Cabinet

Monday 5 December 2016

9.00 am, Colman and Cavell Rooms
South Norfolk House, Cygnet Court, Long Stratton, Norwich, NR15 2XE

If you have any special requirements in order to attend this meeting, please let us know in advance
Large print version can be made available

Contact Claire White on 01508 533669 or democracy@s-norfolk.gov.uk
Members of the Cabinet

John Fuller (Chairman)  The Economy and External Affairs
Mr M Edney (Vice Chairman)  Finance and Resources
Mrs Y Bendle  Wellbeing and Early Intervention
Mr C Hudson  Stronger Communities and Leisure
Mr L Hornby  Regulation and Public Safety
Mrs K Mason Billig  Environment and Recycling

Group Meetings

Conservatives – 8.00 am, Cabinet Office
Liberal Democrats – 8.15 am, Blomefield Room

This meeting may be filmed, recorded or photographed by the public; however anyone who wishes to do so must inform the chairman and ensure it is done in a non-disruptive and public manner. Please review the Council's guidance on filming and recording meetings available in the meeting room.
Agenda

1. To report apologies for absence;

2. Any items of business which the Chairman decides should be considered as a matter of urgency pursuant to Section 100B(4)(b) of the Local Government Act, 1972. Urgent business may only be taken if, "by reason of special circumstances" (which will be recorded in the minutes), the Chairman of the meeting is of the opinion that the item should be considered as a matter of urgency;

3. To Receive Declarations of Interest from Members (please see guidance – page 5)

4. To confirm the minutes of the Cabinet meetings held on Monday 24 October and Thursday 17 November 2016 (attached – pages 6 and 23)

5. Easton Neighbourhood Plan 2017 – 2042
   Pre-Submission Consultation Version (October 2016) (report attached – page 26)

   NOTE: Appendix C to this report (Conservation Area Appraisals) is available to view on-line at http://www.south-norfolk.gov.uk/democracy/default.aspx

7. The Self-build and Custom Housebuilding Register (report attached – page 51)
8. Corporate Social Responsibility

9. Greater Norwich Joint Five Year Infrastructure Investment Plan 2017-18 to 2021-22;

At an earlier meeting on 12 September 2016, Cabinet agreed to defer consideration of the Infrastructure Investment Plan, due to concerns about funding of maintenance from CIL; the need for clear criteria to be in place for small projects; and that it would be premature to consider long-term commitments to the IIP in the light of the ongoing national CIL Review. Further work is progressing on these matters, and it is hoped that a revised IIP will be able to be considered at Cabinet and Council in early 2017.

Adam Nicholls, Planning Policy Manager

10. Cabinet Core Agenda
DECLARATIONS OF INTEREST AT MEETINGS

Members are asked to declare any interests they have in the meeting. Members are required to identify the nature of the interest and the agenda item to which it relates.

- In the case of **other** interests, the member may speak and vote on the matter.
- If it is a **pecuniary** interest, the member must withdraw from the meeting when it is discussed.
- If it **affects or relates to a pecuniary interest** the member has, they have the right to make representations to the meeting as a member of the public but must then withdraw from the meeting.
- Members are also requested when appropriate to make any declarations under the Code of Practice on Planning and Judicial matters.
- In any case, members have the right to remove themselves from the meeting or the voting if they consider, in the circumstances, it is appropriate to do so.

Should Members have any concerns relating to interests they have, they are encouraged to contact the Monitoring Officer (or Deputy) or another member of the Democratic Services Team in advance of the meeting.
CABINET

Minutes of a meeting of the Cabinet of South Norfolk District Council held at South Norfolk House, Long Stratton on Monday 24 October 2016 at 9.00 a.m.

Members Present:

Cabinet: Councillors J Fuller (Chairman) Y Bendle, M Edney, L Hornby, C Hudson and K Mason Billig

Non-Appointed: Councillors V Bell, F Ellis, C Foulger, M Gray, N Legg, T Lewis, J Mooney, L Neal, R Savage, M Wilby and K Worsley

Officers in Attendance: The Chief Executive (S Dinneen), the Director of Business Development (D Lorimer), the Director of Growth and Localism (T Horspole), the Head of Environmental Services (B Wade), the Head of Growth and Economic Development (J Munson), the Accountancy Manager (M Fernandez-Graham), the Projects and Performance Manager (A Mews), the Senior Governance Officer (E Goddard) and the Policy Officer – Revenues and Benefits (P Chapman)

2485 DECLARATIONS OF INTEREST

<table>
<thead>
<tr>
<th>Member</th>
<th>Item</th>
<th>Declaration</th>
<th>Interest</th>
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<tbody>
<tr>
<td>Cllr C Hudson</td>
<td>Development of a Community Asset Strategy (min 2494)</td>
<td>Director of Asset Management Company</td>
<td>Other</td>
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The minutes of the meeting held on Monday 12 September 2016 were agreed as a correct record and signed by the Chairman.

The Subject of the Decision

Members considered the report of the Accountancy Manager, Projects and Performance Manager and the Senior Governance Officer, which detailed the Council’s performance against strategic measures, risk position and the financial position at the end of the second quarter for 2016/17.

The Projects and Performance Manager presented the report to members, summarising the overall performance of the Council.

Attention was drawn to performance measure MI 1041, the Number of Housing Benefit / Council Tax Support claimants moving in to work. Members noted that this indicator was difficult to track because of the sharp decline in the number of residents claiming JSA who also claimed Council benefits. Cabinet agreed the proposed alternative indicator to be put in place to monitor the number of residents on Universal Credit.

The Cabinet members referred to the performance of the Council in each of their portfolios.

Cllr K Mason Billig referred to indicator LI263, the number of missed bins for all waste per 100,000 collections, explaining that the number of missed bins equated to only 0.1% of the 70,000 collections made each week. Whilst she was disappointed that the figures were not on target, she explained that the missed bins were as a result of the recent collection change –over, and she expected the figures to be back on track by the end of quarter 3. She also drew attention to the increase in recycling rates (NI 192a), and the increasing amounts collected from recycling bins and garden waste.

Cllr C Hudson made reference to the increased membership at the Wymondham Leisure Centre, explaining that a more detailed report on the Leisure Centre was to be considered at the Council’s Scrutiny meeting on 10 November. He urged members to continue to plan the allocation of their member grant budgets and advised Cabinet that £80,000 of the Community Action Fund had had already been committed to community projects for the financial year 2016/17.
Referring to the performance indicators for householder planning applications and major planning applications, Cllr L Hornby praised staff for the excellent performance.

Cllr M Edney drew particular attention to BV012a, the number of working days lost due to short term sickness, informing members that 2.07 days was a commendable achievement.

Cllr Y Bendle referred to LI 350, the number of affordable homes delivered, and was pleased to report that the figure had now risen to 881 homes, already exceeding the end of year target. This meant that there were now more affordable homes in South Norfolk than there had been since the 1980s. Turning to Early Help, Cllr Bendle explained that the Help Hub service continued to assist more families, and in response to a query, she explained that debt advice played an integral part of the Early Help service. The Chief Executive added that the debt advice resource at the Council, was to be increased.

In response to a query regarding homelessness, Cllr Y Bendle explained that there been an increase in the number of households contacting the Council because of the risk of losing their homes, but through an integrated Early Help approach, homelessness was prevented in the majority of cases.

The Chairman expressed disappointment that the Greater Norwich Policy Area was still failing to meet the five year land supply, despite 18,000 planning permissions being granted over the last year. He suggested that the methodology in the calculation be examined further by the Scrutiny Committee, preferably before the Annual Monitoring Report was considered in the New Year.

In response to queries relating to Rosebery Park and Maple Park, the Director of Business Development explained that properties were not being made available as early as had been hoped due to site configuration and health and safety requirements. Officers continue to work with contractors to explore the options, and there was no impact on overall profitability levels of the developments. Members noted that there might be a requirement to lend funds to Big Sky Property Management Ltd to assist with cashflow during this period.

Discussion followed concerning the delivery of the Long Stratton bypass and the Director of Growth and Localism explained that officers were meeting with developers at the beginning of November, to discuss options. He confirmed that there was a strong case for the Council’s preferred option, a 60 mph limit across the length of the bypass, unless technical issues prevented it. He also confirmed that the Hempnall junction was an integral part of the bypass delivery and Cllr M Wilby, speaking as County
Councillor, informed members that a roundabout would be constructed before the building of the bypass had commenced. Members expressed their support for the use of a Compulsory Purchase Order against landowners, should progress remain slow.

The Decision

RESOLVED: To:

a) Note the 2016/17 performance for the second quarter and the combined efforts across the Directorates to deliver the Vision of the Council (as detailed in Appendix 1 of the report).

b) Note the current position with regard to risks and accept the actions to support risk mitigation (as detailed in Appendix 2 of the report).

c) Note the capital and revenue position and the reason for the variances on the General Fund (as detailed in Appendix 3 of the report).

d) Agree the alternative measure to MI 1041 (Housing Benefit/Council Tax Support claimants moving into work) so that the number of residents on Universal Credit is monitored as it is introduced by DWP.

The Reasons for the Decision

To ensure processes are in place to improve performance, that the management of risks is sound, and that budgets are in place to meet the Council’s corporate objectives.

Other Options Considered

None
2488 TREASURY MANAGEMENT REPORT QUARTER 2 2016/17

The Subject of the Decision

Members considered the report of the Accountancy Manager, which reviewed the treasury management activity for the first six months of the financial year 2016/17, and reported on the prudential indicators as required by CIPFA’s Treasury Management Code of Practice.

Cllr M Edney commended the report to members, however, requested some clarification with regard to paragraph 4.5 and the proposed reduction in the interest rate on loans made to Big Sky Property Management Ltd (BSPM).

