

AGENDA

CABINET

WEDNESDAY, 21 OCTOBER 2020

4.00 PM

**VIA ZOOM VIDEO CONFERENCING
SYSTEM**

Committee Officer: Linda Albon
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Due to the COVID-19 outbreak and the restrictions by the Government on gatherings of people, this meeting will be conducted remotely using the Zoom video conferencing system. There will be no access to this meeting at the Council offices, but you can view the meeting on YouTube, apart from any items marked confidential.

Today's meeting can be viewed via the following YouTube link:
https://www.youtube.com/watch?v=br0vmg_qwtl

- 1 To receive apologies for absence
- 2 To report additional items for consideration which the Chairman deems urgent by virtue of the special circumstances to be now specified
- 3 To receive members' declaration of any interests under the Local Code of Conduct or any interest under the Code of Conduct on Planning Matters in respect of any item to be discussed at the meeting
- 4 Projects Update - Growing Fenland & CCC Capital Community Fund (Pages 3 - 80)

This report gives an update on the progress of funding bids submitted to both schemes including any resulting capital or revenue implications for the Council should the bids be successful.

5 Freedom Leisure Update (Pages 81 - 90)

For Cabinet to consider a further request for financial assistance from Freedom Leisure in line with the Council's leisure contract.

6 Housing Delivery Test (Pages 91 - 114)

For Cabinet to approve Fenland District Council's Housing Delivery Test (HDT) Action Plan.

7 Civil Parking Enforcement Update (Pages 115 - 122)

To provide an update and consider the case for the implementation of parking enforcement and regulation for on and off-street parking areas within the Fenland District including town centre locations.

8 Draft 6 Month Cabinet Forward Plan (Pages 123 - 124)

For information purposes.

9 Items which the Chairman has under item 2 deemed urgent

CONFIDENTIAL - ITEMS COMPRISING EXEMPT INFORMATION

To exclude the public (including the press) from a meeting of a committee it is necessary for the following proposition to be moved and adopted: "that the public be excluded from the meeting for Items which involve the likely disclosure of exempt information as defined in the paragraphs 3 of Part I of Schedule 12A of the Local Government Act 1972 (as amended) as indicated."

10 Disposal of Land (confidential item) (Pages 125 - 136)

To discuss options regarding proposed disposal of land.

Tuesday, 13 October 2020

Members: Councillor C Boden (Chairman), Councillor Mrs J French (Vice-Chairman), Councillor I Benney, Councillor S Clark, Councillor Miss S Hoy, Councillor Mrs D Laws, Councillor P Murphy, Councillor C Seaton, Councillor S Tierney and Councillor S Wallwork

Agenda Item No:	4	
Committee:	Cabinet	
Date:	21 October 2020	
Report Title:	Project Update - Growing Fenland & CCC £5m Communities Capital Fund	

1 Purpose / Summary

Significant capital funding has recently been made available to Fenland District Council via the following schemes:

- Cambridgeshire & Peterborough Combined Authority (CPCA) Market Towns Initiative (which has been given the working title of Growing Fenland)
- Cambridgeshire County Council (CCC) £5m Capital Communities Fund

This report gives an update on the progress of funding bids submitted to both schemes including any resulting capital or revenue implications for the Council should the bids be successful.

2 Key issues

- The CPCA has made funding available through their Market Towns Initiative to deliver the priorities outlined in the Growing Fenland town plans.
- Changes to the original programme included:
 - Capital funding available has doubled to £1m (ring-fenced for each town).
 - Deviation from the approved Growing Fenland plans will be permitted if linked to supporting recovery from the COVID-19 pandemic.
 - An element of match funding will be required.
 - FDC will be the accountable body for all funding received.
 - Capital funding to be spent by March 2022.
- The funding made available through the CCC £5m Capital Communities Fund also requires an element of match funding.
- This report provides an update on projects at various stages of submission to both funding streams.
- A number of these projects may link to other initiatives, such as the Local Economic Recovery Strategy.
- It should be noted that some of the projects submitted through both initiatives relate to FDC owned assets and some projects may require capital or revenue contributions from the FDC capital or revenue budget either immediately or in future.
- Other projects are requesting match funding from FDC's revenue budget as set out in the recommendations below.

3 Recommendations

To note the content of the report and projects submitted as set out in appendices D, E, F, G and I.

CCC Capital Communities Fund:

- No further action required

Growing Fenland:

- To approve the capital and/or revenue costs as set out below:

TOWN	PROJECT	CPCA FUNDING REQUESTED	CAPITAL COST IMPLICATIONS FOR FDC	REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)
Chatteris	Chatteris Town Centre Renaissance Fund	£100,000	£0	None anticipated
Whittlesey	Heritage Visitor Centre	£500,000	£0	To be confirmed
Wisbech	Wisbech Water Park	£147,500	£0	Circa £1,500 (please note point 5.15 in the main report)

Wards Affected	All wards
Forward Plan Reference	
Portfolio Holder(s)	Cllr Chris Boden - Leader of the Council Cllr Jan French - Deputy Leader of the Council Cllr Ian Benney - Portfolio Holder for Economic Growth
Report Originator(s)	Paul Medd - Chief Executive Carol Pilson - Corporate Director Peter Catchpole - Corporate Director Jo Blackmore - Executive Officer
Contact Officer(s)	Paul Medd - Chief Executive Carol Pilson - Corporate Director Peter Catchpole - Corporate Director Jo Blackmore - Executive Officer

Background Paper(s)

[Cambridgeshire & Peterborough Combined Authority Board Meeting minutes - 28.03.18](#)

Growing Fenland reports tabled at FDC Cabinet meeting held on 09.01.20:

[Growing Fenland Town Reports](#)

[Growing Fenland Overarching Strategic Report](#)

Details of Cambridgeshire County Council £5m Communities Capital Fund

[CCC £5m Capital Community Fund](#)

4 Background

- 4.1 Significant capital funding has recently been made available to Fenland District Council via the following schemes:
- Cambridgeshire & Peterborough Combined Authority (CPCA) Market Towns Initiative (which has been given the working title of Growing Fenland)
 - Cambridgeshire County Council (CCC) £5m Capital Communities Fund
- 4.2 This report gives an update on the progress of funding bids submitted to both schemes as well as any resulting capital or revenue implications for the Council should the bids be successful.

5 Growing Fenland

Introduction

- 5.1 Following a successful pilot scheme undertaken in St Neots, the Cambridgeshire & Peterborough Combined Authority (CPCA) Board committed to provide funding to create a masterplan for growth for each market towns within the CPCA area (as recorded in the actions from the [CPCA Board meeting held on 28.03.18](#)).
- 5.2 With the aim of bringing jobs, infrastructure and growth the Fenland area, the masterplans would also enable each of our towns to become and remain "vibrant and thriving places" in their own right whilst helping to boost the local and regional economy. The recent COVID-19 pandemic has brought a sharper focus to this work as communities and businesses adapt to new ways of working, shopping and socialising in the midst of a recession.
- 5.3 A commitment of £50k was made by the CPCA to produce a masterplan for each town. In Fenland, funding was originally provided for Chatteris, March and Whittlesey only (£150k in total) due the ongoing Wisbech 2020 Vision work. However, a decision was later made to include Wisbech in the process and a further £50k was committed to the Fenland project.
- 5.4 The master planning project was given a working title of 'Growing Fenland' which linked the proposed growth of the local economy to our important agricultural heritage.
- 5.5 Four town masterplans were produced, following the process outlined in the '[Growing Fenland - Town Reports](#)' paper tabled at the FDC Cabinet meeting held on 09 January 2020.
- 5.6 All four town reports were approved at number of formal meetings from October 2019 to January 2020 which include:
- All four town council meetings
 - FDC Cabinet meeting (09.01.20)
 - CCC Communities & Partnership Committee (23.01.20)
 - CPCA Board Meeting (29.01.20)

CPCA Market Towns Initiative Funding

- 5.7 At the start of the project, the capital funding due to be made available by the CPCA was thought to be in the region of £50k per town. However, the Board of the CPCA

[unanimously approved revised plans for their Market Towns Programme](#) at their board meeting held on 3 June 2020.

5.8 Changes to the original programme included:

- Capital funding available was doubled to £1m (ring-fenced for each town)
- Deviation from the approved Growing Fenland plans would be permitted if linked to supporting recovery from the COVID-19 pandemic
- An element of match funding would be required
- FDC will be the accountable body for all funding received
- Capital funding to be spent by March 2022

5.9 Further information on the CPCA Market Towns Programme can be found in the following documents:

- CPCA Market Towns Programme Investment Prospectus - June 2020 (appendix A)
- Guidance for Market Town Funding Applications - June 2020 (appendix B)
- CPCA Market Towns Programme Funding Application Form (appendix C)

Growing Fenland bids

5.10 Following the announcement of the revised criteria for bid submission to the CPCA Market Towns Programme, a number of meetings were held by the Growing Fenland Town Teams to determine which bids would be submitted to the next CPCA Board Meeting scheduled for 30 September 2020.

5.11 Two projects were submitted to the September CPCA Board meeting as shown below (for more detail please see appendix D attached). Both bids were approved and the completed bids are attached in appendices F and G:

TOWN	PROJECT	CPCA FUNDING ALLOCATED
Whittlesey	Interactive Flood Signs (appendix F attached)	£56,500
Wisbech	Wisbech Market Place Enhancement Scheme (appendix G attached)	£200,000

5.12 The following bids are due to be submitted to the November CPCA Board Meeting (for more detail, please see appendix E attached). The capital and revenue implications for FDC are shown below:

TOWN	PROJECT	CPCA FUNDING REQUESTED	CAPITAL COST IMPLICATIONS FOR FDC	REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)
Chatteris	Chatteris Town Centre	£100,000	£0	None

	Renaissance Fund			anticipated
March	March Future High Street Fund bid - match funding	£900,000	£0	£0
Whittlesey	Heritage Visitor Centre	£500,000	£0	To be confirmed
Whittlesey	Heritage Walk	£150,000	£0	£0
Wisbech	Wisbech Water Park	£147,500	£0	Circa £1,500 (please note point 5.15 below)

- 5.13 With regard to the **March Future High Street Fund project**, a request for a further £1.1m has been made to the CPCA in order to provide the strongest possible bid for resubmission in relation to match funding. This figure has yet to be agreed by the CPCA.
- 5.14 FDC's commitment to provide 50% of the revenue costs for the **Whittlesey Heritage Visitor Centre** is limited to the first year of operation.
- 5.15 It should be noted that the expected lifespan of the **Wisbech Water Park** equipment is around 10 years. To replace the equipment at the end of its useful life is likely to cost circa £125,000.
- 5.16 Cabinet are asked to note the bid information and approve any capital and/or revenue costs associated with each project.

Growing Fenland - next steps

- 5.17 Completed bid documents will be submitted to the CPCA Board meeting scheduled for 25 November 2020 as outlined above, once approved by FDC Cabinet. These documents will be circulated to Cabinet members as part of the next Projects Update Report, along with the outcome of the bid if known at that point.
- 5.18 Details of bids due to be submitted to subsequent CPCA meetings will be brought to a FDC Cabinet meeting prior to submission to the CPCA.

6 Cambridgeshire County Council £5m Communities Capital Fund

Background

- 6.1 A £5m fund aimed at creating opportunities and improving lives and skills across Cambridgeshire was launched by Cambridgeshire County Council (CCC) on 7 April 2020.
- 6.2 Bid submissions were welcomed if they could demonstrate that they would:
- bring people together and involve them in the design and implementation
 - improve local places and spaces that are important to communities
 - help to address local priorities, e.g. increasing skills, reducing loneliness, improving physical and mental health
 - improve access to new or existing services or activities, e.g. sports, leisure, education
 - demonstrate match funding - this could include in kind contributions, land transfer etc
 - minimise any potential impact on carbon emissions

- 6.3 Bids could be submitted by any voluntary, community organisation or social enterprise alongside public bodies such as district, parish and town councils, schools or any other organisation that could demonstrate how their project would benefit Cambridgeshire residents.

Submission process

- 6.4 Each bid could apply for up to £500,000 of capital funding. Bids were to be considered on a 'first come, first served' basis.
- 6.5 CCC requested that bids were submitted via the local county councillor or community champion.
- 6.6 An expression of interest was submitted initially, and a more detailed business case was requested if the project passed the first stage. For further detail, please see appendix H attached.

Projects submitted to the CCC £5m Communities Capital Fund

- 6.7 A number of projects were submitted to the CCC £5m Communities Capital Fund. A summary of the successful projects are shown in appendix I attached.
- 6.8 Cabinet are asked to note the bid information.
- 6.9 The CCC £5m Communities Capital Fund is now closed to any further Expressions of Interest having been oversubscribed.

7 Effect on corporate objectives

- 7.1 The corporate objectives which link to the Growing Fenland project area as follows:

7.2 Communities

- Support vulnerable members of our community
- Promote health & wellbeing for all
- Work with partners to promote Fenland through culture and heritage
- **Environment**
- Work with partners and the community on projects that improve the environment and our street scene
- Work with partners to keep people safe in their neighbourhoods by reducing crime and anti-social behaviour and promoting social cohesion
- **Economy**
- Attract new businesses, jobs and opportunities whilst supporting our existing businesses in Fenland
- Promote and enable housing growth, economic growth and regeneration across Fenland
- Promote and lobby for infrastructure improvements across the district

8 Conclusions

- 8.1 Attracting funding to deliver the priorities outlined in the Growing Fenland Town Reports is key to driving economic growth whilst celebrating the unique character and strengths of each individual area.
- 8.2 The CCC £5m Communities Capital Fund has provided additional opportunities to deliver projects that will benefit the local community.
- 8.3 Projects that are successfully funded through these funding streams will help to deliver many of the Council's corporate objectives as well as a number of targets set out within the [CPCA's Business Plan for 2020/21](#).
- 8.4 Further update reports will be tabled at future Cabinet meetings to ensure that any capital and/or revenue costs taken from FDC budgets can be considered.

APPENDIX A

CPCA MARKET TOWNS PROGRAMME INVESTMENT PROSPECTUS - JUNE 2020

INTRODUCTION – GROWING THE CAMBRIDGESHIRE & PETERBOROUGH SUB-ECONOMIES

The Market Towns Programme is a substantial commitment being made between the Combined Authority and the local areas, with scope to develop key market towns for significant impacts on the growth of sub-economies. Successful delivery of the programme will have positive benefits to residents, businesses, and workers within the CPCA area.

The Combined Authority is committed to the future prosperity and success of every market town in the county and is investing in making this a reality through working closely with Town Councils, District Councils' and local partners across Huntingdonshire, Fenland and East Cambridgeshire to deliver eleven Masterplans for key market towns. The Market Towns Programme was piloted in St Neots as part of the Mayor's 100 Day Plan.

LOCAL INDUSTRIAL STRATEGY PRIORITIES

The Market Towns Programme endorses Mayor Palmer's target for the region, to double its Gross value added (GVA) over the next twenty years. For this to be achieved, the areas market towns will be required to 'do their bit' to improve the three economies.

The LIS has detailed the key areas of action needed to support the Combined Authority's devolution deal commitment to doubling the size of the Cambridgeshire and Peterborough economy. It has identified the key strengths and challenges of the distinct sub economies of the Fens, Greater Peterborough and Greater Cambridge, detailing the strategy for supporting broad-based growth and spreading prosperity to more people.

A commitment was made by the CPCA to produce a Masterplan for each of the key market towns (based on new research and analysis required to deliver the bold growth ambitions) and their interventions hereby enshrine the importance of inclusive growth, in line with CPIER and LIS recommendations.

Applicants will need to demonstrate how they help deliver against LIS priorities through capital investment that will:

- Further develop infrastructure through planned transport, digital and energy interventions across the Combined Authority partnership.
- Deliver integrated approaches to business support, ensuring businesses and potential businesses have the access to the right kind of space, access to growth coaching and supporting networks to help them.
- Harnessing innovation as a tool for business growth, generating world class research.
- Improving education and training levels to ensure businesses have the skills they need, and people have better opportunities.

The Local Industrial Strategy can be viewed [here](#).

MARKET TOWNS PROGRAMME

A third of our population lives in market towns, with nearly as many again living in surrounding areas. Although links with our core cities are vital, investment and attention has often favoured cities and forgotten the role that market towns play for our region. Alongside this under-investment towns are facing many external pressures like the declining town centres and high streets, an ageing population, and a reduction of in-town job opportunities leading to more outward commuting.

Many of the market towns and villages surrounding Cambridge have rich visitor opportunities, which if developed into a more coordinated offer can bring in revenue and create real economic opportunities. Business tourism is very important as well and has an important impact on the growth and productivity of other sectors in the economy, especially in knowledge intensive industries.

A Masterplan for each of the eleven market towns across the region provides the opportunity to look at the unique features of each town and offers deliverables which will benefit the immediate and wider economy.

With the aim of bringing jobs, infrastructure and growth, the Market Towns Programme will enable each town to become and remain "vibrant and thriving places" whilst helping to boost the local and regional economy.

PROGRAMME FUNDING CRITERIA

The CPCA is providing capital investment to mobilise each town masterplan and to act as a funding catalyst to securing additional investment. This is an open call – that will last until all available resources have been invested, or the Board decides to issue further instruction.

This Investment Prospectus outlines the process that allocates funding and manages the process post allocation. A transparent and consistent approach has been established to oversee delivery of the Market Towns Programme. All funding applications will be assessed in accordance with specific call specifications & criteria (including match funding and value for money), set against delivery and implementation of each CPCA approved Masterplan.

Given the transformative aims of the Programme, the CPCA is especially keen to see movement on the more ambitious projects set out in the Masterplans and prospectuses for growth and will prioritise these. And whilst there will be opportunities for longer term projects, applications will have more chance of approval if they can also demonstrate fast impact, especially to support COVID economic recovery over the next 9 months to the new financial year when unemployment impacts of COVID are expected to peak. Applicants are encouraged to explicitly set out how project proposals respond to the challenge of a post Covid-19 economy and how they help reshape and transform the high street and towns, so they are fit for the future.

Applicants are asked to also consider promoting healthier lifestyles for market town communities – including active travel & air quality benefits and supporting a greener economy.

To secure funding, local authority leads will be invited to submit bids against the following programme eligibility and funding criteria:

- Market Towns funding is allocated to East Cambridgeshire, Fenland, and Huntingdonshire and cover the market towns of St Neots, St Ives, Huntingdon, Ramsey, Wisbech, March, Chatteris, Whittlesey, Ely, Soham and Littleport.
- Market Towns funding must be spent at the latest by 31 March 2022, or earlier as specified within the funding agreement. Deliverability of projects will be an important factor in appraising proposals.
- Proposals are invited to support the mobilisation of each Masterplan and against activities which address the needs and those interventions identified as required to drive targeted growth and regeneration of each town.
- Proposals will be required to set out how they can support the tailoring of local economic policy for each market town to increase the attractiveness of towns for the new generation of lifestyle entrepreneurs.
- The prospectus is seeking proposals for capital investment only. There is no revenue funding available through this prospectus.
- CPCA funding will be provisionally shared across the 10 market towns, with applicants able to bid for up to £1m of capital funding for each town. Consideration will be given to a variety of funding proposals, and applicants will have the opportunity to bid for one or few investments (several smaller scale interventions) against the £1m funding cap for each town. Any unallocated funds will be made available to all 11 market towns.
- In addition, the CPCA has also agreed to recycle £3.1m market town investment back into St Neots and this will be also administered through the Investment Prospectus process. This makes the total CPCA investment being pledged to support delivery of Market Town masterplans is £13.1m across the 11 market towns.
- If the total project(s) cost is likely to exceed the £1m threshold for each town, then a demonstration of a phasing approach would help show how initial funds can be used now, while raising additional funds or investment from other sources.
- Applicants should seek their own advice on State Aids implications of the proposed project, and evidence of this will be sought as a condition of funding. Combined Authority funding cannot be used towards State Aids or other legal costs incurred by the project delivery body as part of the application process. The Combined Authority will not reimburse legal or other costs incurred during applications, whether the application successful or unsuccessful in seeking funding.

COVID RECOVERY

Applicants are also be asked to consider how market towns can support Covid-19 recovery for Cambridgeshire & Peterborough, focusing on the anticipated changes in behaviour around the use of public transport, commercial and public community space, and the revitalisation of High Streets.

Proposals should outline how market town interventions can help support and sustain Government recovery plans based on new econometrics around increased home/remote working and shared commercial space, improve public transport systems, repurpose community space and enhance infrastructure connectivity.

