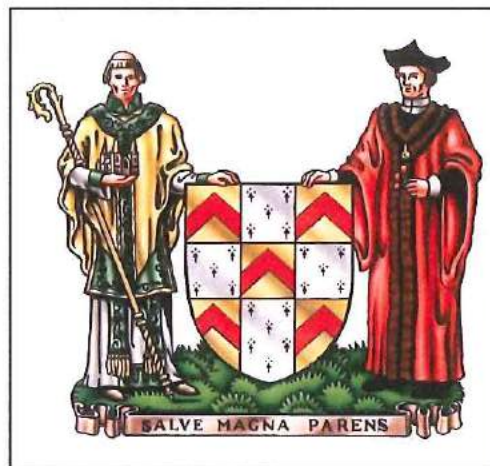


Lichfield City Council

Lichfield City Neighbourhood Plan 2016 - 2029



Consultation Statement

June 2017

Contents

1. Consultation Process	Page 1
Background & Organisational Structure of the LCNP	Page 1
Summary of Engagement Activities	Page 2
Interviews (one to One)	Page 3
LCNP Emerging Policies Workshop	Page 5
Media and Public Relations	Page 6
2. Regulation 14 Pre Submission Consultation	Page 7
Distribution to Statutory & Non Statutory Consultees	Page 8
Responses and Additional Informal Consultation	Page 9
3. SEA Screening	Page 9
Appendix A	
Summary Timeline of Key Engagement Activity	Page 11
Appendix B	
Notes from one-to-one Interviews	Page 13
Appendix C	
Workshop Presentation Material	Page 31
Appendix D	
Minutes of Lichfield City Forum Meeting 19 February 2015	Page 43
Appendix E	
Feedback Gathered Following Consultation Event 27 November 2015	Page 47
Appendix F	
Letter to Statutory Consultees	Page 51
Appendix G	
Summary of Comments and Responses to Pre-Submission Consultation	Page 53

1 Consultation Process

- 1.1 This Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning Regulations 2012 in respect of the Lichfield City Neighbourhood Plan (LCNP).
- 1.2 The legal basis of this Consultation Statement is provided by Section 12(2) of Part 5 of the 2012 Neighbourhood Planning Regulations (as amended), which requires that a consultation statement should:
 - contain details of the persons and bodies who were consulted about the proposed neighbourhood development plan;
 - explain how they were consulted;
 - summarise the main issues and concerns raised by the persons consulted; and
 - describe how these issues and concerns have been considered and where relevant addressed in the proposed neighbourhood development plan.
- 1.3 The policies contained in the LCNP have been developed as a result of extensive interaction and consultation with the community and businesses within the City of Lichfield and beyond. This has taken place over approximately two years and has included public exhibitions consultation events and workshops where both members of the public and business representatives have contributed their feedback, ideas and aspirations. Engagement on the emerging neighbourhood plan has been overseen and co-ordinated by the LCNP Committee which was formed to lead the LCNP.

Background & Organisational structure of the LCNP

- 1.4 The City of Lichfield is a civil parish with a population of 32,219 [2011 census]. It is a prosperous and thriving market town, with a high-quality historic environment and strong local identity. It is the main settlement within Lichfield District [population 100,700] and is identified in the Local Plan as “the focus for major new development in the District”. The City is surrounded by open countryside and green belt, but there is considerable pressure for residential development arising from the attractiveness of the City itself, the excellent road and public transport network, and its close proximity to the West Midlands conurbation.
- 1.5 Lichfield City Council is the ‘parish’ council for the City area. The Council agreed to produce a Neighbourhood Plan for the City, and the whole of the civil parish was designated as the Neighbourhood Plan area. The Council decided that the Plan will be a themed-based plan focussing on employment and economic development issues.
- 1.6 The Council selected an employment and economic development theme because it feels that these are matters where there is scope for constructive policies supplemental to those in the Local Plan. There is currently considerable out-commuting from the City, and the Council would therefore wish to see more employment opportunities provided within the City, while also further attracting tourists and making the City a better place to live, work or visit – all of which will contribute to the economic prosperity of the City

- 1.7 The demand for housing land, with its associated higher yield for developers, has meant that little new employment land has been created in the city in recent years, and several former employment sites have been redeveloped for residential use. Many of the current employment sites, which include several vacant sites, are also not best placed for modern employment use. The Council therefore believes that, through the Planning process and use strategies, there is potential to re-allocate some existing employment sites for housing, to be replaced by new and better-located employment sites elsewhere in the City.
- 1.8 The LCNP Committee comprises 11 Lichfield City Councillors, the Chairman of the Committee, Councillor Antony Thompson being a previous Mayor and Sheriff of the City of Lichfield, as well as a previous Chairman of Lichfield District Council. Councillor Thompson is well versed in both the history of the City and its aspirations for the future. The remaining members of the Committee are all current City Councillors representing the City wards and the differing aims and priorities associated with the various areas of the City.
- 1.9 In conjunction with the City Council's appointed Consultants – Navigus Planning, the Neighbourhood Plan Committee has overseen the development of the policies contained within the Plan, considered all feedback and results of public/business participation and has produced an inclusive, varied and aspirational Plan for the City.
- 1.10 The LCNP has been prepared after considerable community involvement and engagement, including direct interviews with a range of key stakeholders, meetings and engagement with the Tourism Company, authors of the Tourism Study, a workshop session with the Lichfield Forum (a well-established local group with disparate interests who gather collectively to share ideas and develop ambitions and goals for the betterment of the City), plus regular updates to this group and workshop sessions held in Lichfield's Guildhall that were attended by residents, businesses and stakeholders alike.
- 1.11 There was significant interest in the LCNP so all members of the community have been encouraged to participate, with regular updates and invitations being circulated in the Council's 'City View' supplement which is circulated to more than 18,000 households locally, plus promotion and updates on social media, in the local press and on the City Council's website http://www.lichfield.gov.uk/Neighbourhood_Plan_1085.aspx

Summary of engagement activities

- 1.12 An initial scoping report, facilitated by the City Council's chosen consultancy partners sought to understand and crystallise the approach that the LCNP needed to take in order to address economic and employment matters and effect genuine economic change over the plan period to 2029.
- 1.13 The agreed principal aim of the LCNP is to increase the number of employment opportunities in the City and thereby reduce the number of people out-commuting to work, particularly those with the highest skills.

- 1.14 Once the results of the Scoping Report and recommended approach to the drafting of the Plan was agreed, the City Council undertook a series of consultations, facilitated by Navigus Planning, including:

Interviews (one-to-one)

These interviews were undertaken with a wide range of stakeholders in order to establish and scope out the issues which the LCNP would address. These were all undertaken as one-to-one interviews, either in person or over the telephone.

- Commercial agents
 - Kingston's Commercial Agents
- Developers
 - Stoford Developments Ltd
- Business organisations/economic development
 - Lichfield District Council – Oliver Dove, Economic Development Officer
 - Lichfield & Tamworth Chamber of Commerce and Industry
 - Lichfield Business Improvement District (BID)
 - Lichfield Chamber of Trade
 - Lichfield City Centre Development Partnership
- Arts and Heritage
 - Lichfield Arts
 - Lichfield Festival
 - Lichfield Cathedral
 - Samuel Johnson Birthplace
- Retail
 - Three Spires Shopping Centre
- Other key stakeholders
 - Staffordshire University/Lichfield Business Village
 - Staffordshire County Council
 - The Tourism Company (appointed to undertake City Centre Strategy)

Notes of these meetings are provided at Appendix B.

Workshops

- Lichfield City Forum – to establish and scope out issues that the LCNP would address. This workshop was open to all City Forum members and was part of its regular cycle of quarterly meetings. A list of attendees and notes of the workshop are provided at Appendix D.
- LCNP Emerging Policies workshop – to test emerging thinking and get stakeholders to shape the emerging policies and test alternative options. This is covered in more detail in the next section.

Presentation material for these workshops is provided at Appendix B

Other meetings

- Estates departments of Lichfield District Council and Staffordshire County Council – to explore issues in respect of the sites policies, particularly the Bird Street Car Park and former Woolworths buildings, under the ownership of Lichfield City Council and Staffordshire County Council respectively.

LCNP Emerging Policies Workshop

- 1.15 Following the initial round of stakeholder consultations, a draft Neighbourhood Plan was produced and presented to the Neighbourhood Plan Committee for comment. By the Summer of 2015, and following some revision to the first draft of the document, it was felt the LCNP was had been developed to a stage where consultation could now be invited both on the overall Neighbourhood Plan themes and draft policies as well as the detail contained within it, rather than focusing on broad-brush themes alone
- 1.16 To that end two events were organised at the Guildhall, Lichfield on 27 November 2015 where local residents, groups and businesses, as well as other interested parties were invited to inform the next stage of the LCNP's development. The two events were duplicates of one another, with one run in the morning and the other in the afternoon. This was so that attendance could be maximised.
- 1.17 The following objectives of the LCNP were presented to those attending the workshop:
- Increase the value of employment activities in the City in order to reduce levels of start-up businesses in the City.
 - Increase high spend tourism and length of stay through the improvement of Lichfield City as a destination.
 - Increase levels of employment and commercial activity in cultural activities.
 - Improve movement around the City Centre by non-car modes.
- 1.18 Draft policy wording was provided and used as the basis for comment from attendees. As had been hoped, the sessions did help greatly in the focusing of the Plan, both in terms of the 'broad brush' policies and the finer detail contained within the draft policy supporting statements.
- 1.19 The Events were publicised using various methods including prominent posters, a prominent invitation within the City Council's City View supplement which is distributed to in excess of 18,000 businesses and homes in Lichfield, Kings Bromley, Fradley, Alrewas, Whittington, Stonnall, Shenstone, Little Aston, Hammerwich, Burntwood and Longdon. Fliers were also provided to the local library and information circulated to community groups, contacts, councillors and information added to the City Council's website. The two separate workshops were attended by a total of 28 attendees including representatives of local businesses and local business umbrella organisations, standalone residents and residents groups as well as national stakeholders Persimmon and St Modwen.
- 1.20 A great deal of information was collated from these events and this helped to significantly alter certain elements of the LCNP particularly in relation to pedestrian/cycling routes. A meeting of the LCNP Committee was held on 8 January 2016 to consider all representations made at the consultation event (or submitted by those unable to attend).
- 1.21 A note of the information and views collated from these events, as well as a list of attendees, can be found at Appendix E

Media and Public Relations

1.22 Throughout the gestation and development of the LCNP regular updates have been provided to local residents and business through information on the City Councils website and regular updates in the City Council's City View supplement which is circulated to more than 18,000 homes locally. From November 2015, the City Council has also used social media to assist in publicising the LCNP and the consultation events and processes linked to it.