The Accountancy Manager explained that now that BSPM was an established company, the risks to the Council had reduced and the loan rate no longer reflected the market environment. Officers had taken advice from the Council’s treasury advisors, and a 4% interest rate was felt to be appropriate.

Brief discussion followed, during which some members expressed concern that the proposed rate of interest was too low.

The Chairman suggested that this matter be considered further by the Director of Business Development in consultation with the Portfolio holder for Finance and Resources.

The Decision

RESOLVED: 1. TO RECOMMEND THAT COUNCIL

a) Notes the treasury activity between April and September and that it complies with the agreed strategy.

b) Approves the 2016/17 prudential indicators for the first six months of the year.

c) Approves the increase in the Affordable Borrowing Limit and the Operational Boundary as set out in section 5.3 of the report.
2. That the Director of Business Development, in consultation with the Portfolio Holder for Finance and Resources, discuss further an appropriate change in the level of the interest rate on the loan to Big Sky Property Management Ltd.

The Reasons for the Decision

To ensure a balanced portfolio in terms of risk, rates and liquidity, ensuring maximum income for the Council.

Other Options Considered

To agree to the proposed 4% interest rate on the loan to Big Sky Property Management Ltd

2489 MEDIUM TERM FINANCIAL STRATEGY AND EFFICIENCY PLAN 2017/18 TO 2020/21

The Subject of the Decision

Members considered the report of the Accountancy Manager, which presented a revised Medium Term Financial Strategy for 2017/18 to 2020/21 and the Council’s Efficiency Plan 2016/17 to 2019/20.

Cllr M Edney introduced the report and drew attention to the major risks on which the Strategy was based. Members noted that there would be more certainty following the Government’s Autumn Statement on 23 November.

Some discussion followed with regard to the localisation of business rates, and members noted that the Financial Strategy had assumed that the net impact on the Council would be neutral.
The Decision

RESOLVED:

1. To agree the assumptions on which the MTFS is based, in particular:
   (a) That the increase in the budget for Performance Related Pay is acceptable.
   (b) That the approach to Council Tax Support for Parishes is acceptable.

2. To approve the Medium Term Financial Strategy described in this report as a basis for further work, particularly preparing the 2017/18 budget, and the Business Plan.

3. To approve the Efficiency Plan submitted to DCLG as set out in Appendix B of the report.

The Reasons for the Decision

To ensure long term financial and service planning

Other Options Considered

None

2490 CAPITAL STRATEGY 2017/18 TO 2020/21

The Subject of the Decision

Members considered the report of the Accountancy Manager, which presented Cabinet with the Capital Strategy for the Financial Year 2017/18 to 2020/21.

The Accountancy Manager briefly outlined his report to members.
The Chairman drew attention to paragraph 4.3 of the report, which highlighted capital expenditure that was already planned, or could be undertaken to meet the Council’s priorities.

**The Decision**

**RESOLVED:** To adopt the Capital Strategy in order to guide the formulation of the capital programme up to 2020/21, noting that the Strategy will be reviewed annually, but not updated until 2020/21, unless the Council’s environment changes significantly.

**The Reasons for the Decision**

To ensure that capital resources are being used to meet the Council’s priorities.

**Other Options Considered**

None

**2491 CHARGING POLICY**

**The Subject of the Decision**

Members considered the report of the Accountancy Manager, which detailed the corporate approach to charges for services provided by the Council.

The Accountancy Manager outlined the key point of his report to members.

Cllr M Edney explained that many charges had been frozen for some years, and he reminded members that the Council was facing continuing financial pressures and was in a position where it needed to be more self-sufficient. He stressed the importance of having planned charging structures in place, with charging levels being regularly reviewed.
Cllr T Lewis queried the total fee income, and asked what percentage of this was made up of planning fees. The Accountancy Manager agreed to provide this information after the meeting.

The Decision

RESOLVED: To

a) Adopt the corporate principles as set out in Section 2 of the report.
b) Approve the list of services on which to consult as outlined in Section 6 and attached at Appendix A of the report.
c) Approve the decision making process for changing fees and charges as set out in Section 7 of the report.
d) Delegate to Directors the authority to increase all fees and charges annually by the level of inflation (as measured by the Retail Prices Index), as outlined in Section 8 of the report.
e) Review, over a period of time, those services which are currently free, to decide if this practice should continue or if a charge should now be introduced.

The Reasons for the Decision

To ensure maximum income for the Council, whilst ensuring the burden is not met wholly by the council tax payer

Other Options Considered

None
2492 OFF STREET PARKING PROPOSALS

The Subject of the Decision

Members considered the report of the Senior Economic Growth Co-ordinator, concerning off street car parking proposals in the Council’s 17 public car parks across the District.

The Director of Growth and Localism drew members’ attention to the core principles established in the 2008 Car Parking Review, and he outlined the current issues that required consideration. The Head of Economic Development then went on to outline the proposed enhancement of services, along with the proposed package of tariff and permit charges.

Cllr L Hornby commended the report, referring in particular to the need to free up car parking spaces in the town centres.

In response to a query regarding the provision of electric car charging stations in the market town car parks, the Head of Economic Development explained that there was currently limited interest from manufacturers; however this would be monitored closely.

The Decision

RESOLVED:

1) To re-endorse the basic principles agreed in 2008 and agree:

   a) A period of consultation direct with relevant Town and Parish Councils.
   b) The package of proposed tariff and permit charges as outlined in the report.

2) To recommend the introduction of Long Stay charging to the Ayton Road, Wymondham car park, into an additional Pay and Display site and to agree that officers continue to investigate potential sites within the District.

The Reasons for the Decision

Cab Min 24/10/16CLW
To strategically manage the traffic, increase footfall in the towns, and enhance existing services, whilst adhering to the core principles established in the 2008 Car Parking Review.

**Other Options Considered**

Charge higher tariffs  
Do nothing

**2493 COUNCIL TAX DISCOUNTS FOR EMPTY HOMES, SECOND HOMES AND THOSE UNDERGOING/REQUIRING MAJOR REPAIR WORKS**

**The Subject of the Decision**

Members considered the report of the Policy Officer, which reviewed the Council’s approach to Council Tax discounts for empty homes, second homes and those undergoing or requiring major repair works.

Cllr Y Bendle advised Cabinet that the current approach had worked well; in particular it had encouraged empty properties to be brought back in to use. She explained that Norfolk County Council had requested that there be more consistency across Norfolk authorities in applying discounts, and she felt the proposals to retain the class C empty property discount at 100%, but to reduce the maximum period available from 3 to 1 calendar month, to be a sensible way forward.

The Policy Officer outlined his report, explaining that the proposed change would, on the current discounts applied, save approximately £235,000 in discounts and generate £19,700 in terms of additional revenue for the Council.

During discussion, the Chairman stressed that the exercise was not just about increasing income, but thought also needed to be given to assisting growth in the private rented sector and reducing the number of long term empty properties. In response to a query, the Policy Officer explained that reducing the number of long term empty properties generated further funding for the Council, through the New Homes Bonus.

**The Decision**

Cab Min 24/10/16CLW
RESOLVED: TO RECOMMEND THAT COUNCIL:

a) Amends the class C empty property discount to 100% to operate for a period of one month
b) Retains the class D major repair works discount at 50% for twelve months
c) Retains the class B second home discount at 5%

The Reasons for the Decision

To increase revenue to the Council, increase the tax base, and encourage owners of empty properties to bring them back in to use sooner, whilst bringing the Council’s approach closer to that of other Norfolk authorities.

Other Options Considered

To retain the class C discount as at present
To remove the class C discount
To remove the class D discount
To remove the 5% class B “second home” discount

2494 DEVELOPMENT OF A COMMUNITY ASSET STRATEGY

The Subject of the Decision

Members considered the report of the Head of Environmental Services which sought approval to carry out a four week consultation, with regard to the Draft Community Assets Strategy.

The Head of Environmental Services presented his report to members, explaining that the draft Community Assets Strategy outlined proposals to manage existing assets in future, through, amongst other things, divestment, partnership working and more sustainable approaches. He drew particular attention to proposals that the Council would no longer adopt any assets as part of the planning process under legal section 106 agreements.
Cllr K Mason Billig commended the report to members, explaining that everyone wanted to see more open spaces and play areas for children. However, with future funding challenges, a more sustainable approach was required, minimising future liabilities for the Council.

During discussion, the duration of the consultation process was queried, with some members suggesting that four weeks was too short a period for those parish councils that met infrequently. Cabinet agreed that the consultation process should be extended to six weeks.

It was suggested that a definitive list of parcels of land, and assets, would assist town and parish councils. Cllr Mason Billig reminded members that this document was a strategy, and would not contain such detail, however, officers were looking to provide a list in due course, of assets split by ward.

Some concern was expressed with regard to SUDs, village commons and the upholding of bye laws, and the point was made that management companies could fail and cease to trade. The Chairman explained that management companies were entitled to draw up sinking funds to cover any major works that could be needed in future. He suggested that all new development should signal a new approach, with a change in the way they are developed and sold. He acknowledged that this required a more forward thinking approach, placing greater obligation on planning officers to ensure appropriate arrangements were in place.

**The Decision**

**RESOLVED:** To approve the content of the draft Community Assets Strategy and endorse a 6 week consultation with interested parties in order to inform a final version of the Strategy for adoption.

**The Reasons for the Decision**

To ensure a more sustainable approach to the management of assets
To understand from a wider cross section of stake holders how the Strategy could work in practice.

**Other Options Considered**

None
The Subject of the Decision

Members considered the report of the Planning Policy Manager, which sought Cabinet approval for some amendment to the Council’s Local Development Scheme, which set out the timetable and details of Local Plan document production.

