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with

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Lichfield City Council

Lichfield City Neighbourhood Plan




Scoping Report

February 2015

CONTENTS

1 INTRODUCTION

1.1 This is the Scoping Report to inform the preparation of the Lichfield City Neighbourhood Plan (LCNP). Following preliminary engagement with the community and the emerging Lichfield District Local Plan, it was decided by Lichfield City Council (LCC) that the LCNP would focus on economic and employment matters.

1.2 This Scoping Report seeks to understand and crystallise the approach that the LCNP needs to take in order to address economic and employment matters and effect genuine economic change over the plan period to 2029. In order to do this, it is necessary to better understand the economy today in Lichfield City and the drivers behind how the economy has been shaped in the way that it has. It is also then necessary to see possible future change within the wider district framework to be delivered by the Local Plan. This will enable us to consider the possible ways forward and to firstly shape a realistic, deliverable vision of what the City will look like in 2029 and the possible ways it will achieve that. If ultimately this deviates slightly from the general direction of the Local Plan in terms of the detail, then that need not be seen as a problem, provided it is underpinned by a credible evidence base.

1.3 Our understanding is that the 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. The view of LCC is that one of the ways of achieving this objective is by having a strategy that will foster higher-value employment opportunities in the City and encourage medium-sized companies to locate headquarters in Lichfield. We therefore start with this working hypothesis but seek to expand on it to address other matters that we consider are likely to be important in shaping a comprehensive and coherent Neighbourhood Plan.

2 POLICY REVIEW

2.1 The LCNP needs to be in general conformity with the strategic policies of the Lichfield District Local Plan. LCC is well aware of the context surrounding the evolution of the Local Plan so we do not repeat that here. What is important however is that the implications of the policies are understood, particularly the Main Modifications made in light of the inspector's preliminary findings on the original 2012 Local Plan document.

Strategic priorities

2.2 There are four strategic priorities in the Local Plan under the theme of Economic Development and Enterprise:

Strategic Priority 7	To promote economic prosperity by supporting measures that enable the local economy to adapt to changing economic circumstances and to make the most of newly arising economic opportunities.
Strategic Priority 8	To ensure that employment opportunities within the District are created through the development of new enterprise and the support and diversification of existing businesses, to meet the identified needs of local people.
Strategic Priority 9	To create a prestigious strategic city centre serving Lichfield City and beyond, an enlarged town centre at Burntwood and a vibrant network of district and local centres that stimulate economic activity, enhance the public realm and provide residents' needs at accessible locations.
Strategic Priority 10	To increase the attraction of Lichfield District as a tourist destination through supporting and promoting the growth of existing tourist facilities, the provision of a greater variety of accommodation, the development of new attractions appropriate in scale and character to their locations and the enhancement of existing attractions.

2.3 This recognises that the Lichfield economy does not have a particular sectoral strength which should be protected because it would represent the cornerstone of the District's future. Nor is there a clear idea of what sectors it wants to focus its growth strategy on. It simply wants to "make the most of newly arising economic opportunities" whilst developing new enterprise and supporting the diversification of existing businesses". In short, all reasonably standard aspirations that could apply to almost anywhere.

2.4 It does recognise the role of Lichfield City as a tourist destination and rightly focuses on the fact that this needs to be supported. However, what is envisaged by way of 'new attractions' is not clear. What brings tourists to the City cannot be expanded, i.e. you cannot build another Cathedral or a second Samuel Johnson Birthplace Museum. We consider issues pertaining to tourism later in the Scoping Report.

Employment growth

2.5 Core Policy 7 provides for between 7,310 and 9,000 jobs in the district over the plan period. It ties this to the job balance ratio, with the intention to increase the current ratio of jobs to economically active residents by 1.7% to 85%. In order to achieve this, it says that the employment target should be closer to the 9,000-job figure even though the Employment Land Review (ELR) 2012 forecast job growth at 7,130, i.e. at the very lowest end of the range. So the policy is highly aspirational.

2.6 The employment target range in Core Policy 7 has stayed the same between the 2012 Proposed Submission Local Plan and the 2014 Main Modifications version. Whilst the 12 hectares of employment land allocated at the Cricket Lane Strategic Development Area (SDA) is new, this offset the loss of an equivalent quantum of employment land at the Fradley SDA. This clearly suggests that the aspiration of raising job creation numbers from just above 7,000 to 9,000 jobs requires the SDA site.

2.7 Based on the plot ratios, net:gross ratios and employment densities in the 2014 ELR, if the whole of the 12 hectares of employment land was developed for office space, it could accommodate approximately 1,950 jobs. However, this is highly unlikely and job creation figures, if the SDA employment was filled, would probably be nearer to 1,000 jobs. Therefore even the aspirational target would be difficult to achieve.

2.8 Paragraph 9.10 of the Local Plan starts to focus on how LDC thinks that the job balance ratio will be improved. It states that the following areas will be those that will lead to "a higher proportion of those in higher earning professional positions living and also working within the District instead of commuting further afield to seek jobs that match their abilities and aspirations":

- Manufacturing supply chains (although it is not clear what this specifically relates to);
- Medical technologies sector (especially related to the development of the Defence Medical Services site at Whittington which is not in Lichfield City);
- Development of a cluster of low carbon technologies (but it does not say exactly what technologies would be capable of forming a cluster in this location);
- Expansion of the care industry related to the ageing population (which is a function of population growth but also reflects the fact that Lichfield City has an above-average proportion of retirees and is a 'honey-pot' retirement destination).

2.9 This sounds rather vague and it is not wholly convincing as to how the job growth 'curve' is going to start moving upwards, or how any upward trend is going to provide the higher quality jobs that will attract more of the existing residents of Lichfield City to work in Lichfield City.

2.10 In the 2012 Proposed Submission Local Plan, the employment strategy was based on:

- implementation of existing commitments
- redevelopment of existing employment sites
- release of poor quality employment sites from the employment land portfolio

2.11 The Cricket Lane SDA is therefore the only new employment site which has been added in the 2014 version to what is effectively a 'churn and spruce up' of the existing portfolio of land and buildings. It would appear that a significant level of the LDC economic hopes rest on the SDA site, despite the fact that it was not allocated in the 2012 Proposed Submission Local Plan.