1.23 There has also been coverage of the development of the LCNP, and most recently the Regulation 14 Consultation in the local newspaper




1.24 Posters advertising consultation events have been displayed at prominent locations in the City at appropriate times


2 Reg. 14 Pre-Submission Consultation

2.1 The LCNP Committee finalised the draft LCNP in July 2016. The Regulation 14 Pre-Submission Consultation ran from 15 July to 9 September 2016. Paper copies of the draft LCNP, including supporting documents, were made available at the City Council offices, the library, and on request. The documents could also be read and downloaded from the website. Responses were accepted by post and email. A co-ordinated publicity campaign was undertaken which comprised:

- Prominent coverage on the City Council's website
- Social media campaign through Twitter
- Circulating information regarding the consultation to stakeholders (for example the Lichfield Chamber of Trade) who in turn passed the information on to their members.
- Notifications were sent to statutory and non-statutory consultees via letter or email. A summary of responses and resulting comments and actions can be found at Appendix G.
- Prominent coverage in the City Council's City View magazine supplement



The Newsletter of Lichfield City Council - September 2016



Councillor David Smalley
Leader of the Council

Williams for a case of City View.
On September 23, the Freedom of the City of Lichfield will be bestowed upon Defence Medical Services (DMS) Whittington. This is the highest honour that the City can award and is rarely awarded, so this promises to be a very special event indeed.

DMS Whittington brings together the uniformed and civilian medical personnel from the Royal Navy, Army and Royal Air Force. The event will include a parade through the City which promises to be a spectacular occasion.

The Parade will begin at the Cathedral at around 11.0pm and proceed along Broad Street Market St past the Market Square where the salute will be taken, and then through Darke St including several hundred soldiers accompanied by military personnel, the Queens Guard Band, Colour Party, Field Gun, armaments and local Citizens amongst others. The Parade promises to be a military spectacle the like of which has not been seen in Lichfield for many years and a highly festive occasion. It will be a wonderful occasion for the City and a talking point for years to come.

DMS Whittington provides and restores the health of service personnel to ensure that they are medically fit to undertake their duties. Their role is unquestionably central to the wellbeing of the Armed Forces of the United Kingdom, and it is in recognition of the importance of this work that the Freedom of the City is bestowed.

The Freedom will be conferred at a special meeting of the City Council in the Guildhall, followed by a Civic procession to Lichfield Cathedral in readiness for service of Mass at Lichfield Cathedral at 2.00pm.

While the Council Meeting and Cathedral Service are important parts of the event, the Parade promises to be the highlight of the day. This is a free event so please do come along to watch and support our armed services. I would also like to draw your attention to the Sheriff's Ride on Saturday 10 September and John's Birthday celebrations on 17 September. The Sheriff leaves the Guildhall at 10.15 for the commencement of the ride at the College Campus at 10.30 and the John's Birthday celebrations begin at 10.30am at the Bridgeway Museum and 11.30am on the Market Square. Please do come along to all of these events and help celebrate the wonderful, rich history of our great City.



VACANCIES

Premier Attendant - Guildhall, Lichfield
£7.90/hour
Additional casual support is required to assist with curating at the Guildhall, Lichfield.
Hours would be flexible in response to business demand, including evenings and weekends. Duties include room setup, assistance to hires, general maintenance and being responsible for securing the building following events.
Application forms are available from the City Council offices, Donegal House, Bore St, Lichfield or by contacting us using the details below:
Telephone: 01543 250011
Email: vacancies@lichfield.gov.uk

City Forum

Lichfield City Forum meets 3 times a year, to consider City based issues which are of interest to local residents, and people who work in, or visit Lichfield. Members request items they wish to place on the agenda for discussion and, when possible, outside representatives are asked to give presentations on relevant subjects.
Membership of the Forum consists of representatives from residents' associations; local authorities; statutory agencies; local businesses; community organisations; and individuals and local schools.
If you would like to find out more or to part of the Lichfield City Forum, please contact us on 01543 250011 or enquiries@lichfield.gov.uk

Guildhall Front Elevation Cleaning and Repair

Before After

During July and August the stonework to the front elevation of the Guildhall has been cleaned, the woodwork repaired and treated and a replacement noticeboard installed. The end result has attracted many positive comments, and as the 'before and after' picture above demonstrates, the improvement is considerable. This work forms part of the City Council's 2015/17 Repair and Renovation programme, which also includes the renovation of the Guildhall toilets and repairs to the roof at the rear of the building.

Neighbourhood Plan

The pre-submission consultation period of the Draft Lichfield City Neighbourhood Plan has now begun. The document is an economic vision for the future of the neighbourhood area and sets out how that vision can be realised through planning and controlling land use and development change from 2016 - 2029.


The process of producing the plan has sought to involve the local community as widely as possible and is reflective of matters that are of considerable importance to Lichfield City. Its residents, businesses and community groups. Please see the Neighbourhood Plan page of our website http://www.lichfield.gov.uk/Neighbourhood_Plan_1055.aspx for a copy of the document, and supporting evidence. Alternatively, hard copies are available from the City Council Offices at Donegal House, Bore St, Lichfield (next to the Guildhall) or can be viewed at Lichfield Library. Please take the time to read the Draft Plan and submit your comments. The consultation period ends on 9 September at 5pm. Following this consultation, the Proposed Submission Draft Plan will be submitted to Lichfield District Council who will arrange a further consultation exercise to enable final comments to be submitted. The Draft will then undergo examination by an Independent Examiner who will decide whether the basic conditions set out by law have been met. The Examiner will then recommend one of three next steps:

- That the Plan proceeds to Referendum
- That further modifications are required
- That the Plan is unable to proceed to Referendum.

At a Referendum, if more than 50% of votes are 'yes', Lichfield District Council will bring the Plan into force as a supplementary document to the existing Local Plan.

Twitter

If you would like to keep up to date with more of the City Council's activities, you can now follow the City Council on Twitter @lichfield.cc.



45

Distribution to Statutory and Non-Statutory Consultees

- 2.2 In accordance with requirements of the Neighbourhood Planning Regulations, relevant statutory consultees were notified by letter. In addition, a range of parties that the LCNP Committee considered were likely to have an interest in the plan were also written to. All parties were advised to download a copy of the plan, but were advised that hard copies could be issued on request.
- 2.3 A copy of the letter sent to the statutory bodies is shown in Appendix F. The full list of statutory consultees that were written to is as follows:
1. Alrewas Parish Council
 2. Armitage and Handsacre Parish Council
 3. Birmingham & Solihull LEP
 4. Birmingham City Council
 5. Burntwood Town Council
 6. Cannock Chase District Council
 7. Clinical Commissioning Group – South East Staffs
 8. Clinical Commissioning Group – East Staffs
 9. Clinical Commissioning Group – Cannock Chase
 10. Clifton Campville Parish Council
 11. Coal Authority
 12. Colton Parish Council
 13. Curborough, Elmhurst, Farewell & Chorley Parish Council
 14. Drayton Bassett Parish Council
 15. East Staffordshire Borough Council
 16. Edingale Parish Council
 17. Elford Parish Council
 18. English Heritage
 19. Environment Agency
 20. Fazeley Town Council
 21. Fradley & Streethay Parish Council
 22. Greater Birmingham and Solihull LEP
 23. Hammerwich Parish Council
 24. Hamstell Ridware Parish Council
 25. Harlaston Parish Council
 26. Homes and Communities Agency
 27. Highways Agency
 28. Hints Parish Council
 29. Kings Bromley Parish Council
 30. Lichfield District Council
 31. Longdon Parish Council
 32. Mavesyn Ridware Parish Council
 33. National Grid
 34. Natural England

35. Network Rail
36. North Warwickshire Borough Council
37. North West Leicestershire District Council
38. Severn Trent
39. Shenstone Parish Council
40. South Derbyshire District Council
41. South Staffs Water
42. Stafford Borough Council
43. Staffordshire and Stoke LEP
44. Staffordshire County Council
45. Swinfen & Packington Parish Council
46. Tamworth Borough Council
47. Wall Parish Council
48. Walsall Borough Council
49. Weeford Parish Council
50. Western Power
51. Whittington & Fisherwick Parish Council
52. Wigginton & Hopwas Parish Council

Responses and Additional Informal Consultation

- 2.4 There were 21 recorded responses to the consultation, 10 of which were from statutory bodies.
- 2.5 Following consideration of these responses, the amended Draft LCNP was submitted to Lichfield District Council for further informal consultation in February 2017 with a response received on 28 March. Of particular note were the implications of the developing Draft Local Plan Allocations document and recently released Lichfield Centres Report (2017) and their implications for certain aspects of the Draft LCNP. These impacts and the other comments received in this informal response were fully considered and led to a final revision of the Draft LCNP prior to formal submission in June 2017.

3 SEA Screening

- 3.1 In January 2016, LCC formally requested that Lichfield District Council undertake a screening of the need for a Strategic Environmental Assessment (SEA) and a Habitats Regulations Assessment (HRA) in accordance with the European Directive 2001/42/EC and associated Environmental Assessment of Plans and Programmes Regulations 2004.
- 3.2 In February 2016, Lichfield District Council confirmed that neither an SEA nor an HRA were required. This followed consultation undertaken with the Environment Agency, Historic England and Natural England. The Screening Report has been included as part of the Submission Stage documentation.