The Director of Growth and Localism outlined the report, explaining the amendments to be a “tidying up” exercise to ensure consistency with Norwich and Broadland. He referred to the delay in the Gypsies and Travellers Local Plan and he explained that the Greater Norwich Caravans and Houseboats Assessment would be commissioned shortly.

Members noted that the Housing White Paper, which was to be published shortly, could supersede the contents of any Self Build / Starter Homes Supplementary Planning Document.

The Decision

RESOLVED: To approve the updated South Norfolk Local Development Scheme (as outlined in Appendix 1 of the report), and that it is brought in to effect immediately.

The Reasons for the Decision

To ensure consistency across the Greater Norwich area.

Other Options Considered

Not to update the Local Development Scheme.
2496  GREATER NORWICH JOINT FIVE YEAR INFRASTRUCTURE INVESTMENT PLAN 2017-18 - 2021-22

Members noted that the revised Greater Norwich Joint Five Year Infrastructure Investment Plan 2017/18 - 2021/22, would be considered at the December meeting of the Cabinet.

2497  CABINET CORE AGENDA

Cabinet noted the latest version of the Cabinet Core Agenda.

2498  IMPROVING THE QUALITY OF RECYCLING MATERIALS

The Subject of the Decision

Members considered the report of the Head of Environmental Services, which detailed the progress being made to maximise recycling across the District, and sought approval for the basis of a targeted communication campaign to reduce contamination and increase recycling across the County. The report also sought approval for a variation to the contract in relation to the jointly procured Comingled Dry Recycling Contract, as detailed in the exempt Appendix 1 of the report.

Cllr K Mason Billig began by explaining that recycling rates had significantly improved in the District in recent years, with the current recycling rate standing at 46.86%. However, contamination was a real issue, and despite having the lowest contamination level in the county, it was impacting on performance and costing the council £100,000 per year in additional costs.

Discussion followed regarding communication campaigns and members agreed that a focussed and innovative approach was required. The Chairman referred to the Council’s “new resident welcome packs”, suggesting that the information regarding recycling should be more prominent and interesting. It was also proposed that schools be targeted, so young people were well informed and could educate parents.
Members agreed that as the amount of recyclable material had increased, it had become more confusing with regard to what could and could not be recycled. In response to a query regarding problem areas, the Head of Environmental Services explained that communal bins and areas where there was a high turnover of tenants, were more of a challenge.

Cabinet agreed that the Growth, Infrastructure and Environment Policy Committee should consider further a wider strategy for combatting contamination.

It was then

RESOLVED: that under Section 100A (4) of the Local Government Act 1972, the public and press be excluded from the meeting on the grounds of the likely disclosure of exempt information as defined in paragraph 3 of Part 1 Schedule 12A of the Act (as amended).

Members then turned to Appendix 1 of the report, which detailed the proposed contract variation, with regard to the jointly procured Commingled Dry Recycling Contract. Members agreed that the proposals outlined were the appropriate course of action.

The Decision

RESOLVED: 1. To note the progress made to date to recycle residents’ household waste in South Norfolk and to delegate to the Director of Community Services in consultation with the portfolio holder for Environment and Recycling, the detailed targeted communication schemes for a proactive approach to reduce contamination and increase recycling tonnage as set out in the report;

2. To approve the contract variation as detailed in Appendix 1 of the report;

3. That the Growth Infrastructure and Environment Policy Committee consider a wider strategy for combatting contamination.
The Reasons for the Decision

To increase recycling rates, and drive greater efficiency and performance at the Material Recycling Facility.

Other Options Considered

None

(The meeting concluded at 11.34 a.m.)

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Chairman
SPECIAL CABINET

Minutes of a meeting of the Cabinet of South Norfolk District Council held at South Norfolk House, Long Stratton on Thursday 17 November 2016 at 8.20 p.m.

Members Present:

Cabinet: Councillors J Fuller (Chairman), Y Bendle, M Edney, L Hornby, C Hudson and K Mason Billig


Officers in Attendance: The Chief Executive (S Dinneen), the Director of Business Development (D Lorimer), the Director of Community Services (P Boyce), the Director of Growth and Localism (T Horspole), and the Monitoring Officer (L Mickleborough)

2499 CHAIRMAN’S ANNOUNCEMENTS

The Chairman informed the meeting that a briefing session for all members would take place on Thursday 24 November at 4.00pm, with regard to the Greater Norwich Local Plan.
The Chairman referred members to the report of the Chief Executive regarding the Norfolk and Suffolk Combined Authority, and the recommendations of the report, detailed at page 20 of the Council agenda. The Monitoring Officer reminded members that this was a decision for the Executive.

The Chairman drew members’ attention to the recommendations from the full Council meeting, held earlier that evening.

It was unanimously

RESOLVED: To

1. Conclude that the establishment of a Mayoral Combined Authority for Norfolk and Suffolk is the option which most fully permits the effective discharge of the functions that Government is prepared to devolve to this area, on the basis of the earlier Governance Review (Appendix B to the 30th June Council papers), Equalities Impact Assessment (EqIA) and the results of the consultation.

2. Authorise the Chief Executive to consent to the Council being included in an Order that will be laid before Parliament by the Secretary of State for Communities and Local Government to create the Norfolk and Suffolk Combined Authority, such Order to:

   - Establish a Norfolk and Suffolk Combined Authority and specify the high level constitutional arrangements;
   - Confer functions on the Norfolk and Suffolk Combined Authority; and
   - Specify those functions exercisable by the Mayor
3. Agree that in the event that any minor drafting changes are required to reflect legislative requirements and the contents of the Deal Agreement, to delegate authority to the Chief Executive, in consultation with the Leader and agreement with the other Chief Executives/Managing Directors of the Constituent Councils across Norfolk and Suffolk to make the necessary changes to the Order

4. To continue to consider and receive further reports as the Devolution process progresses

(The meeting concluded at 8.26 p.m.)

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Chairman
Easton Neighbourhood Plan 2017-2042
Pre-Submission Consultation Version (October 2016)

Report of the Planning Policy Manager
Cabinet Member: Cllr John Fuller, The Economy and External Affairs

CONTACT
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anicholls@s-norfolk.gov.uk
1. Introduction

1.1 In May 2015 Easton Parish Council made a formal request for the parish to be designated a Neighbourhood Planning Area. Following consultation this was confirmed in September 2015. Since September 2015 work has been undertaken on the Draft Neighbourhood Plan, which can be viewed here. In accordance with national regulations the Plan has been developed to be in line with the Strategic Policies of the adopted Development Plan, including the policies of the Joint Core Strategy (JCS) and the allocations made in the South Norfolk Site Specific Allocations and Policies Document (SSAPD). The Neighbourhood Plan contains 14 policies, centred on five themes of ‘Landscape and Environment’, ‘Housing’, ‘Community Facilities’, ‘Transport and Infrastructure’ and ‘Local Economy’. The current consultation seeks views on the Plan’s 14 policies.

2. Background

2.1 Easton is defined as part of the Easton/Costessey major growth location under JCS Policies 9 and 10. As such the village was considered potentially suitable for significant growth during the lifetime of the JCS (2008-2026). As part of the process of developing the South Norfolk SSAPD an allocation for approximately 900 new homes plus a new village centre was proposed, consulted on and ultimately adopted in October 2015. The process of preparing and adopting the SSAPD was paralleled by a planning application for 890 dwellings and the new village centre, covering the majority of the allocation site, for which outline permission was issued in November 2016. Future reserved matters applications will need to comply with the conditions in this outline, unless subsequently varied. Policy EAS1 in the SSAPD includes a number of criteria which will continue to help shape the development of the site. A number of other South Norfolk Local Plan policies also affect Easton, including parts of the Royal Norfolk Showground (SSAPD COS5), River Valley (DM 4.5) and Undeveloped Approaches to Norwich (DM 4.6). It is within this context that the Parish Council has developed the Neighbourhood Plan.

2.2 The Parish Council established a Neighbourhood Plan Steering Group in late 2015 and has undertaken a series of consultation events to help shape the content of the draft Neighbourhood Plan. As well as Parish Councillors, the Steering Group includes other local residents, a number of whom represent community groups, as well as Easton and Otley College, which is a major
employer, provider of facilities and land owner in the parish. A Sustainability Appraisal Scoping Report was previously prepared and consulted upon separately.

2.3 The Neighbourhood Plan sets an overall ‘Community Vision’ and six Objectives which provide the context for the 14 Policies. Whilst the Neighbourhood Plan accepts the currently planned-for levels of growth, it is concerned with trying to ensure that development: fits with the character of the existing settlement; protects environmental and heritage assets; enhances community facilities; minimises the impacts of traffic; and involves the community in planning for and delivering development. Easton Parish Council is now seeking comments on the 14 Policies which aim to deliver these objectives.

2.4 It is worth noting that the Neighbourhood Plan does not include a Proposals Map to identify any specific additional/alternative areas for development or protection, or suggest any particular areas/directions for possible future growth.

2.5 It is also worth noting that Broadland District Council will shortly be consulting on a proposed Local Development Order for part of the Greater Norwich Food Enterprise Zone on land immediately west of the Easton parish (and South Norfolk district) boundary.

3. Current Position

3.1 The Neighbourhood Plan sets out 14 Policies under five key themes:

*Landscape and Environment*

3.2 The overall aims of this group of policies are to protect and, where appropriate, enhance listed buildings and theirs settings (Policy 1); retain the identity of Easton as a separate settlement and avoid coalescence with Costessey (Policy 2); to provide for the proper future management of green infrastructure (Policy 3); to protect the Grade 1 Listed Church of St Peter (Policy 4); and to ensure that new green infrastructure enhances biodiversity (Policy 5). These policies are very much consistent with the aims of wider Development Plan and broadly supported.