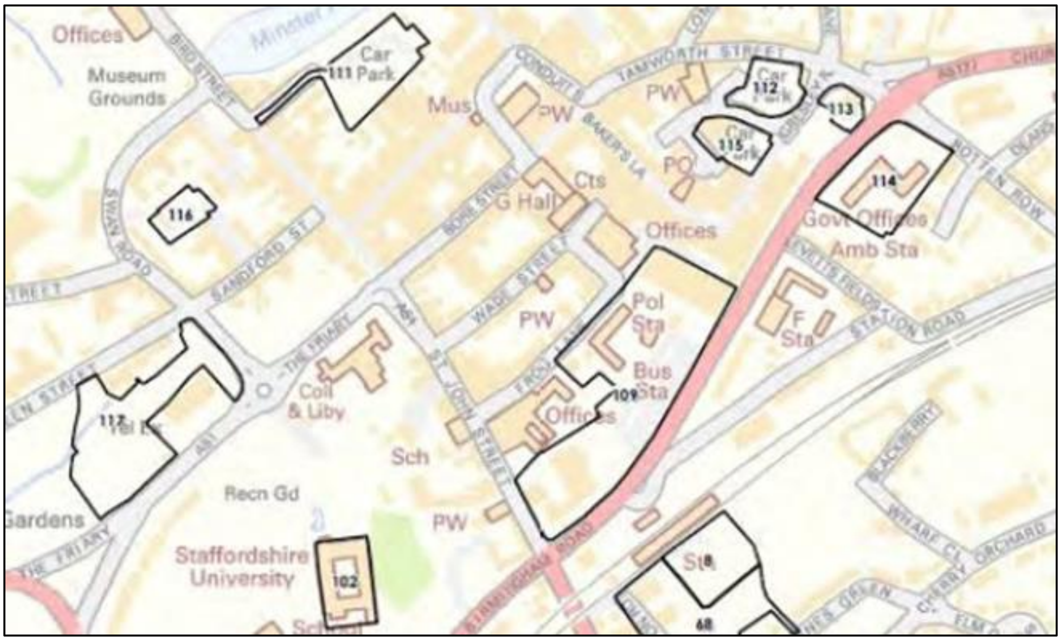
Lichfield City's role

2.12 Related to this is the fact that the 2014 Main Modifications Local Plan still identifies Lichfield City as the major growth location for offices in the district. A gross floorspace target of 30,000m² is set in the Local Plan for Lichfield City. At the employment densities for office space advocated in the ELR, this could create 2,000 jobs. To place in context the challenge of delivering this quantum of office floorspace, the total stock of office space in the whole of the district is 84,000m², so this would represent a 36% increase just within the City boundaries.

2.13 One of the big issues in this regard is sites. The 2012 ELR assessed the potential of sites within the City Centre – Figure 2.1 shows these. Sites 8 and 68 – City Wharf – are now no longer available as they are to be brought forward for residential development. Excluding site 102 – Lichfield Business Village – which is already built and occupied, the remaining sites are considered to have potential to accommodate approximately 11,150m² of office space. This is clearly well short of the 30,000m² target.

2.14 This assessment does not look at all possible sites. For example, the former KwikSave/Cinema building on Tamworth Street could have significant potential to deliver employment uses, although this is presently subject to a planning application for a mix of retail and residential uses. Equally, it makes certain assumptions on the potential of sites based on the LDC strategy for City Centre redevelopment. In particular site 109, which is the bus station site, is only expected to provide 650m² of office floorspace because the bulk of the site is intended to be used for an extension to the shopping provision in the City Centre. However, this is a 2.12 hectare site so could clearly provide significantly more office space.

Figure 2.1: Sites assessed in the 2012 Employment Land Review



Source: GVA (2012) *Lichfield Employment Land Review*

2.15 Policy Lichfield 3 does recognise this, encouraging office development within the City Centre but recognising that there is limited capacity due to its historic core. Yet the same policy still makes direct reference to delivering 30,000m² of floorspace within the City as a whole. This clearly places a lot of expectation on sites away from the historic core of the City Centre to deliver office growth. The policy specifically makes reference to the focus being in the following locations:

- Burton Old Road/Streethay area, close to existing employment sites
- Land around Trent Valley Station, incorporating the former GKN factory
- Within smaller estates in the south of the City
- Within the Cricket Lane SDA

2.16 Burton Old Road is on the edge of the City. The main site is the land north of Britannia Way which is outside the Neighbourhood Plan area but can only be accessed from within the City boundary. Clearly there is reliance on the developers, Stoford Developments, bringing forward the commercial scheme that they have planning permission for. At this time, it appears that there is a clear commitment to bring forward this scheme, with the existing road bridge over the West Coast Mainline railway line having been removed over Christmas 2014. Equally, the payment of £4million by the Stoke-on-Trent and Staffordshire LEP to bring the new, upgraded road bridge forward demonstrates a significant degree of confidence that the site will be able to attract commercial tenants. This is a 10-hectare site and Stoford Developments has stated that it will be capable of accommodating around 1,100 new jobs. This is certainly an ambitious target. We will be engaging with Stoford Developments to explore this in more depth with them and in particular, their views on the likely quantum of office floorspace that they would be looking to bring forward on what is a site with consent for a mix of B-class commercial uses. Certainly what was proposed as part of the original 2008 consented scheme showed a very small proportion of the site for office uses.

2.17 Trent Valley Station is in the same area so it is not clear how this, as an identified location, is going to add greatly to the office stock on top of the land north of Britannia Way. In this context, the September 2014 appeal decision on the employment site at Eastern Avenue is instructive. This stated that there were 21 currently available employment units within the City. This is a significant amount but would marketing them for office uses make it more likely that they would be taken up? At present, the evidence is a resounding 'no' but we will confirm this in our interviews with local commercial agents.

2.18 The smaller estates in the south of the City may have some potential, based largely on the good transport links. However, unless they are developed for high quality offices then it is unlikely that they are going to attract significant numbers of office-based businesses. Whilst certain 'local' office functions may be happy to be located on an employment site that provide for a range of users, including light industrial uses, most regional or national-scale businesses would prefer to locate in a more prestigious 'office-only' location.

2.19 If we are to attract the medium-sized headquarters then we need to focus on the high quality offer. The SDA could provide potential for this but the flagship rival operating at present and with consent for a significant further quantum of floorspace is the Lichfield South development at Wall Island. This has planning permission for 1.25 hectares of grade-A office space which the developers state will accommodate 1,500 high profile jobs and generate £100million for the local economy per annum. Whilst this would suggest that there is demand for high quality office space, the danger is that the Lichfield South development could accommodate all of this demand, leaving little additional demand apart from in the very long term. We will investigate this further in discussions with local commercial agents.

2.20 It is clear therefore that the main focus for higher quality employment growth is the Cricket Lane SDA. The submissions by the promoters to the Local Plan Examination in Public state that "this site would be very attractive to the market given its strategic gateway location". However, it goes on to state that "the majority of demand would come from smaller scale B8 [warehousing] occupiers with some demand from ancillary B1c/B2 [light industrial/industrial] end users". This will serve to reduce the overall employment outputs from the SDA. If, for example, 75% of the site was used for B8 warehousing (as per the assumption made by the site promoters in their submission), along with 10% for light industrial and 15% for industrial, then this would serve to only deliver approximately 800 jobs. If the SDA is one of the primary locations to deliver the employment strategy, then a contribution of just 800 jobs to an aspiration to deliver 9,000 jobs would be a low yield.

2.21 What is absent from these assumptions by the SDA promoters is any suggestion of office space. So one important action for the LCNP is to ascertain whether there is any potential for high quality office space on the SDA because this represents the best prospect for securing the headquarters that LCC is looking for.

2.22 Paragraph 13.14 of the 2014 Main Modifications Local Plan does require a 'City Centre-first' sequential approach to sites. In other words, only if the City Centre is not able to accommodate new employment development is it possible to look at other locations, including the SDA. Whilst in practice this is unlikely to present a significant hindrance to sites such as the SDA – which is intended to cater for large-scale, strategic needs – from coming forward, it does continue to focus development first on the City Centre, despite its limited number of sites.

2.23 It is clear therefore that the LCNP must provide a strategy that seeks to achieve two things:

- The maximisation of the employment potential of as many City Centre sites as possible; and
- Provide support for a strategy that delivers a credible employment mix on the Cricket Lane SDA, with a particular focus on quality office space.

Retail and services

2.24 Much of the employment that will come in Lichfield City will be as a simple result of the growth in population. By way of an illustration, the high growth scenario in the 2014 ELR forecast growth in jobs of 10,560 over the plan period. Of this figure, nearly 3,100, or 29%, is in sectors that are directly linked to the change in population.

2.25 This should not be forgotten because, whilst not necessarily seen as a top priority by LCC, the value of retail, service and tourism jobs to the local economy is enormous. More bluntly, without them the City dies as a 'destination'. In addition jobs in health, the care sector and education will increase as the population increases.