APPLICATION PROCESS & FUNDING APPROVAL

- The process will be a one-stage application process and applicants will be invited to complete an application form for each project to the Combined Authority. Applicants will have the opportunity to have initial discussions with relevant Combined Authority officers regarding eligibility and the suitability of the proposed project.
- Due diligence and appraisal will be initially managed by the Combined Authority, where the strategic need, economic and commercial case for each project proposal will be examined based on delivery of CPCA approved Masterplans.
- All proposals will be assessed against a set of appraisal metrics. Appraised applications will be scored and ranked based of the programme criteria. This approach will help manage any oversubscription of programme funds.
- Recommendations will be brought to the Entrepreneurial Advisory Panel (EAP) for independent review and then onto the CA Board for approval.
- It is expected that project proposals will be brought to Combined Authority Board for approval in July, September, and November 2020 for approval. The submission timeline for the next three Board cycles are as follows:
 - **July Combined Authority Board** (Wednesday 5 August 2020) * for those proposals already in development and discussed with CPCA officers.

APPLICATION DEADLINE – FRIDAY 10 JULY 2020

- **September Combined Authority Board** (30 September 2020)

APPLICATION DEADLINE – FRIDAY 11 SEPTEMBER 2020

- **November Combined Authority Board** (25 November 2020)

APPLICATION DEADLINE – FRIDAY 30 OCTOBER 2020

FURTHER INFORMATION

- Application Form & Guidance



CAMBRIDGESHIRE & PETERBOROUGH
COMBINED AUTHORITY

APPENDIX B

GUIDANCE FOR MARKET TOWN FUNDING APPLICATIONS

June 2020

CONTENT

1. Key Purpose
2. Project Details
3. Project Deliverables
4. Funding Award Process
5. Supporting Documentation
6. Project Variance
7. Project Monitoring

1. Key Purpose

This guide is to assist district authorities applying for Market Town Funds to understand the process and the procedures in place at Cambridgeshire & Peterborough Combined Authority (CPCA) prior to and once funding has been agreed.

It covers the following:

- Proposal development
- Application
- Requesting any changes
- Reporting structure
- Key documents

2. Project Details

CPCA has committed capital funding to support economic growth of key market towns and to facilitate implementation of approved Masterplans, developed in partnership with district partners.

The Investment Prospectus outlines the process that allocates funding and manages the process post allocation. A transparent and consistent approach has been established to oversee delivery of the Market Towns Programme. Given the transformative aims of the programme, the CPCA is especially keen to see movement on the more ambitious projects set out in the Masterplans and prospectuses for growth and will prioritise these.

There will be opportunities for longer term projects, but applications will have more chance of approval if they can also demonstrate fast impact, especially to support COVID economic recovery over the next 9 months to the new financial year when unemployment impacts of COVID are expected to peak.

Applicants are encouraged to explicitly set out how project proposals respond to the challenge of Covid-19 recovery and helps reshape the high street to transform it, so it is fit for the future. Applicants are also asked to consider promoting healthier lifestyles for market town communities – including active travel benefits, air quality benefits and supporting a greener economy.

If the total project(s) cost is likely to exceed the £1m threshold for each town, then a demonstration of a phasing approach would help show how initial funds can be used now, while raising additional funds or investment from other sources.

3. Project Deliverables

Please refer to the below table and guidelines in setting out the project outputs and outcomes:

Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
<i>Amount of newly created full-time jobs.</i>	<i>Temporary jobs (construction of contract based) as a direct result of intervention.</i>	<i>Wider job impacts as a result of indirect intervention.</i>	<i>Amount of newly created apprenticeship opportunities as a direct result of intervention.</i>		
Area of learning/training space improved (m2)	Area of learning/training space rationalised (m2)	New learners assisted (on courses to full qualification)			
<i>Amount of training/learning floor space refurbished to improve building condition and/or fitness for purpose. For FE Colleges, this should be by estate grading. Figures to be provided following completion.</i>	<i>Amount of training/learning floor space rationalised to operate more efficiently.</i>	<i>The number of new learners assisted as a direct result of the intervention, in courses leading to a full qualification.</i>			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
<i>Number of SMEs receiving grant funding support with the intention of improving</i>		<i>Number of SMEs receiving support (inc.</i>			



<i>performance (i.e. reduce costs, increase turnover/profit, innovation, exporting). To be counted where the support is at least £1,000.</i>		<i>advice and training with the intention of improving performance (i.e. reduce costs, increase turnover/profit, innovation, exporting).</i>			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
<i>Amount of newly created commercial floorspace as a direct result of intervention.</i>	<i>Amount of existing commercial floorspace improved or refurbished as a direct result of intervention.</i>	<i>Amount of newly created public realm improvements as a direct result of intervention.</i>	<i>Amount of commercial land or floorspace rationalised to operate more efficiently.</i>	<i>Amount of commercial properties with improved digital infrastructure and connectivity as a direct result of intervention.</i>	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			
<i>Amount of newly created cycleway infrastructure as a direct result of intervention.</i>	<i>Amount of newly created footpath infrastructure as a direct result of intervention.</i>	<i>Amount of newly established transport links or improved services as a direct result of intervention.</i>			
Development Sites & Housing					

Area of land to be developed (m2)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
<i>At the impact site, the area and class of development to be completed. Floor areas should be measured in accordance with the RICS Code of measuring practice (6th edition) 2007. A building should be classified as completed once it is on the non-domestic rating list.</i>	<i>Amount of new housing infrastructure creating new dwellings as a direct result of intervention.</i>	<i>Amount of existing housing stock to be refurbished as a direct result of intervention.</i>			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		
<i>At the impact site, the area and class of community use development to be completed.</i>	<i>Amount of existing community use floorspace improved or refurbished as a direct result of intervention.</i>	<i>Amount of community use floorspace rationalised to operate more efficiently.</i>	<i>Number of community-based groups receiving grant funding support with the intention of improving performance.</i>		

4. Funding Award Process

- a. Project Proposals
 - i. Ideas should come from the approved Masterplan for each town and the interventions recommended therein. Consideration should also be given to Covid response related interventions to support short-medium term economic recovery to March 2021. Furthermore, ideas should all link in some way to the [Cambridgeshire and Peterborough Local Industrial Strategy](#)
- b. Application
 - i. The Application will be developed and submitted by the lead organisation (district authorities) on behalf of each town based on wider consultation with town councils.
 - ii. Due diligence and appraisal will be initially managed by the CPCA, where the strategic need, economic and commercial case for the projects will be examined based on proposed interventions for each town. All proposals will be assessed against an agreed set of appraisal metrics, and independent appraisals will be commissioned if needed for complex projects.
 - iii. The application and appraisal report will be submitted to CA Board and the project is recommended for approval, approval with conditions or rejection.
 - iv. If the project is deemed unsuitable for funding the lead organisation will be informed within 5 working days of the CA Board decision.
 - v. If the lead organisation wishes they can update the Application taking into account, the feedback from the CA Board and resubmit their project or they can stop the process.
 - vi. If the project is recommended for funding with conditions those conditions must be met before final approval is given by the CA Board.
 - vii. Once full approval is given the lead organisation will be issued with an Approval Letter.
 - viii. Further contractual arrangements are entered into with the CPCA Legal Team and are based on whether the funds are a grant fund or a loan arrangement.

5. Supporting Documentation

In order for your Application Form to progress you will need to provide additional supporting documents, these are:

- a. *Project Plan*
- b. *Risk Log*
- c. *Project cashflow spreadsheet*

6. Project Variance

A change to the project could be generated because of changes to:

- a. Cost
- b. Time
- c. Scope.

Any changes will be submitted by the lead organisation on the correct form and recommendations will be made to the CA Board.

The lead organisation will be informed via a formal Project Variation letter within 10 working days of the request being submitted.

7. Project Monitoring

- a. A [claim form](#) requesting payment and milestone update is required monthly/weekly.
- b. A formal highlight report is required monthly and should be completed by the Project Manager identified in the Application.

APPENDIX C

CPCA MARKET TOWNS PROGRAMME FUNDING APPLICATION FORM

APPLICANT DETAILS			
Project Title			
Market Town			
Lead Authority			
UK Registered Address			
Contact Person (please include job title and project role)			
Contact Telephone			
Contact Email			
VAT Registration Number		Companies House Registration Number	
Number of Employees			
Key Documents in Place	Equal Opportunities/Diversity Policy	Yes	No
	Modern Slavery Policy	Yes	No
	Health & Safety Policy	Yes	No
We do not require copies of these policies at this stage, please circle as appropriate			

PROJECT DETAILS
Project Description – please provide details of the project and what specifically will be delivered (please refer to the Investment Prospectus and Guidance)



Project Partners - please list any key partners in the project and the engagement on the project to date	
Proposed project Start date	
Proposed project Completion date (Please note: CPCA Market Towns funding must be spent by the project delivery body by 31 March 2022)	
Key Milestones – please detail project phasing to delivery	

PROJECT DELIVERABLES	
Project Outcomes - please indicate how the project will deliver against job outputs and wider economic outcomes, including any increases in productivity and volumes of trade exports (<u>please refer to the Investment Prospectus and Guidance</u>)	
Which key sector(s) does this project intend to support?	
Is the project part of a wider development/programme/project? If so, please	



provide details	
What is the current status of your project (or key elements)?	
E.g. In development, Outline design, Planning approved, Ready to start or Project underway?	
Is Planning Permission required? If so, by when is this anticipated?	
If the project includes development or redevelopment of land or premises, please indicate whether your organisation has control of the site or when you expect to have control or ownership	

SITE DETAILS (FOR CONSTRUCTION PROJECTS)	
Location	
Site Ownership	
Current Use	
Proposed Use	
Site Area (ha)	
Existing Built Floorspace (sqm)	
Planning Permissions?	
Section 106 Agreements?	
Existing Land Charges or Restrictions?	

SITE DETAILS (FOR REFURBISHMENT PROJECTS)	
Location	
Site Ownership	



Current Use	
Proposed Use	
Site Area (ha)	
Existing Built Floorspace (sqm)	
Planning Permissions?	
Section 106 Agreements?	
Existing Land Charges or Restrictions?	

PROJECT OUTPUTS 2020/21					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			



Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2021/22					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			



Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2022/23 (Onwards)
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.
Employment & Skills

Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			

Business & Enterprise

Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			

Commercial

Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	

Transport

Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			



Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



FINANCIAL DETAILS				
Total Project Costs				
Total Capital				
Total Revenue				
Total Market Town Funds requested				
Please provide a financial summary for the project. All information should relate to the project for which Growth Funds are being sought				
	2020/21	2021/22	2022/23 onwards	TOTAL COSTS
COSTS (£)				
TOTALS				
Please submit any information which substantiates these values and costs				

PROJECT FUNDING			
Please provide details of the funding already secured and/ or any being sought in addition to Market Town Funds, including, where appropriate any funding certificates			
SOURCE	VALUE (£)	TYPE (CAP/REV)	STATUS
Please confirm the projected expenditure profile for the Market Town Funding requested			
MILESTONE	AMOUNT (£)	DATE	
Please describe any other options (including funding options) that have been considered and explain why the amount being requested is the minimum necessary in order for the project to proceed			

STATE AIDS
Please confirm the Project is State Aid compliant: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/325465/bis-14-943-state-aid-general-block-exemption-guidance.pdf
(Please provide a copy of any legal advice received in this respect)



PROJECT RISKS
What are the key risks associated with the project and identified mitigation measures?
Do you have any additional comments/information to support your application?

DECLARATION	
<ul style="list-style-type: none">• I/We certify that to the best of our knowledge the information provided is a true and accurate reflection of our business circumstances. If this is found not to be the case the application will be declined without any further reference to us.• I/We authorise Cambridgeshire & Peterborough Combined Authority (CPCA) undertake any searches or other investigations deemed necessary in the assessment of my/our application. CPCA is under no obligation to notify me/us of the nature of these searches.• I/We authorise CPCA to notify HM Government Ministry of Housing, Communities & Local Government (MHCLG) and any of its subsidiaries of our application, where, in the opinion of CPCA, alternative and more appropriate sources of funding may be available.• I/We confirm that CPCA may make enquiries of any person who may have access to information relevant to my/our application without prior reference to me/us.• I/We agree that CPCA may use our company name in conjunction with their marketing activities.• I/We agree that CPCA's decision is final.• I/We have read and understood the features and eligibility criteria of the Programme.	
Signature	
Name	
Position	
Date	



APPLICATION CHECKLIST

Please check you have included copies the following with your completed application:

- A completed and signed application form
- A spreadsheet setting out the timeline for drawing down funds against key project milestones
- A project cashflow spreadsheet (setting out all project costs and Market Towns funding)
- A completed Project Plan (template provided)
- A completed Risk Log (template provided)
- Lead organisation Health & Safety Policy
- Lead organisation Anti Slavery Policy
- Lead organisation Equal Opportunity Policy

Please note

- Submissions must be electronic
- Applicants agree to the information contained in this form being processed by Cambridgeshire & Peterborough Combined Authority for the express use of statistical analysis

COMPLETED APPLICATIONS

Please return completed Application forms to:

Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk

If you have any queries, please contact the CPCA on 01480 277180

APPENDIX D

GROWING FENLAND PROJECTS - SUBMITTED BIDS - updated 07.10.20

Projects submitted to CPCA meeting held on 30.09.20

REF	TOWN	PROJECT TITLE	PROJECT DESCRIPTION	FUNDING REQUESTED FROM CPCA	MATCH FUNDING	MATCH FUNDING PROVIDER	CAPITAL COST IMPLICATIONS FOR FDC	REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)	BID SUBMISSION APPROVED?
WH11	Whittlesey	Interactive Flood Signs	Interactive signs which will signal when the B1040 is closed due to flooding and can also be used to communicate other information to passing drivers	£56,500	£8,000	Whittlesey Town Council	£500	£0	Yes
					£500	FDC Leaders Fund			
WIS3	Wisbech	Wisbech Market Place	Modifications to Wisbech Market Place as part of a town centre improvement initiative	£200,000	£200,000	Wisbech Town Council	£0	£0	Yes

APPENDIX E

GROWING FENLAND PROJECTS - BIDS TO BE SUBMITTED - updated 07.10.20

Projects due to be submitted to CPCA meeting scheduled for 25.11.20

REF	TOWN	PROJECT TITLE	PROJECT DESCRIPTION	FUNDING TO BE REQUESTED FROM CPCA	MATCH FUNDING	MATCH FUNDING PROVIDER	CAPITAL COST IMPLICATIONS FOR FDC	REVENUE COST IMPLICATIONS FOR FDC (PER YEAR)	COMMENTS
CHA2	Chatteris	Chatteris Town Centre Renaissance Fund	Refurbishment of street furniture and ornate streetlamps together with a grant fund available to business/retail unit owners and leaseholders in the centre of Chatteris for schemes to help improve the visual appearance of the town centre.	£100,000	40% of costs payable by businesses / retailers for grant fund	Local businesses / retailers	£0	None anticipated	
MAR1	March	March Future High Fund bid - match funding	Match funding for the Future High Street Fund bid which has been submitted to MHCLG. Additional information and match funding was requested after the original bid had been submitted.	£900,000	£0	N/A	£0	£0	
WH12	Whittlesey	Heritage Visitor Centre	A new visitor centre that showcases local artifacts and tells the story of Whittlesey, and Fenland more generally, from the Bronze Age to modern day.	£500,000	c £100,000	Value of land gifted by Forterra PLC	£0	TBC	FDC match funding provided for preliminary work needed prior to bid submission. Revenue costs to be split 50/50 between Whittlesey Town Council & FDC for the first year of operation pending further work to provide estimates
					£8,000	Whittlesey Town Council			
					£1,666	FDC			
WH13	Whittlesey	Heritage Walk	A walk starting and ending at the planned Heritage Visitor Centre (with alternative start & finish points in the town) providing residents and visitors with background information on key landmarks in the town	£150,000	£0	n/a	£0	£0	
WIS6	Wisbech	Wisbech Water Park	A water play space providing a permanent fun activity for families from Wisbech and the surrounding area, whilst also enhancing Wisbech Park, a key open space in the town.	£147,500	£2,500	Wisbech Town Council	£0	C £1,500	Revenue costs to be provided from current Open Spaces budget. Occasional repair and maintenance to be provided from current Open Spaces repairs and maintenance budget. Water system will start and finish automatically, with access being provided by staff who usually carry out duties in the park at that time at no extra cost. Wisbech Town Council will also be asked to assist with revenue costs.

APPENDIX F
CPCA MARKET TOWNS PROGRAMME
FUNDING APPLICATION FORM

APPLICANT DETAILS			
Project Title	Variable Highways Message Signs (VHMS)		
Market Town	Whittlesey		
Lead Authority	Fenland District Council		
UK Registered Address	Fenland Hall County Road March Cambs PE15 8NQ		
Contact Person (please include job title and project role)	Dan Horn Head of Housing & Community Support Support officer for the Growing Fenland Stakeholders Whittlesey Group		
Contact Telephone	07795301664		
Contact Email	dhorn@fenland.gov.uk		
VAT Registration Number	107176191	Companies House Registration Number	N/A
Number of Employees	Circa 350		
Key Documents in Place	Equal Opportunities/Diversity Policy	Yes	No
	Modern Slavery Policy	Yes	No (addressed through Community Safety Partnership)
	Health & Safety Policy	Yes	No
We do not require copies of these policies at this stage, please circle as appropriate			

PROJECT DETAILS

Project Description – please provide details of the project and what specifically will be delivered (please refer to the Investment Prospectus and Guidance)

Improved traffic flow in the town

The project will consist of the installation of four VHMS (2.5 x 1.5 M). Most VHMS are 1.2m x 1.2m flashing electronic highway signs that only give limited information - ie as with Christchurch or Welney Wash which displays a flashing red triangle with centre exclamation symbol.

The proposed VHMS for Whittlesey offers information to suit all highway issues - whether road closure owing to flooding, road traffic accidents, highways works single lane traffic or 3-way traffic light system ahead, offering alternative routes. They are free wording boards.

The VHMS would be situated around the junction of the A605/B1040 Whittlesey Road junction. These signs will warn the residents of problems on the network in the local area. Whittlesey, a fast-growing town with more than 18,000 residents, has long-standing road infrastructure problems. These are exacerbated by frequent flooding events. Several times every year Whittlesey Washes flood (they are a designated and largely tidal flood catchment area for the River Nene). In bad years, the resultant closures can be in place for more than 70 days in the year.

When the Washes are about to flood, the Environment Agency closes North Bank, Peterborough and/or the B1040 immediately north of Whittlesey. This closes off the second most heavily used route for road access between Whittlesey and Peterborough, pushing all of the displaced traffic onto the already massively congested A605. Together, the A605 and B1040 are estimated to support over 23,000 vehicle movements a day between Whittlesey and Peterborough (the most recent official CCC traffic count data is from 2010-12, before significant additional local growth, showing over 12,500 normal weekday traffic movements on the A605 and almost 7,300 on the B1040 north of Whittlesey).

The closure of the B1040 and/or North Bank results in massive traffic delays, with the 7 mile journey between Whittlesey and Peterborough taking as much as 80 minutes each way every day during closures.

Road closures due to flooding occur at relatively short notice, and much confusion is also caused by the existing poor road signage indicating when the B1040 and/or North Bank are closed or (just as important) when they are reopened. Consequently, many drivers either distrust the current signage and fail to divert until they are faced with physical barriers across the affected roads, or they observe the incorrect signage and undertake lengthy unnecessary diversions despite the previously-closed roads having already being re-opened. Residents and businesses need reliable up-to-date information at key junctions so that they can utilise the most practical routes for their journeys. This problem is exacerbated by volume of HGV commercial transport using the A47 and a605 to gain access to the Station Road Whittlesey designated industrial area.

The installation, maintenance and management of four interactive flood signs at key locations in Whittlesey will provide this much-needed information for westbound traffic from Whittlesey towards

Peterborough.

As a secondary benefit, the interactive signs will also be able to warn motorists of problems created when the A47 is closed because of accidents (the already-congested A605 through Whittlesey is the route normally used for diversions) and when there are other accidents or roadworks affecting traffic flow in the area.

This project has a short timeline for implementation with a massive impact to keep Whittlesey traffic flow moving as a quick win as more longer term strategic projects are developed as set out in the Whittlesey plan particularly priority 8 “transport improvement package” and the southern relief road.