3.3 With regard to Policies 1 and 4, it is considered that the Plan would be more effective if it used the wording of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990, which requires consideration to be given to 'preserving the
building or its setting or any features of special architectural or historic interest which it possesses’, when assessing impact on listed buildings. In terms of avoiding coalescence under Policy 2, the current SSAPD specifically identifies the Royal Norfolk Showground (partly within Easton parish) as being suitable for limited development in line with its role and functions, but in a manner which protects the open character of the site. In addition SSAPD Policy EAS1 notes the need to consider how the area between an expanded village and Easton and Otley College is treated. Whilst the role of the Showground is noted in the Neighbourhood Plan, it may be helpful if specific reference were made to these existing policies which aim to avoid coalescence.

3.4 It is noted that Policy 3 makes a requirement for a commuted sum for long term maintenance of green infrastructure which is taken on by the Parish Council. With effect from 1 April 2017, South Norfolk Council no longer intends to adopt additional open spaces within new development, but if part (b) of the policy is retained it would be useful if a similar reference were made that suitable long-term maintenance would need to be agreed with the Council. With regard to other parties taking on the future management of the open space, it would be outside the remit of the planning process to assess the business case and operating model of that organisation, consequently it would not be possible to implement that part of the policy.

Housing

3.5 The Policies in this section are concerned with ensuring that new housing: protects natural assets and incorporates suitable landscaping (Policy 6); mitigates impacts on the local and wider environment (Policy 7); reflects the character and housing needs of the area (Policy 8); respects the privacy of existing homes (Policy 9); and minimises the impact of new road infrastructure on existing homes (Policy 10).

3.6 There are concerns that certain aspects of these policies cannot be implemented through the planning system and that others might have unintended consequences. In particular, whilst in many circumstances it will be important to retain and supplement trees and hedgerows, applying Policy 6 to all types of residential development may not be feasible in relation to smaller extensions; similarly replacing trees ‘on-site’ with those of ‘similar maturity’ may not be possible or desirable. Consequently Policy 6 should make it clear that the criteria apply ‘where appropriate’ and specifically criterion 4 could indicate that off-site provision may also be acceptable. In addition, the second criterion of Policy 6 appears to repeat Policy 1, which already covers the issue in greater detail.

3.7 As currently set out, criterion 1 of Policy 7 refers to the incorporation of ‘green’ energy. Unfortunately ‘green’ energy is not a sufficiently well-defined term to apply in planning policy and, notwithstanding this, it is not currently possible to insist on standards
which are higher than those required by national standards, such as Building Regulations, unless local evidence suggests a particular need.

3.8 Other elements of Policy 7 are likely to be too prescriptive and could result in development which is unduly dominated by the presence of car-parking and garaging; parking standards need to be agreed with South Norfolk and Norfolk County Councils and the design and location of garaging should indicate a preference for being within the curtilage, where this is consistent with a good layout/design, but reflecting that being in a safe, convenient location close to the property can also be appropriate. It is assumed that criterion 2 of Policy 7 is intended to make effective use of resources and minimise light pollution; as such it may be better to say this explicitly, rather than be prescriptive about locations and times where street lighting should be turned off.

3.9 Policy 8 refers to development integrating with and enhancing the ‘community’; as Policy 8 concerns design, it would be more appropriate to refer to integration with the ‘built form’, as integration with the community is not something which could be readily assessed through the planning process. Policy 9 refers to a buffer between existing and new development and the supporting text suggests this be in the form of a belt of trees, potentially with public access; whilst this might be appropriate in some circumstances, this will not always be the case. As such, the Policy would benefit from being explicit about what the ‘buffer’ is aiming to achieve e.g. development should retain the privacy of existing residents, using layout, design of development and planting/screening, as appropriate. Similarly with Policy 10, it may need to be more explicit in terms of what it is trying to achieve e.g. the design/layout of new roads should minimise the disturbance to the occupiers of existing dwellings. This includes avoiding new roads that immediately abut existing dwellings and gardens and where appropriate layouts should separate new roads from existing dwellings and gardens with new development and/or screening.

Community Facilities

3.10 The section and Policy 11 are concerned with the provision of a new village hall and associated outdoor sports/recreational provision.

3.11 Policy 11 builds on the requirements in South Norfolk SSAPD Policy EAS1 and requires the site to be accessible to all parts of the village, which is supported. EAS1 also requires the expansion of the existing St Peter’s Church of England Primary School (which is noted in the Neighbourhood Plan supporting text) and the provision of a small-scale retail facility. The Parish Council may wish to consider referring to co-ordination of facilities, allowing people to make linked trips and effective use of parking provision.
**Transport and Infrastructure**

3.12 This section is concerned with assessing and, where necessary, mitigating the traffic impacts of new development (Policy 12) and the promotion of walking and cycling opportunities to improve connectivity throughout the village and to nearby services and facilities (Policy 13).

3.13 Again the Council is supportive of the aims of these policies. The main concern is that these policies apply to all development, which for the case of small extensions is not likely to be appropriate or necessary. As such, the policies could benefit from being reworded to apply to all new dwellings and employment development above a minimum threshold size and for each policy to start 'Where appropriate'. Policy 13 would also benefit from reference to *the provision of footpaths, cycleways and public transport enhancements*, to reflect the fact that there are plans to extend Bus Rapid Transit (BRT) to Easton, facilitating better access to Costessey and Norwich.

3.14 *Local economy*

3.15 The fifth theme of the Neighbourhood Plan deals with provision of local employment opportunities, appropriate to the scale and function of Easton (Policy 14), which is supported by the Council.

4. Proposals

4.1 The deadline for comments on the Neighbourhood Plan is Friday 2 December 2016. As such a copy of this report will have been sent to the Parish Council prior to the Cabinet meeting, noting that that the contents are subject to confirmation by Cabinet. Taking into account the analysis in Section 3, above, the Council’s response to the draft Easton Neighbourhood Plan is:

4.1.1 “The Council congratulates the Parish Council on the work so-far undertaken on developing a Neighbourhood Plan. The Council is broadly supportive of the aims, objectives and direction of policy in the Neighbourhood Plan and recognises that these are seeking to achieve positive outcomes for current and future residents whilst recognising that the village will grow considerably between now
and 2026. In particular the Council hopes that the following comments help make the draft Neighbourhood Plan policies more effective in delivering the objectives when determining future planning applications.

4.1.2 The Council would wish to make the following recommendations in relation to the specific Policies in the draft Plan:

- Policy 1 and 4 be amended to refer to ‘preserving the building or its setting or any features of special architectural or historic interest which it possesses’;
- Policy 2 could be supported by reference to existing measures which are designed to maintain open areas between Easton village and nearby development at Costessey and Easton and Otley College in the South Norfolk SSAPD;
- Policy 3 (b) consider removing the reference to South Norfolk Council adopting the open space, but if retained ensure that an additional reference to commuted sums for maintenance is included;
- Policy 3 (c) remove the reference to assessing the ‘business case’ and ‘operating model’ of third party organisations;
- Policy 6 to start ‘Where appropriate’ and criterion 4) to indicate that off-site provision could also be acceptable;
- Policy 7 remove creation 1) or reword to indicate that developers are encouraged to do this, but not required by the Policy;
- Policy 7 criterion 2) reword to emphasise that the intention of the policy is to reduce energy consumption and light pollution whilst maintaining highway safety through the appropriate timing of street lighting;
- Policy 7 criterion 3) to agree with Norfolk County Council (and South Norfolk Council) a more flexible parking standard;
- Policy 7 criterion 4) reword to require garages within curtilages where appropriate and consistent with good design and in safe, convenient locations close to the dwellings where this is not possible;
- Policy 8, criterion 4) reword to ‘… and enhance the existing village and built form’;
- Policy 9 reword to reflect the aim of the Policy that the privacy of existing residents be protected though the design and layout of development and, where appropriate, the use of planting/screening;
- Policy 10 reword to reflect the aim of the Policy that the design/layout of new roads should minimise the disturbance to the occupiers of existing dwellings. This includes avoiding new roads that immediately abut existing dwellings and gardens and where appropriate layouts should separate new roads from existing dwellings and gardens with new development and/or planting/screening;
- Policy 11 consider reference in the policy or supporting text to co-ordination with other potential community enhancements identified in South Norfolk SSAPD Policy EAS1;
- Policies 12 and 13 start both policies ‘where appropriate’ and consider limiting to new dwellings and other development above a threshold size;
• Policy 13 add a reference to public transport enhancements.

4.1.3 At present the Neighbourhood Plan refers to Community Infrastructure Levy (CIL) in section 7.0 ‘Delivery, Implementation and Monitoring’. The Council supports the fact that the Plan is committed to having regard to the Greater Norwich Infrastructure Plan (GNIP) in terms of the delivery of infrastructure. Should the Plan be ‘made’ and adopted the Parish Council will be entitled to a greater proportion of future CIL receipts; as such it might helpful if the Plan was more specific in terms of how those might be prioritised in terms of delivering the Neighbourhood Plan policies, whilst acknowledging that other sources of funding may also become available. In more general terms, a prioritised (and, if possible, costed) list in the Neighbourhood Plan of the desired infrastructure for Easton parish would also be useful. Whilst this could include some infrastructure projects already in the GNIP, the inclusion of additional desired schemes (if any) would likely enable those projects to be included in future iterations of the GNIP.

4.1.4 Should the Parish Council wish to discuss any of these comments in more detail, please do not hesitate to contact the Council via the Planning Policy Manager.”

4.2 A number of small typographical/factual errors will also be noted in the covering letter.

5. Risks and implications arising

5.1 The environmental impacts of the draft Easton Neighbourhood Plan are being assessed through a Sustainability Appraisal.