2.26 Policy Lichfield 3 states that up to 36,000m² (gross) of retail floorspace will be delivered in the City Centre over the plan period. Our initial observations would call into question the potential for such an expansion of the retail offer. This reflects the changing nature of retail and the decline of many centres as retail destinations, coupled with the fact that Lichfield City's retail offer has to complete with the major centres that will continue to thrive, such as Birmingham City Centre, due to the range and choice of their retail offer.

2.27 We are not convinced that 36,000m² of retail floorspace is achievable based on retail trends. If it is not achieved then it will impact on job creation as this quantum of floorspace would be expected to create approximately 1,500 jobs. So the question is what other types of service jobs will help to retain Lichfield as a destination, both for visitors and for its residents that could so easily go to Birmingham for their retail, service and leisure needs? This will be one area of focus of our ongoing work.

Summary

2.28 Our policy review has highlighted some issues moving forward, particularly in respect of the Local Plan strategy:

- It is not clear which growth sectors can be attracted to Lichfield City;
- There is a lack of understanding of the strengths of Lichfield City in relation to its competitors;
- It is unclear how the additional office floorspace proposed in the Local Plan will be created outside of the Cricket Lane SDA.
- Lichfield City is expected to support a highly ambitious retail expansion role when the current retail offer in the City Centre is just about surviving.

2.29 In short, we are unclear as to how the Local Plan economic strategy will be realised over the plan period. It is important therefore that the LCNP, whilst ensuring that it is general conformity with the strategic policies of the Local Plan, brings together a realistic strategy for economic and employment growth within the context of wanting more of its economically active population to work within the City rather than out-commuting.

2.30 The theory that providing employment land or floorspace will mean jobs will be created simply does not hold.

2.31 Going forward the strategy needs to focus on a more in-depth understanding of what it is that works well for 'Lichfield City' already, then looking to strengthen this role. Focusing the Neighbourhood Plan on this will be where it can add the greatest value. In this respect, the LDC/Lichfield District Strategic Partnership 'Plan for Lichfield District 2012-2016', which summarises some recent achievements, highlights the breadth of actions that the LCNP needs to address:

- Lichfield was reviewed as a 'Great British Weekend' in The Times national newspaper. **Message: marketing is key**.
- Brought the 'Staffordshire Hoard on Tour' to Lichfield Cathedral. The exhibition gave a huge boost to the local economy, with an estimated £300,000 spent by visitors. **Message: tourism is key**.
- We approved plans for the redevelopment of Friary Outer that will bring a new hotel, improved parking and city centre accommodation to this prime location. **Message: the City Centre does need to adapt in order to compete**.

3 LICHFIELD CITY ECONOMIC CONTEXT

3.1 This section draws on existing published data to provide some headline statistics about the local economy which will help to inform where the focus for this Neighbourhood Plan may best assist in adding value to other activities.

Table 3.1: Economically active Lichfield district residents (2014)

Type of Employment	Lichfield (Number of Employees)	Lichfield (%)	West Midlands (%)	Great Britain (%)	Source
Residents (economically active) in employment	48,700	78.7	75.1	77.5	Nomis - Official Labour Market Statistics July 2013 - June 20143
Residents (economically active) unemployed	2,200	4.5	7.5	6.8	
Job Density	**Total Jobs**	**Lichfield (density)**	**West Midlands (density)**	**Great Britain (density)**	**Source**
Job Density (iii)	51,000 Jobs	0.82	0.75	0.78	Nomis - Official Labour Market Statistics 2012
Unemployment					**Source**
Total People claiming Job Seekers Allowance	503	0.8	2.8	2.2	Nomis - Official Labour Market Statistics September 2014

Source: Lichfield Annual Monitoring Report 2014

3.2 Table 3.1 above shows Lichfield residents in employment and unemployment. This shows that Lichfield district performs better than the West Midlands and Great Britain in terms of residents in employment and this is also reflected in the 'residents unemployed' percentage, which is considerably lower than the West Midlands.

3.3 Table 3.2 overleaf supports the underlying view that the resident workforce are generally employed in higher skilled jobs as managers, professionals and skilled occupations, whilst a lower proportion are in sectors such as 'caring' (social care), leisure and other service occupations.

Table 3.2: Employment by occupation (2011)

Occupation	Lichfield	West Midlands	England
Managers, Directors and Senior Officials	6,852 (14%)	255,592 (10.1%)	2,734,900 (10.9%)
Professional Occupations	9,043 (18.4%)	401,102 (15.8%)	4,400,375 (17.5%)
Associate Professional and Technical Occupations	6,158 (12.6%)	282,595 (11.1%)	3,219,067 (12.8%)
Administrative and Secretarial Occupations	5,720 (11.2%)	289,595 (11.4%)	2,883,230 (11.5%)
Skilled Trade Occupations	5,756 (11.7%)	309,088 (12.2%)	2,858,680 (11.4%)
Caring, Leisure and Other Service Occupations	3,804 (7.8%)	241,235 (9.5%)	2,348,650 (9.3%)
Sales and Customer Service Occupations	3,479 (7.1%)	216,918 (8.6%)	2,117,477 (8.4%)
Process, Plant and Machine Operatives	3,227 (6.6%)	223,017 (8.8%)	1,808,024 (7.2%)
Elementary Occupations	4,977 (10.2%)	317,734 (12.5%)	2,792,318 (11.1%)

Source: Lichfield Annual Monitoring Report 2014

3.4 Table 3.3 shows that residents from Lichfield command higher average annual workplace earnings of those that are employed in Lichfield. In fact the average Lichfield income is higher than the Great Britain and West Midlands averages too.

3.5 This supports the view of the Town Council that the higher salaried residents of Lichfield commute out of Lichfield for employment to better paid jobs.