The importance of the VHMS alongside Kings Dyke Bridge Crossing and the Milk and Water Drove improvements on the A605 cannot be overstated as Whittlesey is delivering on its Housing growth targets with the following planning approvals:

- Persimmon – 220 homes on the B1040 Whittlesey Showfield site
- Larkfleet – 450 homes A605 / Eastrea Road
- Taylor Wimpey – 169 homes A605 Eastrea Road
- 60 homes A605 Coates
- Longhurst – 60 affordable homes extra care scheme
- Linden Homes – 84 homes (affordable – cross keys homes) A605 Kings Dyke

Pre application pipeline:

- 200 homes and supermarket A605 Eastrea Road
- Lorry Trailer Park and Industrial Units at Kings Dyke land known as Churchfield Farm

Health and Well Being benefits

Air Pollution

Air pollution from traffic is one of the primary sources of air pollution in the UK. The main traffic related air pollutants in the UK are Particulate Matter, Nitrogen Dioxide, Volatile Organic Compounds and Carbon Monoxide. This is due to the combustion of petrol or diesel in our vehicle engines, vehicle idling in traffic jams and lastly, tyre and brake wear. Air pollution varies from hour to hour, typically the highest levels of pollution are recorded in the peak am and pm rush hours. The higher the traffic density, the higher the air pollution.

Traffic related Air Pollution in Whittlesey

Fenland District Council monitors Nitrogen Dioxide in Whittlesey via the use of diffusion tubes. These provide an indicative value of the nitrogen dioxide concentrations in the local area of the tube. They are useful for collecting long-term average nitrogen dioxide data, however they do not discriminate peak rush hour periods.

In England, there are annual objectives set out in legislation for Nitrogen Dioxide. FDC has a duty to measure and report air quality data to Defra on an annual basis.

In the year of 2019, FDC had 7 diffusion tubes positioned in Whittlesey and one diffusion tube in Coates, out of those 8, 7 of the tubes were located along A605. In tube locations S4 and S23, which are positioned either side of the B1040 junction to the A605, there has been exceedances of the annual mean, however after bias adjustment and distance correction to the nearest receptor, these achieved the annual mean objective. When comparing this to 2018 and 2017, there has been a slight increase in Nitrogen Dioxide levels at these locations. All other sites in Whittlesey and Coates were compliant with the annual mean objective in 2019. A traffic management system will help to reduce journeys along the A605, in turn this will aid in reducing congestion on the A605 and help to reduce the number of exceedances of the annual mean objective of nitrogen dioxide. With the housing growth referenced above the importance of traffic flow to mitigate against air pollution risks will intensify.

Health Impacts of Traffic Related Air Pollution

Air pollution is associated with a number of adverse health impacts, it is recognised as a contributing factor in the onset of heart disease and cancer. Air pollution particularly affects the most vulnerable in society: children and older people, it can also exacerbate existing heart and lung conditions, for example asthma. Poor air pollution could discourage people from participating in active travel (walking/cycling to school or work), exercising outside and using green space, which has knock-on effects for the health of the population, e.g. increased prevalence of obesity or poor mental health. There is also often a strong correlation with equalities issues, because areas with poor air quality are also often the less affluent areas. Improved air pollution through traffic reduction and improved traffic flow can help to make Whittlesey an attractive area to live and work.

Other sources of Air Pollution in Whittlesey

Forterra Building Products Ltd operate a large brickmaking facility at Kings Dyke. Forterra have an Environmental Permit in place which includes regulation of emissions to air, in particular, Sulphur Dioxide. As with nitrogen dioxide, there are emissions objectives set for sulphur dioxide. In 2006, modelling of sulphur dioxide was carried out which predicted exceedances of the sulphur dioxide objectives. This resulted in an Air Quality Management Area being declared which covered parts of Whittlesey.

Although this is not directly associated with air pollution from traffic, increased emissions from traffic as a result of congestion due to the Kings Dyke Closure, in addition to emissions from industrial sources in Whittlesey could have a detrimental impact on the town. It also important to point out that Forterra is a busy site, with regular vehicle movements coming to and from the site, reducing unnecessary journeys by use of a traffic management system could aid in relieving congestion in this area.

Emergency Services access to the town

Whittlesey has several Residential/Nursing Homes and Supported Housing Complexes for the over 55's. Frequently, the emergency services are called, especially ambulances, para-medics and first responders. As we all know minutes saves lives - electronic information Highway signs would give instant and accurate information for all the emergency services.

Examples of affected schemes include:

- Residential/Nursing Homes –
 - The Gables, Coates Road
 - Cedar Court, New Road
 - The Hermitage, St. Mary's Street
 - The Elms, Arnolds Lane
 - Keneydon House, Delph Street.
- Housing for the over 55's
 - Sudbury Court (Stonald Road),
 - Quinion Close, St. Mary's House Gracious Street,
 - Palmerston court New Road

Project Partners - please list any key partners in the project and the engagement on the project to date

Cambridgeshire County Council (CCC) Highways team will be the lead for implementation. Staff Support – CCC partnership
Cambridgeshire County Council Team (IHMC) based at Vantage House, Huntingdon are available 24/7 to update the system with all Highway information as and when required, free of charge.

Confirmation received from Graham Hughes via Martin Brooker, CCC Highways

We have for the purposes of financial planning received detailed proposals from a provider

of a VHMS. The delivery partner will be awarded in accordance with relevant procurement legislation through CCC.

Whittlesey Town Council – Funding Contribution

FDC – Leaders Fund and Enabler of delivery of Growing Fenland Whittlesey Plan

Proposed project Start date	November 2020
Proposed project Completion date (Please note: CPCA Market Towns funding must be spent by the project delivery body by 31 March 2022)	February 2021

Key Milestones – please detail project phasing to delivery

Award of the funding

Procurement on the VHMS October 2020

Installation of the VHMS November – February 2021

Commissioning of the VHMS (Operationally Active following installation) – March 2021

PROJECT DELIVERABLES

Project Outcomes - please indicate how the project will deliver against job outputs and wider economic outcomes, including any increases in productivity and volumes of trade exports (please refer to the Investment Prospectus and Guidance)

With the signs installed this will allow for the residents to be better informed of issues on the network and they will be able to better plan their journey. This will decrease the amount of wasted miles on the network and reduce unnecessary journeys. At a time of unprecedented challenges facing the economy as a result of Covid this system is a quick win for the community to be better informed of issues on the network and prevent wasted business time for the local economy.

This improvement has a benefit in the:

- short term... to productivity and the local economy for the reasons set out above as the community is affected for the foreseeable future by the major improvements at Kings Dyke Level Crossing and the A605 improvements by PCC at Milk Water Drove alongside the seasonal flooding at B1040 Whittlesey Wash Road and North Bank Peterborough. The VHMS will accurately signpost residents to mitigate any impacts from these issues.
- In the long term it will support the Southern relief road as set out in priority 8 of the Whittlesey Growing Fenland plan coupled with complementing the benefits realised



<p>to productivity from traffic flow as a result of the completed projects at Kings Dyke and Milk Water Drove</p> <p>The impact of the current delays as a result of wasted journey time and loss of productivity is severe already however you couple that with the huge housing growth which is well underway in the town as highlighted in project details shows how important this proposal is as part of a menu of improvements to the transport infrastructure that is underway and planned for the future.</p>	
<p>Which key sector(s) does this project intend to support?</p>	<p>Economy. Health and Well Being and flow of Transport infrastructure</p>
<p> </p>	
<p>Is the project part of a wider development/programme/project? If so, please provide details</p>	<p>It is seen as an quick win to complement other improvements underway currently at Kings Dyke and Milk and Water Drove and the prospect of the Southern Relief Road as set out in priority 8 of the Whittlesey Growing Fenland plan</p>
<p> </p>	
<p>What is the current status of your project (or key elements)?</p> <p>E.g. In development, Outline design, Planning approved, Ready to start or Project underway?</p>	
<p>Currently the project is in the outline design stage and once the funding has been decided we will be able to proceed quickly to get these installed. We have received detailed costs from a provider which ensures the project can be delivered with the finance requested</p>	
<p>Is Planning Permission required? If so, by when is this anticipated?</p>	<p>No – permission is needed from landowners , which in this case is Cambridgeshire County Council and the permission has been received.</p>
<p> </p>	
<p>If the project includes development or redevelopment of land or premises, please indicate whether your organisation has control</p>	<p>N/A</p>



of the site or when you expect to have control or ownership	

SITE DETAILS (FOR CONSTRUCTION PROJECTS)	
Location	East Delph / A605 east and west of the B1040 roundabout (four locations)
Site Ownership	Cambridgeshire County Council
Current Use	Footway
Proposed Use	To remain with signs mounted above
Site Area (ha)	N/A
Existing Built Floorspace (sqm)	N/A
Planning Permissions?	N/A
Section 106 Agreements?	These signs will remain the property of Whittlesey Town Council and therefore no section 106 agreements are required.
Existing Land Charges or Restrictions?	N/A

SITE DETAILS (FOR REFURBISHMENT PROJECTS)	
Location	
Site Ownership	
Current Use	
Proposed Use	
Site Area (ha)	
Existing Built Floorspace (sqm)	
Planning Permissions?	
Section 106 Agreements?	
Existing Land Charges or Restrictions?	

PROJECT OUTPUTS 2020/21					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
		<p>Circa 150 businesses in the town will have a positive impact from improved journey times and improved productivity alongside the importance of encouraging out of town visitors to the town to enjoy what the town of Whittlesey has to offer.</p> <p>Town Councillors have been informed by local</p>			

		businesses and shops that shoppers travel from Thorney, Eye , Stanground, Pondersbridge , Benwick , Turves , Coates and Eastrea. They come as a result of no parking fees and the VHMS alongside the other road improvements will add further value to the economy.			
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			
		4 new public transport services by way of 4 information management systems to improve awareness of traffic issues for the public driving in the town and towards the town.			
Development Sites & Housing					
Area of land to be	Number of new	Number of new			



developed (hectares)	housing units/dwellings to be created	housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2021/22					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
		<p>Circa 150 businesses in the town will have a positive impact from improved journey times and improved productivity alongside the importance of encouraging out of town visitors to the town to enjoy what the town of Whittlesey has to offer.</p> <p>Town Councillors have been informed by local</p>			

		businesses and shops that shoppers travel from Thorney, Eye , Stanground, Pondersbridge , Benwick , Turves , Coates and Eastrea. They come as a result of no parking fees and the VHMS alongside the other road improvements will add further value to the economy.			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			
		4new public transport services by way of 4 information management systems to improve awareness of traffic issues for the public driving in the town and towards the town.			
Development Sites & Housing					
Area of land to be	Number of new	Number of new			



developed (hectares)	housing units/dwellings to be created	housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2022/23 (Onwards)

Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.

Employment & Skills

Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			

Business & Enterprise

Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
		<p>Circa 150 businesses in the town will have a positive impact from improved journey times and improved productivity alongside the importance of encouraging out of town visitors to the town to enjoy what the town of Whittlesey has to offer.</p> <p>Town Councillors have been informed by local</p>			

		businesses and shops that shoppers travel from Thorney, Eye , Stanground, Pondersbridge , Benwick , Turves , Coates and Eastrea. They come as a result of no parking fees and the VHMS alongside the other road improvements will add further value to the economy.			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			
		4 new public transport services by way of 4 information management systems to improve awareness of traffic issues for the public driving in the town and towards the town.			
Development Sites & Housing					
Area of land to be	Number of new	Number of new			



developed (hectares)	housing units/dwellings to be created	housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

FINANCIAL DETAILS				
Total Project Costs		£66,000		
Total Capital		£66,000		
Total Revenue		0		
Total Market Town Funds requested		£57,500		
Please provide a financial summary for the project. All information should relate to the project for which Growth Funds are being sought				
	2020/21	2021/22	2022/23 onwards	TOTAL COSTS
COSTS (£)				
Implementation	£66,000			£66,000
TOTALS	£66,000			
Please submit any information which substantiates these values and costs				

PROJECT FUNDING			
Please provide details of the funding already secured and/ or any being sought in addition to Market Town Funds, including, where appropriate any funding certificates			
SOURCE	VALUE (£)	TYPE (CAP/REV)	STATUS
Whittlesey Town Council	8,000	Capital	Approved
FDC Leaders Fund	500	Either	Approved
Please confirm the projected expenditure profile for the Market Town Funding requested			
MILESTONE	AMOUNT (£)	DATE	
Procurement	0	November 2020	
Implementation	66,000	Completed February 2021	
Please describe any other options (including funding options) that have been considered and explain why the amount being requested is the minimum necessary in order for the project to proceed			
Whittlesey Town Council have explored grant funding with partners such as CCC and PCC with no success.			

STATE AIDS
Please confirm the Project is State Aid compliant: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/325465/bis-14-943-state-aid-general-block-exemption-guidance.pdf
(Please provide a copy of any legal advice received in this respect)
This is state aid compliant

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PROJECT RISKS
What are the key risks associated with the project and identified mitigation measures?
<p>The key risks on the project are poor ground conditions, however there is no evidence of this currently and foundation design has confirmed this.</p> <p>Location of existing services are a risk, however CCC will be able to re-position the signs where there is space available and no services present.</p> <p>The power for the signs will be directly from the UK Power Networks cable in the ground, we had initially looked at utilising the street lighting network, however this isn't achievable.</p>
Do you have any additional comments/information to support your application?
<p>These signs will be a great benefit to the local residents and they will be able to select their routes better. The signs will display hold ups on the network for the local area.</p>

DECLARATION	
<ul style="list-style-type: none"> I/We certify that to the best of our knowledge the information provided is a true and accurate reflection of our business circumstances. If this is found not to be the case the application will be declined without any further reference to us. I/We authorise Cambridgeshire & Peterborough Combined Authority (CPCA) undertake any searches or other investigations deemed necessary in the assessment of my/our application. CPCA is under no obligation to notify me/us of the nature of these searches. I/We authorise CPCA to notify HM Government Ministry of Housing, Communities & Local Government (MHCLG) and any of its subsidiaries of our application, where, in the opinion of CPCA, alternative and more appropriate sources of funding may be available. I/We confirm that CPCA may make enquiries of any person who may have access to information relevant to my/our application without prior reference to me/us. I/We agree that CPCA may use our company name in conjunction with their marketing activities. I/We agree that CPCA's decision is final. I/We have read and understood the features and eligibility criteria of the Programme. 	
Signature	Dan Horn
Name	Dan Horn
Position	Head of Housing & Community Support
Date	11/09/20



APPLICATION CHECKLIST

Please check you have included copies the following with your completed application:

- A completed and signed application form
- A spreadsheet setting out the timeline for drawing down funds against key project milestones
- A project cashflow spreadsheet (setting out all project costs and Market Towns funding)
- A completed Project Plan (template provided)
- A completed Risk Log (template provided)
- Lead organisation Health & Safety Policy
- Lead organisation Anti Slavery Policy
- Lead organisation Equal Opportunity Policy

Please note

- Submissions must be electronic
- Applicants agree to the information contained in this form being processed by Cambridgeshire & Peterborough Combined Authority for the express use of statistical analysis

COMPLETED APPLICATIONS

Please return completed Application forms to:

Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk

If you have any queries, please contact the CPCA on 01480 277180

APPENDIX G
CPCA MARKET TOWNS PROGRAMME
FUNDING APPLICATION FORM

APPLICANT DETAILS			
Project Title	Wisbech Market Place enhancement scheme		
Market Town	Wisbech		
Lead Authority	Fenland District Council		
UK Registered Address	Fenland Hall, County Road, March, Cambs, PE15 8NQ		
Contact Person (please include job title and project role)	Jo Blackmore – Executive Officer - Fenland District Council Terry Jordan - Clerk to Wisbech Town Council		
Contact Telephone	01354 622448 (Jo Blackmore) 01945 461333 (Terry Jordan)		
Contact Email	jblackmore@fenland.gov.uk clerk@wisbechtowncouncil.org.uk		
VAT Registration Number	107176191	Companies House Registration Number	Not applicable
Number of Employees	Circa 350		
Key Documents in Place	Equal Opportunities/Diversity Policy	Yes	No
	Modern Slavery Policy	Yes	No (addressed through Community Safety Partnership)
	Health and Safety Policy	Yes	No
We do not require copies of these policies at this stage, please circle as appropriate			

PROJECT DETAILS

Project Description – please provide details of the project and what specifically will be delivered (please refer to the Investment Prospectus and Guidance)

Proposal is to implement a scheme to improve the appearance of Wisbech Market Place – located in the commercial and social “heart” of the town - and introduce new and improved facilities; to enhance its use as both:

- (1) a trading area – to add to the economic success of the town centre (already supported by Wisbech Town Council's markets activity seven days per week)
- (2) a community space – where people can spend time and integrate (already supported by the community events and festivals organised or facilitated by Wisbech Town Council).

In summary, the elements of the proposed enhancement scheme are:

- re-paving works to the whole Market Place, featuring a compass motif within the central area
- a water feature (with the necessary drainage arrangements) and walkover lighting within the central area
- new benches (with attached planters)
- new waste bins
- planters
- a tidal clock
- an activity area for children (may be a second phase depending upon the availability of funding).

The rationale behind the initiative is to deliver something, in this key area of Wisbech, which would add to the vitality and vibrancy of the town – providing social, environmental and economic benefits for those who live in the town, work in the town, visit the town or are looking to invest in the town.

There are two elements to the Wisbech Market Place enhancement project – firstly, get in place (via the Local Highway Authority (LHA)) a pedestrianised zone (operating between 7.00 am and 4.00 pm (with controlled access for deliveries between 7.00 am and 10.00 am)) within the Market Place area and, secondly, to prohibit car parking on the Market Place and to undertake physical works (such as new seating and waste bins, re-paving, introducing a tidal clock (to acknowledge the fact that the town has a port) and decorative water features, plus a feature to attract children (with parents, guardians, carers) to want to spend time in that space.

Wisbech Town Council is able to fund the works to “pedestrianize” the area and to contribute towards the “physical” works to the Market Place itself but would need to obtain external funding to be able to deliver a comprehensive enhancement scheme.

Project Partners - please list any key partners in the project and the engagement on the project to date

Fenland District Council has been working with Wisbech Town Council to provide Planning and Conservation advice, which has been taken into account by the Town Council in formulating the scheme.

Fenland District Council is supportive of this scheme and provided a letter of support for the Town Council’s application to the County Council’s Communities Capital Fund; the application for £150,000 was successful.

The Town Council has been working closely with **Cambridgeshire County Council**, as Local Highway Authority, on the production of a Traffic Regulation Order (TRO) to “pedestrianise” roads

in the Market Place area, as part of a wider plan to improve the appeal and safety of the Market Place.

The draft TRO is currently the subject of a public consultation exercise)

The Growing Fenland: Wisbech: Masterplan report, commissioned by the **Cambridgeshire and Peterborough Combined Authority**, states (within its recommendations relating to developing A Town Centre Improvement Initiative): “work with Wisbech Town Council to introduce its plans for Wisbech Market Place, which includes pedestrianisation as well as visual features”.

Delivery of the Wisbech Market Place enhancement scheme is included within the Wisbech 2020 Vision action plan (within the Infrastructure theme of that plan). The Vision is shared by **numerous public-sector and private-sector partners**, including the County Council, the MP and the CPCA.

There is a close working relationship between Wisbech Town Council and the management of the **Horsefair Shopping Centre** in terms of the economic and social well-being of people who visit the town centre.

Proposed project Start date	February 2020
Proposed project Completion date (Please note: CPCA Market Towns funding must be spent by the project delivery body by 31 March 2022)	May/June 2020

Key Milestones – please detail project phasing to delivery

No specific milestones set yet.

The proposed scheme, which has been produced by a Design Engineer engaged by Wisbech Town Council, was agreed by the council’s Wisbech Market Place Management Committee as recently as 17 August 2020; the decision of the committee being that:

- (1) the scheme design be approved, with the amendment that the proposed location of the tidal clock be changed to the eastern (instead of western) end of the Market Place;
- (2) the Clerk would enquire of Local Planning Authority whether or not Wisbech Town Council would need to obtain planning permission for the implementation of this scheme;
- (3) the Clerk would request the Design Engineer to take the next steps to progress the implementation of this scheme; to include commissioning, on behalf of the council, the necessary site survey works etc;
- (4) the current situation regarding the proposed new traffic management arrangements associated with the enhancement scheme be noted;
- (5) the financial implications of the delivery of this scheme and the funding currently available, as reported by the Clerk, be noted.

The Town Clerk has actioned parts (2) and (3) of that decision.