Appendix A

Summary Timeline of Key Engagement Activity

Date	Activity
Throughout Neighbourhood Plan development	<p>Publicity in 'City Life' supplement advising local residents and businesses of the existence of the Draft Plan and its development (published four times per annum)</p> <p>Regular updates provided to Businesses at each meeting of the Lichfield City Forum</p> <p>Information and updates provided on the City Council's website</p>
Summer 2014	Appointment of Neighbourhood Plan Committee and initial brief completed for potential consultant partners
15 September 2014	Consultants appointed
September 2014 – January 2015	Initial consultation with local bodies undertaken by NP Consultants
January 2015	Draft scoping report presented following initial consultations carried out by NP Consultants
June 2015	Final Initial scoping report presented to the Neighbourhood Plan Committee by the City Council's NP Consultants following further consultation
July – November 2015	Focused publicity for upcoming consultation event including letters to local residents groups, businesses and other interested parties, promotion on website, City Council noticeboards etc.
13 October 2015	Presentation at City Forum Event to local businesses
9 November 2015	Meeting with Persimmon, St Modwen, Neighbourhood Plan Committee representatives and City Council's NP Consultants regarding Cricket Lane proposals
27 November 2015	<p>Consultation workshops held at the Guildhall, Lichfield</p> <p>Attended by individual residents, resident groups and representatives of local businesses and business organisations</p>

December 2015	Consideration of information gathered from consultation exercise and amendments made to draft Plan
January 2016	Submission to LDC for informal comments Formal request for SEA screening
March 2016	SEA Screening response received Informal comments received from LDC
March – June 2016	Consideration of responses received and amendments made to Draft Plan
July – September 2016	Pre-Submission Consultation (Regulation 14) Including publicity in local press, City Council notice boards, City View supplement, social media, hard copies of the draft Plan made available by post, at local library and at Council offices
October – December 2016	Consideration of responses and amendments to Draft Plan in readiness for submission to LDC
December 2016	Preparation of draft LCNP Consultation Statement
February 2017	Submission of revised Draft LCNP to LDC following Regulation 14 Pre Submission Consultation for further informal consultation
April – May 2017	Consideration of responses received to informal consultation, amendments to Draft LCNP with particular reference to emerging Draft Local Plan Allocations Document and recently released Lichfield Centres Report (2017)
May 2017 – June 2017	Amendments to Draft LCNP prior to formal submission; updates to supporting documents

Appendix B: Notes from One to One Interviews

LICHFIELD CITY NEIGHBOURHOOD PLAN

Andrew Buckman, Director, Kingston Commercial Agents, 27th March 2015

Interview notes

Proviso – much of what is proposed will depend on the boundary of the NP – that said, we did discuss wider area of Lichfield to consider market potential of the central area.

1. What sort of businesses are looking for premises in and around Lichfield at the moment?

Lichfield South – A5 / M6 Toll Junction – very high demand, easily accessible, free car parking, congestion free site. 20,000 sq.ft - could be develop much more, but is constrained by planning policy.

High end managed service office could do well here – strong professional element to Lichfield. There has been an increase in self employed demand, started to come back again after the recession, there is also a demand for small front door offices – good demand – from a range of businesses – IT, media. There is a waiting list for Lichfield Business Village. Lichfield needs high end type offer, like a Regus type building (100 sq.ft upwards). There is a tipping point where the economics works to support a manager – approximately 25 occupiers to make the employment of the manager viable. Could be at Friar's Gate or Bird Street car park. Some upper floors to retail units are being converted to offices, but not very well. Critical to all this will be Broadband and telephone signal – phone signal is not good.

Distribution sheds - Fazeley has a successful as distribution centre – there is a general specialism and could do more to support the development of this sector. **Liberty- Storford** has recently launched a marketing presentation for 3 sheds, reasonable location but A38 is getting congested. Nothing has been built in last 5 years, so some pent up demand now which could push the rents up – could be viable to develop now, however costs are high for some schemes so still marginal.

Whittington Barracks was closed and is a thriving **medical training centre for army** – wide range of skills – massive catchment. 3000 people or so could be coming here for each year – accommodation on site for 300 – 400 people. Potential to build on this to create a specialism linked to health research and training and manufacturing – not part of any strategic consideration but could be partly linked to any firm that is attracted to Cricket Lane site (not far from Whittington Barracks) – focus on developing or target marketing to **health sector and consider a strategic** response to developing this sectoral specialism around what is already here. Historic connections too with Darwin house.

Cricket Lane – will undoubtedly be v good for SMS– local retail, good public transport. Could be linked to medical sector.

Lichfield town centre – unlikely to attract SME, the exception is the Police Mutual building – bespoke building in Lichfield town centre. SME's looking for sites like Lichfield South – congestion free, easy to get to, with ample car parking and surrounding facilities.

2. What are the key constraints in meeting the demand of the commercial sector?

Lack of availability of office space of right type and external funding would be needed. Increase in demand, and increase in build costs – so cannot make it work financially to provide speculative investment. Some external funding will be needed. Except for owner occupiers – increasing number- on design and build – lack of stock – running out.

3. What are the development opportunities in Lichfield Centre?

By its nature the city centre is constrained – but discussed three sites. There is also a 'demand' for upmarket McCarthy and Stone type residential use, and regeneration type products such as niches arty cinema, managed workspace, young professional live work space. Retail – market is flat, needs to be cleverer to survive e.g. John Lewis.

Friars Gate = The mix of uses here will be critical – try to play on Lichfield's strength of Cathedral city and aim to attract high value retailers. Critical to have a town centre strategy of complementary uses that support each other and do not undermine the survival of existing provision. Need to manage footfall, attract new retail business that play to the strength of Lichfield's reputation. Threat is the potential of first phase of **Friar's Gate** to unbalance the town centre economy, taking away from existing trade, instead of attracting new. A key part of assessment should be to look at what will be the impact on rest of Lichfield – looks at **town centre strategy** not a retail impact assessment alone – need an assessment of the economic impact of the scheme on the wider town, particular on footfall assessment. Friar Gate could incorporate a managed workspace provision, as could Bird Street.

The former **Linford Quonians site** (see final page for map) – long established building company – 1.5 acres, has various contractual issues to sort out, but could potentially come on the market, currently under utilised, so could be an opportunity for redevelopment – possible for some form of in-town housing, assisted living.

Bird Street car park – District Council ownership – developable, dependent on car parking policy – needs to be thought of. Potential uses could be a wide mix, including arts based initiatives – such as a possible 'arty' cinema, including residential with live work units (aimed as aspirational young market, or some mix similar to the Leicester Phoenix scheme, including café, art space, and managed office space could work well as part of this, providing the architecture can be made to work.

There is also a general interest from Mc Carthy and Stone for right sites in Lichfield for affluent living.

Barton under Needwood has a marina – pub, cinema, and retail units – **small Red Carpet cinema** – which is popular. The offer in Lichfield would not be aimed at frontline multiplex cinema, but would play to the art and cultural strengths of the town to develop a Red Carpet type offer. The Quick Save used to be the Empire cinema building, when

redevelopment for residential was being considered, there was a push by local residents for an Art House type cinema – financially cannot make it work without supporting uses.

Donegal House has been researched for managed workspace by Andrew, part of the accommodation has to be used as fire exit for the Guildhall, so difficult to provide smoke alarms, fire exists could be difficult at Donegal House being a listed building.

4. What are the key issues in the City Centre – strengths, weaknesses, opportunities, threats?

Strengths = historic link - leafy green cathedral is a pull, arboretum, Staffordshire Hoard – attracts attention.

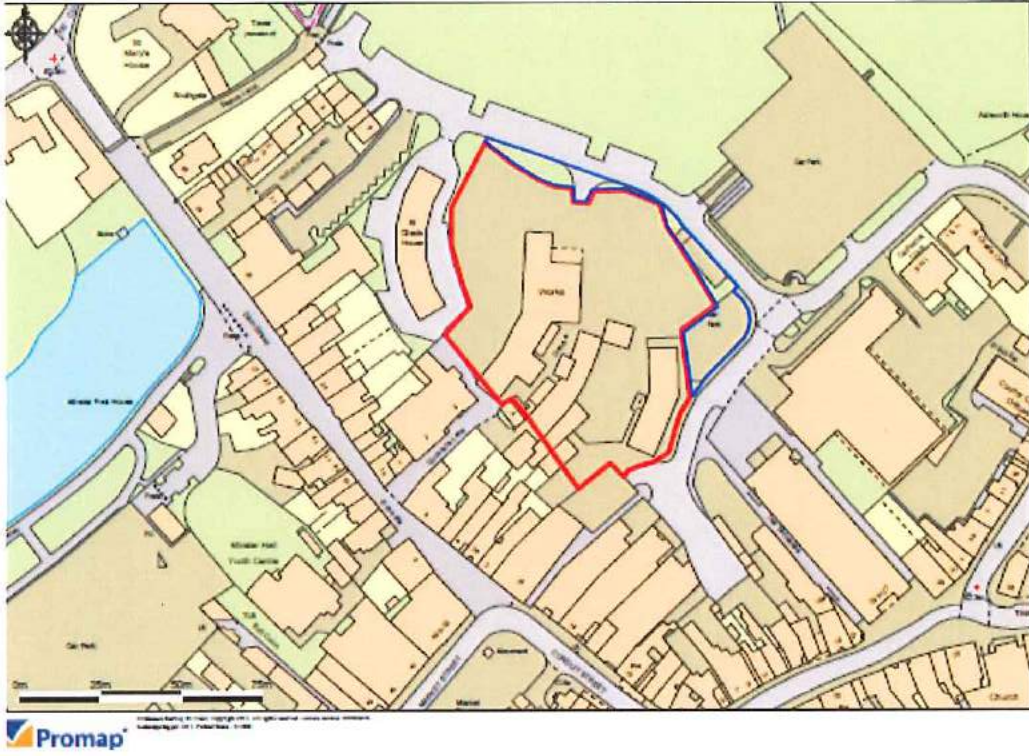
Threats – out of town shops at Tamworth and type of development permitted at Friars Gate could, if not managed carefully, impact detrimentally on other parts of the town economy – especially the restaurants. Type of development permitted at Friars Gate – done well could support wider town and help to generate additional footfall and linkages to the town assets, done badly should shift the economic geography of the town centre and undermine the current drivers of footfall from the Cathedral.

Weakness = Broadband is a huge problem and mobile phone connectivity. Garrick theatre is struggling to survive financially - may need to consider adding the art cinema here. Weak night time economy and vibrancy.

Opportunities Car parking = a study should look at car parking – **possible free car** parking to attract customers – empty shop properties – for a period of time to experiment – weekend free parking might be worth experimenting.

Shilpa Rasaiah

Tel 07809 086 954



Quonians site – map provided by Andrew Buckman of Kingston

Joanne Wilson interview - 11th February 2015

Museums and Heritage Officer, Lichfield City Council
The Samuel Johnson Birthplace Museum
Breadmarket Street
Lichfield
Staffordshire
WS13 6LG
Tel: 01543 264 972
Mob: 07958 219109
Fax: 01543 258 441
email: sjmuseum@lichfield.gov.uk

Background

Adjacent to the Market Square – opposite St Mary’s Church. Free entry – dual markets lots of community events - local families, schools, children and tourists.