Table 3.3: Average incomes of Lichfield residents

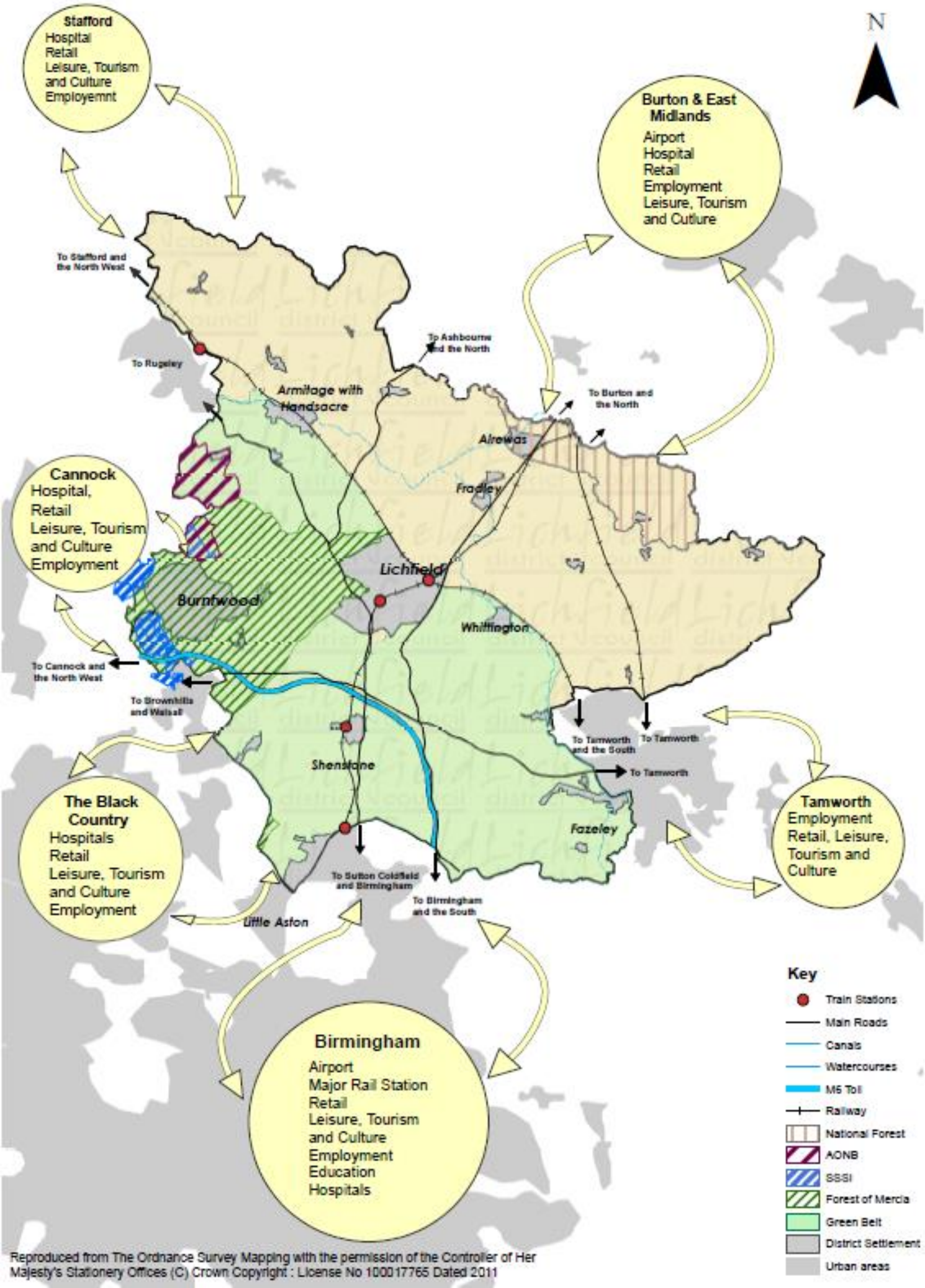
Average Annual Income (gross)	Lichfield	West Midlands	Great Britain	Source
Earnings by residents	£32,016	£25,116	£26,941	Nomis - Official Labour Market Statistics 2013
Earnings by workplace	£23,961	£25,199	£26,925	

Source: Lichfield Annual Monitoring Report 2014

3.6 The spatial geography of Lichfield, being surrounded by major urban settlements such as Birmingham, the Black Country, Cannock and the rail and road links to the wider West Midlands and London supports a commuter style work – live patterns and provides residents with the opportunity to access higher paid jobs from a wide catchment area.

3.7 Figure 3.1 illustrates the considerable independence of Lichfield with its neighbouring areas and also the rail communication links. This inter-dependency should be acknowledge, it shows that there are accessible opportunities for a variety of employment opportunities surrounding Lichfield.

Figure 3.1: Lichfield's spatial geography



Source: Lichfield Annual Monitoring Report 2014

Lichfield's average house prices

3.8 Lichfield has generally more expensive housing as shown in figure 3.5 compared to the wider West Midlands. Commanding higher house values, shows that it is an attractive place to live, and is the preferred choice of residence of those with the higher incomes, suggesting that the housing offer and supporting facilities are working well to attract these residents to Lichfield. These residents will be contributing to the Lichfield economy in terms of Council Tax payments, and provide scope to capture their spend of leisure cultural and other service sector activities within Lichfield.

Table 3.4: House prices in Lichfield compared to the wider West Midlands

	June 2009	June 2010	2011	July 2012	July 2013	Agust 2014
Average Property Price - Lichfield District	£206,114	£257,553	£208,808	£235,515[iv]	£229,833	£243,452
Source	CLG (2009)	CLG (2010)	CLG (2011)	Hometack (2012)	Hometrack (2013)	Hometrack (Sept 2014)
Average Property Price - West Midlands	£158,245	£174,404	£166,993	£180,000	£188,000	£191,000
Source	CLG (2009)	CLG (2010)	CLG (2011)	CLG (2012)	CLG (2013)	CLG (2014)

Source: Lichfield Annual Monitoring Report 2014

What is the job density figure?

3.9 The Office for National Statistics defines job density as the total number of filled jobs in an area divided by the resident population of working age in that area. The total number of jobs is a workplace-based measure of jobs and comprises employees, self-employment jobs, government-supported trainees and HM Forces. So for instance, a jobs density of 1.00 or more means that there is at least one job available in Lichfield for every resident of working age in the area (regardless of skill match or pay). Hence job density is general an indicator of labour demand in an area.

The job density figure for Lichfield has increased

3.10 Table 3.5 has been derived from the Office of National Statistics for this study to assess trends in job density since 2000 to 2012. This shows that the job density figure for Lichfield has been steady within a range of around 0.75 to 0.78; however the jobs density figure for 2012 shows an increase to 0.82. This suggests that a greater number of jobs in the area are being filled by the resident working age population of Lichfield.

Table 3.5: Job density analysis for Lichfield

Year	Jobs density
2000	0.72
2001	0.72
2002	0.78
2003	0.75
2004	0.73
2005	0.72
2006	0.78
2007	0.75
2008	0.78
2009	0.81
2010	0.73
2011	0.75
2012	0.82

Source: NOMIS

3.11 Uncertainty was raised over the comparison of employment figures quoted in the 2013 and 2014 AMR, and so have investigated this further. Table 3.6 below provides a comparison based on data we have extracted directly from Regional Local Labour Market Indicators (L101 by unitary and LA) from NOMIS.

Table 3.6: Comparison of employment figures in Lichfield

Comparison	2013 NOMIS	2014 NOMIS	Difference
Residents economically active in employment = resident **labour supply figure**	(50,800 AMR) 48000 Sept 2013 NOMIS	(48,700 AMR) 47000 Sept 2014 NOMIS	This shows there has been a reduction of the economically active labour supply of 1000 people.
Job density – total number of filled jobs in an area = a measure of **labour demand**	47,000 Sept 2013 0.75 labour density figure	51,000 Sept 2014 0.82 labour density figure	This shows the total number of jobs filled by the resident working age population has increased by 4000 jobs.
Economically active unemployed	2,500	2,200	Unemployment has also fallen by 300 jobs.