The Clerk has received a response from the Local Planning Authority, to which reference is made elsewhere within this application form. An update is awaited from the Design Engineer in relation to the matters mentioned at (3) above.

It will not be possible to provide specific milestones until further information is provided to the council by the Design Engineer.

PROJECT DELIVERABLES

Project Outcomes - please indicate how the project will deliver against job outputs and wider economic outcomes, including any increases in productivity and volumes of trade exports (please refer to the Investment Prospectus and Guidance)

The Market Place is used daily for market trading, which is supplemented on Sundays by car boot activity – these activities enable the local community to purchase essential items (such as fresh food) and non-essential items at good prices.

The Market Place is also used as the location for a number of the town’s community events and festivals. These are either delivered by the Town Council or in partnership with local community groups and businesses (often with financial and/or volunteer support provided by the Town Council).

Making the Market Place more attractive and comfortable to spend time will increase the footfall and dwell time in the town centre; this will lead to an increase in spending, not only in the Market Place but the town centre more widely. It is a well-known fact that footfall (and spend) in town centres is declining and the hope is that, at least in Wisbech, the Town Council’s proposed enhancement scheme will play a part in reversing that trend.

It is anticipated that additional footfall and spend will not only encourage the retention and expansion of existing businesses in the town centre but also make Wisbech a better destination for new business and economic investment. This opinion is shared by the management of the Horsefair Shopping Centre; the centre is adjacent to Wisbech Market Place.

The Market Place, once enhanced, could be used for outdoor physical activity and the delivery of “healthy lifestyle” initiatives. The Town Council would link to the District Council’s Active Fenland Project. Officers at Wisbech Town Council have begun organising cooking demonstrations (to give members of the public ideas as to what they could cook (healthily)), which will use fresh produce from stall holders (encouraging members of the public to purchase such items from market traders). Also, a series of gentle exercise sessions are being arranged.

The proposed enhancement scheme also provides for an activity area for children (yet to be defined and subject to the Town Council being able to secure sufficient funding), which would encourage children to become more active. Also, children visiting the Market Place would be accompanied by parents, grandparents, carers or guardians, who may wish to spend money whilst in the town centre.

The highway which runs through the Market Place is part of a national cycle route and the Town Council has ensured that this facility is incorporated in the wider plans for traffic management in that area. This will offer a safe, car-free environment for cyclists to use.

Under the proposed enhancement scheme, the car parking facility which exists currently on the Market Place would be removed. This means that people would need to park in one of the town’s off-street car parks and then walk to the Market Place; i.e. further physical activity.

The current appearance of the Market Place does little to encourage families to visit that area; more often than not, it has the appearance of a car park and those families are required to contend with potential motorist/pedestrian conflict. The proposal to prevent vehicular access to the Market Place for the “shopping” hours of each day of the week and the removal of parking facilities from the central area - which would not only make it safer but also make it more attractive and improve the air quality – would make the Market Place a more welcoming piece of public realm. The

installation of interesting facilities (such as a water feature) and a children’s activity area would also attract more families to spend time in the town centre.

The issues relating to Wisbech in terms of health, learning and skills etc are well known/documentated and are supported by a significant amount of data held by many of the different partner organisations which are delivering collectively the Wisbech 2020 Vision action plan.

The Indices of Multiple Deprivation show that the majority of the top ten most deprived wards in Cambridgeshire are in Wisbech.

There is also reference to some of this data in the **Growing Fenland: Wisbech: Masterplan report**, commissioned by the Cambridgeshire and Peterborough Combined Authority; for example, for those living in Wisbech, hospital stays for alcohol-related harm are 46% above the England average; premature mortality rates for those under 75 years of age are 30.9% higher than the England average.

This project accords with one of the actions within the Health, Well-being and Cohesion theme within the **Wisbech 2020 Vision** strategy; that is “support the community to grow together and address areas where there is a lack of cohesion”.

This project accords with one of the actions within the Infrastructure and the built Environment theme within the Wisbech 2020 Vision strategy; that is “secure further investment in Wisbech’s built environment and leave a positive legacy for future generations.”

Given the levels of deprivation in Wisbech, many people who live in the town do not have access to a motor vehicle; also the level of public transport between Wisbech and other towns/cities is very low. In addition, Wisbech does not possess a railway station. All of that means that the local community uses the town centre to meet shopping needs. All of the issues regarding the lack of access to transport in Wisbech are well known by the Fenland Transport and Access Group; hence, the Wisbech Travel Choices project which was delivered a couple of years ago.

Whilst the Medworth ward, in which the Market Place is located, has the majority of the shops, it also has limited places for children and families to spend time and engage in activities. Enhancement of Wisbech Market Place would help to address that situation.

Despite the Market Place being in a Conservation Area, which includes one Grade II* Listed Building, it generally has a “run-down” feel.

The Conservation deficit in the centre of the town has been acknowledged by the Heritage Lottery Fund through the award of £1.9 million to address the dilapidated buildings on High Street. The Wisbech Market Place enhancement scheme would deliver a natural and logical “extension” to the Wisbech High Street project (which is being managed by the Local Planning Authority (LPA). The Town Council’s conclusion is shared by the LPA.

Wisbech suffers from a Tourism deficit – there is a huge amount of activity in Wisbech but it is not co-ordinated and is not promoted collaboratively. A revitalised Market Place could provide the central hub in Wisbech for drawing-together all of the town’s tourism activity; providing easy-to-access information.

More people; more spend; resulting in improved local economy and more jobs; those holders of those additional jobs spending wages/salaries in the local economy.

Which key sector(s) does this project intend to support?

Businesses

Employers	
Employees	
Market Traders	
Members of the public	
Is the project part of a wider development/programme/project? If so, please provide details	
This is a stand-alone project of Wisbech Town Council but will deliver a natural and logical “extension” to the Wisbech High Street project, which has secured approximately £1.9 million from the Heritage Lottery Fund.	
What is the current status of your project (or key elements)?	
E.g. In development, Outline design, Planning approved, Ready to start or Project underway?	
A Design Engineer has been commissioned by the Town Council. He has produced a scheme design, which was agreed by the council’s Wisbech Market Place Management Committee on 17 August 2020. Planning permission is not required but before any further works could take place, various investigation and site survey works will be required. The Design Engineer has been given the “go ahead” to commission those works. He will then produce a detailed specification, for the purpose of inviting tenders. It is anticipated that, subject to all necessary funding being in place, construction works would begin in early (possibly February) 2020. The Design Engineer estimates that construction period could be 16 weeks.	
Is Planning Permission required? If so, by when is this anticipated?	
No. It has been confirmed, as the result of a pre-planning enquiry of the Local Planning Authority (LPA), that - having regard for Schedule 2, Part 12 of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) - the proposed enhancement scheme for Wisbech Market Place is deemed, by the LPA, to constitute Permitted Development.	
If the project includes development or redevelopment of land or premises, please indicate whether your organisation has control of the site or when you expect to have control or ownership	
All of the land to which the scheme relates is owned and managed by Wisbech Town Council.	



SITE DETAILS (FOR REFURBISHMENT PROJECTS)	
Location	Market Place, Wisbech
Site Ownership	Wisbech Town Council
Current Use	Market Place (for daily market trading and occasional use for community events)
Proposed Use	Market Place (for daily market trading and occasional use for community events)
Site Area	22.86 x 91.44 metres
Existing Built Floorspace (sqm)	N/A
Planning Permissions?	Not required – deemed by Local Planning Authority as Permitted Development.
Section 106 Agreements?	Not applicable
Existing Land Charges or Restrictions?	None

PROJECT OUTPUTS 2020/21					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
		2,090			
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new public transport services			



Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2021/22					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			

Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		

PROJECT OUTPUTS 2022/23 (Onwards)					
Project Outputs - please indicate how the project will deliver against the outputs below – complete only those that apply to your project.					
Employment & Skills					
Number of permanent jobs to be created	Number of temp jobs to be created	Number of indirect jobs to be created	Number of apprenticeships to be established – Level 1	Number of apprenticeships to be established – Level 2	Number of apprenticeships to be established – Level 3
Area of learning/training space improved (m2)	Area of learning/training floorspace rationalised (m2)	New learners assisted (on courses to full qualification)			
Business & Enterprise					
Number of businesses receiving grant support (high street/town centres)	Number of businesses receiving grant support (wider town)	Number of businesses receiving non-financial support			
Commercial					
Area of commercial floorspace to be created (m2)	Area of commercial floorspace to be refurbished (m2)	Area of public realm / outside space improved or enhanced (m2)	Area of commercial land / floorspace rationalised (m2)	Number of commercial premises with improved broadband access	
Transport					
Length of new cycleway to be created (m)	Length of new footpaths to be created (m)	Number of new or improved public transport services			

Development Sites & Housing					
Area of land to be developed (hectares)	Number of new housing units/dwellings to be created	Number of new housing units/dwellings to be refurbished			
Community					
Area of new community floorspace to be created (m2)	Area of community floorspace to be refurbished (m2)	Area of community floorspace rationalised (m2)	Number of community groups receiving grant support		



FINANCIAL DETAILS				
Total Project Costs		£400,000		
Total Capital		£400,000		
Total Revenue		All revenue costs (such as maintenance, cleansing, utilities, insurance) will be met from Wisbech Town Council's revenue budgets, as is currently the case.		
Total Market Town Funds requested		£200,000		
Please provide a financial summary for the project. All information should relate to the project for which Growth Funds are being sought				
	2020/21	2021/22	2022/23 onwards	TOTAL COSTS
COSTS (£)				
Refurbishment works	200,000			200,000
Refurbishment works		200,000		200,000
TOTALS	200,000	200,000		400,000
Please submit any information which substantiates these values and costs – see below:				

Ref	Item Description	Quantity	Unit	Rate	Cost
Professional Consultancy Fees					
	Design Fees (Parsons Consulting Engineers)				£2,950.00
	Surveys				£4,000.00
	Specialist Design Fees				£1,800.00
	Tender Preparation				£500.00
	Project Management during Construction				£3,000.00
Construction Works					
1.00 Contractors Set-up & Supervision					
1.01	Mobilise & Site Set Up	1	No.	£1,500.00	£1,500.00
1.02	Supervision	16	Weeks	£2,000.00	£32,000.00
1.03	Temporary Fencing	225	m	£10.00	£2,250.00
1.04	Temporary Signs	1	Sum	£2,000.00	£2,000.00

2.00 Removal existing street furniture

2.01	Removal trees	2	No.	£200.00	£400.00
2.02	Removal Benches	4	No.	£25.00	£100.00
2.03	Removal Bins	4	No.	£25.00	£100.00

3.00 Removal of existing Surfacing

3.01	Breaking up and remove surface	1800	m2	£12.00	£21,600.00
3.02	Excavate existing subbase	270	m3	£12.00	£3,240.00
3.03	Dispose of Waste	540	m3	£30.00	£16,200.00

4.00 Construct Sub-surface fountain

4.01	Wet Well, incl Pumps	1	No.	£8,000.00	£8,000.00
4.02	Reservoir, incl Filter	1	No.	£4,000.00	£4,000.00
4.03	Pipework	30	m	£50.00	£1,500.00
4.04	Overflow Chamber	1	No.	£1,500.00	£1,500.00
4.05	Collection Channels, incl Base	32	m	£45.00	£1,440.00
4.06	8-no. Fountain Nozzles	8	No.	£150.00	£1,200.00
4.07	Cable Draw Pits	2	No.	£800.00	£1,600.00
4.08	Ductwork	50	m	£20.00	£1,000.00
4.09	Control Panel, Kiosk & cabling	1	No.	£15,000.00	£15,000.00
4.10	Electricity Supply	1	No.	£5,000.00	£5,000.00
4.11	Water Supply	1	No.	£3,000.00	£3,000.00

5.00 Tide Clock

5.01	Electricity Supply	1	No.	£1,000.00	£1,000.00
5.02	Foundation	1	No.	£1,200.00	£1,200.00
5.03	Column	1	No.	£1,400.00	£1,400.00
5.04	Clock	1	No.	£1,200.00	£1,200.00

6.00 Display Board

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£0.00



6.01	Electricity Supply	1	No.	£1,000.00	£1,000.00
6.02	Foundation	1	No.	£1,200.00	£1,200.00
6.03	Display Board	1	No.	£20,000.00	£20,000.00
7.00	New Surfacing in Square				
7.01	Type 1 Subbase	5.4	m3	£75.00	£405.00
7.02	Specialist cut tiles & Conc bedding	20	m2	£250.00	£5,000.00
7.03	Block surfacing	24	m2	£120.00	£2,880.00
8.00	Outer Area Surfacing				
8.01	Type 1 Subbase	270	m3	£75.00	£20,250.00
8.02	1.0m wide Masonry Strips	530	m2	£100.00	£53,000.00
8.03	Block surfacing	1200	m2	£60.00	£72,000.00
9.00	New Bins	8	No.	£250.00	£2,000.00
10.00	New Benches	6	No.	£1,000.00	£6,000.00
11.00	New Walkover Lights				
11.01	Walkover Lights	6	No.	£500.00	£3,000.00
11.02	Ducts	30	m	£20.00	£600.00
11.03	Power Supply			Included above	
12.00	New Power Supply Posts	6	No.	£900.00	£5,400.00
13.00	Drinking Fountain	1	No.	£2,000.00	£2,000.00
				Sub-total =	£334,415.00
				Contingency (10%) =	£33,441.50
				Total =	£367,856.50

It is also proposed that a **children’s “activity”** be added to the scheme. Originally it had been hoped that such an installation could be achieved as a second phase of the scheme. However, it would be more beneficial, in terms of attracting families to Wisbech Market Place, it could be achieved in “one go”. It is estimated that such provision could be **of the order of £30,000**. Hence, when taken with the figures above, a **total scheme cost of circa £400,000**.



PROJECT FUNDING			
Please provide details of the funding already secured and/ or any being sought in addition to Market Town Funds, including, where appropriate any funding certificates			
SOURCE	VALUE (£)	TYPE (CAP/REV)	STATUS
Cambridgeshire County Council's Communities Capital Fund	150,000	Capital	Agreed by the County Council's Communities and Partnerships Committee on 6 August 2020.
Wisbech Town Council	50,000	Capital	Available in Town Council's financial reserves
Please confirm the projected expenditure profile for the Market Town Funding requested			
MILESTONE	AMOUNT (£)		DATE
Not possible to specify accurately at this time but best guess is	100,000	100,000	March 2021 June 2021
Please describe any other options (including funding options) that have been considered and explain why the amount being requested is the minimum necessary in order for the project to proceed			
No other options have been considered at this stage. In the event that funding is not forthcoming from the CPCA, Wisbech Town Council may need to consider borrowing money from the Public Works Loans Board (but an increase in the Parish Precept – a situation which the council is keen to avoid – would be required to fund the loan re-payments).			

STATE AIDS
Please confirm the Project is State Aid compliant:
(Please provide a copy of any legal advice received in this respect)
Not applicable.

PROJECT RISKS
What are the key risks associated with the project and identified mitigation measures?
<p>The main risk to the scheme is not being able to secure the funding. The Town Council would not be able to deliver a meaningful scheme within its financial resources. If it were to need to borrow the money, it would have an adverse financial impact upon local people, who would need to meet the loan re-payments via an increase in the Parish Precept.</p> <p>If this application is not supported, the Town Council may need to think about a “watered-down” scheme; that would have a lower level of impact and, consequently, not achieve the desired benefits of a “full” scheme.</p>

Another risk is that there could be objections to the proposed Traffic Regulation Order (TRO). However, because of close working between members and officers of Wisbech Town Council and officers of the Local Highway, it is felt that all of the potential reasons for objection to the Order have been addressed through the design of the TRO proposals.

If the Order were implemented, to make the area safer for visitors to the centre of town, but Wisbech Town Council were not able to fund the enhancement of the Market Place itself, this would lead to public disappointment. The rationale for changes in traffic management in the town centre is to underpin the enhancement scheme.

One risk could be the lack of officer capacity within the Town Council to manage delivery of this project. If that proved to be the case, the Town Council would look to re-profile staff roles as necessary and potentially “buy in” additional, temporary resource as necessary (to be funded using its existing revenue budgets or from general reserves).

There could also be the reputational risk to the council in appearing not to deliver on its promises to the community.

Do you have any additional comments/information to support your application?

This scheme will improve the whole town centre and increase footfall and shopper/visitor dwell time, which will help retain the shops in the town. This is important for the local economy, as it supports local employment.

It is probably of greater importance now than it may have been previously, given the detrimental impact that the Covid-19 pandemic has had, and may continue to have, upon the trading within town centres.

The Town Council is firmly of the belief that an improved Market Place will make it more attractive to potential new market traders; this would not only result in a positive effect upon the number of shoppers and their associated spend but would generate additional income to the Town Council (from rental of stall space), which would assist the council in keeping low the Parish Precept.

Wisbech Market Place, because of its central location, provides the economic and social heart to the town (which has a “catchment” of, say 40,000 to 50,000 people).

This scheme has the potential to benefit everyone who lives in the town, works in the town, visits the town or is considering investing in the town.

The Growing Fenland: Wisbech: Masterplan report, commissioned by the Cambridgeshire Combined Authority, states (within its recommendations relating to Support Cohesion and Community Shared Space): “(the need for) Continuation of Public Events”. The Combined Authority acknowledges that Wisbech Town Council is a “key player” in the delivery of and support for community events. A large number of these events, which not only bring people together but also assist the town centre economy, take place on Wisbech Market Place.

That same report makes the point that there is no real night-time economy in Wisbech. Implementation of the Market Place enhancement scheme, which should assist with developing more social use of the town centre, including an element of “café society”, could stimulate a night-time economy; there is currently no real reason to go into the Market Place after 5.00 pm.

The proposed enhancement scheme links to the following projects:

Growing Fenland:

- Priority 2 – A town centre improvements initiative
- Priority 3 – Support cohesion and community shared space
- Priority 6 – Focus on Tourism

I Love Wisbech

Theme 2 – Making the most of our heritage and encouraging tourism

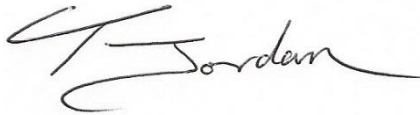
Theme 4 – Things to do for young people

Theme 5 – Knowing what’s going on and connecting people

DECLARATION

- I certify that to the best of our knowledge the information provided is a true and accurate reflection of our business circumstances. If this is found not to be the case the application will be declined without any further reference to us.
- I authorise Cambridgeshire & Peterborough Combined Authority (CPCA) undertake any searches or other investigations deemed necessary in the assessment of my/our application. CPCA is under no obligation to notify me/us of the nature of these searches.
- I authorise CPCA to notify HM Government Ministry of Housing, Communities & Local Government (MHCLG) and any of its subsidiaries of our application, where, in the opinion of CPCA, alternative and more appropriate sources of funding may be available.
- I confirm that CPCA may make enquiries of any person who may have access to information relevant to my/our application without prior reference to me/us.
- I agree that CPCA may use our company name in conjunction with their marketing activities.
- I agree that CPCA’s decision is final.
- I have read and understood the features and eligibility criteria of the Programme.