An accredited museum, plus a bookshop – so part of the High Street, v small number come to see this museum, but more likely people have come for the Cathedral and are looking for something else to do.

Samuel Johnson – writer, playwright = they have done a few low key drama events, Lichfield Players have performed dramas. Historic links with David Garrick – theatre is named after him, and have strong links for Garrick.

Literary connections with Garrick and Samuel Johnson – definitely room to do more with Literature and Lichfield. Heritage via Samuel J, Lichfield Literature Festival in October, Garrick theatre – the start of something strong – so lots of things done e.g. green badge guide on play writes and literature. Lots of things to market – Lichfield is such a compact area, close walking distance – with Cathedral. Can it be a little lofty – i.e. literature can be academic and intellectual. Stories coming to life.

What is the state of your sector in Lichfield at the moment? What are the key problems, constraints?

Business - more generally is an attractive place due to great connectivity. But in terms of the retail, High Street has quite a lot of empty units, and sorry state in some areas. The independent, City Arcade – use to have Clark’s shoe shop, Woolworths, Market Street and Bore Street – empty units.

Are there too many empty units - can they be made available to the community as Pop Up units – e.g. Scripting - literature and theatre pop-up events /festival - gets more people involved and an appeal to the outsider. And LA has used this for the 'big draw'.

Fun with language

Serious access issues with buildings, but a pop up culture would be great to be more accessible to others.

Broadband is not fast.

Mobile signal is very poor in the museum – would be nice to have Wi-Fi in the city. Walking trails in the City. Would love to do more electronically.

1. What are Lichfield strengths/opportunities?

- Small easily manageable package of attractions available within a day, – well placed in the country to get to.
 - Heritage providers do work well together in Lichfield.
 - People are friendly.
 - Visitor numbers are increasing
 - Average spend at £1.30 per vsiitor in the Museum bookshop
2. What are Lichfield’s weaknesses/constraints and how can these potentially be addressed?
- External signage issues and orientation – approach into the city from tourist - information points.
 - Perhaps too many partnerships and networks – so not as much unity.
3. In 10/15 years’ time, can Lichfield have raised its game and become a commercial growth location? If so, then how?

Would not want it to look too different, but would like it to look smarter, have some really lovely signage, with interesting art and storytelling – no more empty units on the High Streets.

4. What role can the university play in Lichfield’s growth?
- Completed a few projects with the university – worked together on a donation box. Some are coming to film in the museum.
- Would like to do more with young people – media course at Stafford Uni on Lichfield Campus – could be really great to get them involved around Lichfield.

What would Lichfield need to do to attract the headquarters of medium sized businesses, i.e. 200-500 employees?

An appropriate location – on the outskirts e.g. Cricket Lane. Would need the land close to the centre – parking would be essential.

Bird Street Car Park – key points for arrival and orientation are an issue – 3 alleys – so major orientation issue at points of arrival. Cross Keys car park – not nice arrival.

Some nice murals along the empty alleys would be nice, especially if they are linked to developing the literature theme to improve the visitor experience.

Actions / Issues:

- Empty shops an issue – too many now and creating a negative perception.
- Poor signage from car parks has been identified as a problem to be addressed.
- Alleys / approaches from the car parks are v poor.

Opportunities:

- Develop the whole literature, scripting and theatre role much more.
- Pop up shops developing fun literature events in the empty shops.
- Murals and literature design along alleyways to make them interesting.
- Better signage.

- Greater involvement of the media dept at the Stafford University to be part of exploring the theme of literature, scripting and drama – and adding more modern innovative ideas using technology to make the town nicer and more vibrant.
- Any medium size business would need a suitable location – good access and car parking – Cricket Lane seems sensible.

LICHFIELD CITY NEIGHBOURHOOD PLAN

Notes of interview with Adrian Dorber -Dean of Lichfield Cathedral, 13th Feb 2015

1. Background to the Cathedral and aspirations

700 AD – planned as a medieval town – linking town with Cathedral, spiritual importance. Looking to be more commercially astute – restaurants, shop.

2. What are Lichfield's strengths/opportunities?

- Cathedral could be a pivotal economic asset – improve education and outreach activities - 40,000 children.
- 200,000 visitors to Lichfield – to special services, and others. Aim is to double the numbers within 5/6 years.
- Lichfield has a great story to tell – Saxon, Medieval, unique collection of medieval buildings, and one of the finest vistas of the cathedral. Links between the Cathedral and parks – attractive.
- Bird Street and Dam Street are important to link Cathedral to town - specialist traders on Dam Street. Bird Street – lots of restaurants – Indian, English, Bars, George Hotel – nice leisure street.
- National survey by association of English Cathedrals last year found that for 89% of respondents Lichfield Cathedral played an important role as a sense of identity, place and well-being.
- Think about how Lichfield is placed – only 16 miles from Birmingham.
- The first tourist market to grow will be 'within 100 mile' residents – East Midlands, Oxford, West Midlands.
- Recent investment by Premier Inn, and other hotels in the area including Holiday Express, B &B, Best Western, Boutique hotel – insufficient bed spaces at key festival times – Christmas and Easter
- Performance and creative arts – good – schools participation.
- Wealthy older age population – want to learn – scope for university of third age (SR input).
- The new walking route Two Saints Way – linking Chester with Lichfield.
- Lichfield International festival

3. Bird Street car park opportunities?

- Need better signage – tell people where to park and how to get about, e.g. walking distance and time.
- Better signage from Motorways to Lichfield Cathedral needed.
- Cathedral masterplan – pedestrian access to see more of the heritage story – Dam Street and Bird Street – need to be well signposted and commercially vibrant.

4. What are Lichfield's weaknesses/constraints and how can these potentially be addressed?

- The Friars Gate development needs to be carefully managed to complement the existing offer and not compete – particularly restaurants could take trade from Bird Street. Done right, could bring very high end retail offer and dining experience into Lichfield (cited the Banbury model) with high end retailers focusing on the north Birmingham market.

- Must create a town centre strategy in the light of emerging developments that helps to create a very strong centre, where Friars Gate and Cathedral connect to a very strong and vibrant centre and footfall is channelled between these points.
 - All schemes need to connect, needs very joined up thinking in Lichfield.
 - Improved leisure offer needed – cinema, leisure centre (existing very tired and dated).
 - 'Big up Lichfield' – needs a publicised aim / vision of where it is going.
 - Lichfield centre has broadband issues – needs to be improved – must be part of the forward strategy.
 - Vacant shops – need a strategy.
 - English Heritage 2014 report stated that planning decisions need to be looked at carefully in Cathedral Cities - enormous vulnerability to poor planning decisions – whole architectural character of buildings.
 - Helping people to stay in Lichfield – heritage and commercial tourist – partner with local attractions – National Arboretum, Shugborough Hall, Drayton Manor Park, Tamworth Snowdome, etc. to cover a package of attractions.
5. In 15 years' time, can Lichfield have raised its game and become a commercial growth location? If so, then how?
- A much more vibrant tourist and conference economy.
 - Professional practices locating in Lichfield e.g. accountancies, SME, (Police Mutual HQ already here in the centre). One or two flagship businesses
 - Improve IT skills and infrastructure as the driving force of regeneration
 - Develop craft business e.g. craft beers being made in Lichfield – water is ideally suited, and already have the Lichfield beer festival - ready market for beer
 - Develop arts sector
 - University for the third age
 - Investment in infrastructure – particularly broadband, social, and public transport.
6. What role can the university play in Lichfield's growth?
- Current – just a small out post here – South Staffordshire College, but could be potential to develop ongoing learning in law, accountancy, post graduate qualifications.
 - Expansion of Lichfield University
7. What would Lichfield need to do to attract the headquarters of medium sized businesses, i.e. 200-500 employees?

Land needed for commercial space and supported by adequate and affordable housing, public transport infrastructure, quality of life issues need to be addressed – investing in infrastructure e.g. leisure centre, helping secondary schools to be outstanding (not just good).

"Standing still is not the answer, need to have world class skills, need to connect with wider world – go out and learn and bring it back to Lichfield" – Adrian Dorber Feb 2015.

Contact - Bernice Alexander Executive Assistant to the Dean - The Very Revd Adrian Dorber Tel : 01543 306250

Shilpa Rasaiah, 13th Feb 2015

LICHFIELD CITY NEIGHBOURHOOD PLAN

Key themes for discussion with stakeholders – LDC Economic Development Officer

1. What are the key drivers of the economy of Lichfield (city and district) at the current time? How has this changed over the last decade?
 - Not sure how things have changed – will get back to me (only started 2 years ago).
 - In City Centre, only major change has been loss of City Wharf. Marketing study of applicants showed lack of interest in Grade-A office space. Most recent plot – lack of parking was the reason that it failed, along with lower quality neighbours, e.g. car repair. Lack of direct access to station would also have had a big impact. Also floorplates not big enough for HQs.

 - OD agreed to provide - up-to-date sectoral data; Lichfield and Tamworth Economic Strategy; economic change 2009-13

 - Stofold Development (Lichfield Park) – OD hears rumours about high profile IT companies taking space, but only rumours.

 - Look at Retail Update (2012) and King Sturge (2008) report which underpins the 30,000ft² office space figure in Local Plan.
2. What are the key constraints to growth at present?
3. How will the Cricket Lane Strategic Development Site change the economy of Lichfield City? What do you see going there?
 - Primarily B8 use, but a high profile B8 use was considered by GVA in their reps to the Local Plan.
 - Will need to pass sequential test for office.
4. What are the key issues in the City Centre – strengths, weaknesses, opportunities, threats?
 - Heritage provides a constraints – conservation area, listed buildings provide a planning constraint.
 - Retail – vacancies currently 8.3% (18 properties) – well below national average. OD to send time-based data.
5. If it comes forward, what impact will the District Council's Friarsgate scheme have on the City Centre economy?
 - Scheme will be phased. So could end up with temporary, disused site or even ultimately a derelict second phase site.
6. Are there other sites in the City Centre which could be developed to provide for commercial growth?
 - LDC are going to be doing site allocations shortly
 - Bird Street car park is on the radar – could be up for discussion.
 - Texas/Carols site is a potential
7. What are the key actions that a Neighbourhood Plan could put in place to reduce daily out-commuting from Lichfield City?

