi-detached houses are proposed. These houses would have their own designated off road car parking spaces with access onto Heath Avenue. They would also have separate 10m deep rear/private garden spaces. On the western boundary of the site (facing the Heath) a four storey block of flats (three storey with dormers in the roof space) is proposed which would house 34 no. flats. The southern end of this block would be two storey with rooms in the roof space to match the height and massing of the dwellings proposed along Heath Avenue. A three storey block of 9 no. flats is proposed in the central area of the site which borders the McCarthy and Stone site. Whereas on the eastern boundary of the site a two storey block of 14 no. flats is proposed.

- 4.2.3 The hard and soft landscaping proposed includes a large central amenity area with a space for Local Area of Play (LAP) a central pedestrian feature and footpath links across the whole site and connecting the proposed access drive and Heath Avenue.

- 4.2.4 Car parking, cycle and refuse storage facilities are proposed within a basement courtyard. The car park would contain 80 spaces to serve the 57 housing units which are within the proposed flat developments. Each 2 bedroom house on the Heath Avenue side of the site would contain 1 car parking space. The total car parking provision would therefore be 88 car parking spaces for 65 housing units. This equates to 1.35 car parking space per dwelling. Vehicular access to the proposed basement car park would be off Baldock Road and emergency and service vehicle turning heads are also proposed close to the basement car park entrance and off Heath Avenue.

4.3 **Key Issues**

- 4.3.1 Taking account of central government planning policy guidance, development plan policy and the comments received from interested parties referred to above I consider that the main issues to be taken into account in the determination of this planning application are as follows:

* Whether residential development on this site is acceptable in principle bearing in mind the site location and the current commercial land use when assessed against central government and development plan policy.

* Whether the design and layout of the proposed development is of a sufficiently

high standard taking account of context of the site. A careful evaluation of scale, form and detailed design in relation to the character of the surrounding landscape and townscape is required in this regard.

* Whether the proposed development would preserve the amenities enjoyed by residents who live in the surrounding area and whether the living conditions of any future occupiers of the proposed development would be acceptable. The environmental considerations can also extend to an analysis of the infrastructure impacts of the proposed development.

* The traffic/car parking issues also need to be carefully assessed. Would the proposed development contain sufficient off road car parking to meet the requirements of residents? Also, can emergency and service vehicles access the site?

4.3.2 **The Principle of Residential Development**

On the North Hertfordshire District Local Plan No. 2 - with Alterations proposals map the whole of this site is marked as Royston Employment area 3 (RE3). In terms of the District Local Plan the site is seen as an opportunity for development to meet employment needs. The proposed development would lead to the loss of existing and future employment opportunities on this site. However, whilst there is no specifically worded development plan policy that would seek to resist proposals for housing development on this site relevant central government guidance must be considered.

4.3.3 Planning Policy Guidance note (PPG) 3 'Housing' para. 42(a) states that '*Local planning authorities should consider favourably planning applications for housing or mixed use developments which concern land allocated for industrial or commercial use in saved development plan documents.....*' The aim of this government strategy is to improve the delivery of new housing, particularly in relatively sustainable, urban settings. More up to date draft government guidance contained within Planning Policy Statement (PPS) 3 places even more emphasis on the need to ensure faster delivery of housing particularly on previously developed land, such as this site. Moreover, the perhaps non-conforming nature of the existing commercial use bordered by housing development on three sides must also be considered. In my judgement, given this policy background there can be no sustainable planning objections to residential development in principle on this site.

4.3.4 **Design in relation to Context**

Government guidance on design, contained within Planning Policy Statement (PPS) 1 'Delivering Sustainable Development' argues that design and context are almost indivisible. Paragraph 34 of this document states that '*design which is inappropriate in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted.*' In terms of more specific advice on housing development PPG3 seeks to increase development densities to ensure a more efficient use of land for housing but not at the expense of design quality. Moreover, this PPG in paragraph 56 argues that the design of new housing must be informed by the wider context. In terms of density PPG3 para. 58 argues that an efficient use of land for housing would be for a net development density of between 30 and 50 dwellings per hectare (dph). Central government guidance does not set out an embargo against housing development of a higher density and indeed encourages even higher density around public transport nodes and close to town centres.