5.2 The Plan is not likely to have any impacts on crime and disorder, nor is it likely have any impacts on disadvantaged groups.

5.3 As with all Neighbourhood Plans, South Norfolk Council will be able to claim additional funding from the Government should the Easton Neighbourhood Plan reach the Submission stage and then receive a positive recommendation from the Examiner that the Plan is appropriate to proceed to a referendum. However, SNC would also need to pay the Examiner’s fees and also pay for and administer the holding of the referendum. The costs are allowed for in the budget. Were the Plan to be later ‘made’ (adopted), Easton Parish Council would be entitled to receive 25% of CIL income from new development in the parish, rather than the standard 15%.
5.4 No other particular risks associated with the Neighbourhood Plan are identified

6. Other options

6.1 The Council could choose not to comment on the Easton Neighbourhood Plan; however, this would not be considered to be fulfilling the Council’s duties to support the Neighbourhood Planning process, particularly if the issues raised subsequently need to be addressed through examination. The response gives the opportunity for the Council to help make the Neighbourhood Plan more effective in terms of delivering the Vision and Objectives of the community.

7. Recommendation

7.1 Cabinet to agree to:
- Endorse this report as the response to the Easton Neighbourhood Plan Pre-Submission Consultation, specifically noting the points raised in Section 4; and
- Authorise the Director of Growth & Localism, in consultation with the Leader, to finalise the wording of any further necessary adjustments resolved to be made by Cabinet to the already-submitted response and submit the updated response.
Conservation Area Appraisals and Boundary Amendments for Harleston, Hingham and Loddon Conservation Areas

Report of the Senior Conservation and Design Officer
Cabinet Member: Lee Hornby, Portfolio Holder for Regulation & Public Safety

Chris Bennett
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cbennett@s-norfolk.gov.uk
1.0 Introduction

1.1 The council has a duty under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to review and designate conservation areas where areas are considered to be of special architectural or historic interest whose character and appearance it is desirable to preserve or enhance. Section 71 requires the authority to formulate and publish proposals for preservation and enhancement of those areas.

1.2 The council has 52 conservation areas and we are in the process of reviewing the character and appearance of the conservation areas through conservation area appraisals, accordingly revising boundaries if warranted, and formulating proposals for management and enhancement.

1.3 The purpose of this report is for Cabinet to recommend to Council to approve and adopt:

- Amended conservation area boundaries for Harleston, Hingham and Loddon & Chedgrave Conservation Areas.
- Conservation area appraisals and conservation management guidelines for Harleston, Hingham and Loddon & Chedgrave Conservation Areas.

2.0 Background

2.1 The programme of conservation area appraisals currently being undertaken is the first comprehensive review of the conservation areas since their original designations, in some cases dating back to the mid-1970s. During this period development has led to a change in the character and appearance of the conservation areas and there has also been a change in opinion as to what heritage may be considered worthy of preservation.

2.2 The rolling programme of reviewing conservation areas has given priority to those areas where the character is considered to be at greatest threat from change. The appraisals previously adopted are: Diss (2012) Trowse with Newton (2012) Wymondham (2012) Long Stratton (2013) Stoke Holy Cross (2013) Cringleford (2014). The Broads Authority has carried out appraisals which also cover the South Norfolk area for Ditchingham Dam, Ellingham and Geldeston (2013) and Langley Abbey (2014.) It was agreed at the Planning Policy and Regulation Policy Committee on 5th October that the next set of appraisals to be carried out during 2016-2017 should be for Bawburgh, Dickleburgh, Hempnall, Mulbarton, Scole, Tacolneston conservation areas.
2.3 The appraisals have been carried out in line with the Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management, published February 2016. This is an updated edition of Understanding Place: Conservation Area Designation, Appraisal and Management, first published by English Heritage in March 2011.

2.4 The appraisals and proposed boundary revisions were taken to the Planning Policy and Regulation Policy Committee on 5th October who recommended approval of the revised boundaries, conservation area appraisals and the conservation management guidelines by Cabinet and Committee. The committee advised that the conservation area for Loddon and Chedgrave should be referred to as Loddon & Chedgrave (the area had been referred to simply as the ‘Loddon conservation area’ at the consultation stage.)

3.0 Current position and issues

3.1 The conservation area boundaries have not been reviewed or amended for these three conservation areas since the original designation in Harleston (26.6.75) and Hingham (17.2.75). Having been originally designated in 1975, Loddon was reviewed and redrawn in 1994 to include the Chedgrave ‘satellite’ area. In order to be effective in assisting in making planning determinations and making informed decisions, it is important that the conservation area boundaries and appraisal content are up-to-date.

3.2 The appraisals assess the character and appearance of the conservation areas and recommend either extending or removing peripheral areas by changing the boundary line depending on whether the areas make a positive, negative or neutral contribution to the conservation area. Conservation management guidelines are included, which set out proposals as to how the conservation areas can be managed and further enhanced.

4.0 Consultation

4.1 It is a duty prior to adopting the recommendations of the appraisals for preservation and enhancement of an area to hold a public meeting and to have regard to the views expressed. The public meeting took the form of an exhibition held in each town and a presentation was also given at Parish/Town Council meetings.

4.2 In addition a public consultation on the appraisals was undertaken from 1 July to 31 July. The full consultation process and a summary of the responses given are at Appendix B.

4.3 Notification of the proposals to change the boundaries was also given through a letter to all the properties directly affected.
4.4 Following adoption, the changes in the boundary and properties affected will be advertised in a local paper and the London Gazette. It is a requirement to inform the secretary of state, and a further letter will be sent to all the buildings affected by the proposal to inform them that the revised boundary has been adopted.

5.0 Proposals

5.1 The maps at Appendix A show the proposed revised conservation area boundaries with the areas to be included and excluded. The red line maps show the new conservation area boundaries.

**Harleston:** The area will be extended to the north and south to include areas of historic ‘gateway’ development of the C19 and early C20 housing, and also an important area of mature landscaping to the east constituting the former grounds of Caltofts.

**Hingham:** Several sites are being proposed to be removed due to existing historic properties being altered or sites being developed with modern housing.

**Loddon & Chedgrave:** It is proposed to include C19 and early C20 to the south along Beccles Road and an area of landscaping to the west within the Chet Valley which includes C19 cottages. The boundary will also be slightly amended alongside the Chet to the east of the bridge on the north bank to include the whole of the Loddon Quay development.

5.2 As a result of the consultation the following changes to the boundaries are proposed subsequent to the consultation:

**Harleston:** A small area of verge landscaping is now proposed to be included on the corner of London Road and Willow Walk.

**Hingham:** Properties within the Manor Court development, which were proposed to be taken out of the conservation area, will remain in it.

These minor revisions were supported by the Planning Policy and Regulation Policy Committee on 5th October 2016.

5.3 Appendix C contains a link to the three conservation area appraisals. The recommendation is to adopt the appraisals as an evidence base in support of the Local Plan. Planning inspectors have accepted appraisals as a material consideration of considerable weight in appeals whether or not they have been adopted as supplementary Planning Document (SPD), so it is not necessary to adopt as
(SPD). The appraisals also contain conservation management guidelines that will be agreed in principle as part of this adoption process.

6.0 Risks and implications arising

6.1 The boundary change and the enlargement of the conservation areas in Harleston and Loddon & Chedgrave may result in some additional planning applications. Some areas of modern development in Harleston, and a number of areas in Hingham, are however being removed. In terms of the overall workload of planning applications, the change is small and insignificant in terms of impact on workloads.

6.2 Inclusion in the conservation area will result in the following changes to those properties:

- Any submission for planning permission will be considered with regard to preserving and enhancing the character and appearance of the conservation area.
- Planning permission will be needed to demolish buildings and other structures such as front garden walls (if over 1m in height)
- Alterations affecting external appearance, particularly to the front elevation are likely to require planning permission e.g. dormer windows and satellite dishes
- Six weeks notice is required to be given to the council prior to undertaking any works to trees.

6.3 The character assessment in the appraisals will provide improved background information on defining the character and appearance of the conservation areas, and this in turn will lead to an improvement in design and access statements and assist in decision making when determining planning applications.

6.4 The conservation management guidelines are written to support and develop good practice in preserving and enhancing the conservation areas.
7.0 Recommendations

7.1 To recommend that Council approves and adopts the amended conservation area boundaries for Harleston, Hingham and Loddon & Chedgrave Conservation Areas.

7.2 To recommend that Council approves and adopts the conservation area appraisals and conservation management guidelines for the conservation areas of Harleston, Hingham and Loddon & Chedgrave.

Appendix A: Maps indicating the proposed revised conservation area boundaries with the areas to be included and excluded. The red line maps show the new conservation area boundaries.

Appendix B: Summary of Consultation Responses.

Appendix C: Conservation Area Appraisals for Harleston (C1), Hingham (C2) and Loddon and Chedgrave (C3)
Appendix B

Consultation responses

Consultation process

Prior to preparing a draft assessment and boundary changes informal ‘walkabouts’ of the areas took place in November 2015. This was formed of a small group of local councillors (district and parish) and local amenity groups, such as local heritage and history societies. Following this process the recommended changes to the boundary were drafted.

The statutory consultation on the prepared appraisal drafts, which included recommended boundary changes and conservation management guidelines, took place from July 1 to 31. The following process took place:

- Residents directly affected by the proposed boundary changes were contacted by letter.
- Emails were sent to Ward Councillors, County Councillors, the Parish Councils, Norfolk County Council Historic Environment Service, Historic England and in the case of Loddon, the Broads Authority.
- Adverts were place in local libraries and information points, such as local supermarkets or noticeboards and a press release was issued with articles appearing in the local press.
- Exhibitions were erected for a minimum of two days in a publically accessible place within each conservation area, with an officer in attendance for a minimum of three hours.
- The appraisals were available to view on the council’s website and at the reception desk, with forms available online to complete.
- Presentations were made to each Parish Council.
- The website and the exhibitions had a questionnaire to prompt a reply on the description of character, drawing of the revised boundary line, and the conservation management guidelines.