Signature



Name

Terry Jordan

Position

Clerk (and Responsible Financial Officer) to Wisbech Town Council

Date

9 September 2020

APPLICATION CHECKLIST

Please check you have included copies the following with your completed application:

- A completed and signed application form
- A spreadsheet setting out the timeline for drawing down funds against key project milestones
- A project cashflow spreadsheet (setting out all project costs and Market Towns funding)
- A completed Project Plan (template provided)
- A completed Risk Log (template provided)
- Lead organisation Health and Safety Policy
- Lead organisation Anti Slavery Policy
- Lead organisation Equal Opportunity Policy

Please note

- Submissions must be electronic
- Applicants agree to the information contained in this form being processed by Cambridgeshire & Peterborough Combined Authority for the express use of statistical analysis

COMPLETED APPLICATIONS

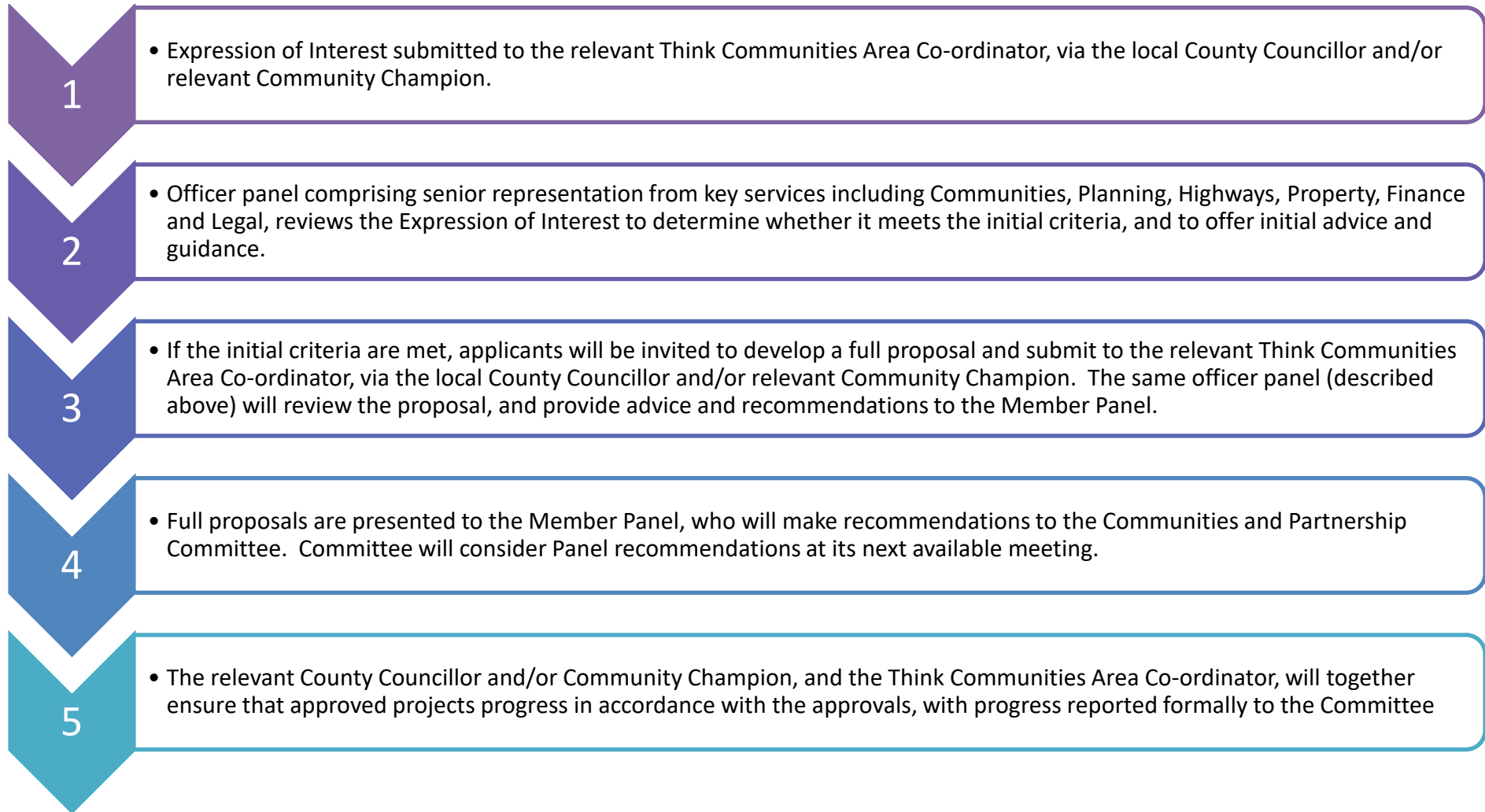
Please return completed Application forms to:

Domenico.Cirillo@cambridgeshirepeterborough-ca.gov.uk

If you have any queries, please contact the CPCA on 01480 277180

APPENDIX H

SUMMARY OF APPLICATION PROCESS FOR CCC £5M COMMUNITIES CAPITAL FUND




APPENDIX I

CCC £5m Communities Capital Fund

APPROVED SUBMISSIONS (FUNDING AWARDED)

REF	PROJECT NAME	BRIEF DESCRIPTION	CAPITAL FUNDING REQUIRED	MATCH FUNDING	PROJECT MANAGEMENT LEAD	DATE SUBMITTED	COMMENTS
3	March Town Rugby Club	<ul style="list-style-type: none"> New Club House facility 	£194,000	£126,000 – Sport England £TBC – March Rugby Club £TBC – Taylor Wimpy	March Town Rugby Club	30.04.20	£234,000 funding approved
6	West End Park (March)	<ul style="list-style-type: none"> Improve Park Run surface Tarmac path from park entrance to bandstand Enhance junior play area Skate Park Fence 	£75,000	£7,500 – FDC play area funding £2,500 – March Town Council £2,000 – in kind support from CCC	FDC	30.04.20	
8	Estover Park, March	<ul style="list-style-type: none"> Install fencing around whole site Lay pathways and patio Furnish kitchen and café area 	£35,000	£6,000	March Town Council	Not recorded	
10	Tower Hall, Friday Bridge	<ul style="list-style-type: none"> Provide 'fit for purpose' disabled toilet and improve other toilets Install solar panels with battery back up 	£36,000	£3,000 – Tower Hall £3,000 – Elm Parish Council (TBC)	Elm Parish Council	Not recorded	Maximum of £36k will be awarded, subject to confirmation of written quotes and planning permission.
14	Wisbech Market Place Enhancement Scheme	<ul style="list-style-type: none"> Enhancements to Wisbech Market Place 	£150,000	£50,000 - Wisbech Town Council	Wisbech Town Council	01.05.20	
18	Christchurch Outdoor Equipment	<ul style="list-style-type: none"> Details not available 	£15,000	Details not available	Possibly Christchurch Parish Council?	Not recorded	
19	Gorefield Extension to community parish hall	<ul style="list-style-type: none"> Details not available 	£198,000	Details not available	Possibly Gorefield Parish Council?	Not recorded	
7	Wisbech Park – Changing Rooms Conversion	<ul style="list-style-type: none"> Convert existing changing room block into a community arts space 	£240,000	£10,000 – FDC £10,000 - Wisbech Town Council £5,000 (TBC) – Arts Council	FDC	Not recorded	

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Cabinet Report	5	
Date:	21 October 2020	
Report Title:	Freedom Leisure Covid-19 impact: further ongoing support requested to maintain the business and contract	

1. Summary

For Cabinet to consider a further request for financial assistance from Freedom Leisure in line with the Council's leisure contract.

2 Key Issues

- 2.1 In December 2018 Freedom Leisure, a charitable trust, took over the operation and management of the Council's four leisure centres with a 15-year agreement.
- 2.2 This arrangement, after Hudson Leisure Centre capital costs and gym equipment replacement costs, has saved FDC £351,000 p.a. Additionally, a staff review of contract management staff as a result of the new Freedom contract added £49,000 p.a to the annual savings, equating to a total of £5.6 million of savings over the life of the contract.
- 2.3 The first 15 months of the contract proceeded better than either partner, the former FDC staff in the centres and leisure centre customers could have hoped for. Customer feedback, as well as customer and income growth, demonstrates that Freedom has been doing a very good job on the Council's behalf.
- 2.4 As with any business, Freedom is dependent on income and cash flow to manage the business. As a large organisation, they have capacity to absorb market conditions and respond in a more agile manner than a Council might. The business is, however, dependent on income from paying customers therefore following the significant impact of Covid 19, the Council has provided a series of support packages in line with the Council's leisure contract

Phase I Support – lockdown and leisure centre closure:

- 2.5 Following the change in law and the necessity to close leisure centres on 23 March, all income to Freedom became negligible. The contract between the Council and Freedom Leisure required that FDC supported Freedom financially in these types of situation and therefore the Leader agreed on behalf of Cabinet an initial support package on 1 May 2020 to fund costs that could not be further mitigated whilst the centres were closed and deferral of the management fee that Freedom usually pays to FDC on a monthly basis. The management fee is to be repaid in years 5-15 of the contract.
- 2.6 The Phase I support package (April-June 2020) consisted of:

Deferred Management Fees	£112,680
Cash support (paid)	£164,988
Total:	£277,668
- 2.7 On 24 July Government changed the law allowing leisure centres to reopen. Facilities have been run in a Covid Secure manner, following Government and industry advice with strict cleansing and social distancing requirements in place. These measures

meant a reduced customer experience when visiting the facilities as well as a significant reduction in capacity of all facilities.

- 2.8 In Fenland, due to reduced demand, costs have been kept low by reducing opening hours. On 5 October opening hours were extended, but still do not match pre-Covid levels.
- 2.9 UKActive, the leisure trade body, developed a report published 28 May 2020 modelling expected attendance levels following opening. Their predictions were between 35% and 40% reduction on 2019 levels, with a rapid recovery to just below 2019 levels when social distancing is lifted.
- 2.10 On 29 June Cabinet agreed a [support package for July – September 2020](#) consisting of;
- | | |
|---|-----------------|
| Deferred management fees payable to FDC; | £112,680 |
| Financial support; an interest free loan up to the value of
(still to be paid, awaiting reconciliation with actual costs and income) | £200,000 |
| Total: | £312,680 |
| Total Phase I and Phase II support: | £590,348 |

Government Support

- 2.11 The Council has received two payments totalling £1.1m from Government to support costs due to Covid 19.
- 2.12 Additionally, Government has set up an Income Compensation Scheme for Councils. FDC has claimed £91,350 for April to July 2020 under this scheme for a proportion of the management fee losses experienced from Freedom. The expected total claim to this scheme relating to lost management fee revenue payable by Freedom Leisure by the end of the financial year will be **£322,763**.

Expected Phase III support requirements; October 2020 – March 2021

- 2.13 Leisure centres in Fenland are open with paying customers attending. Revenue is, as expected, about 30% – 40% lower than 2019 levels. It appears that income has plateaued at this level. Increased opening hours from 5 October are expected to increase revenue but have a negligible effect on the bottom line due to corresponding costs. However, this approach will help the business retain customers in the short term. Business growth will only be back to 2019 levels **when social distancing measures are lifted**, potentially in Q2 or Q3 of 2021.
- 2.14 Indications from Government are that social distancing will remain in place until March 2021. This being the case there will be no income recovery back to 2019 levels until after that date and, as anticipated, a further support package is required for Freedom Leisure.
- 2.15 The Job Retention Scheme ends in October, replaced with a Job Support Scheme (JSS). Early indications from Freedom are that the JSS may be applicable to the business, but the costs of using it may not be beneficial in all cases. Freedom may need to consider a combination of approaches in the coming months to ensure that the business remains viable.
- 2.16 Within the Fenland contract, Freedom provided an Active Communities offer. Given the financial context, it was felt more important to focus on the core leisure centre business and not incur additional costs. This means the Fenland contract no longer has an active communities officer, however this can be reviewed once the business is back to a pre-Covid position. Fortunately, FDC has a successful, community focussed Active Fenland

team carrying out this sort of work getting people across Fenland more active and healthy.

- 2.17 This situation means that there will remain a significant financial gap within the Freedom contract. Without the Council's continued financial support, the contract between Freedom Leisure and Fenland District Council is unlikely to remain viable and the Council would need to explore alternative options to deliver leisure services, all of which have their own financial challenges.
- 2.18 The Phase III support package contained within this report is for October 2020 – March 2021. The support package can be provided within the terms of the Contract and should not give rise to concerns under The Public Contracts Regulations or in breach of the general prohibition against State Aid.
- 2.19 It should be noted that recovery back to previous income levels will only occur AFTER the removal of social distancing measures. If such measures continue to be left in place, further financial support for Freedom Leisure should be anticipated in financial year 2021 / 2022.
- 2.20 The Council has been proactively lobbying the government through the LGA, District Council Network, District Council Treasurers, and local MP Stephen Barclay to highlight the financial difficulty that the leisure sector is facing and the financial impact on Councils to support their local facilities. FDC's understanding is that the Department for Culture, Media and Sport continues to consider proposals to put to Treasury and MHCLG regarding potential future funding to Local Authorities, in addition to the £1.1 million coronavirus support already received by FDC.
- 2.21 Fenland has a contract with Freedom Leisure that is in the second full year of a 15-year contract. The significant efficiencies and savings that the contract has allowed FDC are expected to return during its term, with the lifting of social distancing requirements.

3 Recommendations

It is recommended that:

- 3.1 Fenland District Council ("FDC") provides the financial relief to Freedom Leisure set out in these recommendations.
- 3.2 FDC defers the monthly management fee of £37,560 per month for October 2020 – March 2021, at a cost to the Council of £225,360, repayable in accordance with the terms set out at paragraph 3.6 of these recommendations and noting some of these monies are recoverable through the Government's Income Compensation Scheme for Councils .
- 3.3 FDC continues to support Freedom Leisure on an open book basis by providing them with an interest free loan payable monthly up to the amounts set out below and repayable in accordance with the terms set out at paragraph 3.6:

Total cash support:	£284,748
Deferred management fees:	£225,360 (para 3.2)
Total Phase III support:	£510,108
Total Phase I & II support:	£590,348 (para 2.10)
Less Income compensation support	<u>(£322,763)</u> (para 2.12)

Total proposed Freedom Leisure cost to FDC in 2020/21: £777,693

- 3.4 These costs are an estimate based on the information available at the time of despatch. The new Job Support Scheme's applicability or possible impact is not factored into these costs. Additionally, UKActive is putting together another report on the current state of the leisure industry. This report is expected to give further information regarding expected recovery profiles in the coming 6 months.
- 3.5 Repayment of the £510,108 described in paragraphs 3.2 and 3.3 of these recommendations shall become payable through an annual deduction of 75% of any profit generated in excess of the levels predicted in the LOBTA (Leisure Operators Base Trading Account). This is a change from the current 50/50 profit share and will be subject to the performance of the business over the contract period.
- 3.6 The Monitoring Officer and s.151 Officer are authorised to put in place all necessary arrangements to give effect to the agreed recommendations to include entry into the necessary legal arrangements and expenditure of the amounts described from existing budget provisions.

Wards Affected	All Wards
Portfolio Holders	Cllr Chris Boden, Leader of the Council and Portfolio Holder for Finance Cllr Sam Clark, Portfolio Holder for Leisure
Report Originators	Phil Hughes, Head of Leisure Services Carol Pilson, Corporate Director Peter Catchpole, Corporate Director Amy Brown, Chief Solicitor
Contact Officers	Paul Medd, Chief Executive paulmedd@fenland.gov.uk Carol Pilson, Corporate Director cpilson@fenland.gov.uk Peter Catchpole, Corporate Director and Section 151 Officer petercatchpole@fenland.gov.uk Phil Hughes, Head of Leisure Services phughes@fenland.gov.uk Amy Brown, Chief Solicitor abrown@fenland.gov.uk

Background Papers	<p>Urgent Decision Notice and Supporting Documents 1/5/20</p> <p>Cabinet Report June 2020</p> <p>Cabinet Office; Procurement Policy Note – Recovery and Transition from COVID-19. June 2020</p> <p>UK Active Covid Impact Report June 2020</p> <p>Freedom Specific customer information from UK Active Survey</p> <p>September 2020 Freedom Leisure letter to FDC regarding financial outlook</p> <p>Confidential: Freedom Leisure modelled income and expenditure</p> <p>Confidential: LOBTA - Leisure Operators Base Trading Account</p>
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4 Pre-Covid Financial Summary

- 4.1 Expected income for 2020/21 for the Fenland leisure centre contract was budgeted at approximately £3.5m - an average of just under £300,000 per month. Staffing costs are around £149,000 per month.
- 4.2 Freedom Leisure pays the Council a management fee of £450,717 p.a. (£37,560 per month).
- 4.3 Savings from Freedom's operation and management of the leisure centres are approximately £400,000 p.a. with 14 years left of the contract to run this equates to £5.6m in savings for FDC over that period, when compared with the previous in-house management and delivery costs.

5 Key Issues; Covid19 Business Impact

- 5.1 The impact of Covid19 on the leisure sector was profound and immediate. Customers were unable to attend due to the change in law. Freedom furloughed most staff. Income during closure was negligible.
- 5.2 Independent leisure operators have written to clients requesting support. Across the District Council's Network approximately £305m was required by Councils to support leisure service Covid costs up to October 2020. Sport England is reporting a deficit in excess of £1bn across the sport and physical activity sector. Of Freedom's 20 Council clients, all have supported the business in Phase I (closure) and Phase II (reopening) of the Covid crisis in broadly a consistent manner.
- 5.3 FDC's contract with Freedom includes a change of law clause stating that in the event of a change in law, Freedom should be in a position that is no better and no worse as a result of such a change. Government guidance forms part of this contract clause, meaning that FDC is obliged by the contract to provide Phase III support during the Coronavirus crisis.
- 5.4 It was anticipated that further financial support may be required following the initial reopening period of leisure centres. Once income levels are back to original contracted levels or legal restrictions on business operations are lifted, the Council would then expect to see the management fee back to its original contracted level. Unfortunately,

these restrictions on business operations (Covid Secure ways of working and social distancing) have not been lifted and it is likely they will remain in place for the next 6 months.

5.5 It is proposed that the Phase III financial support package between Freedom and the Council is structured as a long-term loan unless and until the current contract is varied so that;

- When income performance levels reach those agreed in the original LOBTA, profit generated above the LOBTA level will then be shared 25:75, with the Council receiving the larger share as the loan repayment of Phase II support monies (including deferred management fees) and the deferred management fees from Phase I.
- Should the support payments loan (including deferred management fees) be settled prior to the end of the contract, the contract shall revert to the original profit share mechanism.

5.6 It should be noted that the Council is keen to regain the financial support identified in this report using this mechanism. However, the Council recognises that repayment levels are uncertain due to the nature of future income levels, determined by customer demand and due to the fact that the profit share only applies after the contracted profit has been taken by Freedom.

6 Options and Risks

6.1 Members agreed prior to the outsourcing process that they wished leisure centres to continue to run in each town.

6.2 Freedom is providing the service of managing the leisure centres on Fenland's behalf, but this arrangement it is very much a partnership. Whilst Freedom Leisure is an expert in this field, it is important for both organisations to work collaboratively to achieve the common objective of reinstating and continuing to improve leisure services.

6.3 If Freedom fails, then FDC's short term costs will increase by at least £500,000 p.a. and FDC would be taking back the health and safety risk, staff management, accountancy and payroll functions, administrative functions and human resources of over 100 staff. Staff restructures took place in back office teams to reflect leisure being outsourced. These additional costs would have to be added back into the FDC budget to support any in-house change. It will not be possible to find an alternative provider of the Service at short notice.

6.4 Should Freedom fail, FDC will not realise the £500,000 per annum of savings over the outstanding period (14 years) of the contract. FDC's current MTFS highlights the requirement to find £1.1m in savings by 2024/25 as well as consideration of the added uncertainty of Covid 19, fairer funding, new homes bonus and business rates retention. If the Freedom contract ceases and Members decide to continue to deliver the current level of leisure service provision to the community, bringing the service in-house will add an additional revenue cost of around £500,000 per annum to the Council.

6.5 Further to paragraph 6.4, should Freedom fail and the planned savings of the Freedom contract are not possible, the Council may need to reconsider the strategic approach to leisure centre provision in Fenland. Such a review may mean that the current level of provision across the four towns would need to be re-visited, reflecting the financial challenges.

6.6 Fenland District Council is one of 20 Councils who have a contract with Freedom Leisure. Financial relief packages have been agreed with each of the 20 Councils for varying periods of time and values commensurate with the value and length of the

respective contracts. Similarly to FDC, each other Council is also keeping the circumstances of support under review and to an extent, the success of any individual Council's contribution is contingent upon the support being given by others. This remains a potential risk factor, with Officers monitoring the situation.

- 6.7 Freedom has taken £2.8m income across all sites nationwide since reopening at the end of July. The budgeted expectation prior to Covid was £6.8m. Income across the organisation is at 41% of budget levels.
- 6.8 FDC has recently received a letter from the Freedom Leisure MD and this is appended in the Appendix. This letter further highlights the uncertainty in the leisure industry, given the ongoing restrictions expected to remain in place for the next 6 months.
- 6.9 Due to the unprecedented nature of the current situation and the overall fragility of the industry at this stage in recovery process, the Council faces inevitable risks whatever decision it takes.