- 4.3.5 The proposed development would amount to a development density of more than 120 dwellings per hectare, considerably above the 30-50dph band which the government argue represents an efficient use of land for housing. However, when considering matters of urban design in relation to housing development it is far too simplistic to argue that a development proposal is unacceptable because its mathematical density is too high. In my view, a development proposal needs to be assessed on the basis of the quality of design and layout in relation to the character of the surrounding area.
- 4.3.6 This scheme has been the subject of considerable discussion between the applicant's architects and Council officers. Members will note from the planning history outlined above that a recent planning application for 87 housing units on this site was withdrawn in February 2006 (ref. 05/01887/1). The latest planning application was for 82 housing units and has now been amended to reduce the number of dwellings to 65 in total. The main revision relates to the proposed eastern block. This has been considerably reduced in size both in terms of footprint and height. It is now a proposed two storey block of housing and a larger open/amenity space is proposed along the eastern boundary of the site adjacent to the rear garden of no. 11 Heath Avenue. This two storey block would in my judgement assimilate with surrounding residential development both in scale and form.
- 4.3.7 On the Heath Avenue side of the application site the proposal includes a row of eight semi-detached two storey houses. The design of these units picks up on the character of the existing dwellings along Heath Avenue as a reference and again in terms of spacing, scale and form would relate well to the existing street pattern along Heath Avenue.
- 4.3.8 The main bulk of the development would however be on the western boundary and central block. Whilst it could be argued that as you approach the western limit of Royston the development density or urban grain should reduce to lead to a softer edge to the town this is not the design approach adopted in this case. Whilst the proposed three and half storey western block would present a hard urban edge to Royston the revised planning application ensures a suitable tree protection zone, in compliance with the relevant British Standard which would ensure that the important tree belt along the western edge would be maintained. This tree belt is essential and would in my mind soften the appearance of the proposed development when viewed from the Heath. Moreover, in terms of context, the proposed flats on the western edge would relate well to the scale, form and design of the McCarthy and Stone proposal set out in planning application reported on the previous agenda item.
- 4.3.9 As a final point on design and context, whilst considerable concern has been expressed by local residents and Royston Town Council in relation to the high density nature of the scheme in my mind the 120dph figure is perhaps slightly misleading. With the proposed use of basement car parking surface space can be used for suitable hard and soft landscaping, amenity and a children's play area. The common problem of space around buildings being dominated by hard standing and car parking is thus avoided with this proposal.
- 4.3.10 Taking account of these factors, whilst I had serious reservations regarding the previous planning application for residential development on this site and indeed the original plans submitted with this current application, I consider that the negotiated amendments to the design of this scheme strike the correct balance.

The site is a sustainable location, within easy reach of the town centre and services; this scheme therefore presents an opportunity to provide new housing delivery in line with government objectives for sustainable development and balanced communities, without prejudicing the character of the surrounding landscape and townscape.

4.3.11 **Relationship with Neighbouring Properties and Living Environment**

The amended plans also address some fundamental amenity problems that the previous planning application and the original plans would have presented. In particular the relationship between the proposed eastern block and the dwellings along Heath Avenue and Chilcourt. The most sensitive relationship in my view is with no. 11 Heath Avenue. The side boundary of this property covers 23m of the boundary with the application site. The revisions to the scale of the proposed eastern block now avoids any over looking or loss of daylight and sunlight to this space. As for the relationship with the properties facing Chilcourt, whilst this two storey block would be set in approximately 6m from the rear boundary of these dwellings in my view this relationship is acceptable. The rear elevation of these dwellings is approximately 20m from the eastern boundary of the application site. Therefore any overlooking from the two storey housing would be into the very back of the rear gardens and not the most private area of the properties. In my view this is an acceptable privacy relationship in a suburban setting.

4.3.12 The next important relationship is with the dwellings on the southern side of Heath Avenue. The front elevation of these properties would face the proposed dwellings on the Heath Avenue side of the site and the southern end of the proposed western block of flats. Further amended plans will be presented at the meeting which relocate the lift shaft to the northern side of this proposed block. This revision would in my view lessen the visual impact of this building when seen from Heath Avenue and the dwellings on the southern side of Heath Avenue. In my view this revision renders the development acceptable in relation to the amenities enjoyed by residents of Heath Avenue.

4.3.13 In terms of the living environment of future occupiers, the proposed basement car parking creates an advantage with this scheme. Unlike many other forms of flat developments there would be no conflict between vehicle movements and habitable room windows. Moreover, in general the layout of housing and position of windows on buildings would ensure reasonable privacy and daylight standards in the space around buildings.