LICHFIELD CITY NEIGHBOURHOOD PLAN

Key themes for discussion with stakeholders – Lichfield Business Village

1. What is the role of the LBV? Why was it set up?

Set up 12 years ago. This was the first one. Encourage students to start own businesses. Want to give students skills as well as knowledge and this is a good way of doing that.

Part of building that houses education side of things. Not the same in Stafford and Stoke – in separate buildings. But simply a way of using space more efficiently.

25 individual units – range from smallish 1-2 person offices up to 15 people.
2. How well is the LBV faring? What type of occupiers do you have? How long do they stay and where do they go when they leave? What are the rents like?

A few moved out recently. Up to then, 95% occupied for the last couple of years. Easy-in, easy-out, serviced office is very attractive. 3 month notice period; just a licence agreement. Everything is included – PCs, broadband, etc. A small extra charge for telephone.

A real mix of people come to them. When space vacant, they have let in non-grads. Recruitment, engineers, graphic designers, web designers, construction, virtual PA. Ideal scenario is for businesses to grow within the space they can offer. That has happened – 6 months ago, a company did leave because it had outgrown the space but has stayed locally.

There is a lack of move-on space. Which is why many try not to leave.

There is a need for more incubator space.
3. What are the future plans for the LBV?

University has no plans at the moment to provide more space. Has other priorities. Could be done on a commercial basis. But the university link provides wider benefits to the university because they can tap into knowledge base and access research coming out of the businesses.
4. What are the key issues in the City Centre – strengths, weaknesses, opportunities, threats?

Good transport links – a strength and a weakness.
5. If it comes forward, what impact will the District Council's Friarsgate scheme have on the City Centre economy?

Stafford BV is out of town, Stoke is close to station but away from shopping area. Lichfield BV is one minute walk from city centre. An attractive option. Flip side is parking (offer one space per office) – but have never had a problem filling the largest units at BV. But some don't take space when told that.
6. What are the key actions that a Neighbourhood Plan could put in place to reduce daily out-commuting from Lichfield City?

Lack of grow-on space (largest office they have is 700ft², so grow-on would be 1000-1500ft²). Attraction is for those that want to be close to Birmingham but not in Birmingham. Commercial potential for this at Cricket Lane – potentially make links with universities, which would mean so much more could be made of it and it wouldn't be competing with everywhere else in the surrounding sub-region.

LICHFIELD CITY NEIGHBOURHOOD PLAN

Key themes for discussion with stakeholders – Lichfield Chamber of Trade

1. What is the function of the Lichfield Chamber of Trade?
Represent members who pay subscription. Build relationships with agencies and consultancies. This includes LCC. Similar relationships with LDC. Provide networking opportunities. Mostly small independent retailers. Some accountants, solicitors, garden centres. Do have some nationals but they don't participate.
2. What are the key drivers of the economy of Lichfield (city and district) at the current time? How has this changed over the last decade?
Mostly retail. Also technical industries – component manufacturers, internet-based, call centres. This has grown over the last 10 years. Always had a lot because they were supporting manufacturers that were already here. Some retail units on fringe of city centre that are now offices.
3. What are the key constraints to growth at present?
Lack of office space. A lot is above shops, restaurants, etc. Not ideal for the businesses that would want to expand into city. Would want modern premises, open plan. 70% of buildings in city centre are Grade II listed.
A dormitory for Birmingham.
4. How will the Cricket Lane Strategic Development Site change the economy of Lichfield City?
Needs office space. Good location.
Wall Island is isolated, road network is a nightmare even after improvements. People don't drive that way unless they have to. Nothing there for those working in an HQ environment. So if Cricket Lane can provide a more attractive mixed offer, it would offer a credible alternative.
5. What are the key issues in the City Centre – strengths, weaknesses, opportunities, threats?
Heritage, park, Drayton Manor, Arboretum. Development Partnership set up in 2014 which is building on this. Independent shops. Good partnership work between businesses (those that get involved). Lots of parking (although people think it is expensive, although this not true).

Lack of top retailers. Lots of competition (e.g. Ventura Park, Tamworth is a big draw) elsewhere.
6. If it comes forward, what impact will the District Council's Friarsgate scheme have on the City Centre economy?
People thought it was too big when launched 10 years ago. New plan due shortly will be a smaller scheme. But a mix of office included would be a good thing. Purpose built office above shops would work very well. A cinema would be an important attractor which was in previous plans. Need more hotel space.
Friarsgate will move centre point of city centre to a different location from where it is presently.

7. Are there other sites in the City Centre which could be developed to provide for commercial growth?
Red Court Car Park (between Tamworth Street and Backchester Lane) would be a good opportunity. Its car park use is a bit of an after-thought. A big open space in city centre. Could also have community space as well, e.g. a space for events which is lacking in the City Centre, e.g. BID is trying to find a space for a winter skating rink but nowhere to put it.
8. What are the key actions that a Neighbourhood Plan could put in place to reduce daily out-commuting from Lichfield City?
Need jobs in city centre. HQs could be one of those things to do this.

LICHFIELD CITY NEIGHBOURHOOD PLAN

Lichfield City Centre Development Partnership

David Waller

16th Feb 2015, 11am

1. What is the function of the Development Partnership?
Lichfield Cathedral didn't always get on well with the City. Better now.
An amalgam of Cathedral, City Council, District Council, County Council as stakeholders that can effect change. Birmingham and Solihull LEP has an interest. Generally an intention to bring everyone together to see what they can do.
Also the BID.
2. What are the key drivers of the economy of Lichfield city centre at the current time? How has this changed over the last decade? Does this mirror the wider picture for the district?
Has undersold its assets, including for tourism. Coach parking. Making the place look good.
Mainly about driving up visitor numbers, length of stay and spend.
Practical – traffic light phasing.
Want to focus on the central area.
3. What are the key issues in the City Centre – strengths, weaknesses, opportunities, threats?
Need better links with Arboretum and the theme park.
4. What is the potential for Lichfield city to grow, given the prospects of competing locations in the wider West Midlands? What are the key sectors? What is the emerging strategy?
Could look at leisure, creative, high tech industries. Steve Holliss at LEP has looked at this.
Improve retail. Tamworth has been successful because it had a retail strategy for getting major anchor tenants in.
5. What are the key actions for the City Centre BID?
Get some quick wins visually. Make the place user-friendly.
Will help to unlock funds from LEP which is what is needed to deliver actions on the ground.
6. If it comes forward, what impact will the District Council's Friarsgate scheme have on the City Centre economy?
City has lost its way a bit. If it happens then it will be piecemeal which is not ideal.
Need bespoke stuff for a City Centre – retail and leisure
7. Are there other sites in the City Centre which could be developed to provide for commercial growth?
There is a lot of surface car parking which is wasteful. A lot of small businesses which want to park all day.
Bird Street Car Park is a key opportunity. Cathedral is hidden by trees. Draw the Cathedral closer in to the City. Durham did this well. Sets a backdrop that others can't compete with.

Talk to Marketing Birmingham – Neil Rahmey is the Chief Exec.

LICHFIELD CITY NEIGHBOURHOOD PLAN

Economic Development & Enterprise - James Roberts 20th March 2015

Tel. 01827 709382 Fax: 01827 709277

Email: james-roberts@tamworth.gov.uk

1. What does **your role** involve?

Focus on business and promoting the area as a location for business – want to understand business community aspirations. Use the Economic Partnerships – with active businesses on there, Business Network Forum – brings ambassadors from businesses to this area. Much more than this.

Lichfield's economic role

2. Lichfield does not have particular sector strength – businesses and professional service – (property sector, solicitors, lawyers, consultancies) - very diverse sector and this is strength. Transport links is a key advantage – two railway stations. In terms of economic role – Lichfield is part of the Birmingham City Region area – greatest links in terms of Travel to Work Areas and housing market area, shopping and cultural linkages. Lichfield should be viewed as adding an additional dimension to this region – complementing role, providing a pool of skilled people. Role in terms of the Stoke and Staffordshire LEP more organisational as Staffordshire County Council controls a number of services for Lichfield residents – transport, adult skills etc.

3. **Location of possible new SME HQ?**

- Lichfield South – Wall island – A5 / A38 - Very good location, need to improve the junction / M6 Toll Junction – bit of prestige to it – Hotel and fitness centre.
- Fradley Parish – big sheds – Tesco distribution centre based here – the biggest employer in the District.
- Stortford – Burton Old Road site could be a local opportunity – speak to Richard King at Lichfield DC - Strategic Director for Development – he might have a handle on this Stortford project and Friars Gate – involved in grant funding from LEP Growth fund. LEP funding of £4m for bridge, good site, amount of jobs to be created here – worth understanding who might come here.

4. **Self employment** – recent evidence indicates that self employment in Lichfield is on the increase and new business start-ups have increased (James will send District Profile data prepared by Staffordshire CC). This confirms the national and regional trends, and provides the local evidence. Assumed to be working from currently, but will as they start to establish be looking for space.




5. **Business Start Up space** – report undertaken by Kingston's (Andrew Buckman) showed there is a need for business incubation and managed workspace in. In response to this, Tamworth has invested to create some managed workspace using investment from the Council, Growth Fund and Staffordshire County. Lichfield should explore potential for this too - **Donegal House** – could be converted, offers the charm factor and central location, a



redevelopment of **Bird Street** could also be a possible location. The incubator type projects are best located in the town centre – because they have facilities on the doorstep, and networking opportunities.

6. Represented on **both LEPs** – Cllr Wilcox is on the Greater Birmingham LEP. However, to date, benefited financially from the Stoke and Staffs LEP – two Growth Fund projects (Friars Gate and Stortford site) are from this LEP.
7. However, in making a decision on where Lichfield's business rate would go – it moved for the Greater Birmingham LEP – which is now using the funds to develop the '**self employed with Growth Hubs**' project - this will provide web based business support using an intelligent web portal.
8. **Town Centre** – Need to improve the retail offer at Friars Gate – independent offer is current strength but need a new anchor store e.g. M&S or similar to perform the role that Debenhams's did in improving footfall in this part of town.
9. **Historic and cultural** side is very strong and is part of the draw in attracting the residents, businesses investors to this area.
10. **Bird Street Car Park** – is an opportunity – District owns two buildings – apartments with leisure and cultural, business start up uses.
11. **University** – education establishment presence would be a good thing - Staffordshire Uni are about to consolidate resources to Stoke – not sure what their plans are for the current offer in Lichfield. There are a number of universities in the vicinity of Lichfield. Should look to developing greater linkages and presence in the town to attract a different age profile and spend into Lichfield town centre.
12. **Broadband and mobile internet** – The BID scheme has a project to put Wi-Fi into the city centre – could solve the problem. Mobile internet / 4 G is pretty good in Lichfield centre – fastest possible service needed in the centre. So be clear about what is meant by the problem and what infrastructure is needed.