Contractual Options Appraisal:

- 6.10 If FDC withdraws its support to Freedom it will be in breach of contract entitling Freedom to give notice and claim any associated penalties. In addition, FDC will face the financial costs of the service brought back in house or retendered.
- 6.11 If FDC itself serves notice under the contract there would again be financial implications associated with assuming responsibility for the service or retendering, together with a penalty of up to 12 months loss of opportunity payable to Freedom.
- 6.12 If the Council attempts to negotiate a reduction in the currently proposed relief package such that only partial support is provided, it will impact on the services that can be delivered and would therefore put Freedom in a disadvantageous position in terms of re-establishing its competitive position in the market and ultimately the level of profit required to offset the payments made.
- 6.13 If the Council provides the relief package on the terms identified, due diligence suggests that this will put Freedom in the best possible business position to recover over the coming year. Nevertheless, it is acknowledged that there remains a possibility that trends will not evolve as expected which could result in a requirement to remodel the proposed operational model and / or ultimately to revisit the relief package. Of all the options however, this is the one which provides Freedom and the Council with the best opportunity to work towards the realisation of the originally predicted savings and programme of improvements originally planned for the benefit of our community.
- 6.14 In conclusion, whilst we remain in a position of uncertainty, a further relief package will provide an opportunity to maintain the status quo until more informed decisions can be made about the future of the leisure industry following the relaxation of the restrictions and as people adjust to the new normal. Whilst it is recognised that the recommendations have a significant budgetary impact, every effort will be made to recoup the costs through government funding and as part of the proposed amendments to the contract by way of loan repayments. It also avoids the wider implications of taking the leisure centre service back in house where the effect would be evident not only in budgetary terms but also potentially in relation to the level of service that could be provided.

Financial Assessment

- 6.15 Factors taken into account with the 6-month financial forecast:

- Since Freedom originally produced estimates in May 2020 there have been some significant changes which have impacted the figures including:
- Facilities being allowed by Government to reopen from 25th July and not 4th July. This has delayed the performance of the facilities by 1 month meaning the Phase II support is out of sync by a month.
- A 50% membership discount was offered in the first full month of operation (August) to reward members loyalty and to encourage retention for the rest of 2020-21
- Changes to social distancing rules and guidelines relating to indoor sports, catering etc, and confirmation of the UK Active COVID secure measures including additional cleaning, signage etc. This has impacted on the projected, modelled UKActive recovery profile.
- The announcement by the Prime Minister on 22 September, outlining that restrictions may be in place for 6 more months. This may affect customer and member confidence to return to the facilities.
- Freedom has experienced less income than predicted from casual income, catering and retail. This is a common theme across all Freedom contracts. Predictions from September are based on the actual casual income data from August.
- October is the last month of the Job Retention Scheme (JRS / furlough) scheme, so staffing costs will rise from this point. The replacement of the JRS with the Job Support Scheme (JSS) is less generous. Freedom is currently assessing if the business qualifies for the JSS and what the financial and practical implications are.
- October direct debit income is slightly lower than September's income. Leisure Centre income levels have plateaued with no significant increase expected in the remainder of the financial year.
- No lift in social distancing restrictions are considered within the timeframe for this report

6.16 The assumptions above and the previously expected performance of the contract has allowed the modelling of costs and income. FDC has reviewed Freedom's expected costs and cost assumptions and considers that the table below is a realistic financial model based on information available. Depreciation has been removed from this modelling.

6.17 The impact of the modelling on the expected budget for the Fenland contract is as follows:

	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Total
	Estimate	Estimate	Estimate	Estimate	Estimate	Estimate	
TOTAL INCOME	140,138	144,736	139,070	163,220	171,391	174,689	933,244
TOTAL COST	155,135	174,376	172,883	182,360	181,511	183,104	1,049,369
SURPLUS/(DEFICIT)	- 14,996	- 29,641	- 33,814	- 19,139	- 10,120	- 8,415	- 116,125
Normal operation	27,714	18,770	1,188	35,717	42,516	42,717	168,622
Variation to normal	- 42,711	- 48,411	- 35,002	- 54,856	- 52,636	- 51,132	- 284,748

6.18 It should be understood that this information is based on modelling of future income and costs, based on September performance, with October direct debit information also

considered. It is the best information on which we have to base estimates. Cabinet should be aware that there is a risk that these costs could be higher than anticipated.


- 6.19 FDC has an ambition to recover this Phase III support loan by entering into a variation to the original agreement as described in the recommendations. It should be noted that the Council is ambitious to regain the financial support identified in this report using this mechanism, but repayment is uncertain due to the uncertainty surrounding future income levels and customer demand.
- 6.20 Recent announcements by the Prime Minister have set out a 3 tier response for local areas. Those areas in Tier 3, Very High, namely the Liverpool City region at present have agreed locally to shut leisure facilities. If rates of infection in Fenland reach similar levels it is a possibility these same provisions may apply and Freedom leisure facilities will be required to close again.

7 Appendix – Freedom’s market expectations



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Agenda Item No:	6	
Committee:	Cabinet	
Date:	21 October 2020	
Report Title:	Housing Delivery Test Action Plan	

1 Purpose / Summary

For Cabinet to approve Fenland District Council's Housing Delivery Test (HDT) Action Plan

2 Key issues

- In Fenland, the total housing completions between 1 April 2016 and 31 March 2019 was 1,294 dwellings. The total new homes required during this period was 1,414 dwellings. This gives a HDT result of 92% for Fenland District Council. We were only 49 dwellings from achieving the 95% target
- National policy advises any Council that achieves less than 95% to prepare an Action Plan, which identifies actions to increase delivery in future years.
- The Draft HDT Action Plan (See Appendix 1) identifies possible reasons for under delivery and actions to improve this.
- The Action Plan notes that sufficient planning applications are granted and the FDC Five Year Land Supply identifies sufficient supply of land to meet housing targets.
- Some of the issues affecting the delivery of sites include lack of viability within the district and infrastructure.
- The Council is already implementing many actions which could help increase delivery of sites, such as preparing a new Local Plan, publishing a viability report and the set up a Local Authority Trading Company, Fenland Future Limited.
- The Council will continue to work with developers to bring forward strategic sites through pre application discussion and the preparation of Broad Concept Plans.
- It should be noted the Council has delivered a positive increase in the delivery of homes for 19/20 with 561 homes delivered which is in excess of the Council's housing target. The monitoring was completed later than usual therefore some homes built in 20/21 may have been counted however this will even out over the monitoring period.

3 Recommendations

- Cabinet to approve Fenland District Council's Housing Delivery Test Action Plan and the recommended actions to improve the deliverability of housing in the district.

Wards Affected	All
Forward Plan Reference	

Portfolio Holder(s)	Cllr Dee Laws, Portfolio Holder for Planning
Report Originator(s)	Gemma Wildman, Local Plan Manager Carol Pilson, Corporate Director
Contact Officer(s)	Gemma Wildman, Local Plan Manager Carol Pilson, Corporate Director
Background Paper(s)	Appendix 1 Housing Delivery Test Action Plan

4 Background / introduction

- 1.1 In 2018 central government introduced the Housing Delivery Test (HDT) as a way to hold Councils to account over the past delivery of new housing.
- 1.2 Each year central government calculates the HDT result for each local authority by dividing the number of new homes built in the past three financial years by the number of new homes required for the same period.
- 1.3 In Fenland, the total housing completions between 1 April 2016 and 31 March 2019 was 1,294. The total new homes required during this period was 1,414. This gives a HDT result of 92% for Fenland District Council.
- 1.4 National policy applies the following sanctions to local authorities where they do not meet HDT targets:
 - Less than 95% - prepare an Action Plan, which identifies actions to increase delivery in future years.
 - Less than 85% - Add a buffer of 20% (equivalent to one year's supply) to the five year land supply requirement.
 - Less than 45% - Local Plan policies involving the supply of housing are considered out of date, and therefore applications considered in accordance with the NPPF requirement for sustainable development.
- 1.5 Because the HDT result is below 95% this means that by August 2020 Fenland District Council is advised to publish an action plan setting out how the delivery of housing sites could be improved in the future.
- 1.6 However, it is worth noting that the HDT results show that the delivery rate is only 147 under the requirement for (100%) and 49 dwellings from achieving the 95% target.
- 1.7 At this stage, it is important to be aware of the proposed central government changes to the method used to calculate the Local Housing Need, which could result in a significant increase in the Local Plan housing requirement for Fenland. Any increase in the housing requirement will be challenging to the council, with many of the issues outside of the Council's control.

5 Considerations

- 5.1 A draft HDT Action plan was published in August 2020 (See Appendix 1).
- 5.2 The Action Plan assesses the possible causes for under delivery and explores ways to reduce the risk of further under delivery.
- 5.3 National policy sets out issues that could be considered by an action plan. These issues have been used as the basis for the assessment.
- 5.4 The analysis by the Council does not point to one specific reason why delivery has underperformed against the government targets in recent years.
- 5.5 The data shows that more than sufficient planning permissions are granted and determined within the government statutory time limits. The 2019 housing monitoring data shows unimplemented planning permissions provide sufficient supply of sites to meet the five year land supply requirements.
- 5.6 Many of the issues point towards market failure to deliver the growth targets. The latest monitoring data shows that over 3,000 homes are permitted and the vast majority are classed as minor development (under 10 dwellings), yet only around 400 dwellings per year are delivered. Therefore it is not a lack of planning consents by the Council or

available land which appears to be the issue, but rather a lack of investment and delivery by landowners and developers.

- 5.7 Some of the issues affecting the delivery of sites include lack of viability within the district. As part of the production of the new Local Plan, a viability report has been published. This will help provide a better understanding of viability issues and help in the negotiations of S106 agreements.
- 5.8 Although infrastructure provision has been identified as an issue there are currently no show stoppers that are preventing the delivery of permitted sites. However, more work is required with developers and infrastructure providers to deliver the larger scale sites and Broad Locations of Growth.
- 5.9 Work has already commenced on preparing a new Local Plan, which includes the identification of specific and deliverable sites, which will help improve certainty and confidence for the development industry going forward.

6 Effect on corporate objectives

- 6.1 The Fenland District Council Business Plan (2020/21) sets the corporate objectives. The following objectives are relevant to the delivery of housing growth in the district:
- Attract new business, jobs and opportunities whilst supporting our existing businesses in Fenland.
 - Promote and enable housing growth, economic growth and regeneration across Fenland
 - Promote and lobby for infrastructure improvements across the district
- 6.2 The Action Plan identifies ways to improve the future delivery of housing helping to meet the above objectives.
- 6.3 In January 2020 the Council established a Local Authority Trading Company (LATCo), Fenland Future Limited to support the delivery of the Council's growth agenda.

7 Conclusions

- 7.1 The HDT Action Plan identifies the following actions, some of which are already underway.
- New Local Plan - Work has already commenced on preparing a new Local Plan.
 - Local Authority Trading Company - In 2020 the council set up a trading company called Fenland Future Ltd. This company's aim is to accelerate the delivery and regeneration of key sites throughout the district.
 - Viability Report -In March 2020 the Council published a Viability Report prepared as part of the evidence base for the Local Plan. This will provide up to date information and knowledge about the local housing market and the finding can be used a material consideration in determining planning applications.
 - Strategic sites - the Council will continue to working with developers to bring forward sites through pre application discussion and the preparation of Broad Concept Plans.
 - Changes to planning system – The Council will ensure that account is taken of any future changes to the planning system and responded to consultations to address issues affecting the Fenland area.
- 7.2 Officers will monitor the delivery of the action plan.



Fenland District Council

Draft Housing Delivery Test

Action Plan

August 2020

DRAFT

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1. Background and summary of national policy

- 1.1. The National Planning Policy Framework (NPPF)(February 2019) introduces the Housing Delivery Test (HDT), the purpose of the HDT is to hold local authorities to account over the past delivery of new housing.
- 1.2. The HDT should not be confused with the 'Five Year Land Supply' (5YLS) test which is a separate national policy test relating to the future supply of housing. The Council publishes a separate report in relation to whether or not it passes the Five year land supply test.
- 1.3. The Ministry for Housing, Communities & Local Government (MHCLG) has calculated a HDT 'measurement' figure for every plan area in England. Typically the plan area is a district or borough boundary, but in areas with joint plans the plan area may be a collection of districts. To calculate the HDT measurement for each plan area, the number of new homes built in the past three financial years is divided by the number of new homes required in the same period. The HDT figure is expressed as a percentage.

$$\text{Housing Delivery Test (\%)} = \frac{\text{Total net homes delivered over three year period}}{\text{Total number of homes required over three year period}}$$

- 1.4 For example, if the number of new homes built in a plan area is equal to the number of new homes required (over the past three years), the HDT measurement will be 100%. HDT results are published annually, every November.
- 1.5 The November 2018 HDT measurement (the first such measurement to be published) was delayed and only published by MHCLG in February 2019 and covers the financial years 2015/16, 2016/17 and 2017/18.
- 1.6 The next HDT results were due in November 2019. However, again these were delayed until February 2020 and covered the years 2016/17, 2017/18 and 2018/19.
- 1.7 The method for calculating the HDT is further explained in the [Housing Delivery Test measurement rulebook](#)¹ and the Housing Delivery Test: 2019 technical note².
- 1.8. The NPPF applies sanctions to local authorities where they perform poorly against the HDT. Table 1 sets out the sanctions which will apply where the HDT measurement falls below certain percentage thresholds. The sanctions reflect the performance of the area in delivering housing - the lower the HDT measurement, the greater the severity of the sanctions applied.

Table 1: Housing Delivery Test Sanctions

	HDT Measurement	Sanction
1	Less than 95%	The local authority should prepare an Action Plan which assesses the causes of under-delivery and identifies actions to increase delivery in future years.

¹ <https://www.gov.uk/government/publications/housing-delivery-test-measurement-rule-book>

² <https://www.gov.uk/government/publications/housing-delivery-test-2018-measurement>

2	Less than 85%	Add a 'buffer' equivalent to one year's supply (20%) when performing the Five Year Land Supply calculation
3	a) From November 2018 - less than 25% b) From November 2019 - less than 45% c) From November 2020 - less than 75%	For applications involving the supply of housing, the Local Plan policies most important for determining the application will be considered out-of-date. In such circumstances, planning applications will be determined in accordance with the NPPF's 'presumption in favour of sustainable development'.

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2. The Fenland measurement and sanctions applied

- 2.1 The Housing Delivery Test results are published each year by MHCLG. The first [HDT](#) results were published in February 2019 and showed that over the previous three years (2015/16 to 2017/18) Fenland District Council had met the housing requirement and achieved 97%. Therefore no action was required.
- 2.2 The latest [HDT](#) results were published in February 2020. As summarised in Table 3 the results between 2016/17 and 2018/19 show that Fenland District Council’s 2019 HDT measurement is 92%. **Because the HDT result is under 95% the Council is required to prepare an Action Plan.**

Table 2: HDT results 2019

Number of homes required			Total number of homes required	Number of homes delivered			Total number of homes delivered	Housing Delivery Test: 2019 measurement	Housing Delivery Test: 2019 consequence
2016-17	2017-18	2018-19		2016-17	2017-18	2018-19			
453	439	521	1,414	421	469	403	1,294	92%	Action Plan

- 2.3 However, it is worth noting that the HDT results show that the delivery rate is only 147 dwellings under the requirement (100%) and **49** dwellings from achieving 95% target.
- 2.4 It is important that in future the HDT results do not drop below the 85% level as this will have significant impacts on the Five Year Land Supply as the Council would be required to provide a 20% buffer which would mean the Council may not be able to demonstrate a five year land supply, subject to changes set out in the Planning White Paper.
- 2.5 **This document forms the Housing Delivery Test Action Plan for Fenland District Council.**

3. National Requirements for an HDT Action Plan

3.1 National Policy and the National Planning Practice Guidance sets out requirements for preparing a HDT Action Plan

3.2 Paragraph 75 of the NPPF states that:

‘To maintain the supply of housing, local planning authorities should monitor progress in building out sites which have permission. Where the Housing Delivery Test indicates that delivery has fallen below 95% of the local planning authority’s housing requirement over the previous three years, the authority should prepare an action plan in line with national planning guidance, to assess the causes of underdelivery and identify actions to increase delivery in future years’.

3.2 The National Planning Practice Guidance³ (NPPG) explains what a HDT Action Plan is.

‘The action plan is produced by the local planning authority where delivery is below 95% of their housing requirement. It will identify the reasons for under-delivery, explore ways to reduce the risk of further under-delivery and set out measures the authority intends to take to improve levels of delivery’⁴.

3.3 The NPPG states that an Action Plan should be published within six months of the publication of the HDT results to ensure that the document is as useful as possible. For Fenland this means that an Action Plan should be published by **August 2020**

3.4 The NPPG goes on to set out some key elements of what an action plan should cover:

- *‘barriers to early commencement after planning permission is granted and whether such sites are delivered within permitted timescales;*
- *barriers to delivery on sites identified as part of the 5 year land supply (such as land banking, scheme viability, affordable housing requirements, pre-commencement conditions, lengthy section 106 negotiations, infrastructure and utilities provision, involvement of statutory consultees etc.);*
- *whether sufficient planning permissions are being granted and whether they are determined within statutory time limits;*
- *whether the mix of sites identified is proving effective in delivering at the anticipated rate.*
- *whether proactive pre-planning application discussions are taking place to speed up determination periods;*
- *the level of ongoing engagement with key stakeholders (for example, landowners, developers, utility providers and statutory consultees), to identify more land and encourage an increased pace of delivery;*
- *whether particular issues, such as infrastructure or transport, could be addressed at a strategic level - within the authority, but also with neighbouring and upper tier authorities where applicable’⁵.*

3.5 The NPPG also includes Actions that could be considered to help boost supply:

³ <https://www.gov.uk/guidance/housing-supply-and-delivery#housing-delivery-test-action-plans>

⁴ Paragraph: 047 Reference ID: 68-047-20190722

⁵ Paragraph: 050 Reference ID: 68-050-20190722

- *'revisiting the Strategic Housing Land Availability Assessment (SHLAA) / Housing and Economic Land Availability Assessment (HELAA) to identify sites potentially suitable and available for housing development that could increase delivery rates, including public sector land and brownfield land;*
- *working with developers on the phasing of sites, including whether sites can be subdivided;*
- *offering more pre-application discussions to ensure issues are addressed early;*
- *considering the use of Planning Performance Agreements;*
- *carrying out a new Call for Sites, as part of plan revision, to help identify deliverable sites;*
- *revising site allocation policies in the development plan, where they may act as a barrier to delivery, setting out new policies aimed at increasing delivery, or accelerating production of an emerging plan incorporating such policies;*
- *reviewing the impact of any existing Article 4 directions for change of use from non-residential uses to residential use;*
- *engaging regularly with key stakeholders to obtain up-to-date information on build out of current sites, identify any barriers, and discuss how these can be addressed;*
- *establishing whether certain applications can be prioritised, conditions simplified or their discharge phased on approved sites, and standardised conditions reviewed;*
- *ensuring evidence on a particular site is informed by an understanding of viability;*
- *considering compulsory purchase powers to unlock suitable housing sites;*
- *using Brownfield Registers to grant permission in principle to previously developed land; and*
- *encouraging the development of small and medium-sized sites⁶.*

3.6 The above issues and possible actions have been used as the basis for questions in this HDT Action Plan as set out in Sections 5 and 6.

⁶ Paragraph: 051 Reference ID: 68-051-20190722

4. Fenland in context

Introduction

- 4.1 Fenland District Council is located within the county of Cambridgeshire and includes the four market towns of March, Wisbech, Chatteris and Whittlesey as well as around 30 villages. Fenland has a unique environmental character, with its flat, open landscapes, big skies and complex network of drainage channels and watercourses. Much of the land outside settlements is intensively farmed and due to the flat and low lying landscape, large areas of the district are located within the Environment Agencies defined Flood Zones and are at risk of flooding.
- 4.2 The Fenland District Council Business Plan (2020/21)⁷ sets the corporate objectives. The following objectives are relevant to the delivery of housing growth in the district:
- Attract new business, jobs and opportunities whilst supporting our existing businesses in Fenland.
 - Promote and enable housing growth, economic growth and regeneration across Fenland
 - Promote and lobby for infrastructure improvements across the district
- 4.3 The Fenland [Local Plan](#)⁸ was adopted in May 2014 it sets a requirement for 11,000 new homes between 2011 and 2031 (550 dwellings per year).
- 4.4 The following table shows the proposed split between different areas. This shows that the majority of growth is directed towards the Market Towns (89%) and 11% of the growth directed towards the rural areas.