4.3.14 **Traffic Impact and Infrastructure considerations**

The proposed development would provide 1.35 car parking spaces per dwelling. Government guidance in PPG3 para. 62 advises that '*car parking standards that result, on average, in development with more than 1.5 off-street car parking per dwelling are unlikely to reflect the Government's emphasis on securing sustainable residential environments.*' The Council recently adopted a supplementary planning document 'Vehicle Provision at New Development' which sets out maximum car parking standards for new development. This advises that for 1 bedroom dwellings 1.25 spaces per dwelling as a maximum should be provided whereas for 2 bedroom dwellings the maximum standard is 1.5 spaces. In my view a standard of 1.35 spaces for a mixture of 1 and 2 bedroom accommodation complies with the maximum standard in that it would be just below the maximum. Therefore whilst concern has been expressed by local residents in relation to this matter, there can be no sustainable objections to this proposal in relation to car parking provision.

4.3.15 In terms of refuse collection and emergency servicing, refuse storage facilities are proposed with this scheme and emergency and service vehicle turning heads are illustrated on the drawings. Hertfordshire County Council (Highways) have confirmed that the accessibility for such vehicles to service the site is acceptable.

4.3.16 In terms of the wider infrastructure Members will note the response to this application from the Hertfordshire County Council Planning Obligations Officer. The County Council have requested that if Members are minded to grant planning permission this should be subject to the applicant entering a Section 106 Obligation to secure financial contributions towards library, youth, child care and education. Also, Hertfordshire County Council (Highways) recommend a similar mechanism to secure payments towards sustainable transport measures. Any such Section 106 Obligation should also ensure the delivery of the required affordable housing in accordance with Policy 29A of the North Hertfordshire District Local Plan No. 2 - with Alterations.

4.4 **Conclusion**

4.4.1 Members will note that there was considerable opposition to this planning application in its original form from local residents and Royston Town Council. Whilst Royston Town Council maintain their objections to the amended plans at the time of writing I have received no further objections to the scheme following the re-notification of neighbours. Any letters received in the meantime will be reported orally.

4.4.2 I am now satisfied that through a series of discussions between officers and the applicant's architect an acceptable development scheme has been forged for this site. Much of this negotiation has been aimed at overcoming many of the specific concerns raised by local residents in their response to the original plans and in my mind this has been achieved. Whilst of a notionally high mathematical density when assessed in terms of its design and relationship with the character and amenities of the surrounding locality I conclude that this development achieves an acceptable outcome for the site.

5. **Legal Implications**

5.1 In making decisions on applications submitted under the Town and Country Planning legislation, the Council is required to have regard to the provisions of the development plan and to any other material considerations. The decision must be in accordance with the plan unless the material considerations indicate otherwise. Where the decision is to refuse or restrictive conditions are attached, the applicant has a right of appeal against the decision.

6. **Recommendation**

6.1 That permission be **GRANTED** subject to the following conditions:

1. The development hereby permitted shall be begun before the expiration of 3 years from the date of this permission.

Reason: To comply with the provisions of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory

Purchase Act 2004.

2. The development hereby permitted shall be carried out wholly in accordance with the details specified in the application and supporting, approved documents and plans, or with minor modifications of those details which have previously been agreed in writing by the Local Planning Authority as being not materially different from those thereby permitted.

Reason: To ensure the development is carried out in accordance with details which form the basis of this grant of permission.

3. Details and/or samples of materials to be used on all external elevations and the roof of the development hereby permitted shall be submitted to and approved in writing by the Local Planning Authority before the development is commenced.

Reason: To ensure that the development will have an acceptable appearance which does not detract from the appearance and character of the surrounding area.

4. Notwithstanding the indicative landscaping details illustrated on the approved plans, prior to the commencement of development full details of all soft landscaping/planting shall be submitted to and approved in writing by the Local Planning Authority.

Reason: To ensure suitable soft landscaping of the site.

5. The approved details of soft landscaping in accordance with condition no. 4 shall be carried out before the end of the first planting season following either the first occupation of any of the buildings or the completion of the development, whichever is the sooner; and any trees or plants which, within a period of 5 years from the completion of the development, die, are removed or become seriously damaged or diseased, shall be replaced during the next planting season with others of similar size and species, unless the Local Planning Authority agrees in writing to vary or dispense with this requirement.

Reason: To safeguard and enhance the appearance of the completed development and the visual amenity of the locality.

6. None of the trees to be retained on the application site shall be felled, lopped, topped, uprooted, removed or otherwise destroyed or killed without the prior written agreement of the Local Planning Authority.

Reason: To safeguard and enhance the appearance of the completed development and the visual amenity of the locality.