Shilpa Rasaiah 20th March 2015




Appendix C: Presentation Material




Lichfield City Neighbourhood Plan

19th February 2015

Introduction

- Lichfield Neighbourhood Plan
 - Economic and employment theme
 - Plan to 2029
- Still at evidence gathering stage
- Lichfield City today
- Opportunities

Working hypothesis

- *'Lichfield City has a highly qualified working population that leaves every morning to work.'*
- *'The City should provide more high value employment opportunities for people to work locally.'*
- *'This should include medium-sized businesses.'*
- Reasonable? Achievable?





Findings to date

- City centre is a major asset
 - More value could be extracted from high end retail, tourism and other city centre activities, esp. the arts
- A high quality city centre (retail) with lots of quality leisure and hotels
 - How does Friarsgate fit into that?









Findings to date

- Site opportunities are few but vital
 - Bird Street Car Park
- University linkages
- Cricket Lane SDA unlikely to compete with City Centre
 - Focus for high value employment here, e.g. incubator units (universities linkage)











Ideas

- City of Festivals
- Performance and creative arts cluster
- Conferences in city centre
- More links with West Midlands universities
- Can a USP be developed for Lichfield?

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Key questions

- Have we missed anything from the 'Lichfield today' picture?
- Is the hypothesis achievable?
- Have we missed any of the key sites?
- What mix of uses should be brought forward on the sites?


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Next steps

- Continue to engage with key stakeholders, emerging strategies
- Build/test the evidence base
 - Self-employment
- Draw up and consult on options
 - Policies
 - Site options
 - Strategy/action plan


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Thank you







Lichfield City Neighbourhood Plan – policies workshop
 27th November 2015




Introduction

- Lichfield Neighbourhood Plan
 - Economic and employment theme
 - Plan to 2029
- Evidence gathering
 - Data
 - Interviews with stakeholders
 - Lichfield City Forum




Today

- Draft policies
- Are they appropriate? Robust?
- What have we missed?
- Looking to finalise draft Neighbourhood Plan
 - Pre-Submission Consultation in early 2016




Weight the NP will have

- Once 'made', the LCNP will be part of the development plan
 - Will hold same weight as Lichfield District Local Plan in determining planning applications

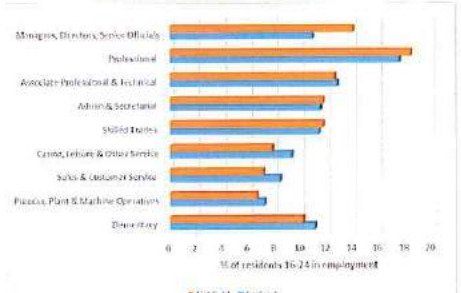


Objectives

- Increase higher value employment activities in the City in order to reduce levels of out-commuting
- Increase number of start-up businesses
- Increase high spend tourism and length of stay through improvement of Lichfield City as a destination
- Increase levels of employment and commercial activity in cultural activities
- Improve movement around City Centre by non-car modes



Economic base



Sector	Lichfield	England
Managers, Directors, Service Officials	~14	~11
Professional	~18	~16
Associate Professional & Technical	~13	~12
Admin & Secretarial	~11	~10
Skilled Trades	~10	~9
Care, Leisure & Other Services	~8	~7
Sales & Customer Service	~7	~6
Process, Plant & Machine Operators	~6	~5
Elementary	~10	~9

Source: Census 2011

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Sectoral strengths & opportunities

- Retail, food and drink
- Computer IT, financial, scientific, technical and other professional services
- Education – secondary, sixth form and university
- Creative, leisure and media

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Start with small-scale

- Incubator/start-up space



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Policy: managed workspace

'The provision of managed employment space will be strongly supported, either as stand alone developments or as part of a mixed use development. Such developments should seek to provide space that is attractive for occupation by business start-ups'

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Policy: Lichfield Business Village

'The expansion of managed workspace at Lichfield Business Village on the University of Staffordshire Campus and elsewhere within Lichfield City Centre will be strongly supported'

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Cricket Lane SDA

- Allocated for 12ha of employment land in Lichfield District Local Plan
 - Open B-class uses



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Cricket Lane - potential

- ELR Addendum December 2013
 - "attractive to the market given its strategic gateway location"
 - B8 warehousing, B1c light industrial, B2 manufacturing
- ELR Update, August 2014
 - 9,800 - 10,550 jobs required to secure 85% job balance

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ELR Update

- Key sectors
 - Retail
 - Food and beverage
 - Education
 - Computer, IT, financial, information services
 - Head office & management consultancy activities, architecture and engineering, other professional, scientific & technical activities
 - Other admin, rental, employment activities, building and landscape services, office admin and other business support services
 - Creative arts, entertainment, film, video, TV & music publishing

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ELR Update

- Focus of growth is on B1 office sectors
- (Source: ELR Update 2014, Table 2.8)
- 30,000m² of office space required in Lichfield City area but limited sites

Sector	Floorspace (sqm)
A1	~5,000
A2	~60,000
A3	~5,000
B1a	~75,000
B1b	~5,000
B1c	~10,000
C1	~5,000

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Cricket Lane - potential

- "Demand for manufacturing (B2), distribution and warehousing (B8) and light industrial (B1c) floorspace will decline over the period"
- "However, this is offset by significant growth in office (B1a), financial and professional services (A2) and food and drink (A3) floorspace"

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Cricket Lane - potential

- "Both [policy-on] scenarios suggest that increasing demand for office (B1a) and financial and professional services (A2) will continue to drive the growth in floorspace requirements in Lichfield to 2029"

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Cricket Lane - potential

- Lichfield South
 - Engineering and communication-type companies
 - Close proximity to road infrastructure and car parking
- Potential over plan period for office at Cricket Lane reinforced by view from local agents

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Policy: Cricket Lane

'Employment development of the Cricket Lane SDA, as required by Policy Lichfield 6 of the Lichfield District Local Plan, must incorporate at least two hectares of Class B1 office space'

Discussion: Cricket Lane

- What design principles do you consider important to ensure Cricket Lane is attractive to potential B1 office employment ?
 - Focus on most prominent – accessible location at the southern end of site?
 - Flagship building on junction?
 - Links to town centre?
 - Green corridors?
 - Maximise use of SUDS for connectivity and biodiversity corridors?
 - Any other considerations?





Policy: Signage

'The provision of new signage in Lichfield City Centre will be supported. Contributions from development through the Community Infrastructure Levy (CIL) mechanism will be used to fund such provision'








Retail


- The main retail expansion will come through Friarsgate development
- But 'independents' are important too
 - Dam Street




Policy: Retail


- ***'In the City Centre but outside the Primary Retail Area, the conversion of adjoining A-class units to become a single, larger A-class unit will only be permitted if it can be demonstrated that:***
 - *the A-class units in question have both been vacant for at least 6 months; and*
 - *both A-class units in question have no potential for reoccupation as demonstrated through the results of a marketing campaign lasting for a continuous period of at least six months'*





Tourism and culture

- Tourism is important to the Lichfield economy
 - Need to facilitate boosting of tourism
 - Cultural industries







Policy: tourism & culture

'Development proposals that create additional local jobs in the tourism or cultural industries sector will be strongly supported'








Lichfield Cathedral

- Jewel in the crown
- But linkages with City Centre not good
- Development of Bird Street Car Park will help
- Need to maintain sightlines and views



Policy: Lichfield Cathedral

'Proposals to improve linkages between Lichfield Cathedral and Lichfield City Centre will be strongly supported.'

'Views of Lichfield Cathedral from Lichfield City Centre should be retained and incorporated into any development which could otherwise impact on these views'





Hotels




- New provision in 2013 was a success
- Business trade, high occupancy
- Need to improve number of overnight stays by tourists
- Tourism Study (2015) recommended allocating new space for hotels








Policy: Hotel

'The provision of new hotel space in Lichfield City, and particularly in Lichfield City Centre, will be strongly supported'




Non-car movement

- Need to make Lichfield City a more attractive destination for tourists and for businesses
 - Needs to be more permeable
 - Improve walking routes

Policy: Primary Walking Routes

'A network of primary walking routes is to be identified and protected. New development will be expected to contribute towards their enhancement and should not have a detrimental impact on them, particularly through the creation of significant additional vehicle movements'

Exercise: Primary Walking Routes

- What are the key routes that need to be improved?
 - Into the City Centre
 - Within the City Centre
- Are there any specific junctions that could improve permeability of the City?





City Centre sites




- Key opportunities to enhance commercial and tourism sectors
- Bird Street Car Park
- Quonians site






Bird Street Car Park




- Includes former Woolworths building
- Opens up Cathedral
- Potential for a mix of uses
- Need for high quality design
- Sufficient parking elsewhere in City Centre to compensate

Quonians site




- Adjacent to main frontage of City Centre
- Small-scale employment and residential





Policy: City Centre sites

- ***'Redevelopment sites within Lichfield City Centre, including Bird Street Car Park and the Quonians site, will be expected to deliver a mix of uses that include the following:***
 - *Managed B1-class workspace*
 - *B1-class office*
 - *A-class retail that complements the existing offer in the City Centre*
- ***Any development that does not provide for these uses as part of a mixed use development will be required to demonstrate, through a viability assessment, that inclusion of such uses would render a scheme unviable'***

Discussion: City Centre sites

- What uses should be considered for inclusion as part of mixed use development of the City Centre sites?
- What uses would be inappropriate?
- What uses are needed to enable sites to be viable?