Table 3 – Local Plan distribution of growth

	District Total	Wisbech	March	Chatteris	Whittlesey	Other Locations
Total Housing (Number)	11,000 (100%)	3,000 (27%)	4,200 (38%)	1,600 (15%)	1,000 (9%)	1,200 (11%)

- 4.5 The approach of the Local Plan was intended to be as flexible as possible to encourage growth and development within the district with a deliberate lack of allocated sites and ‘red lines’ for development defined.
- 4.6 Rather than identifying specific sites, the Local Plan indicates Broad Locations for Growth (BLG) around each of the Market Towns. Policy LP7 explains that these sites must be planned and implemented in a coordinated way, through an agreed overarching Broad Concept Plan (BCP). To date, progress has been made for the BCPs for East Wisbech, East Chatteris, and South Wisbech. Further details about BCPs can be viewed at: <https://www.fenland.gov.uk/BCP> .
- 4.7 In February 2019 the Council started preparing a new Local Plan for the district. Issues and Options Consultation was carried out in October 2019, including a call for site exercise. The [Local Development Scheme](#) sets out the latest timetable for production of the new Local Plan.

Annual Completion Rates

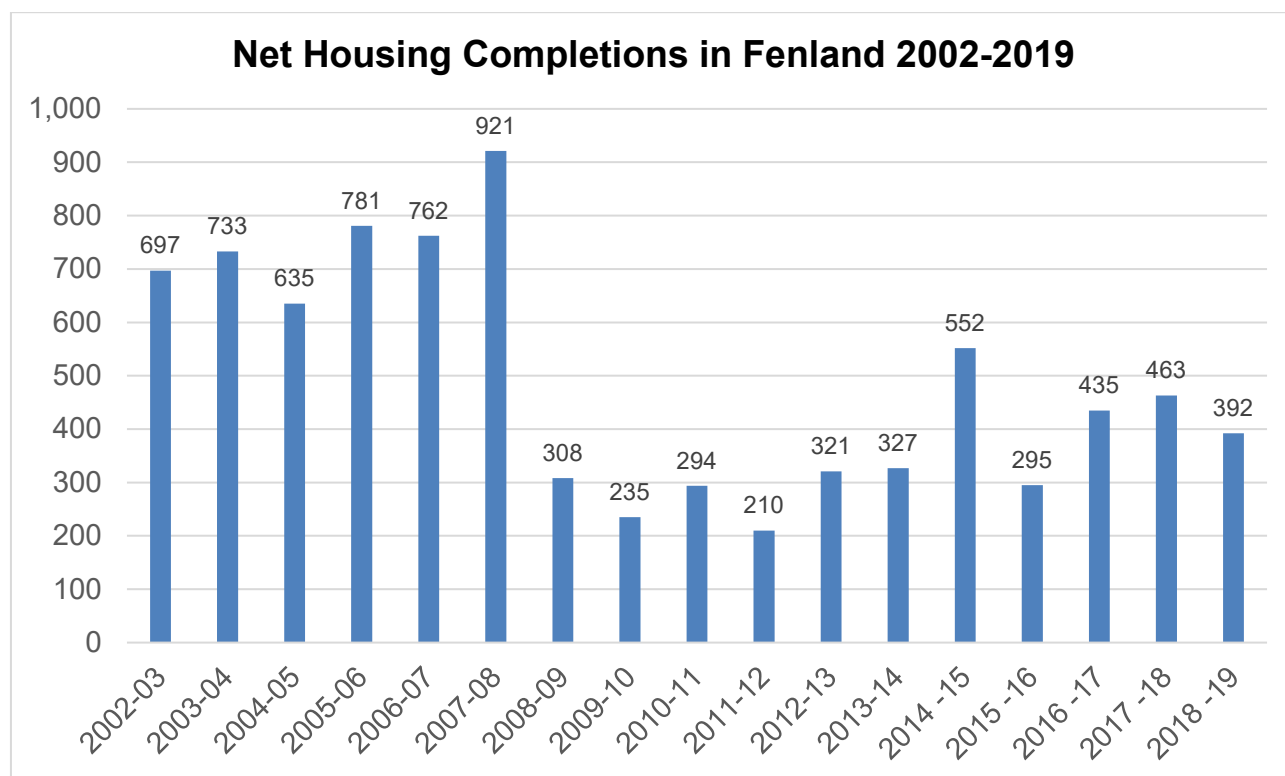
- 4.8 The Council’s [Authorities Monitoring Report](#) 2019 (AMR), reports on the annual net completion rate and also sets out the historical completions per year between 1 April 2002 and 31 March 2019 (17 year period). The

⁷ https://www.fenland.gov.uk/media/14691/Business-Plan-201920/pdf/Business_Plan_2019_v2.pdf

⁸ https://www.fenland.gov.uk/media/12064/Fenland-Local-Plan---Adopted-2014/pdf/Fenland_Local_Plan-Adopted_2014.pdf

following graph summarises the completion rate for each year. This shows an average rate of 492 dwellings per year.

Figure 1.



(Source Fenland AMR 2019)

- 4.9 Figure 1 shows that during the period 2002 to 2008 the council consistently delivered a high level of net housing, with a peak of 921 dwellings in 2007/08, this is noticeably higher than period 2008 to 2019, following the financial crisis in 2008 and a nationally significant decrease in the building rate of new homes. Figure 1 shows a low of 210 dwellings in 2011/12.
- 4.10 Completions in 2014/15 increased to the highest level since 2007/08 just above the annual target although this has reduced since then. Between 2008 and 2019 the average delivery rate is 348 increasing to an average of 430 dwellings per year between 2016 and 2019 (the HDT period).
- 4.11 The following sections of this Action Plan look at possible reasons for the low levels of delivery and makes recommendations.

5 An analysis of under - delivery in Fenland

5.1 This section looks at possible reasons for under delivery in Fenland District. This section is based around the questions set out in the NPPG (and set out in section 3), but a useful starting point is the Planning Advisory Service (PAS) review carried out in August 2018, which highlights issues to be addressed to help improve the delivery of sites and meet growth targets and ambitions of the district.

PAS Review

5.2 In August 2018 the Planning Advisory Service (PAS) carried out a review of the Fenland District Council Planning Services. The [PAS review](#) identified a number of challenges facing the Council, that could be affecting the delivery of housing. The main issues raised were:

- Low property and land values
- Absence of larger developers to invest in the area
- Deliverability
- Lack of transport infrastructure
- Social and economic factors

5.3 In relation to the adopted Local Plan, the PAS review highlights potential areas for exploration with the current flexible approach and lack of sites and defined settlement boundaries. It concludes that there is a lack of certainty as to which sites can be developed, which may be preventing developers from putting in applications for fear of refusal.

5.4 The PAS review also highlighted the issues around viability and the complex market forces affecting Fenland. At paragraph 5.5 it states that:

‘Low property values in particular means that large scale development and the creation of more affordable housing is problematic as developers, especially larger developers, will seek greater return elsewhere where schemes are more viable’

5.5 The review also highlighted issues around the delivery of infrastructure in Fenland and states ‘*delivery has also been difficult without public sector interventions with the absence of large developers to deliver the large allocations and with current viability issues’*’.

5.6 The Council has already taken into account many of the issues raised above, including:

- Work commenced on a new Local Plan in 2019 including the identification of specific and deliverable sites.
- Published a Viability Report in 2020 to gain a better understanding on the local market and which highlights development in Fenland should attract lower developer contributions than stated in the Local Plan.
- As part of the Local Plan evidence base the Council are preparing an Infrastructure Delivery Plan (IDP)
- In January 2020 the Council established a Local Authority Trading Company (LATCo) to support the delivery of the Council’s growth agenda.
- Also, the Combined Authority have made a number of commitments to infrastructure improvements in Fenland.

Analysis of information as recommended by the NPPG

5.7 The following questions are based on the issues identified in the NPPG.

1. Are there any barriers to early commencement after planning permission is granted and whether such sites are delivered within permitted timescales?

5.8 There are no fundamental barriers to delivery once planning permission has been granted. There are examples of individual sites that have unique issues to be addressed, and there are issues with larger sites around S106 agreements which can result in some delays in the process.

2. Are there any barriers to delivery on sites identified as part of the five year land supply?

5.9 The latest monitoring data shows that at 1 April 2019 a total of **2,688** dwellings had the benefit of planning permission, of which a total of 342 dwellings were under construction.

5.10 The latest [Five Year Land Supply](#) report published in June 2019 shows that the Council can demonstrate **7.18** year of supply between 1 April 2019 and 31 March 2024. The following table shows a summary of deliverable sites.

Table 4 – Summary of Five Year Land Supply

Site Category	Five Year Supply					Total Five Year
	Year 1	Year 2	Year 3	Year 4	Year 5	
Dwellings with detailed planning, & outline permission on non-major sites	331	456	439	396	194	1,816
Dwellings with outline planning permission on major sites	30	118	144	149	140	581
Dwellings approved subject to S106 legal agreement	0	39	155	212	203	609
Strategic Allocations & Broad Locations for Growth in adopted Local Plan	0	30	140	270	330	770
Windfall allowance (LP4 Part B sites)	0	0	76	152	152	380
Total	361	643	954	1,179	1,019	4,156

(Source Fenland Five Year Land Supply July 2019)

5.11 National Policy at Annex 2 defines what is meant by a deliverable site:

'Deliverable: To be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years. In particular:

a) sites which do not involve major development and have planning permission, and all sites with detailed planning permission, should be considered deliverable until permission expires, unless there is clear evidence that homes will not be delivered within five years (for example because they are no longer viable, there is no longer a demand for the type of units or sites have long term phasing plans).

b) where a site has outline planning permission for major development, has been allocated in a development plan, has a grant of permission in principle, or is identified on a brownfield register, it should only be considered deliverable where there is clear evidence that housing completions will begin on site within five years.

- 5.12 Appendix 2 of the Five Year Land Supply report provides a summary of all sites. For sites that fall within part b) of the definition the tables include comments that set out the justification for including the site in the five year supply.
- 5.13 The Council carefully considered all sites for deliverability, and only includes sites that are deliverable within the five year period. Therefore if a site is included in the five year supply by definition there should be no fundamental barriers to it being delivered.

3. Are sufficient planning permissions being granted and are they determined within statutory time limits?

- 5.14 Between 1 April 2015 and 31 March 2019 on average 800 dwellings have been granted planning permission each year. This is more than the 550 dwellings per year requirement. This shows economic confidence in the district.
- 5.15 The PAS review noted that improvements have been made and *'the service is now performing to a good level in determining valid planning applications'*.
- 5.16 The following tables show that the Council has more than met the government targets for determining planning applications for residential development. It also shows in the last three years that for Major applications 100% have been approved within the 13 week timescales or arranged Extension of Time (EOT).

Table 5 - Major dwellings determined within 13 weeks or an agreed EOT

Date	Number of decisions	Numbers determined within 13 weeks or agreed EOT	Percentage
April 2015 to March 2016	18	14	77.78%
April 2016 to March 2017	18	16	88.89%
April 2017 to March 2018	15	15	100%
April 2018 to March 2019	23	23	100%
April 2019 to March 2020	28	28	100%

Table 6 - Minor dwellings determined within 8 weeks or an agreed EOT:

Date	Number of decisions	Numbers determined within 8 weeks or agreed EOT	Percentage
April 2015 to March 2016	212	174	82.08%
April 2016 to March 2017	250	221	88.40%
April 2017 to March 2018	308	283	91.88%
April 2018 to March 2019	265	247	93.21%
April 2019 to March 2020	251	241	96.02%

4. Are the mix of sites identified provided effective in delivering at the anticipated rate?

5.17 The following table shows the breakdown of committed sites (sites with planning permission) at 1 April 2019. The majority (44.2%) of sites are for single dwellings. With 84% of permission granted for sites under 10 dwellings and therefore classified as minor developments. Only nine of the committed sites are over 100 dwellings. Therefore the majority of sites meet the NPPF definition of deliverable.

Table 7 – Site size

Site Size (dwellings)	No of permissions at 1 April 2019	Percentage
1	185	44.2%
2 to 9	166	39.6%
10 to 49	49	11.7%
50 to 99	10	2.4%
100 to 499	9	2.1%
500 +	0	0%
Total	419	100%

5.18 The council has to be mindful of delivery, when identifying and allocating sites in the emerging Local Plan to ensure it will provide a wide range of site sizes the council is more likely to attract as wide a range of house builders as possible. By doing so, this will increase the prospects of delivery as soon as possible. The council needs all sizes of house builders to be attracted to the district, to boost delivery.

5.19 There is no evidence to suggest that the current mix of sites is providing ineffective in delivering the required rate.

5.20 It is widely accepted that large sites take longer to provide the first completed home than smaller sites, due to the greater level of upfront investment and infrastructure costs required. However, once completions

commence on large sites, generally speaking such sites can provide a steady supply of homes for many years to come at a higher rate of delivery.

- 5.21 Since the Fenland Local Plan was adopted in 2014, three BCPs have been approved and work is progressing towards planning applications, and good progress is being made on preparing a fourth BCP.
- 5.22 The latest monitoring data shows that since 1 April 2011 (the base date of the Local Plan), the majority of growth has taken place in the rural areas and on small scale sites.
- 5.23 Therefore the Council needs to work closely with developers to ensure that large scale sites can be delivered and to address any barriers or issues that are causing delays.

5. Are proactive pre-planning application discussions taking place to speed up determining periods?

- 5.24 Yes, the Council has clear and well used pre –application discussions in place.

6. What is the level of ongoing engagement with key stakeholders (for example, landowners, developers, utility providers and statutory consultees) to identify more land and encourage and increased pace of delivery.

- 5.25 The Council holds regular and well attended ‘developer forum’ meetings. These meetings allow developers to raise issues and for the Council and Councillors to gain a better understanding of issues or concerns that might affect delivery of sites.
- 5.26 In February 2019, work commenced on a new Local Plan for the district. The Issues and Options consultation was carried out in October 2019 and included a call for sites exercise. Over 200 sites were suggested.
- 5.27 The SHELAA report was published in February 2020 listing all sites submitted and the site assessment methodology. The Council has consulted key stakeholder such as the County Council, utility providers and other statutory consultees on the proposed sites.
- 5.28 As part of the process of preparing the new Local Plan the Council will continue to work with statutory consultees, as part of duty to co-operate and also site assessment process.
- 5.29 Development Management will continue to work with landowners promoting sites.

7. Could issues, such as infrastructure or transport for example, be addressed at a strategic level – within the authority, but also with neighbouring authorities?

- 5.30 As discussed under question 6, the Council will work with infrastructure providers and neighbouring authorities during the production of the new Local Plan as part of the duty to co-operate requirements. The Council therefore has an important role to help co-ordinate with these providers to ensure that the requirements of growth are fully understood, recognised and timely investment made.
- 5.31 Work has commenced on an Infrastructure Delivery Plan (IDP) to support the new Local Plan. The IDP will set out costed, phased and prioritised programmes of infrastructure to respond to economic and housing growth.
- 5.32 The strategic issues of highway capacity is being addressed at a strategic level with the Combined Authority (CA) and the County Council. For Fenland, the CA is currently progressing the following projects to address existing issues in the transport network and enable the delivery of growth:
- The re-opening of Wisbech’s rail station and rail line to March, providing rail services between Wisbech and Cambridge;

- The regeneration of March, Whittlesey and Manea stations;
- Improved east / west connectivity along the A47 through junction improvements and longer term aspirations to dual the route;
- Addressing existing constraints in the road network around the market towns, notably the package of highway improvements delivered through the Wisbech Access Strategy; the King's Dyke level crossing works at Whittlesey; and other junction improvements as well as the March Access Strategy.
- Implement strategies to deliver a modal shift to walking, cycling and public transport in the market towns; and
- Address barriers to transport in rural areas.

Other issues identified and conclusion

- 5.33 The analysis by the Council does not point to one specific reason why delivery has underperformed against the government targets in recent years.
- 5.34 As discussed above the PAS review in 2018 identified some matters, some of which are already being implemented, such as the need to prepare a new Local Plan and to identify specific and deliverable sites. This will help improve certainty and confidence for the development industry going forward.
- 5.35 The data shows that more than sufficient planning permissions are granted and determined within the government statutory time limits. The 2019 housing monitoring data shows unimplemented permissions provide sufficient supply of sites to meet the five year land supply requirements.
- 5.36 Many of the issues point towards market failure to deliver the growth targets. The latest monitoring data shows that over 3,000 homes are permitted and the vast majority are classed as minor development (under 10 dwellings), yet only around 400 dwellings per year are delivered. Therefore it is not a lack of consent or available land which appears to be the problem, but rather a lack of investment and delivery by land owners and developers.
- 5.37 Some of the issues affecting the delivery of sites include, lack of viability within the district. As part of the production of the new Local Plan, a viability report has been published. This will help provide a better understanding of viability issues and help in the negotiations of S106 agreements.
- 5.38 Although infrastructure provision has been identified as an issue there are currently no show stoppers that are preventing the delivery of permitted sites. However, more work is required with the developers and infrastructure providers to deliver the larger scale sites and Broad Locations of Growth.

6. Actions Proposed

- 6.1 As set out in section 3 the NPPG lists a number of possible actions, and these are listed below. In addition Section 7 identifies the possible actions that are specific to Fenland.
- 1 Revisiting the Strategic Housing Land Availability Assessment (SHLAA) / Housing and Economic Land Availability Assessment (HELAA) to identify sites potentially suitable and available for housing development that could increase delivery rates, including public sector land and brownfield land
- 6.2 Work commenced on a new Local Plan for Fenland in February 2019. An [Issues and Options](#) report was published for public consultation in October 2019. This included a call for sites exercise and local agents, developers and landowners were asked to submit sites for consideration as part of the Local Plan site assessment process. In total 291 new sites were submitted for consideration.
- 6.3 In February 2020 the Council published the [SHELAA report \(Stage 1\)](#)⁹ this listed all sites submitted to the Council as well as any sites identified in the adopted Local Plan (12 sites) or with planning permission at 1 April 2019 (122 sites). In total 425 sites were identified as available.
- 6.4 The SHELAA (Stage 1) report provides a simple summary of sites the Council understands to be available for development, and which it will be taking forward for assessment. The report also sets out the detailed site assessment methodology that will be used to assess each sites and make recommendations for inclusion in the draft version of the Local Plan; this includes the availability and deliverability of sites.
- 6.5 However, at this stage the report includes no information on sites suitability for development or not. As such, the inclusion of a site in the report does not provide the site with any additional planning status or merit.
- 6.6 In August 2020 a second call for sites consultation was carried out. Any new sites suggested will be published in an updated SHELAA report and will be assessed against the detailed assessment criteria.
- 6.7 The Stage 2 SHELAA report will be published alongside the draft Local Plan, and will contain a summary of the findings of the site assessment process, drawing conclusions on a site's suitability for development. The SHELAA report will form an important evidence base for the emerging Local Plan.
- 2 Working with developers on the phasing of sites, including whether sites can be subdivided
- 6.8 The Council already works positively with developers and will continue to do so.
- 6.9 The adopted Local Plan states that identified sites need a Broad Concept Plan (BCP) to ensure the delivery of key infrastructure. This is to ensure that the identified growth areas are planned and implemented in a coordinated way, linking to the timely delivery of key infrastructure. The BCP will form a template that all

⁹ <https://www.fenland.gov.uk/article/14643>

future planning applications will be expected to conform to. To date three BCP have been approved by the Council.

- 6.10 Once a BCP has been approved, whether a site should come forward or could be sub-divided is an entirely commercial matter, and is not something the Council could require.
3. offering more pre-application discussions to ensure issues are addressed early;
- 6.12 The Council, runs a wide ranging and effective pre application service. As noted by the PAS review there has been significant improvements in the provision of pre-application advice.
4. considering the use of Planning Performance Agreements;
- 6.13 The Council continues to offer Planning Performance Agreements, though take up to date has been limited.
5. carrying out a new Call for Sites, as part of plan revision, to help identify deliverable sites;
- 6.14 As explained in Question 1 a call for sites exercise has been carried out as part of the production of the new Local Plan
6. Revising site allocation policies in the development plan, where they may act as a barrier to delivery, setting out new policies aimed at increasing delivery, or accelerating production of an emerging plan incorporating such policies;
- 6.15 As part of the new Local Plan, the Council is considering re-introducing settlement boundaries. Settlement boundaries were removed from the adopted Local Plan to allow flexibility and support growth.
- 6.16 This was a question raised at the Issues and Options consultation stage in October 2020 and received significant support from the development industry and local communities¹⁰.
7. Reviewing the impact of any existing Article 4 directions for change of use from non-residential uses to residential use;
- 6.17 The Council has no such Article 4 directions in place .
8. Engaging regularly with key stakeholders to obtain up-to-date information on build out of current sites, identify any barriers, and discuss how these can be addressed;
- 6.18 When preparing the 2020 Five Year Land Supply report the council intends to engage with all known developers/agents of sites to ensure that the most up to date information is used. This will also help identify any issues with permitted sites coming forward. The Council proposes to use the developers forum as a way to promote this and to encourage responses.
9. Establishing whether certain applications can be prioritised, conditions simplified or their discharge phased on approved sites, and standardised conditions reviewed;
- 6.19 The Council's position is that all applications will be treated fairly and in a timely manner. The Council reviews the standard conditions used to ensure that the amount of pre commencement conditions are reduced to help speed up the process.