7. Before the commencement of any other works on the site, trees to be retained shall be protected by the erection of temporary chestnut paling or chain link fencing of a minimum height of 1.2 metres on a scaffolding framework, located at the appropriate minimum distance from the tree trunk in accordance with Table 1 in 'Trees in relation to Construction' (BS5837:1991), unless in any particular case the Local Planning Authority agrees to dispense with this requirement. The fencing shall be maintained intact for the duration of all engineering and building works. No building materials shall be stacked or mixed within 10 metres of the tree. No fires shall be lit where flames could

extend to within 5 metres of the foliage, and no notices shall be attached to trees.

Reason: To prevent damage to or destruction of trees to be retained on the site in the interests of the appearance of the completed development and the visual amenity of the locality.

8. Prior to the commencement of development full details of a method statement for construction close to trees in accordance with British Standard 5837:2005 'Trees In Relation to Construction' shall be submitted to and approved in writing by the Local Planning Authority. Such works shall thereafter be carried out in complete accordance with the approved details or particulars unless otherwise agreed in writing by the Local Planning Authority.

Reason: In the interests of tree protection and to accord with the terms of the submitted application.

9. Prior to the commencement of development full details (including specification of materials) of all hard landscaping areas, including hard standing, street furniture and fencing, gates or other means of enclosure shall be submitted to and approved in writing by the Local Planning Authority. Such works shall thereafter be carried out in complete accordance with the approved details or particulars prior the first occupation of the development hereby permitted.

Reason: To ensure a quality finish to the development and the correct phasing of construction.

10. Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 as amended, no development as set out in Class(es) A-E of Part 1 of Schedule 2 to the Order shall be carried out without first obtaining a specific planning permission from the Local Planning Authority. This condition relates only to the approved dwellinghouses fronting Heath Avenue.

Reason: Given the nature of this development, the Local Planning Authority considers that development which would normally be "permitted development" should be retained within planning control in the interests of the character and amenities of the area.

11. The development hereby permitted shall not be brought into use until the proposed access has been constructed, and the existing access has been closed, and the footway has been reinstated to the current specification of Hertfordshire County Council and to the Local Planning Authority's satisfaction.

Reason: In the interests of highway safety and amenity.

12. Prior to the first occupation of the development hereby permitted all car parking areas and secure cycle storage facilities shown on the approved plans shall be fully completed and laid out to the satisfaction of the local planning authority and thereafter retained and maintained for that purpose at all times.

Reason: In the interests of providing proper vehicle and cycle storage before dwellings are occupied.

13. Before the access to the drives to the houses are first brought into use 2.0

metre x 2.0 metre pedestrian visibility splays shall be provided and permanently maintained each side of the access. They shall be measured from the point where the edges of the access way cross the highway boundary, 2m into the site and 2m along the highway boundary, therefore forming a triangular visibility splay, within which, there shall be no obstruction to visibility between 600mm and 2.0 metres above the footway level.

Reason: To provide adequate visibility for drivers entering and leaving the site.

14. Before the access is first brought into use, vehicle to vehicle visibility splays of 4.5 metres by 90 metres in both directions shall be provided and permanently maintained. Within which, there shall be no obstruction to visibility between 600mm and 2.0 metres above the carriageway level. These measurements shall be taken from the intersection of the centre line of the permitted access with the edge of the carriageway of the highway respectively into the application site and from the intersection point along the edge of the carriageway.

Reason: To provide adequate visibility for drivers entering and leaving the site.

15. Any gates provided shall be set back a minimum of 8 metres from the back of the footway and shall open inwards to the site.

Reason: To allow a vehicle to wait clear of the carriageway or footway while the gates are being opened and closed.

16. The development shall not be brought into use until a properly consolidated and surfaced turning space for vehicles has been provided within the curtilage of the site. The turning space should be free from obstruction and available for use at all times.

Reason: To allow vehicles to enter and leave the site in a forward gear in the interests of highway safety.

17. The gradient of the access shall not be steeper than 1 in 20 for at least the first 10 metres from the edge of the carriageway.

Reason: To ensure a vehicle is approximately level before being driven off and on to the highway.

18. The access shall be 4.8 metres wide and the kerb radii shall be 6 metres, which shall include a pram crossing complete with tactile feature.

Reason: So that vehicles may enter and leave the site with the minimum of interference to the free flow and safety of other traffic on the highway and for the convenience and safety of pedestrians and disabled people.

19. The access shall be constructed in a hard surfacing material for the first 8 metres from the edge of the carriageway.

Reason: To prevent loose material from passing onto the public highway which may be detrimental to highway safety.