Next steps

- Take on board comments
- Draft LCNP and undertake Pre-Submission Consultation
- Review and reflect comments
- Submit final LCNP to Lichfield DC
 - Submission Stage Consultation
- Examination
- Referendum



Thank you

Appendix D: Minutes of Lichfield City Forum Meeting 19 February 2015

LICHFIELD CITY FORUM

Minutes of a Meeting of the Lichfield City Forum held in Wade Street Church Hall, Lichfield
at 7.30 pm on Thursday, 19 February 2015

1)

2) **PRESENT:**

Mr R Lewis (Chairman)	Lichfield Chamber of Trade & Commerce
Mr J Adams	BADRA
Mr D Bostock	BADRA
Mr C Bowden	Navigus
Mr J Brough	Speakers' Corner
Ms L Bushell	Lichfield Civic Society/Monks Walk Group
Mr R Chapman	Civic Society/Friends of Historic Park
Mr O Dove	Lichfield District Council
Mr C Evans	The Tourism Company
PCSO M Griffiths	Lichfield & District Police
Mr A Hefer	Beacon Street Area Residents Association
Mr S Hollingsworth	Lichfield Arts
Cllr I Jackson	Lichfield Rail Promotion Group
Mr P Maxwell	Access Group/Speakers' Corner
PCSO Oropnys	Lichfield & District Police
Mr J Smith	Lib Dems
Mr R Smith	Beacon Street Area Residents Association/Pipe Green Trust
Mr J Thompson	Civic Society/LARA/SESCAB
Cllr Ms C Wood	Councillor Lichfield City North

In Attendance: Mr P Young, Mr C Moulton, Celia Freeman (LCC)

Apologies: Cllr Mrs N Bacon (Lichfield City Council), Cllr J R Brooks (Lichfield Labour Party), Mrs P Brooks (Lichfield Labour Party), Ms C Cooper (Pipe Green Trust), Cllr D Dundas, (Lichfield City Council), Cllr Mrs J Eagland (Staffordshire County Council), J Edwards (Queens Croft School), Revd I Hayter (Churches Together in Lichfield), Mr J Horton (South Lichfield Residents Group), Mrs S Payne (CVS), Cllr D Smedley (Lichfield City Council) and Mr P Underwood (Lichfield Cathedral School)

252 **MINUTES OF MEETING HELD ON 7 OCTOBER 2014**

The minutes of the Meeting held on 7 October 2014 were agreed as a correct record.

253 **MATTERS ARISING**

Richard Lewis informed members that the BID Steering Group business plan was progressing well.

Further to Minute 249 John Adams informed members that Lichfield City Council had agreed to support proposals for improved signage, that the National Cycle Network along Eastern Avenue requires improvements, and that priority boxes are required at junctions for cyclists.

254 LICHFIELD CITY NEIGHBOURHOOD PLAN - WORKSHOP SESSION

Chris Bowden of Navigus introduced a workshop session on the Lichfield City Neighbourhood Plan. He ran through the main issues to be considered by the Plan as follows:

Lichfield Neighbourhood Plan would be based on an economic and employment theme and would run to 2029. The Plan was still at the evidence gathering stage looking at Lichfield City today and the opportunities for the future.

The initial working hypothesis was that Lichfield City had a highly qualified working population, of which a very large percentage left every morning to work outside the City. So could the City provide more high-value employment opportunities for people to work locally? This could include developing opportunities for small and medium-sized businesses. The Plan would need to examine to what extent this aim was reasonable and achievable.

The city centre was a major asset and more value could potentially be extracted from high-end retail, tourism and other city centre activities, especially the arts. The Plan would need to look at how the major Friarsgate redevelopment proposal would fit into those objectives.

There were few site opportunities for new employment in the city-centre, but the potential of the Bird Street Car Park needed to be considered (there had been an earlier development brief by the District Council for this site) and also developing linkages with the University. The Cricket Lane site to the south of the city which had just been included in the Local Plan for 12 hectares of employment also provided an opportunity as a focus for high-value employment such as 'incubator' units exploiting the universities linkage.

As the Plan progressed it would need to continue to engage with key stakeholders on the emerging strategies. It would need to build and test the evidence base and draw up and consult on options. This would lead to Plan policies, site options, and a strategy/action plan.

There then followed a general discussion on the issues raised, during which members brought up a variety of points including:

- a) Use of the former GKN site adjacent to Trent Valley Station
- b) The units in North Lichfield are being developed, but members were not sure what type of employment they would provide
- c) Popularity of starter units on University site, with several tenants then moving to other premises in Lichfield
- d) The need to create employment opportunities for young people - this could involve asking sixth-form students for their opinions and ideas.
- e) The need to exploit Lichfield's excellent rail and road links - eg. M6 Toll, WCML

- f) That there was more likelihood of small businesses and self-employed businesses being established in the City than larger businesses
- g) That space for art/craft exhibitions was important for promoting additional tourism
- h) That there was an abundance of food and drink outlets, which were also providing venues for local bands/musicians
- i) Greater partnership between Lichfield Festival and Lichfield Arts.

255 LICHFIELD RAIL PROMOTION GROUP

Ian Jackson asked members to look at the Lichfield Rail Promotion Group website and to support the petition to re-open the line from Lichfield to Burton for passenger trains.

256 UPDATE FROM LAST MEETING

Peter Young updated members on the following matters from the previous meeting:

- a) Staffordshire County Council was intending to carry out remedial works to the paving on the roads around the Market Square starting in January 2016. The City Council would be repaving the Market Square itself this year, and a 'trial' area of paving would commence shortly, with the remainder of the work being carried out in 2 parts to enable to markets to continue with minimal disruption.
- b) The bollard outside the Gatehouse had been repaired
- c) The District Council had received positive encouragement from the Heritage Lottery Fund with regards to improvements to Stowe Pool, and the Council was currently in the early stages of preparing a bid for funding.

257 ANY OTHER BUSINESS

André Hefer brought to members' attention a consultation on the Staffordshire Archive Service for which the closing date was 25 February. He encouraged anyone concerned at the suggested proposals to complete and submit the questionnaire.

It was agreed that the link to the Consultation be emailed out to all on the City Forum mailing list.

258 DATE / VENUE FOR NEXT MEETING

Tuesday, 16 June 2015 at Wade Street Church Hall at 7.30pm.

THERE BEING NO FURTHER BUSINESS THE CHAIRMAN DECLARED THE MEETING CLOSED AT 8.55PM

Appendix E: Feedback Gathered Following Consultation Event 27 November 2015 & List of Attendees

Policy: managed workspace. The provision of managed employment space will be strongly supported, either as standalone developments or as part of a mixed use development. Such developments should seek to provide space that is attractive for occupation by business start-ups'

- Proximity to DMS Whittington is a selling point for start ups
- The space provided must be flexible
- There is a Conservation Area in Lichfield – care needs to be taken in regard to developing commercial properties – they need to 'fit in' but also to be equally aware of the danger that such developments will not be viable and be replaced with residential flats or similar.
- Should there be a statement of intent supporting appropriate commercial development – such a statement could act as a conduit for interested parties (Lichfield CC, Lichfield District Council, Local Enterprise Partnership etc.)
- Car parking and traffic management are issues that need to be addressed. Reports of a lack of available parking/commuters parking on residential streets and associated dangers to motorists and pedestrians.
- The concern about out-commuting could be misplaced – people move to Lichfield as they *can* commute to other areas by virtue of Lichfield's good transport links.
- Measures must be in place to avoid blockages in available space where businesses do not want to go out on their own.

Policy: Cricket Lane:

'Employment development of the Cricket Lane SDA, as required by Policy Lichfield 6 of the Lichfield District Local Plan, must incorporate at least two hectares of Class B1 office space'

- Cricket Lane seen as enormous potential for employment development, particularly once the Wall Island provision is fully utilised
- More warehouses not desirable – Fradley and Burton have several and as the gateway to Lichfield, such developments would be unsightly and inappropriate
- Take the lead from the offices just off the A38 in Branston (Punch Taverns and several accountancy firms are based there). Anecdotal evidence that many employees are Lichfield based.
- St Modwen were not against office provision but were adamant that demand will dictate the nature of the commercial development that finally occupies the site – there was still a growing trend in B2 demand
- Conditions need to be created to attract the kind of office space that we want – working with the developer, LEP etc
- Concern as to wider access to the site – could a route from Trent Valley station be incorporated/encouraged?
- A general concern from the floor that developers will take the easy and cheapest way forward – warehouses built on the cheap with little or no infrastructure investment
- General concern as to the 'open' nature of the text within the Local Plan regarding the site and the fact that it does not preclude the possibility of warehouses on the site. Also concern

that a perceived lack of demand or lack of facilities will be used by developers to overrule the wishes of the Plan. Example of Darwin Park estate – 600 homes became 1200. The same could happen at Cricket Lane if the commercial space cannot be sold. This leaves a somewhat stark choice between more houses or more warehouses.

- Transportation links are key – not just for distribution, but also for employees getting to the site
- Lichfield Cathedral School go out of Lichfield for many sporting facilities as they are not available locally. There needs to be more recreational facilities for schoolchildren, employers and employees to make Lichfield a better place to be. There is no cohesion between the facilities that there are – recreation and leisure should not be overlooked, even when the theme is ‘economic’
- Summary – modern designs welcomed, but warehouses not seen as appropriate. Good pedestrian transport links required.
- Creative industries have a role to play in Cricket Lane it could be a culture hub with the flexibility to attract online, visual or manufacturing artists. Salford cited as an example of this.

Policy Retail: ‘In the City Centre but outside the Primary Retail Area, the conversion of adjoining A-class units to become a single, larger A-class unit will only be permitted if it can be demonstrated that:

the A-class units in question have both been vacant for at least 6 months; and

both A-class units in question have no potential for reoccupation as demonstrated through the results of a marketing campaign lasting for a continuous period of at least six months’

- DTC’s comment: the addition of the word ‘appropriate’ in the sentence *through the results of an **appropriate** marketing campaign*. This would ensure that any marketing is properly conducted and is not merely a nod towards compliance with the NP.
- The Prince of Wales pub in Bore St is both prominent and derelict – this should be a focus, as should Davidson House <http://www.britishlistedbuildings.co.uk/en-382802-davidson-house-and-attached-railings-lic#.VlwiODjZ-70>
- A general concern that people will always be attracted to the new, modern buildings, conversions of elderly properties difficult and expensive, and the results often harder to let to businesses due to location/facilities
- Lots of listed buildings in the City so combining two premises could be difficult even without this policy
- However, we need to avoid being too prescriptive – City and town centres are changing – rise in ‘café culture’ etc

Policy: Tourism & Culture Development proposals that create additional local jobs in the tourism or cultural industries sector will be strongly supported’

- The George Hotel reports that while occupancy is good, neither they nor the Premier Inn are fully booked every night. Further analysis required on the appropriateness of additional hotels
- Lack of coach parking facilities but acknowledgement that such facilities take up considerable space and do not attract the overnight visitor.
- The Hotel in Beacon Street opposite Cathedral Close been closed for some time and is due to be converted into flats.