Comments received and responses:

Historic England & County Council Historic Environment Service – no comments

Parish Councils:

Harleston: Generally supportive and looking forward to working together on future enhancement. The town council is already looking into better replacement street signage for the town.

Hingham council were supportive of the appraisal and advised that they would like to work with the district council with regard to future enhancement/improvements.

Loddon & Chedgrave councils suggested Langley Park, Chedgrave Manor and Pyes Mill (a landscaped area) could also all be included. In response, these sites are all peripheral to the...
conservation area and considered too far removed and separate in terms of character when viewed within the context of the central historic part of the town. Chedgrave Manor and Langley Park (the house) are also listed, and Langley Park is a registered park and garden. The landscape that has been included provides an important backdrop to the town and assists in controlling backland development around areas where key parts of the town such as the area around the bridge and the church back onto open countryside.

**The Broad Authority** – no concerns, but would like some additional/updated text included to relate to their planning controls.

**Response from members of the public:**

**Harleston:**

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<td>There were some comments made that consultation should have been more widespread and better advertised.</td>
<td>The Council has carried out the legal duty in terms of holding a public meeting and went beyond the statutory requirements for the consultation, however, this point is noted and will be important to ensure the appraisal consultations are mentioned in more local media places such as community newsletters and parish noticeboards.</td>
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<td>It was suggested that the boundary should be extended further along London Road to include various historic properties, and also to include Malthouse House Court – a recent development adjacent to the listed converted Malthouse.</td>
<td>Although there are some properties of architectural and historic merit along London Road, unlike the terrace which is being included, the properties are more spread out and there has been more infill. The character is therefore more ‘diluted’ and it is considered does not warrant inclusion. The Malthouse Court development is a good design – but there is considered not to be any threat to it, any planning permission would need to be considered in relation to the setting of the listed building as well as the existing conservation area.</td>
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**Hingham**

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<td>Two residents within Manor Court were concerned that the historic wall within the Court could be demolished if outside the conservation area.</td>
<td>Due to the historic association to the Manor House of the space and the existing wall, it was decided to keep the area in the conservation area. This was also the subject of debate on the walkabout as to whether the area should in or not.</td>
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Some concern was raised at the loss of protection for trees in the areas being proposed to be taken out of the conservation area, particularly in Rectory Gardens. Many of the areas which are being taken out already have TPOs in place, which give greater protection for the trees than conservation area status. This will however be reviews by the conservation officer and the tree officer to ensure the TPO areas are up-to-date and to see whether any more

Concern that Stone Lane would be taken out because it is an historic lane with some historic properties The most important feature is the historic wall. However, the properties have also been altered to some extent and have lost their original character. The connection of the wall on its own to the rest of the conservation area is not considered sufficiently significantly to merit being in the conservation area, so it will remain being proposed to be taken out.

Loddon

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<td>Concerns raised by residents living in the proposed addition to the conservation area in High Bungay Road due to further planning restrictions that would result in terms of replacing windows/doors, adding dormers and replacing/restoring outbuildings. General concern about additional costs that would result when wanting to carryout works. The historic merit of area was also questioned due to the inappropriate alterations that have already been carried out.</td>
<td>Planning permission is not required to replace any windows/doors on houses that are single dwellings in the conservation area. It would also not be required to restore an existing outbuilding unless there are any material changes to the external appearance. To replace an outbuilding may require planning permission in a conservation area. A new dormer would require planning permission in a conservation area. However, planning permission can also be required for a new dormer outside a conservation area depending on the size of the dormer.</td>
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<td>It is considered that, despite later inappropriate alterations to many of the houses in High Bungay Road in the additional area proposed, the form, proportion, surviving detailing and material finishes of buildings still makes a positive contribution to the historic character of street views. The additional area proposed in High Bungay Road, despite later alterations, still retains some of its historic character which is considered worthy of retention as an addition to the conservation area. Also, at the south end the number of matures trees and listed property, No.25, define a clear end boundary to the conservation area and provide an attractive gateway to it. Although no.34</td>
<td></td>
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<td>Concern was raised about property being de-valued as a result of being included in the conservation area.</td>
<td>Research carried out by the London School of Economics in 2012 indicates that being in a conservation area usually adds value to properties.</td>
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<td>stands alone as a brick bungalow is distinct mid-20th character and symmetry add interest to the street scene, its trees are also prominent in street views.</td>
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The Self-build and Custom Housebuilding Register

Report of the Housing Enabling and Strategy Officer and the Planning Policy Manager
Cabinet Members: Yvonne Bendle (Wellbeing and Early Intervention), and John Fuller (The Economy and External Affairs)

CONTACT
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1. Introduction

1.1 This report requests the Cabinet to decide how the Council should administer its obligation to keep a register of people wishing to build their own home in South Norfolk and to make recommendations to Cabinet.

1.2 Under the Self-build and Custom Housebuilding Act 2015 and the Housing and Planning Act 2016 every Local Planning Authority must keep a register of people who are seeking to acquire serviced plots of land in the authority’s area for their own self-build and custom housebuilding. This duty became a statutory obligation on 1st April 2016, and 112 people had joined the South Norfolk register by 30th October 2016.

1.3 The Government has issued Regulations which came into force on 31st October 2016. The Regulations permit the Council to charge a fee (which must not exceed the reasonable cost of maintaining the register) to a person registering, but this report recommends not charging such a fee at present.

1.4 The Regulations permit the Council to introduce “a local connection test”, and this report recommends the introduction of such a test.

1.5 The Regulations also permit the Council to introduce a financial resources test. This report recommends not introducing such a test.

1.6 The Housing, Wellbeing and Early Intervention Policy Committee considered these options at its meeting on 7th November 2016, when it was agreed to recommend this approach to Cabinet.

2. Background

2.1 The Government regards custom build as having significant potential to contribute to its wish to deliver at least 200,000 new homes each year. It supported the Private Member’s Bill of Richard Bacon MP, which became the Self-build and Custom Housebuilding Act 2015. Detail about its implementation is included in the Housing and Planning Act 2016.
2.2 Between them these two Acts require each Local Planning Authority to maintain a register of people wishing to build their own home in the authority’s area, and empower the Secretary of State to issue relevant Regulations. The first Regulations, issued in February 2016, required each authority to create a statutory register from 1st April 2016, and to grant sufficient planning permissions for serviced plots of land to meet demand as evidenced by the number of people joining the register in a ‘base period’.

2.3 Two further sets of Regulations implemented the legislation in full from 31st October 2016. This report explains the duty arising from the register, raises options now available to the Council, and considers whether each should be implemented.

2.4 The Regulations set three years for the time for each local authority to grant planning permissions equal to the number of people joining its register in the first base period (which ran from 1st April 2016 to 30th October 2016). The duty with respect to the first base period will therefore end on 30th October 2019. Future duties will also be by three years from the end of the next annual base period (so 30th October 2020, and so on). The obligation for future base periods will be based only on the number of people who register during the base period in question. If sufficient plots are made available (i.e. granted planning permission) across the District as a whole to fulfil the obligation arising from the first base period, there will be no further obligation to those on the register even if individuals have not acquired a serviced plot after three years. In other words, the requirement is only to meet the overall district need in numerical terms, not to ensure that every person/association on the register has had their individual need met with a (to them) suitable plot in a suitable location. Such individuals would count towards the second base period obligation only if they de-registered and re-registered during the second base period.

2.5 The definition of the Council’s obligation is in the Housing and Planning Act 2016, which defines a “serviced plot of land” as land that –

(a) has access to a public highway and has connections for water, electricity and waste water, or
(b) can, in the opinion of the Local Planning authority, be provided with these within the period before any development permission granted in relation to that land expires.

2.6 It is important to note that there are no duties to individuals on the register. The plots becoming available might not be suitable or desirable for particular people because of their size, location and/or cost, so there can be no assumption that registering will automatically grant someone a right to acquire a plot matching their desires in South Norfolk.
2.7 At their meeting on 24th October 2016, Cabinet agreed that a Supplementary Planning Document for Custom Housebuilding will be prepared, with the intention that it will become adopted during the second half 2017. By setting out clear and useful guidance (SPDs cannot introduce new policy) it is hoped that it will help to encourage acceptable proposals to come forward, thereby helping the Council to fulfil its obligations.

2.8 Officers have considered whether the Council would be able to meet its obligations to grant sufficient planning permissions. The number registering during the first base period was 112. Meeting the requirement arising from the first base period should not be a problem, but as later obligations arise the Council will have to meet obligations from three base periods simultaneously. This means that, if each base period generated an obligation of 112, from October 2018 it would be necessary to grant an average of 112 planning permissions on which custom build dwellings could be delivered each year.

2.9 Irrespective of what is stated on a planning application form, a dwelling only becomes classed as Custom Build when a Community Infrastructure Levy (CIL) exemption has been successfully granted (which can only happen after permission has been granted); in other words, Custom Build is not a separate use class from normal residential housing. Currently an average of 24 CIL exemptions p.a. for custom build are being granted, so a substantial increase would be required. However, a development permission would be suitable if the development could include self-build and custom housebuilding (such as, for example, larger sites for several hundred houses granted outline planning permission). Consequently it is likely that the Council will be able to grant sufficient planning permissions to fulfil its obligations.

3. Options Available to the Council

3.1 The Council would be able to implement any of the options below from the time they were adopted as policy. It would not be possible to apply them retrospectively to registrations during base period 1, or to any registrations in base period 2 before the adoption of the policy.