20. Notwithstanding the details shown on the site layout plan Drg No. 02 J, full details of the offsite works shall be submitted to and agreed in writing by the

Local Planning Authority prior to the commencement of the development, showing street lighting, white lining, road signs, a scheme for the on-site and regulated discharge of surface water run-off drainage from the proposal and a turning facility at the end of Heath Avenue to accommodate refuse trucks. Thereafter the approved highway works shall be carried out and completed prior to any development work being commenced.

Reason: To provide a satisfactory access into the site for construction traffic and to provide an acceptable turning facility for refuse vehicles servicing the new houses in Heath Avenue in the interests of highway safety.

21. a) Construction work¹ on the development site hereby permitted shall not commence prior to the submission to, and agreement of the Local Planning Authority of a written environmental report (Phase 1) which identifies the current and past land uses of this site (and adjacent sites) with view to determining the presence of contamination which is likely to be harmful to human health, the aquatic environment, buildings and structures and local ecosystems.
- b) If the Local Planning Authority is of the opinion that the report which discharges condition (a) above, indicates a reasonable likelihood of harmful contamination then a further report (Phase II) shall be submitted to the Local Planning Authority which includes:
- i) A full identification of the location and concentration of all pollutants on this site and the presence of relevant receptors², and;
 - ii) The results from the application of an appropriate risk assessment methodology, and;
 - iii) A method statement that specifies the steps necessary to render any contamination harmless, and;
 - iv) A contingency plan, which specifies how unanticipated pollutants will be dealt with.

No construction work ¹(other than that necessary for the discharge of this condition) shall commence on this site until the Phase II report has been approved, in writing, by the Local Planning Authority.

¹The definition of construction work shall be based on the definition contained with the Control of Pollution Act 1974: 'erection, construction, alteration, breaking up, boring, demolition, dredging works or any engineering works to buildings, structures, land or roads.'

²The definition of receptor shall be based on the definition contained within Table A, Annex 3 of the DETR Circular on Contaminated Land 2/2000 and also include controlled waters.

- c) This site shall not be occupied, or brought into use until:
- i) All works which form part of the agreed scheme pursuant to the discharge of condition (b) above, have been fully completed:

- ii) A remediation validation report (Phase III) confirming that the site is suitable for use has been submitted to, and agreed by, the Local Planning Authority.

d) Any contamination, other than that reported by virtue of condition a) and b), encountered during the development of this site shall be brought to the attention of the Local Planning Authority as soon as practically possible; a scheme to render this contamination harmless shall be submitted to (but not necessarily in writing), and agreed by, the Local Planning Authority and subsequently fully implemented prior to the occupation of this site.

e) All works agreed with the Local Planning Authority with regard to remediation of this site shall be permanently maintained.

Reason: To ensure that any contamination present within the site is dealt with in a manner that safeguards human health, the built and aquatic environment and local ecosystems.

- 22. The applicant shall carry out noise survey in accordance with a scheme submitted to and agreed by the Local Planning Authority to demonstrate the ability of the development to comply with the required noise criteria as described in 1999 WHO guidelines. The scheme will employ good noise survey practice and be conducted in compliance with relevant UK national and ISO standards.

Reason: To safeguard the amenity of residential occupiers.

- 23. Before development is commenced a detailed desk study and site investigation shall be carried out to establish whether or not the site is contaminated, to assess the degree and nature of the contamination present, and to determine its potential for pollution of the water environment. Detailed proposals in line with current best practice for the removal, containment or otherwise rendering harmless any contamination that may be found shall then be submitted and approved by the Local Planning Authority. The development shall then proceed in strict accordance with the measures approved.

Reason: To ensure that proposals do not cause pollution of the water environment.

Reason for Decision

In the opinion of the Local Planning Authority and notwithstanding its current Local Plan allocation, the application site is in a most sustainable location for residential redevelopment, meeting the advice contained within PPG3 on Housing. In addition the proposed development would make full and effective use of the site and meet all of the provisions of the relevant policies contained within the North Hertfordshire District Local Plan No 2 with Alterations.

INFORMATIVE

Works to be undertaken on the adjoining highway shall be constructed to the satisfaction of the Highway Authority and in accordance with Hertfordshire County Council publication Roads in Hertfordshire: 'A Guide for New

Developments'. Before proceeding with the proposed development, the applicant shall contact the Northern Herts Area Office (telephone 01438 757800) to obtain their requirements on how to enter into a section 278 agreement for the associated road works as part of the development. This should be carried out prior to any development work being carried out.

***PART 1 – PUBLIC DOCUMENT**

AGENDA ITEM No.

13

TITLE OF REPORT: PLANNING APPEALS
REPORT OF THE HEAD OF PLANNING AND BUILDING CONTROL

This Item will take the format of an oral presentation

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