Policy: Lichfield Cathedral: Proposals to improve linkages between Lichfield Cathedral and Lichfield City Centre will be strongly supported.

Views of Lichfield Cathedral from Lichfield City Centre should be retained and incorporated into any development which could otherwise impact on these views'

- A view that existing access to the Cathedral is fine, but a willingness to accept that such links can be improved
- Acknowledgement that there is no obvious way in to the City Centre from the train station. A clear line to the cathedral via the various City centre sites would encourage people to visit and to explore the City.
- Possibly utilise artist designed signposting as has occurred in Winchester, seemingly to great effect.

Policy: Primary Walking Routes A network of primary walking routes is to be identified and protected. New development will be expected to contribute towards their enhancement and should not have a detrimental impact on them, particularly through the creation of significant additional vehicle movements'

- As per completed maps from exercises

Policy: City Centre Sites Redevelopment sites within Lichfield City Centre, including Bird Street Car Park and the Quonians site, will be expected to deliver a mix of uses that include the following:

Managed B1-class workspace

B1-class office

A-class retail that complements the existing offer in the City Centre

Any development that does not provide for these uses as part of a mixed use development will be required to demonstrate, through a viability assessment, that inclusion of such uses would render a scheme unviable'

- Bird St is a popular car park and redevelopment that precludes at least some car parking facilities should not be discounted.
- There must also be improvements to access for pedestrians
- Agreement that development should not hinder views of the Cathedral

List of Attendees:

Name	Representing
Angela Burns	George Hotel
David Leytham	LDC/LCC
Bob Awty	LCC
John Adams	
Janet Eagland	SCC
Richard Lewis	Chamber of Trade
Roger Chapman	
Gerard Wilcox	
Ian Romano	St Modwen
Caroline Kerr	St Mary's
Mrs Sue Hannom	Lichfield Cathedral School
Mr Andrew Harrison	Lichfield Cathedral School
Cllr Bernard Cocksey	LCC
Sandra Cooper	CAB
Peter Hubbard	BASRA
Jennifer Mears	Lichfield Festival
Richard Hodson	Persimmon
John Horton + 2 Guests	
Bob Smith + 2 Guests	Beacon St Residents Association
Karen Foster	Lichfield Garrick
Robin Taylor	
Vanessa Morgan	LDC
Paul Ray	LDC/LCC
Terry Finn	Staffs County Council

Appendix F: Letter to Statutory Consultees

Lichfield City Council

City Council Offices, Donegal House, Bore Street, Lichfield, WS13 6LU

Town Clerk: Christopher Moulton



Switchboard: (01543) 250011
Fax: (01543) 258441
Email: Tony.briggs@lichfield.gov.uk

15 July 2016

Dear

LICHFIELD CITY NEIGHBOURHOOD PLAN – PRE-SUBMISSION CONSULTATION (REGULATION 14)

As part of the requirements of the Localism Act 2011 and Regulation 14 of the Neighbourhood Planning (General) Regulations 2015 (as amended), Lichfield City Council is undertaking Pre-Submission Consultation on the Lichfield City Draft Neighbourhood Plan. As a body we are required to consult, we are hereby seeking your views on the Draft Neighbourhood Plan. The plan can be viewed here http://www.lichfield.gov.uk/Neighbourhood_Plan_1085.aspx

A hard copy can be provided on request, or viewed at our offices at Donegal House, Bore St, Lichfield WS13 6LU or at Lichfield Library, The Friary, Lichfield WS13 6QG.

The Pre-Submission Consultation runs for a period of eight weeks. The closing date for representations is 9 September 2016 at 17.00. Representations can either be emailed to deputyclerk@lichfield.gov.uk or sent by post to:

Lichfield City Council
Neighbourhood Plan
Donegal House
Bore St
Lichfield
WS13 6LU

Yours Sincerely

Tony Briggs
Deputy Town Clerk

Appendix G: Summary of Comments and Responses to Pre-Submission Consultation

In total 21 separate responses were received to the pre-submission consultation. This includes 10 statutory response and 11 non-statutory responses.

Consultee	Feedback Summary	Response/Substantive Changes to Plan
Ms B Mears Breeze	Concern regarding pedestrian/cycle areas and conflict at the junction of St John's St and A157; suggestions for extension of cycling routes into Boley park from the City Centre and increased bike storage facilities; provision of services on the proposed Cricket lane development	Welcomed by the Committee as this response provided valuable information that can be used to direct funding once the Plan is adopted. No change in wording was felt to be necessary.
Environment Agency	No objection	No action
Mr T Galloway	Park and Ride may be a viable solution to the high traffic volumes in the City; consideration of improved cycle routes to Streethay.	The Committee considered Lichfield's strategic location resulting in people travelling to the City from various directions made Park & Ride impractical to implement
Lichfield DC - Planning	No objection	No action
Sport England	No objection	No action
Highways England	No objection	No action
Michael Fabricant MP	Endorsed draft Plan and assured assistance with publicising the consultation	The positive comments were noted and welcomed by the Committee
Mr A Smith	Greater emphasis on coach parking to encourage more visitors to the City	The general support for the Plan was welcomed and it was agreed that greater reference be made in the 'Movement' section to confirm support for appropriate and accessible coach parking.
Councillor P Ray	The need to ensure the existing retail area maintains and enhances its attraction following the completion of the Friarsgate development.; and achieving this goal through improved signage, promotion of cultural events etc; and by lobbying as appropriate for incentives to achieve these goals	The support for the Plan was welcomed and the Committee felt the points raised were valid and would be revisited throughout the Plan period, but no change to the text of the Plan was deemed necessary
Coal Authority	No objection	No action
Historic England	Welcomed the Plan and its contents.	The response was welcomed, particularly as it highlighted the efforts made within the Plan to protect the historic environment of the City

Councillor R Awty	Promotion of non-vehicular means of transportation; promotion of pedestrianisation; ensuring the City remains a coherent whole following the development of Friarsgate.	The Committee agreed that greater reference needed to be made to the Cathedral in the Vision for Lichfield City section. Amended text was agreed and inserted
Staffordshire County Council	Reference to subsidised rent; concerns regarding phrasing of Policy 1, Policy 2 and Policy 4; numerous comments suggesting minor improvements to texts and references.	It was agreed that the highlighted policies would be reworded to avoid potential misunderstanding
Lichfield Civic Society	Lack of reference to Eastern Avenue & Trent Valley employment; concern as to lack of emphasis on retaining the City's historic character; questioned appropriateness of movement routes listed in fig 5.1; emphasising any future use of Bird St car park must not destroy the heritage asset of the location and that city centre car parking should not be lost	The response was welcomed and commended for its detail. A seventh objective was added on p11 of the Plan in respect of maintaining and enhancing the City's medieval character; para 8.7 of the draft Plan makes clear that in the event of Bird St car park being redeveloped, alternative parking needs to be provided.
Lichfield District Council	A number of points raised for clarification and consideration for change. Substantive issues raised were: <ul style="list-style-type: none"> • Concern regarding the phrasing of Policy 1 and its compatibility with prevailing legislation • Potential confusion when discussing 'Inner & 'Outer' retail areas as they differ from LDC's adopted 'Primary' & 'Secondary' retail areas • Greater clarity required in mapping – particularly the addition of sites referred to within the Plan to the proposals maps. 	A number of minor changes were made to the Plan as a result of this response, mostly concerning the correct naming of the various strategies and plans referenced and providing greater clarity to some of the text within the Draft Plan. The substantive changes made as a result of this response are: <ul style="list-style-type: none"> • Rewording of Policy 1 and supporting paragraphs (4.13, 4.14, 4.19 and 4.20) in order to make it consistent with prevailing legislation such as the National Planning Policy Framework • Removal of reference to 'inner' & 'outer' retail areas, instead considering the retail area as one whole in order to avoid confusion with LDC's 'Primary' and 'Secondary' retail area designations • All sites referred to within the Plan included on the proposals map to provide greater clarity
South Lichfield Residents Group	Need for dedicated cycle routes and secure cycle parking; concern over potential loss of Bird St car Park	Paragraph 8.7 makes it clear that alternative parking needs to be provided
Natural England	No objection	No action
Ms Lorna Bushell	The City must look 'cared for' with regular maintenance, requiring partnership working across	The carefully considered response was welcomed and it was agreed that the City Council's Neighbourhood Plan consultants investigate options for strengthening

	many disciplines; promotion of the arts; temporary exhibitions; cultural activities; promotion of reuse of empty buildings and good maintenance of existing historic buildings to maintain and enhance the appeal of the City	the visual gateway from Trent Valley station that can be taken forward over the plan period as appropriate.
Walsall M B Council	Concern regarding wording of Policy 1 and lack of clarity regarding the principle of the 'sequential test' in Policy 1	It was agreed that an additional point be inserted in Policy 1 to confirm the 'Sequential Test' approach would be applied. The wider issue of Policy 1 wording has been addressed elsewhere.
Mr M Bowers	Concern regarding specifics of Cricket Lane development; comments regarding highlighted cycle routes; lack of clarity regarding 'sequential test'	While discussed at length, it was agreed that no changes to the text of the Plan would be made as the substantive comments have been addressed elsewhere
St Modwen/Persimmon	Objection to para 2.7 – specific reference to Cricket Lane SDA enabling economic activities at Defence Medical Services Whittington should be removed; Objection following para 2.8 - Lichfield South (Wall Island) should be recognised as a location that will provide new employment, but is outside the Neighbourhood Development Area; Objection following para 2.9 - The Vision should be clear that Cricket Lane SDA may provide an opportunity for delivering some offices either alone or as part of/integral to other uses (i.e. office component of a B2/B8 unit), however, delivery will be dependent on market forces including locational demand and the competition of other sites in the locality. Objection to wording and existence of Policy 1 as it does not conform to accepted strategies and legal framework	<p>Objection following para 2.7 – the Vision does not specifically state that medical companies linked to DMSW would be located on Cricket Lane.</p> <p>Objection following para 2.8 – whilst DMSW is located outside the NP area, they would be a driver for growth within it. As such, this is different to Wall Island and its office offer.</p> <p>Objection following para 2.9 – The Vision is just that - a vision - and needs to be aspirational. The recommendation is more relevant when drafting policy text which is different.</p> <p>The comments made regarding Policy 1 and its supporting statements were largely in line with those previously considered as part of the LDC response. The rewording of Policy 1 addresses the concerns highlighted.</p>