¹⁰ See [Key Issues Report](#) Feb 2020

10. Ensuring evidence on a particular site is informed by an understanding of viability;

- 6.20 Viability is an important consideration in Fenland, therefore the Council commissioned a viability assessment to inform the preparation of the emerging Local Plan. Viability testing is an important part of the plan-making process with national policy and guidance requiring Local Plans to be deliverable, whilst ensuring that maximum benefits in the public interest have been secured. Whole plan viability reports are a crucial part of the Local Plan evidence base. The outcomes of the viability report are used to assist in the preparation of planning policies and ensuring that a Local Plan is deliverable and viable.
- 6.21 The [Fenland Local Plan Viability Report](#) was published in March 2020, in summary the report concludes, that viability in Fenland is marginal and there is a clear north-south divide, with development in the northern part of the district (North of A47 Guyhirn roundabout) between 10% to 15% lower in terms of viability than the rest of the district. A 20% affordable housing requirement can be achieved in the south of the district, and none in the north; Other S106 requirements are limited with an estimated S106 contribution of around £2,000 per dwelling and that there is no scope to introduce Community Infrastructure Levy (CIL).
- 6.22 As discussed above, many planning applications are delayed during S106 negotiations, particularly in relation to affordable housing provision.
- 6.23 In June 2020 the Viability Report was presented to Planning Committee with the recommendation to note the outcomes of the report.
- 6.24 Whilst the Viability report cannot change or supersede policy in the Adopted Local Plan for Fenland, it is anticipated that a decision maker is likely to apply greater weight to the evidence set out the NPPF and Viability Report rather than the policy position set out in the 2014 Local Plan. The Council is unlikely to require the submission of separate viability evidence if the developer can rely on the Councils' Viability Report to provide the justification.

11. considering compulsory purchase powers to unlock suitable housing sites;

- 6.25 The Council believes CPO measures should be a measure of last resorts. The Council intends to work with developers to unlock sites and take advantage of alternative funding streams such as Combined Authority – particularly in relation to provision of affordable housing

12. Using Brownfield Registers to grant permission in principle to previously developed land

- 6.26 There is no clear evidence that taking this action would speed up delivery of sites, particularly in areas such as Fenland with very limited brownfield land. Granting permission in principle is a very resource intensive process for the council, with no means of recouping such costs. It is not therefore a practical option to pursue
- 6.27 Nene Water front is a large brownfield site, which is owned by the Council and is seen as a priority for future development.
- ## 13. Encouraging the development of small and medium-sized sites¹¹.
- 6.28 As discussed in section, in Fenland the majority of development is on small sites (under 50) rather than larger strategic sites.

¹¹ Paragraph: 051 Reference ID: 68-051-20190722

7. Actions

7.1 As discussed in section 6, many of the possible actions identified have already been taken into consideration and are being implemented. Particularly issues raised from the PAS review, including the need to prepare a new Local Plan

7.2 The following actions are already underway and will help to address the issues identified in section 5 and 6 of this report

- **New Local Plan** - Work has already commenced on preparing a new Local Plan.
- **Local Authority Trading Company** - In 2020 the council set up a trading company called Fenland Future Ltd. This company's aim is to accelerate the delivery and regeneration of key sites throughout the district.
- **Viability Report** -In March 2020 the Council published a Viability Report prepared as part of the evidence base for the Local Plan. This will provide up to date information and knowledge about the local housing market and the finding can be used a material consideration in determining planning applications.
- **Strategic sites** - the Council will continue to working with developers to bring forward sites through pre application discussion and the preparation of Broad Concept Plans.
- **Changes to planning system** – The Council will ensure that account is taken of any future changes to the planning system and responded to consultations to address issues affecting the Fenland area

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Agenda Item No:	7	
Committee:	Cabinet	
Date:	21 October 2020	
Report Title:	Economic Growth & Assets – On and Off-Street Parking Enforcement Paper	

1. Purpose / Summary

To provide an update and consider the case for the implementation of parking enforcement and regulation for on and off-street parking areas within the Fenland District including town centre locations

2. Key issues

- On-Street Parking Areas – Parking Enforcement
- Off-Street Car Parks (FDC) – Enforcement and Regulation
- Private Car Parks – Enforcement Options
- General Requirements – Financials, Delivery Timeline and Strategy

3. Recommendations

Cabinet to note the progress made on parking enforcement options and to consider the paper which discusses the proposed introduction of parking enforcement for on/off street parking areas.

- 1) Cabinet are requested to consider this report and decide whether CPE powers should be adopted by the Council.
- 2) Approve the appointment of a specialist CPE consultant to undertake Civil Parking Enforcement (CPE) feasibility works for Fenland to support the development of a detailed business case. Such works will also include a review of all FDC car park parking places orders and occupancy information in support of a CPE application. The cost of this appointment is estimated to be approximately £10,000
- 3) Members are further requested to approve the preparation and submission of an application to the Cambridgeshire and Peterborough Combined Authority (CPCA) to obtain Capital funding for CPE feasibility and implementation works as part of a joint application made by each of the four market towns under the Growing Fenland programme.

- 4) Upon receipt of the detailed business case a further Cabinet report will be brought forward for consideration and a decision on whether to proceed with an application for a designation order for the introduction of Civil Parking Enforcement (CPE), this will include a full cost estimate for the capital and operational/revenue costs, together with the costs of professional fees and a proposed timetable for implementation. All applications for CPE must be made to the Department for Transport by the Highway Authority for each area, in this instance that would be Cambridgeshire County Council.
- 5) Pending the outcome of the application for funding and the CPE feasibility works, approve Cambridgeshire County Council to undertake a signing and lining review of all existing Traffic Regulation Orders in support of a CPE application to the DfT. This shall be accompanied by a programme of statutory consultation with the Police, neighbouring Authorities, and other interested parties.

Wards Affected	All
Forward Plan Reference (if applicable)	
Portfolio Holder(s)	Cllr Chris Boden, Cllr Jan French
Report Originator(s)	Garry Edwards Engineering Manager gedwards@fenland.gov.uk
Contact Officer(s)	Peter Catchpole Corporate Director – Finance petercatchpole@fenland.gov.uk Justin Wingfield Head of Economic Growth & Assets jwingfield@fenland.gov.uk
Background Paper(s)	
Reference Documents	Traffic Management Act 2004 and Road Traffic Regulation Act 1984.

1. On Street Parking Areas

On street parking enforcement within Fenland is currently undertaken by the Police with off street parking enforcement to public car parks being the responsibility of the District Council or landowner in the case of Privately owned land.

Limited Police resources are generally available for on street parking enforcement with the Police having an increasing need to prioritise resources to major crime and emergency incidents. Vehicle owners frequently park in a manner with total disregard to existing traffic regulation orders which prohibit parking or impose time restrictions.

Officers and Members have discussed at length both the existing and future parking enforcement and regulation arrangements for on and off-street parking areas. Fundamentally the options are limited to:

1. Increasing on street enforcement via Cambridgeshire Police under the current arrangement whereby all revenue from parking offences are paid to central government as parking contraventions are a criminal offence. With current resource levels this arrangement has proven ineffective.
2. to introduce Civil Parking Enforcement (CPE). This is where the Highway Authority (Cambridgeshire County Council) makes an application for a designation order for CPE to the Department for Transport. The implementation of CPE would enable effective management and enforcement of parking within the Fenland District for both on and off-street parking areas.

Civil Parking Enforcement is the process for enforcing parking offences as a civil contravention, using the powers under the Traffic Management Act 2004 rather than as a criminal enforcement matter implemented by the Police. The Traffic Management Act 2004 enables authorities with CPE to enforce a Special Enforcement Area (SEA), whereby the responsibility for the enforcement of virtually all parking offences passes from the Police to the Highway and Traffic Authority (the County Council). Once the CPE regime is established in a particular area it is a decision that cannot be reversed.

Enforcement can be undertaken by the District by agreement as an appointed Agent on behalf of the County Council and the majority of on street parking restrictions are then enforced by the District Council. The Special Enforcement Area for Fenland would be the whole of the District and would include enforcement of parking contraventions for all the market towns and rural villages, as examples this would include, 'zig zag markings outside of schools and single and double yellow lines. The Civil Enforcement Area must also include the off-street car parks currently enforced by the District Council.

Parking contraventions would no longer be a criminal offence but a civil matter subject to penalty charge notices (PCNs) being issued. Income is then received by the Highway and Transport Authority or appointed Enforcement Agent. Surplus income from on and off-street parking penalty charges is often used to fund enforcement operations but is ring-fenced as defined in Section 55 of the Road Traffic Regulation Act 1984 (i.e on and off-street parking provision, public passenger transport services, highway road improvements and environmental improvements.....etc).

Cambridgeshire Police would remain responsible for endorsable offences such as dangerous parking, obstruction and failure to follow police “no parking” signs in emergency situations.

Civil Parking Enforcement powers under the Traffic Management Act 2004 first became effective in England from March 2008. It brought significant and complex changes from Decriminalised Parking Enforcement (DPE) which has now been operational for 12 years outside of London. CPE powers for enforcing authorities continue to grow with more consistent and fairer processes being introduced by the DfT. Further enforcement powers are being considered by government to include infringement of yellow box junctions and use of traffic camera evidence for traffic light contraventions. If approved such powers would be adopted by enforcement authorities.

An application to the Department for Transport (DfT) would need to be accompanied by a detailed business case showing how both the set up and annual revenue costs are to be financed. This could include reference to any capital provided by the Cambridgeshire & Peterborough Combined Authority (CPCA) funding pending a successful funding bid outcome. Following implementation of CPE under the Traffic Management Act 2004, the Council would no longer be able to regulate its off-street car parks under the 1984 Road Traffic Act Regulations.

It is recommended that feasibility works be undertaken by a specialist CPE consultant. Officers have been in contact with a distinguished expert in this field, with over 22 years of experience in CPE and having successfully implemented CPE for 80 Local Authorities in the UK and completed feasibility works for a further 47 Councils.

Officers propose that the CPE specialist is asked to model the most cost-effective model balanced against effectiveness for the implementation of CPE enforcement within the Fenland area. The feasibility works would also look at the best way to administer appeals, traffic penalty tribunal adjudication, contract management and day to day operational issues. It is anticipated that this work will cost in the region of £6,500.

The scope of works for consideration by the consultant shall deliberately exclude any consideration of car parking charges.

Upon request the CPE specialist consultant could provide members with a CPE overview and step by step guide of the implementation process with a Q&A session similar to that given to Hunts DC. This could be facilitated at a cost of £695.

2. Off-Street Car Parks (FDC)

Many of the Councils parking facilities are subject to frequent mis-use to include vehicles being stored by persons within the motor trade, long term storage of vehicles without tax or mot, mis-use of disabled parking bay and anti-social vehicle activity in the evening. Maximising the potential of the Councils parking facilities for users and visitors alike is challenging without suitable enforcement and regulation being in place.

The Council has 19 public car park sites across the district with 1,688 available parking spaces offered free of charge. The majority of FDC car parks are unregulated with only eight having existing parking places orders in place meaning very little enforcement is possible unless the vehicles are proven to be abandoned. March Market Place is the only FDC parking facility whereby fixed penalty notices are issued for overstaying the permitted time period, or parking in manner that contravenes the March Market Place 2010 parking places order.

This facility has 29 parking bays and routine enforcement is undertaken as required by the Councils street scene officers. At present the enforcement regime in place for March Market Place is cost negative, on average costing FDC approximately £8,700 per annum / £116 per ticket with an annual income in the region of £2,600 associated with issuing 70-80 fixed penalty notices per year, but is a deterrent to support the active management of the market place.

A review of the Councils off street parking areas would be required to maximise the effectiveness of the introduction of an enforcement regime and suitable parking place orders implemented in all facilities. Designated short and long stay car parks or zones within car parks would need to be allocated which could prove challenging in some of the market towns.

Car park permits could be introduced for unlimited or restricted parking periods within designated long stay areas. Permits could be displayed within or allocated to vehicles by using a virtual permitting system and online registration. The introduction of a permitting system would not amount to the introduction of car parking charging but would help to manage the use of the car parks much more effectively and would actively address the issue of long-term overstayers, and abandoned vehicles.

3. Private Car Park Enforcement

The Traffic Management Act does not apply for enforcement of private areas which are covered by the Parking (Code of Practice) Act 2019. However, the process of obtaining driver/registered keeper details from the DVLA and issuing a PCN is very similar for private parking operators who are members of a relevant trade association. PCN fines issued on private land are usually set considerably higher than highway fines as the parking enforcement is normally there to generate income and offset enforcement costs for the landowner. For this reason, in most cases private enforcement companies offer enforcement and management services at no cost to the landowner.

Enforcing private parking areas differs from that of undertaking enforcement on the public highway. Essentially private enforcement is not regulated by the Government and relies heavily on the laws of contract and trespass. In order for a parking company to make a successful claim for an unpaid parking charge notice they may need to prove several things including that there is a contract between parties. A contract has several elements in law, namely offer, consideration and acceptance. In the case where a ticket has been purchased, this is reasonably straightforward to prove (i.e. the ticket is effectively the contract). Where the car park is free, this is harder to prove.

For this reason, CPE and private car park enforcement does not sit well together as the high tariffs associated with private parking PCN's do not align with the fundamentals of CPE which aims to dissuade motorists from breaking parking restrictions with the primary objective being to achieve 100 per cent compliance.

Council enforcement services can be used to enforce privately owned car parks that are regulated by a parking places order under the Road Traffic Regulation Act 1984 and this model is currently used by Hunts DC to enforce in private supermarket car parks. It is therefore recommended that enforcement options for private car parks be explored in greater detail following the appointment of a CPE specialist consultant.

4. General Requirements – Financial, Delivery Timeline and Parking Strategy

Officers have already undertaken a headline assessment regarding the introduction of CPE, having had discussions with the Leader and Deputy Leader and Portfolio Holder for Car Parks seeking to identify a suitable approach.

Given the complexities and the requirements associated with the introduction of CPE, further professional advice will be required in order to refine the proposed approach and this will enable a further Cabinet report to be presented for consideration and a decision on whether to proceed with an application for a designation order for the introduction of Civil Parking Enforcement (CPE)..

Officers propose all information relating to on and off-street parking enforcement is shared with the specialist CPE consultant. This should include any estimated Capital and Revenue costs for undertaking the feasibility and implementation works necessary to introduce on and off-street parking enforcement along with indicative operational costs and associated income/losses.

A detailed cost comparison should be undertaken for enforcement and back office management and operational support using both internal and external resources as part of the feasibility works and business case. To date officers have estimated that the likely Capital costs associated with implementing CPE would be in the region of £200,000 with an estimated annual Revenue cost of £93,350 per annum. It is considered that the Capital costs are likely to remain unchanged, however the actual Revenue costs will be very much dependent on the enforcement model implemented.

It is understood that applications for CPE may be submitted to the Department for Transport for consideration twice a year in either April or October. The time taken for the DfT to consider and reach a decision varies but ordinarily is around 6 months. However, due to Parliamentary time currently being allocated to the UK's EU exit and the disruption caused by the Covid-19 pandemic it is understood that applications currently being put forward for CPE in October are unlikely to be considered within the next 12 months.

Officers have been advised by industry professionals that to introduce civil parking enforcement in the current climate will require a timetable of up to 30 months, from commissioning to implementation. To manage this project, it is recommended that a Project Team be established, to include Officers from the various internal sections concerned along with a representative from the Police.

Officers recommend that an experienced specialist CPE consultant is appointed to guide and assist a Project Team through the complex CPE process to ensure a successful outcome. Such would be the importance of the project and the fact that such a decision could not be reversed, it is suggested that major policy direction for the project should come from a group of Members and senior officers within the Council, with responsibility for the implementation of civil parking enforcement.

5. CPCA Funding

The Growing Fenland project, known by the Cambridgeshire & Peterborough Combined Authority as the 'Market Town Masterplan' programme presents an opportunity to seek capital funding to commit towards the cost of developing the detailed business case and application process. In principle approval has been secured from each of the four Growing Fenland groups to commit up to £100,000 from its allocation of £1m funding towards the implementation of CPE across the District.

Whilst any allocation of funds of up to £400,000 from the CPCA will be subject to a formal application under the Market Town Masterplan programme, it is envisaged that such capital sums can be used to develop the detailed business case and implementation of CPE.

There are associated time pressures attached to the Market Town Masterplan funding and it is recommended that Officers are permitted to develop an application to the CPCA at the earliest opportunity and prior to the formal outcome of any detailed business case development for the implementation of CPE.

6. Recommendations/Way forward

Cabinet are requested to consider this report and to decide whether CPE powers should be adopted by the Council.

Officers request that approval is given to the appointment of a specialist CPE consultant (RTA Associates Ltd) to undertake Civil Parking Enforcement (CPE) feasibility works for Fenland to support the development of a detailed business case, such works will also include a review of all FDC car park parking places orders and occupancy information in support of a CPE application. The cost of appointment is estimated to be approximately £10,000

It is further requested to approve the preparation and submission of an application to the Cambridgeshire and Peterborough Combined Authority (CPCA) to obtain Capital funding for CPE feasibility and implementation works as part of a joint application made by each of the four market towns under the Growing Fenland programme.

Upon receipt of the detailed business case a further Cabinet report will be brought forward for consideration and a decision on whether to proceed with an application for a designation order for the introduction of Civil Parking Enforcement (CPE), this will include a full cost estimate for the capital and operational/revenue costs, together with the costs of professional fees and a proposed timetable for implementation. All applications for CPE must be made to the Department for Transport by the Highway Authority for each area and in this instance that is Cambridgeshire County Council.

Pending the outcome of the application for funding and the CPE feasibility works, request Cambridgeshire County Council to undertake a signing and lining review of all existing Traffic Regulation Orders in support of a CPE application to the DfT. This shall be accompanied by a programme of statutory consultation with the Police, neighbouring Authorities, and other interested parties.

In collaboration with Cambridgeshire County Council develop parking policies that are consistent with and contribute to the Councils overall transport policy and strategy objectives with particular regard to CPE and the provisions of the Traffic Management Act 2004.

DRAFT 6 MONTH CABINET FORWARD PLAN – Updated 8 October 2020



(For any queries, please refer to the published forward plan)

CABINET

CABINET DATE	ITEMS	LEAD PORTFOLIO HOLDER
[Tue 17 Nov 2020]	1. [Reserve Meeting]	
Mon 14 Dec 2020	1. Treasury Management Strategy Statement & Annual Investment Strategy Mid Year Review 2019/20 2. Draft Business Plan 3. Draft budget 2020/21 & MTFS 4. Fees & Charges 5. Project Update – Growing Fenland & CCC Capital Community Fund 6. FDC Support for the Environment 7. Fenland Cycling and Walking Strategy 8. Cabinet Draft Forward Plan	Cllr Boden Cllr Boden Cllr Boden Cllr Boden Cllr Murphy Cllr Seaton Cllr Boden
Tue 12 Jan 2021	1. Project Update – Growing Fenland & CCC Capital Community Fund 2. Local Council Tax Reduction Scheme Review 2020/21 3. Cabinet Draft Forward Plan	Cllr Boden Cllr Boden Cllr Boden
TBC late Jan 2021	1. Project Update – Growing Fenland & CCC Capital Community Fund 2. Cabinet Draft Forward Plan	Cllr Boden Cllr Boden
Tue 23 Feb 2021	1. Business Plan 2. Corporate Budget 2020/21 & MTFS 3. Project Update – Growing Fenland & CCC Capital Community Fund 4. Cabinet Draft Forward Plan	Cllr Boden Cllr Boden Cllr Boden Cllr Boden
Wed 14 Apr 2021	1. Project Update – Growing Fenland & CCC Capital Community Fund 2. Draft Local Plan 3. Cabinet Draft Forward Plan	Cllr Boden Cllr Laws Cllr Boden

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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