Source: Regional Local Labour Market Indicators L101 by unitary and LA – NOMIS September 2013 and September 2014

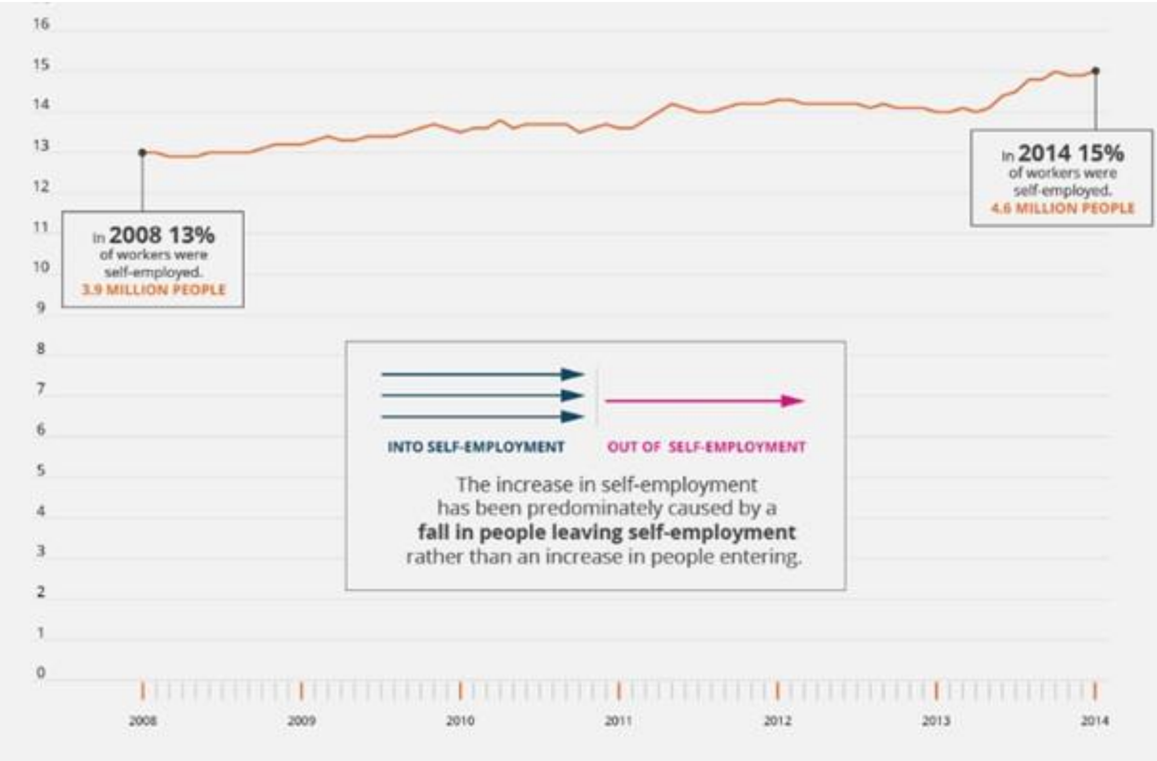
3.12 A possible explanation of this change could be linked to the recession. Often times of recession are accompanied with more individuals setting up as self-employed businesses following redundancies - this may have been happening in Lichfield. To investigate this theory we have investigated the nationally economic dynamics and found the change in Lichfield reflects a national trend. Apparently, between 2008 and 2014, the increase in total employment in the UK has been driven by the increase in self-employment, and we suspect that this is also true in the case of Lichfield.

3.13 The following statements were issued by the Office of National Statistics in August 2014:

- Self-employment in the UK is higher than at any point over past 40 years.
- The rise in total employment since 2008 is predominantly amongst the self-employed.
- The number of over 65's who are self-employed has more than doubled in the past 5 years to reach nearly half a million.
- The number of women in self-employment is increasing at a faster rate than the number of men (although men still dominate self-employment).
- The most common roles are working in construction and taxi driving and in recent years there have been increases in management consultants.
- By 2014, 15% of all workers in the UK were self-employed – see figure 3.8 which show's that the main reason for this is due to a fall in the number of people leaving self-employment in recent years.

3.14 The above provides some UK wide insight into the type of characteristics that might reflect of the self-employed residents in Lichfield and will inform the Neighbourhood Plan.

Figure 3.2: Percentage of workers in self-employment in UK



The West Midlands has seen an increase in self- employment

3.15 Table 3.7 below shows that the West Midland's too experienced an increase in the proportion of people in self-employment from 288,000 in 2008 to 337,000 in 2013.

Table 3.7: Number and proportion of people in self-employment, January to December 2008 and 2013, by region

Region	2008		2013		Change from 2008 to 2013	
	Thousands	*Per Cent*	*Thousands*	*Per Cent*	*Thousands*	*Percentage points*
North East	112	9.6	125	10.8	13	1.1
North West	363	11.6	426	13.5	62	1.9
Yorkshire & Humberside	290	11.9	312	12.5	22	0.7
East Midlands	239	11.1	258	12.1	19	1.0
West Midlands	288	11.8	337	13.7	49	1.9
East of England	395	14.1	442	15.0	47	0.9
London	571	15.3	679	17.3	108	2.0
South East	577	13.8	676	15.8	98	2.0
South West	383	15.1	424	16.6	41	1.5
Wales	174	13.2	192	14.1	17	1.0
Scotland	268	10.6	286	11.5	17	0.9

ONS, Annual Population Survey

[1] Self-employed in main job
[2] Self-employed aged 16 and over
[3] Data are for January to December in each year

3.16 Table 3.8 from the 2014 AMR shows that Lichfield continues to rank in the index of multiple deprivations, however, the ranking for income and average scores have fallen in 2010. More recent data is awaited.

Table 3.8: Index of multiple deprivation

	Indicies of Multiple Deprivation (IMD)			Source (for 2007 data)
	IDM 2004	IDM 2007	IDM 2010	
Rank of Average Score	259	258	237	Index of Multiple Deprivation 2010 - ODPM
Rank of Income	258	258	243	
Rank of Employment Scale	223	237	231	

Source: Lichfield Annual Monitoring Report 2014

Lichfield's visitor economy

3.17 Table 3.9 is an extract from the AMR 2014 which shows that the estimated number of visitors to the District has been increasing to over 5.6m visitors in 2013. We emphasise that this information is based on research by Lichfield District Council's estimates of average tourist spend per visit – this data will need to be understood further to understand where this spend is from and for what sort of activities, but as it stands, this table shows the growing importance of the tourism sector in contributing and thus supporting some of the local businesses, many of which are likely to be in the town centre, connected to the cluster of tourist attractions around the Cathedral, theatre, museums and town centre.

Table 3.9: Visitor economic spend in Lichfield, 2014

Indicators for Tourism(ix)	2010	2011	2012	2013
Total estimated number of tourists in the District	3,677,988	5,030,789	5,001,598	5,654,534
Visitors to the Tourist Information Centre (Lichfield Garrick)	47,490	53,323	53,323	48,736
Average Tourist Spend (per visit)	Estimated at £33	Estimated at £33	Estimated at £33	Estimated at £33
Total income from tourism in the District	£121,373,604	£166,016,037	£165,052,729	186,599,622
Number of hotel spaces granted planning permission (new)	-	0	79	0

Source: Lichfield Annual Monitoring Report 2014

Concluding comments on data assessment

3.18 The above figures (most of which are extracted from the LDC 2014 Annual Monitoring Report) show the following:

i. There is an increase in the number of Lichfield district residents in employment within the District as shown by the job density Table 3.5.
ii. Lichfield district has a highly skilled professional economically active population with a higher percentage representation in the higher order occupations as shown in Table 3.2.
iii. Lichfield district has a very low unemployment rate, with 0.8% of the population claiming Job Seekers Allowance compared to 2.8% for the West Midlands (as shown in Table 3.1).
iv. Average earnings of Lichfield district residents are above the regional and national average (Table 3.3). This does mean that the average resident has a strong disposable income to contribute more to the local economy in the form of Council Tax and spending in local shops, services, restaurants and on cultural activities.
v. The district continues to rank well in the index of multiple deprivation, being one of the least deprived local authorities in the country (Table 3.8).
vi. However, there are underlying structural changes taking place that send a signal relating to the District's rank of income and employment scale – both of which have stagnated or fallen. This is perhaps as a result of the national economic downturn, but does send an important signal of a possible underlying change in the sub-regional economy that could impact on Lichfield.

3.19 The district economy is entwined with the performance of the sub regional economy, in particular Birmingham, the Black Country, Cannock, Stafford, Burton and the East Midlands due to the strengthen of the spatial geographic connections.