3.2 The Regulations permit the Council to charge a fee to a person registering, and on an annual basis to remain on the register. The income from fees must not exceed the reasonable cost incurred in maintaining the register.
3.3 The local authority may ‘set a criterion whereby only individuals who meet such conditions as the authority reasonably considers demonstrate that the individual has sufficient connection with the authority’s area, are eligible’. ‘Local connection’ is not prescribed, but any criteria must respect the Armed Forces Covenant.

3.4 If the local authority introduces a local connection test, the register is to be divided into two parts:

- Part 1 – People who meet the local connection criteria. This number will be the basis of the obligation to grant sufficient planning permissions.
- Part 2 – People eligible for entry on the register, but who do not fulfil the local connection criteria. The number on Part 2 will not count towards the obligation to grant sufficient planning consents, but will still be relevant to the existing duty to take the register into account when carrying out functions relating to planning, housing, land disposal and regeneration.

3.5 The Council ‘may set a criterion whereby only individuals who can demonstrate that they have sufficient resources to purchase land and for their own self-build and custom housebuilding are eligible.’

4. Proposals

**Context**

4.1 There is a balance of arguments to consider when deciding whether to introduce the permitted policy options.

4.2 South Norfolk Council is committed to substantial growth through the adopted Local Plan documents and existing commitments, and custom build can contribute to the ambitious house-building targets of the Local Plan. Each completed home also produces income for the Council through New Homes Bonus.

4.3 However, the commissioners of self-build properties can claim exemption from CIL. Therefore the commissioners of such properties do not contribute to the cost of providing the infrastructure which they and their households will use. It is estimated that exemptions granted since May 2014 total about £700,000, a significant loss of CIL income which could have helped to provide infrastructure. Separately the Government has announced that Starter Homes, as an affordable housing tenure, will also be exempt from CIL, so they will add to the number of homes not contributing CIL income. *(Note: the Government is currently*
considering the recommendations of the CIL Review Panel, of which Cllr John Fuller is a member. It is therefore possible that there will be changes to the CIL regime, but clearly it is unknown what these, if any, may be.)

4.4 Another relevant matter is consistency of approach to people seeking help from the Council to meet their housing needs. Eligibility to join the Housing Register is based mainly on the principle of having a connection to South Norfolk through current residence, previous residence or employment. Members might wish to adopt the same approach to the self-build and custom housebuilding register.

**A Registration Fee**

4.5 The Government recognises that it is reasonable for the financial impact of keeping a register to be cost-neutral. We cannot be sure how many people registering are serious about wanting to build their own home and have the resources to do so, but a fee for registration seems would undoubtedly reduce the number of people registering. The precise impact would be influenced by the amount charged.

4.6 None of the other Norfolk Planning Authorities, or the two adjacent Suffolk Authorities, have plans to introduce a registration fee in the near future. Officers feel that a consistent cross-authority approach to custom build is best. Consequently it is suggested that no fee be introduced at present, but that the position be reviewed in 12 months’ time in consultation with these planning authorities.

4.7 The Housing, Wellbeing and Early Intervention Policy Committee resolved to recommend this approach, although the Chairman needed his casting vote.

**A Local Connection Test**

4.8 Introducing a local connection test would reduce the number of registrations which create the basis for the number of planning permissions required. Analysis of the register produces the following breakdown:

<table>
<thead>
<tr>
<th>Connection to South Norfolk</th>
<th>%</th>
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<tbody>
<tr>
<td>Living in South Norfolk</td>
<td>52%</td>
</tr>
<tr>
<td>Working in South Norfolk</td>
<td>26%</td>
</tr>
<tr>
<td>Immediate family in South Norfolk</td>
<td>46%</td>
</tr>
</tbody>
</table>
Previously lived in South Norfolk | 12%
With a connection | 73%
Without any connection | 27%

Most of those working in South Norfolk also live in South Norfolk. Most of those with a family connection also live in South Norfolk.

4.9 If a local connection test was to be introduced, it would be consistent to use the same eligibility criteria as is used for the Housing Register to apply for affordable housing:

- having lived in South Norfolk for 6 of the previous 12 months, or
- having lived in South Norfolk for 3 of the previous 10 years, or
- having a current contract of permanent employment where the job is mostly located in South Norfolk.

Note: other Housing Register eligibility criteria would not apply to custom build.

4.10 It is estimated that a local connection might reduce the number generating an obligation to provide planning permissions by about 25%. It is not possible to ascertain the precise proportion because the numbers in paragraph 4.8 cannot be checked against precise eligibility criteria from the information already obtained.

4.11 A consistent approach to the provision of assistance to people seeking help from the Council to meet their housing needs can justify introducing a local connection test, and the Policy Committee supported this unanimously.

A Financial Resources Test

4.12 The Regulations also permit the Council to introduce a test based on whether someone will have the financial resources to buy a plot on which to build a home. However setting clear financial criteria is more difficult than a local connection test. There is as yet only a very limited local market in smaller plots which might be suitable for custom-build properties, so a minimum amount required could not be set without risking a challenge which might cause cost and inconvenience for the Council. Also there might be uncertainty about robustness and certainty of funding sources (e.g. credit-worthiness, or loans from family members), with the potential for considerable work being required to fully understand an applicant’s financial position.
4.13 Based on the circumstances of those on the register, a financial resources test would have a limited impact, perhaps reducing the number on the register by 5-10%.

4.14 It is proposed that the uncertainties and limited impact do not currently justify not introducing a financial resources test. The Policy Committee resolved to support this approach by three votes to two, with one abstention.

5. Risks and implications arising

5.1 The following matters are relevant:
   • Financial – Staff time will be required to check local connection eligibility, and the cost is estimated at £3,000 per annum. It is estimated that to cover all administrative costs a fee of £70 would be required.
   • Risk – No significant risks have been identified.
   • Equalities – No impacts of the proposed course of action on disadvantaged groups have been identified.
   • Environment – No impact identified – environmental impact is considered in all planning applications.
   • Crime and disorder – No impact identified.

6. Other options

6.1 To introduce a registration fee. The impact would be:
   • fewer people registering;
   • recouping an estimated £3,000 p.a. expenditure;
   • possible impact on the Council’s positive reputation concerning housing growth.

6.2 Not to introduce a local connection test. The impact would be:
   • more people registering, but probably no additional planning permissions for custom build projects;
   • less administrative cost, resulting in a smaller registration fee.
6.3 To introduce a financial resources test. The impact would be:
• potential lengthy evidence-gathering and challenges over plot values;
• fewer people registering, but probably no impact on the number of planning permissions;
• additional administrative cost, resulting in a higher fee (if Cabinet wished to recover the full cost from fees).

7. Recommendation

7.1 That Cabinet resolves:

• not to charge a registration fee at present, but to review the position in 12 months’ time;
• to introduce a local connection test on the basis of:
  o having lived in South Norfolk for 6 of the previous 12 months, or
  o having lived in South Norfolk for 3 of the previous 10 years, or
  o having a current contract of permanent employment where the job is mostly located in South Norfolk;
• not to introduce a financial resources test.
Corporate Social Responsibility

Report of the Community Capacity Manager
Cabinet Member: Cllr Clayton Hudson

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1. Introduction

1.1 The Council aims to support business growth, empower communities and promote economic, environmental and social wellbeing. The Council’s proposed Corporate Social Responsibility (CSR) brings these complementary elements together into a Framework which is aimed at supporting businesses in South Norfolk and highlighting how by working with the Council, local communities and businesses can prosper. The development of CSR forms part of the Council’s 2016/17 Business Plan flowing from the Corporate Plan.

2. Current Position

2.1 The work around CSR has been taken a joint approach between the Community Capacity, and Economic Growth Development teams with the intention of achieving the following aims:

- To keep business in South Norfolk, and to help them to thrive (Economic focus)
- To maximise the positive impact that businesses have on the community/environment/skills of local people (Communities focus)

2.2 The documents attached to this Report (Appendix 1 and 2) have been drawn up with particular mindfulness towards the Economic Growth the Engagement Strategy which has been agreed by members. Subject to Cabinet approval, the documents will be used as part of SNC’s wider offer to businesses in order to support growth and prosperity in our district. At the same time it is proposed that the Council takes every opportunity to develop closer working with South Norfolk businesses in relation to the health, wellbeing and early help agenda. The growth strategy states the following as one of its key aims, which encapsulates the essence of what we are trying to achieve:

"Maximise economic and community benefits to South Norfolk residents as a result of growth."

2.3 The development of the attached documents before Cabinet have had the benefit of input from the Stronger Communities Policy Committee (3rd November) and members of the Council’s Growth, Infrastructure and Environment Policy Committee. Members of both Committees recommended to Cabinet that the two draft documents are finalised and published. Members present at the meeting on 3rd
November were supportive of both documents, and expressed wishes to contribute to the promotion of them across the district. The final documents will be designed and branded by the marketing team prior to publication.

3. Proposals

3.1 Attached to this report are two draft documents for consideration:

1. The South Norfolk Council Corporate Social Responsibility Statement (Appendix 1)

This document sets out the Council’s intent with regard to corporate social responsibility. It outlines the Council’s commitment to embedding CSR activities into everything we do. It states a commitment to being community minded in order to produce positive outcomes related to our business practices in the following areas:

- Economy – support the development of the local area
- Society – positive impact on local communities
- Environment – reduce negative environmental impacts on the community

In order to achieve this, the statement identifies the aspirations to:

- Lead by example by managing activities in responsible ways. The Council is a service provider, commissioner of services, procurer, landlord and employer, all which enable influence over partners to do the same.
- Continue to work to support businesses to develop their own commitment to CSR.
- Encourage both local communities and employees to behave environmentally responsible ways.
- Continue to support and encourage all employees to take part in activities which help do more for local communities.
- Strive to create opportunities which support and develop the employability of employees and communities.

