

REPORT TO:	ENVIRONMENTAL AND DEVELOPMENT SERVICES	AGENDA ITEM: 7
DATE OF MEETING:	9th APRIL 2015	CATEGORY: OPEN
REPORT FROM:	DIRECTOR OF COMMUNITY AND PLANNING	PARAGRAPH NO: **see below
MEMBERS' CONTACT POINT:	NICOLA SWOROWSKI x5983 nicola.sworowski@south-derbys.gov.uk	DOC:
SUBJECT:	CONSERVATION AREA MANAGEMENT PLAN – SWADLINCOTE	REF: EDS07
WARD(S) AFFECTED:	SWADLINCOTE	TERMS OF REFERENCE: *see below

1.0 Recommendations

1.1 To note the report and adopt the Swadlincote Conservation Area Management Plan

2.0 Purpose of Report

2.1 This report explains the current progress of the Heritage Lottery Fund (HLF) bid for the Swadlincote Conservation Area. As part of the development phase of this bid and to complement the current Character Statement for Swadlincote, a Conservation Area Management Plan has been written which explains in detail the special character of the area and how to preserve and enhance it.

3.0 Detail

3.1 As Members will recall, a bid was made to the HLF in 2013 and we were informed of our first round success in obtaining £8,000 to develop our ideas further in order to formulate the second round bid for approximately £500,000 to carry out the delivery of the project. This is currently on track and the bid will be made in May this year. The Council stands a strong chance of winning this money that will give a massive boost to the town centre and allow the momentum created by previous projects to continue.

3.2 The HLF bid will include:

- grants of between 50% and 95% for repairs and improvements to eligible buildings for a three year period between 2015/16 and 2017/18;
- re-designing the Diana, Princess of Wales, Memorial Garden
- a programme to get people more involved in the town's heritage through events, activities and educational agendas.
- improving the way that the conservation area is managed and providing advice and guidance.

- 3.3 As part of the bid and also to follow on from the Conservation Area Character Statement a Conservation Area Management Plan (CAMP) was required. The CAMP will:
- be a statement of local authority commitment to invest time and resources in preserving and enhancing the special character of the conservation area;
 - provide guidance for developers, property owners and their professional advisors, shopkeepers, retail outlets, residents and also the general public;
 - provide advice about how to maintain and repair old buildings;
 - set out the Council's aspirations for the involvement of property owners and their professional advisers in managing and maintaining Swadlincote's valuable heritage;
 - show the new Victorian and Edwardian range of colours for shopfronts, which were used for Covent Garden.
- 3.4 Also as part of this process an Article 4 for the Conservation Area has been undertaken. This was put before Members of the Planning Committee on 20th January 2015 and has subsequently been consulted on (alongside the CAMP) with no comments raised.
- 3.5 The consultation on the CAMP and Article 4 Direction ran from the 30th January to 13th March 2015 and a drop in event in the Town Hall was held on the 10th February 2015.
- 3.6 Letters were sent out to all of the buildings within the Conservation Area with a leaflet giving the main details and where to go for more information. This was supplemented by 20 information notices around the Conservation Area.
- 3.7 Hard copies of the CAMP were held in Swadlincote library and in the Council's reception along with hard copies of the questionnaires and the Article 4 Direction. All the information was available on the Council's website.
- 3.8 A press release was undertaken at the start of the consultation. The Burton Mail featured an article about the proposals on Monday February 9th and Touch FM presented a piece on 11th February.
- 3.9 Whilst there were several enquiries requiring the CAMP, many seeking clarification, there were no formal comments made to the consultation. Therefore there are no suggested changes to report and if approved the CAMP will be adopted without change. The document is attached as Appendix 1.
- 3.10 During the consultation, the Communications team monitored the main two webpages for the general HLF information and also for the CAMP and Article 4 information, these received 228 page views during the month of February, with the spikes being seen after the letters were sent out and also following the Touch FM piece.
- 3.11 The next part of the HLF bid is to pull together all the work that has been undertaken predominantly by the Design Excellence Officer and Environmental Development Manager through this development phase to show to the HLF panel what can be delivered. The bid will be submitted in May with a result known within a few months after that.

4.0 Financial Implications

4.1 There are no financial implications directly associated with this report.

5.0 Corporate Implications

5.1 The Corporate Plan theme of Sustainable Growth and Opportunity is the most relevant and within that theme particularly the project of enhancing the vitality of the District's Town Centre. There will be a direct impact on this if the round 2 bid is successful and grants are given to improve a number of buildings in the Conservation Area and also the enhancement of the Diane Memorial Gardens.

6.0 Community Implications

6.1 This report is most relevant to the Vibrant Communities section of the Sustainable Community Strategy.

7.0 Conclusion

7.1 The Conservation Area Management Plan is an important part of the process for the continued development of Swadlincote town centre and the submission of a successful Heritage Lottery Fund bid.

Appendix

Appendix 1 – Conservation Area Management Plan