Synergy with other economic aspirations for the area

3.20 We have undertaken a quick review of the Tamworth and Lichfield Economic Strategy 2011 prepared by the Tamworth and Lichfield Business Economic Partnership. The purpose of this strategy is to promote a stronger, more resilient local economy through sustainable business development and growth. Given the synergy between this strategy and the Lichfield City Neighbourhood Plan, it is important to ensure that the two complement each other as far as possible.

3.21 Table 3.10 is a SWOT analysis undertaken for the main town centres, which includes Lichfield City Centre.

Table 3.10: SWOT analysis of main centres in Lichfield district

Strengths	Weaknesses
▪ Think Local 4 Business offers a platform to coordinate services ▪ Development of the BEP as the coordinator of the local business voice, particularly via the Business Networks Forum ▪ Business Brief as a means to disseminate information on business support ▪ Clear commitment by public sector to coordinate activities through the BEP ▪ A coordinated shared service across two local authority areas, focusing on Economic Development ▪ Role of the BEP in representing local Business views and needs	▪ Previous regional business support service (Business Link) is disappearing without any replacement local service ▪ Fragmented, dispersed and confusing array of services ▪ No centralised business advisor or facilitation service ▪ Lack of knowledge and understanding of general local business needs and drivers ▪ Lack of knowledge and understanding of specific sector based needs within the local business community ▪ Lack of engagement with local higher education institutions such as universities and colleges, and a consequential poor innovation offer ▪ Lacking physical infrastructure to support businesses, e.g. start up units / centres, appropriate conference centres
Opportunities	**Threats**
▪ To tailor make a local business support service based on local business needs ▪ Ability to further develop www.ThinkLocal4Business.co.uk to become a business support and engagement hub ▪ Development of LEP wide business support programmes ▪ Harnessing of local business expertise to support other local businesses ▪ Potential creation of a Social Enterprise to deliver appropriate Business Support and advice ▪ Coordination role of BEP in identifying and defining local Business Support delivery ▪ Role of the BEP in representing local Business views and needs	▪ Very diverse business population with equally diverse needs ▪ Poor reputation of Business Link brand ▪ Uncertain, irregular and Insufficient funding for Business support activities ▪ Political change leading to a shift in central government policy and approach to Business support ▪ Varied, uncoordinated agencies attempting to access funding to deliver Business Support in varying forms across the Region

Source: Tamworth and Lichfield Economic Strategy 2011

3.22 We pick up on a number of spatial opportunities and threats highlighted above and develop them in the next section. This includes the following:

- Further development of leisure, tourism, heritage offer and the night-time economy;
- Opportunities for mixed use development – housing, retail, office and leisure;
- Delay in physical development schemes due to recession and commercial viability.

4 LICHFIELD CITY'S ASSETS

4.1 The analysis in the previous sections has identified a number of challenges for Lichfield City in contributing towards delivering Lichfield District's Local Plan strategy. What is perhaps shaping this challenge is Lichfield City's past economic performance and the City's portfolio of 'assets' as they are today. It is important that, if the Neighbourhood Plan is to genuinely deliver a strategy of growth, it focuses on the areas where most change can be achieved and utilises its 'spatial planning vehicle' as best it can to achieve this. If the strategy tries to spread itself too thinly by having an action for everything then it will dilute the potential to achieve change. It also needs to avoid duplicating work already being undertaken by other agencies so that it truly adds value.

4.2 The first task needs to be to identify and understand what Lichfield City's assets are. This may sound obvious but it is important because it recognises that the City has perhaps not made the most of its assets in the past. It is not possible to say exactly why at this stage but often such circumstances have arisen because a City has failed to properly understand its assets and specifically to understand the potential for these assets to deliver growth.

4.3 The principal assets that Lichfield City has are as follows:

<table>
<tr><th>Asset</th><th>Theme</th></tr>
<tr><td>Heritage</td><td rowspan="4">Cultural offer of the city centre</td></tr>
<tr><td>Tourism/visitor</td></tr>
<tr><td>Night-time economy/ restaurants</td></tr>
<tr><td>Arts</td></tr>
<tr><td>University campus</td><td rowspan="3">Skills and Sites</td></tr>
<tr><td>Highly skilled, wealthy resident workforce</td></tr>
<tr><td>City centre vacant sites</td></tr>
<tr><td>Railway station and other non-car transportation opportunities</td><td rowspan="2">Access</td></tr>
<tr><td>Car parking and highway network</td></tr>
</table>

4.4 Access is not an issue that, at this stage, we consider will be appropriate for the Neighbourhood plan to focus on directly, although it will be a critical aspect in ensuring that Lichfield City is a strong economy by having a strong sustainable transport plan in place to address the growing car-based congestion and help the economy to be efficient and attractive to local residents.

4.5 There is already a railway station serving Lichfield City Centre (and a second, Lichfield Trent Valley, serving the City more generally) so the focus of the strategy is more on how to maximise these assets. The same applies to car parking although potentially more in terms of rationalising provision and making the most of the land that the car parks currently sit on – this is addressed later in this section when we look at City Centre sites.

4.6 We therefore focus on the themes of a high quality City Centre and skills and sites.

High quality City Centre

4.7 Lichfield City has a strong local heritage, cultural and arts offer, complemented by a wealth of restaurants and drinking establishments serving the night-time economy. These all help to create an attractive city centre environment which can be used to attract viable new developments on vacant sites that help to strengthen demand for these uses and increase the vitality and vibrancy of the city centre economy.

Heritage, tourism and visitor attractions

4.8 Lichfield has a wealth of attractions within very close proximity of the city centre, creating a strong cluster of arts, heritage and tourism attractions, these including the following:

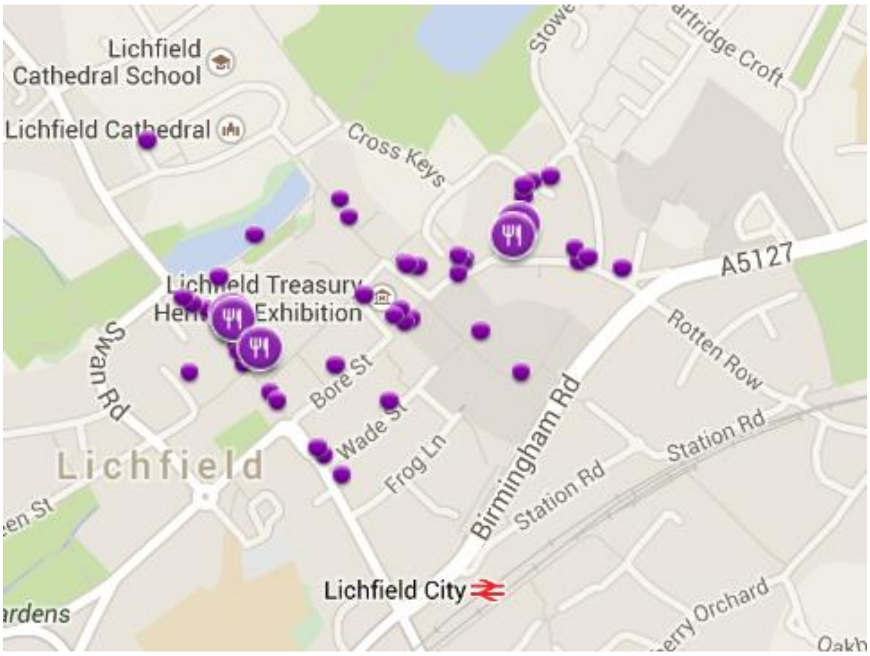
- Lichfield Cathedral is a beautiful landmark building with three distinctive spires. The facade of the building is covered with images of saints and fearsome gargoyles and even a statue of King Charles II. The Cathedral attracts many tourists in its own right to Lichfield. This serves as a cultural anchor to Lichfield City.
- Samuel Johnson was born in Lichfield in 1709 and his birthplace is a free entry museum. It covers five floors. There is a kitchen in the basement, a bookshop and display rooms on the ground floor. One of the rooms upstairs plays a video about Johnson's life.
- The house of Erasmus Darwin, close to Lichfield Cathedral, is now a museum and herb garden. Dr Erasmus Darwin was a scientist, doctor, inventor, poet and botanist. He was the grandfather of Charles Darwin
- Museum Gardens a park with a fountain and several interesting statues. The statues include Erasmus Darwin, John Smith - the Captain of the Titanic and King Edward VII.
- Stowe Pool is not far from the cathedral. Stowe Pool dates from the 11th century when a dam and mill were constructed across Leomansley Brook. Stowe Pool is a pleasant place for a stroll. The Church of St Chad is located on the pool. This church dates from the twelfth century.
- Tudor Row is an attractive shopping street which links Bore Street to Wade Street and thus links Lichfield's old and new towns and links the two cultural anchors.
- The Garrick Theatre forms the other major cultural anchor in Lichfield City Centre, named after famous British actor David Garrick who lived in Lichfield and for a time studied there as a pupil of Samuel Johnson. It is modern theatre with a 530-seat auditorium and a 140-seat studio. It offers a wide variety of different performances. There is also a cafe inside.