2. “Making the Community Your Business” – a guide to Corporate Social Responsibility for Business (Appendix 2)
This document aims to inspire local businesses to demonstrate a commitment to high standards of corporate behaviour; evidencing it as an integral part of any successful business and highlighting how responsible actions and activities can offer direct benefits to business.

The document sets out the Council’s commitment to helping local businesses and organisations to actively demonstrate CSR, regardless of their size. This is achieved by highlighting the direct benefits of CSR, and providing some ideas and guidance for developing activity.

4. Recommendation

4.1 That Cabinet considers and approves the ‘South Norfolk Corporate Social Responsibility Statement’ and the ‘Making the Community Your Business’ document which both support economic growth and stronger community links with businesses.
Our Corporate Social Responsibility Statement

South Norfolk Council
1. Corporate Social Responsibility – an introduction

Corporate Social Responsibility or ‘CSR’ is about taking positive action as a business to benefit society, demonstrate social conscious and add value to the organisation in financial and reputational terms. Forward-thinking organisations embed CSR in to their core business to take actions maximise benefits for communities and in doing so, CSR helps promote business growth and a wider social awareness.

South Norfolk Council is committed to embedding CSR activities into everything we do. It is about being community minded to produce positive outcomes related to our business practices in the following areas:

- Economy – support the development of the local area
- Society – positive impact on local communities
- Environment – reduce negative environmental impacts on the community

2. Our priorities

We have a number of priorities as a Council and CSR helps us to achieve many of these. In particular, it has an impact on the following, which are set out in our Corporate Plan.

- Support new and existing businesses to grow; facilitating innovation and providing targeted support to key sectors
- Supporting people within our communities who need our help the most
- Encouraging communities and businesses to recycle more-reducing the amount of waste that we send to landfill.
CSR can offer real benefits to South Norfolk. As a Council, we are committed to our statutory requirements and the delivery of our corporate priorities. We aim to maximise opportunities and outcomes for the local community, environment, staff and business partners, by conducting our business in responsible ways.

To meet our priorities, we strive to work with local businesses to maximise the opportunities presented by CSR, by incorporating actions into their everyday activities.

3. Our CSR Statement

We want to:

- Ensure we lead by example by managing our own activities in responsible ways. As a Council, we are a service provider, commissioner of services, procurer, landlord and employer, all which position us to be able to influence our partners to do the same.
- Continue to work to support our businesses to develop their own commitment to CSR.
- Encourage both our communities and employees to behave environmentally responsible ways.
- Continue to support and encourage all of our employees to take part in activities which help do more for our communities.
- Ensure we strive to create opportunities which support and develop the employability of our employees and communities.

Public Social Value Act 2012

As a local authority we are aware of our responsibilities under the Public Social Value Act 2012. In undertaking CSR we will, where possible, put local economic growth and wellbeing at the heart of our procurement practices.
4. South Norfolk Council Case Studies

We are proud of our CSR activities which are of benefit to the local community, our staff and our organisation. Below are a few examples and case studies of the things we do.

Our role in the local economy:
- Encourage and support local suppliers.
- Recognise and celebrate contribution of businesses to local communities.
- Support and encourage growth of businesses.

Supporting our local economy and communities
We actively recognise, value and celebrate the contributions that businesses and organisations make to the local community. We do this through a number of events we organise such as the retailer awards, community awards and Pub of the Year awards.

We also continue to work towards increasing the vitality of our market towns in order to stimulate economic growth and community cohesion in rural areas. To support businesses further, we have increased the number of business centres owned and managed by the Council, which provide flexible space for business to grow.

Reuse Events and ‘Donation Stations’
We support and encourage both our employees and communities to reduce amounts of waste, recycle as much as possible and reuse materials wherever they can. For example: we have a number of ‘Donation Stations’ across the Council which are facilities where various materials from batteries to electrical items can be recycled; encouraging employees to recycle more. We also organise local, in-community reuse events which are designed to provide communities with the ability to reuse and recycle their unwanted electricals, furniture and textiles. The events support a range of communities and charities.

Our role in the environment:
- Educate and inform staff on environmental issues.
- Increasing the amount of waste which we recycle in the organisation.
- Encourage and support communities to divert waste from landfill.
Our role in the community:

- Encouraging staff to become involved in community and charity projects.
- Provide development opportunities/work experience placements and apprenticeships.
- Recognise and celebrate local residents who make contributions to their communities.

‘South Norfolk Council is Making a Difference’
This project offers employees the opportunity to engage in a day of volunteering within the local community. These days have taken place in a range of ways - from working at a Children’s Centre to improve the outdoor play area, to helping out at a food bank to pack food parcels for families in time for Christmas. As well as giving something back to the community and unlocking potential for longer term voluntary work in personal time, our volunteering scheme provides staff the ability to gain new skills which benefits them, both inside and outside of work.

Staff volunteering at a Children’s Centre to build a ‘mud kitchen’

Our employees and the workplace:

- Encourage and support employees to develop and recognise their skills and knowledge.
- Value, promote and reward people with equality and fairness.
- Encourage employees to live healthy lifestyles.
- Provide a safe and healthy working environment where the wellbeing of employees is valued.
‘Making the Community Your Business’
A guide to Corporate Social Responsibility for businesses

South Norfolk Council

Corporate Social Responsibility

Corporate Social Responsibility (CSR) encompasses a broad range of interactions with society. It means responsibly managing a business or organisation’s every day relationships with employees, consumers, shareholders, suppliers, governments, local communities and many others in the wider society.

A commitment to high standards of corporate behaviour is an integral part of any successful business and responsible actions and activities can offer direct benefits to your business. CSR translated into actions can maximise the benefits for your business and show your commitment to the local community in which you do business.

At South Norfolk Council, we want to help our local businesses and organisations to actively demonstrate CSR, whether that is by helping you identify your CSR opportunities, putting you in touch with local community groups or giving you advice and support on ways to make your actions and activities responsible. No matter what the size of your business, we can help you support your community and the environment you are part of.

This guide will assist you, as a South Norfolk business, in identifying activities to help with meeting your CSR and responsible entrepreneurship aims and objectives.
Why does it matter?

According to research by Business in the Community, a business led-charity who promote CSR; organisations could see a number of benefits linked directly from engaging in responsible actions:

- Organisational growth – access to new markets, customers and partners
- Direct financial impact – impact on financial performance e.g. reducing costs and improving access to capital
- Business opportunity – new opportunities or innovation generation
- Brand value and reputation – maintaining and enhancement of brand
- Employees and future workforce – motivation of workforce and attracting and retaining talent
- Operational effectiveness – improvements in practices and processes
- Risk reduction and management – improvement of ability to identify and reduce risks

Ways to help support your community (and help your business to!)

The following pages provide you with a range of ways on how you can help your business by engaging in CSR and taking some responsible actions.
1. Collaboration

**Why?**
Collaborating with other local businesses and organisations can create innovation, opportunities for growth and savings. This supports the sustainability and vitality of the local economy.

**How?**
Business forums and networking events are excellent ways to get in touch with other local businesses and organisations. Our Economic Development Team can put you in touch with these groups.

2. Invest and buy locally

**Why?**
Investing and buying locally means that income which is generated remains in the local community. This helps to support other local businesses and the community.

**How?**
Get involved with town teams, business forums and networking events which can put you in touch with other local businesses. Our Economic Development Team can put you in touch with these groups.

3. Focus on the future by employing an apprentice

**Why?**
Building and developing your workforce by employing an apprentice is a brilliant way to help the local community and your business. It also helps young people to professionally develop.

**How?**
Our Economic Development Team can help you find out more about apprenticeships. You can also access information on employing an apprentice on [www.gov.uk](http://www.gov.uk).
Money is good, but some charities and community groups would also benefit from shared resources, advice and skills. This promotes your reputation, building your competitive advantage.

Have a think about sharing some resources such as free meeting room space, expertise or anything else you think might be of use to South Norfolk groups.

Recruiting locally can lead to reputational benefits, positive publicity and business brand and reduced staff turnover. It also gives you a good insight into the community and helps to build community.

Advertise your job vacancies locally and use local recruitment companies. We can also point you in the right direction if you need help.

This is a brilliant way to raise awareness of your brand and attract new business. There are a range of charities and community groups across South Norfolk who do some brilliant work for local people; donations are a great way to support them (and make your business look good!).

We can put you in touch with a range of charity groups who need support. Alternatively, you could always organise your own fundraising event.
### 7. Mentoring

**Why?**
Mentoring is a great way to share your valuable experiences to help develop others. Not only does it help the mentee, you as the mentor can develop your coaching skills.

**How?**
Open up your workplace to those looking for experience. You could take on children from schools or accept people who are looking for work experience.

### 8. Staff volunteering

**Why?**
Volunteering is a useful and quick way for your business to build its profile and reputation. Community groups and charities are always looking for volunteers to help out. It’s also a great way to boost the morale of employees!

**How?**
You can contact us for some advice about setting up an employer supported volunteering scheme or you could use a number of companies who organise volunteering opportunities for businesses.

### 9. Help the environment (and save some money!)

**Why?**
We all know it’s important to reduce your waste, re-use and recycle as much as you can. Not only does this help the environment, it will save your business money.

**How?**
Provide suitable recycling facilities on-site for your staff to encourage as much recycling as they can. South Norfolk Council provides a competitive commercial waste and recycling service to help with this.
Contact details

Community Capacity Team

communities@s-norfolk.gov.uk
01508 533945

Economic Growth Team

economicdevelopmentteam@s-norfolk.gov.uk
01508 533921
<table>
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<th>Lead Officer</th>
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**Council Meeting 12 December 2016**

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**Council AGM 22 May**