Figure 4.1: The modern Garrick Theatre, shop and café in Lichfield city centre

Restaurants and drinking establishments in Lichfield City Centre

4.9 A comment made to us is during our site visit of Lichfield City Centre was that it has a very buoyant night-time economy, particularly in terms of the wealth of restaurants and pubs. Figure 4.2 below illustrates the number of establishments within the cultural anchors of the Cathedral and the Theatre. These include Indian, Nepalese, Bangladeshi, Italian, contemporary, vegetarian, Scottish, steak house, American, European, Thai, English, Chinese, Malaysian and many more to choose from.

Figure 4.2: Restaurants and pubs within Lichfield town centre



Arts

4.10 Lichfield City is fortunate to have a very strong and independent arts organisation (Lichfield Arts) which is an independent charity that has promoted music concerts, festivals and other events in Lichfield since 1974. Lichfield Arts plays a key role in Lichfield district's thriving arts and creative community and has around 300 members including 125 registered volunteers. This is supported by a separate body called the Lichfield Festival Association. Amongst the range of arts festivals in the City are beer and wine festivals and a whole host of local and international music and festival events, including the Fuse Festival.

Skills

University campus

4.11 The presence of the Staffordshire University campus in the City is a significant asset. They key is how to capture the value of this asset for Lichfield City (as opposed to just for Staffordshire University) because this has not happened to any significant degree since the Campus opened in 1998. Not only does the University have knowledge assets which should help to attract new investment in the City but it has the Lichfield Business Village, which has nearly 30 office units offering a range of flexible floorspace for businesses.

4.12 There has been much research in the United States on the impact that universities have on towns (as distinct from major urban conurbations). The provision of start-up space by the local university campus is a key part of the success that has been seen in certain American towns, provided this is coupled with other business support initiatives. To date, it appears that the Lichfield Business Village performs a function in providing space but the potential of this is not being harnessed.

4.13 One of our key interviews is with the University of Stafford.

Highly skilled workforce

4.14 We know that Lichfield City has a highly skilled workforce. Even if one did not have the Census statistics available on this, a walk around the City Centre would tell you that Lichfield City is a high quality place to live and high quality places attract highly skilled people to live. Of course we know the problem is that these highly skilled people leave each morning to access jobs elsewhere across the West Midlands conurbation.

4.15 The view from the City Council at the present time is that the question which the Neighbourhood Plan should address is: 'how do we reduce this outflow?' However, it may be of more benefit to first ask 'why is it necessary to reduce this outflow?' In other words, is Lichfield City capable of offering the concentration of highly skilled jobs that the wider sub-region offers? The follow-up question is therefore, 'would it be better to consider what Lichfield City's role in this is?' So, for example, might the role that it can play most realistically be to help provide business/office facilities to enable remote working for this highly skilled workforce and also to ensure that Lichfield City remains an attractive place where the spending power from these residents is captured in the City Centre?

4.16 The City Council has said that one strategy should be to encourage the headquarters of some medium-sized businesses into the City. This could indeed increase the retention of high skilled workers. However, achieving this will be very difficult; the competitive nature of the business market coupled with the increasingly footloose aspect to where businesses can locate thanks to improvements in communications often means this is not something that can easily be controlled. There are four key aspects to consider when trying to attract new business:

- The sites
- The quality of the wider environment
- The workforce
- Close proximity to competitors, demand and supply chains.

4.17 The quality of the environment and the workforce are in place in Lichfield City. However, we are of the opinion that the City Centre is not the location that is going to attract such medium-sized headquarters. This is because there are not the sites available to provide for the commercial – mostly likely office-based – space that such businesses are likely to be looking for. However we will test this to seek agents' views on the scope for further development of the office market. They will tend to be looking for flexible space with plenty of parking which cannot be provided in Lichfield City Centre. At this stage, the findings from interviews with businesses that Peter Brett Associates undertook to underpin the LDC Community Infrastructure Levy (CIL) will be important.

4.18 Where such businesses are going to locate in Lichfield is on the Cricket Lane SDA. This is where a high quality commercial floorspace offer can be made along with sufficient parking to attract a headquarters operation. The planning of this is not something that the Neighbourhood Plan is going to influence – this is coming through the emerging Local Plan and it is likely to be an attractive offer to the market, albeit a competitive market that will be made tougher by the presence of further floorspace that will be delivered at Lichfield South (Wall Island).

4.19 We will want to talk to the various agencies involved in inward investment in the wider sub-region to confirm whether this hypothesis about medium-sized companies is correct.

4.20 We therefore consider that the focus of the Neighbourhood Plan needs to be the City Centre and what can be achieved there. This is distinct from a focus on attracting a certain type of business to the City and then trying to assemble a strategy to achieve that simply by using the assets that we have, whether they are fit for the task or not.

City centre sites

4.21 There are a number of sites that are critical to the future of the City Centre. If their potential as economic assets is realised then the capacity for change in the economic fortunes of Lichfield is considerable. If it is not maximised then it is likely to be a case of 'business as usual' or more worryingly, a declining business base for the City Centre as other competing centres capture the footloose markets. When considering their potential, this should recognise the full breadth of ways that economic growth can be delivered, rather than focusing too narrowly on traditional economic drivers such as offices or retail. Indeed our assessment of the arts, cultural and night-time economy, combined with the fact that Lichfield City has a range of population needs, means there is scope to create attractive, modern residential offers that cater for both the younger population and the ageing population. Both if these demographic groups value the City Centre environment with the cultural and leisure offer on the 'door step'.

Friarsgate (Bus station) site

4.22 This site and the adjacent multi-story car park are presently understood to be earmarked for an extension of the city centre retail offer. This may include some commercial space but this would very much be incidental to the main retail function, e.g. potentially some office space on the upper floors.

4.23 The site's location opposite the Railway Station means it is potentially the most important commercial site in the City. The experience of the loss of commercial space allocated at Commercial Wharf is partly due to the fact that the Railway Station, whilst close to the site, was not easily accessible from it.

4.24 We will want to use the interviews with commercial agents to understand the commercial potential of the Friarsgate site.

4.25 It is also our opinion that there is not the potential for the growth in retail that would be delivered as part of any City Centre extension on the Friarsgate site. The retail sector has changed dramatically in the past 2-3 years and city centres are now seeing that there is a limit to the retail market, with other sectors representing more growth potential in these locations. Footfall is the key and it is services, night life and tourism, coupled with some traditional commercial activity in the form of offices, which is now bringing people into the cities.

4.26 This site, underpinned by a sound understanding of the potential of Lichfield City Centre, represents a vital part of any Neighbourhood Plan strategy. However, it has to be recognised that LDC has spent ten years and considerable sums of money promoting this as a retail scheme, so are likely to be reluctant to change tack easily.

4.27 We want to interview the shopping centre manager to seek her perspective on the future of retail in Lichfield. We also want to get a better understanding of the experience of those involved in the Lichfield Business Improvement District (BID), the tourism study and the Portas Pilot. It is understood that there will be a ballot on the BID in May/June 2015 which has the potential to raise £0.25million per annum and nearly £1.25million over the period of the BID. The view of the 450 businesses within the BID area is understood to be positive.

Bird Street Car Park

4.28 One of the potential strengths of Lichfield City is that it has a large number of car parks. It is important to get the right balance in order to ensure that these sites are not redeveloped such that there is then a shortage of parking. However, the Bird Street car park represents a significant opportunity for redevelopment. As with the Friarsgate proposals, its future rests with the District Council at present. It will therefore be important, if the site ultimately forms part of the Neighbourhood Plan strategy, that the evidence for its alternative use is clear and robust. However, its central location close to the Cathedral means that it has considerable potential.

Former Kwiksave/Regal Cinema, Lombard Street

4.29 This site is different to the others in that it has an existing building and is on a small plot. As such, any alternative use needs to decide whether the best approach is to retain the building or seek redevelopment of the whole site. Initial thoughts are that the building, whilst not of particular heritage value, does have some historic significance, being the location of the former cinema. Such buildings have often, in other places, become home to artisan uses for example. We say this because Lichfield does have a not insignificant arts scene and evidence from the US in particular has demonstrated that a focus on growing this sector can result in significant economic growth for towns and cities. This is not to say this is the only use for the building – nor whether it is viable – but it is one example where perhaps the possibility for growth lies in a less-than-obvious approach.

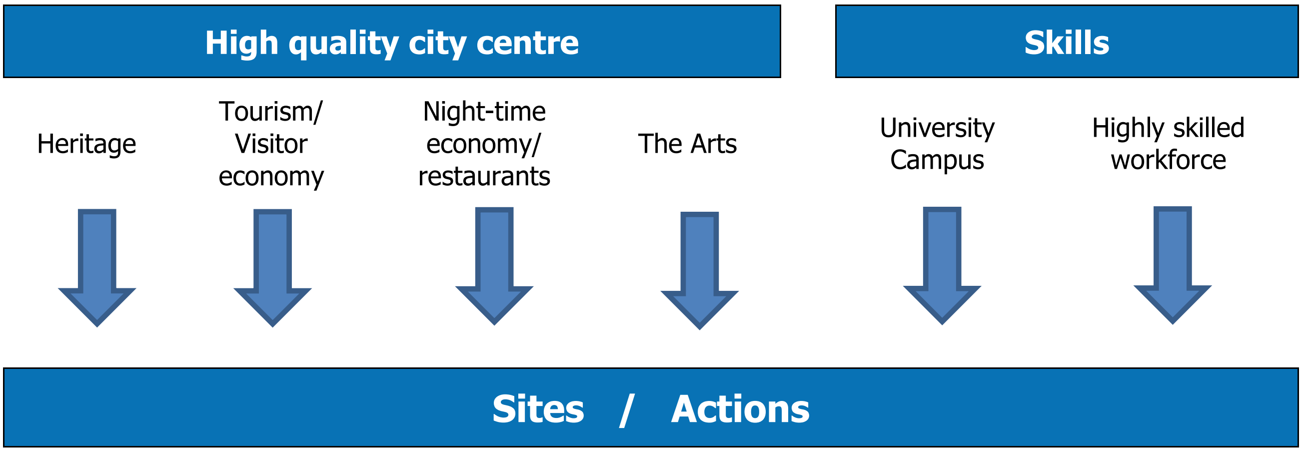
4.30 It should be noted however that this site is the subject of a planning application for ground floor retail use with apartments above. If this is granted planning permission then the site can no longer be considered for an alternative use. Where better potential may lie is in the surrounding disused land to the side/rear of the site which includes the former 'Texas/Carols Discount' store, now empty.

5 APPROACH AND NEXT STEPS

Our approach

5.1 It is important that, prior to moving forward with the evidence gathering stage, we get 'buy-in' from the Neighbourhood Plan Sub-Committee as to the approach. We are conscious that this Scoping Report is suggesting an alternative focus to that which the Sub-Committee has envisaged to date.

5.2 As we said earlier in the Scoping Report, the Neighbourhood Plan strategy must focus on the themes and actions where it can achieve the most success in terms of the overall aim of improving the economic competitiveness of Lichfield City and reducing the outflow of highly skilled workers each day. We consider the focus should be on the City Centre and specifically on the following:



5.3 As this shows, there will be outputs relating to sites and outputs in terms of actions. A Neighbourhood Plan is a land-use planning document and therefore any policies within the plan must relate to land use matters. It is likely that, as the Scoping Report has shown, there will be a large number of actions that are not directly related to land use matters. Whilst such matters cannot be included as policies within the Neighbourhood Plan, they can be included as part of an overall action plan that accompanies the Neighbourhood Plan.

5.4 At this stage, we envisage the outputs from the Neighbourhood Plan process to be twofold:

- A Neighbourhood Plan with a suite of planning policies, including policies on specific sites
- A strategy to deliver economic growth in Lichfield City, with a series of actions

5.5 The key point is that the two documents will be closely linked to one another; they will not be stand-alone documents. Whilst the Neighbourhood Plan will hold statutory weight when determining planning applications, the action plan will be vital to realising the strategy over the plan period. This relationship is demonstrated most clearly when considering City Centre sites. Out of the process is likely to come the following for each site:

- A site allocation in the Neighbourhood Plan, with a clear policy attached to it.
- A key action to prepare a brief for a masterplan process that will inform the development of the site allocation.

5.6 There will also be a series of completely non-land use actions. For example, this might be to raise the profile of the Lichfield Festival to bring more visitors in to the City for a short period of time or to start an investment fund for the expansion of arts-based activities within the City. The linkages with the Neighbourhood Plan need to be made but the activities of the action plan are carried out independently of the Neighbourhood Plan.

5.7 It is noted that the City Centre Steering Group is currently about to commission a report on how to boost the City visitor numbers by greater exploitation of the city's heritage assets. The outputs from this work will be an important input into the actions recommended.

Next steps

5.8 As we stated earlier in this section, we need to get the buy-in of the Steering Group to our approach. It may be best to convene a working group meeting early in 2015 to discuss this so that everyone is clear on what the approach is.

5.9 Once the approach has been agreed, we will engage in a series of consultations. At this stage, these will be as follows:

- Commercial agents
  - Kingstons Commercial Agents
- Developers
  - Stoford Developments Ltd
  - Deltabridge Investments
- 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
  - Lichfield City Forum (this will be done through the meeting scheduled for 19th February)
- 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

5.10 We will look to expand in each of the areas where more evidence gathering is necessary.