

# Development Services

## Service Business Plan 2017-18

### 1. Service purpose and objectives

Development service consists of the following services;

Community development, tourism, health development, sports development, economic development and tourism (including Winchcombe and Tewkesbury tourist information centres), development management and planning policy. Together these functions will secure the growth strategy for the Borough to create an opportunity for place making and building effective cohesive communities through the implementation and delivery of the place programme.

- To promote healthier lifestyles and tackle causes of poor health.
- To support emerging growth sectors and encourage inward investment.
- Facilitate the delivery of key sites and projects in the Borough.
- To support the borough's economy.
- Work jointly with partners to ensure there is a joined up approach in helping our communities and residents to help themselves.
- To increase the volume and value of tourism in the borough.
- To ensure development within the borough is in accordance with the relevant legislations and policies, which preserves and enhances the historic and natural environment.
- To ensure there is capacity to respond to future housing and employment needs for the borough.
- To produce supplementary planning documents on specific planning issues which will help the borough deliver national and local planning policies.
- To monitor the effectiveness of existing policies.
- To ensure that the interests of the borough are properly represented in the strategic planning process at the national level and more locally across Gloucestershire and neighbouring counties.

### 2. Progress against actions, projects, tasks or targets 2016-17

**Non Council Plan actions only, see Performance Tracker for progress against 2016-17 Council Plan actions.**

Action	Progress made	Date to be achieved	Complete ✓ or ✗
<b>Economic Development and Tourism</b>			
To complete an economic assessment and business survey of the borough	Assessment and survey completed.	September 2016	✓
To launch new Economic Development and Tourism Strategy	Draft strategy produced. Delay agreed with the Member Working Group to enable more research to be completed.	September 2016	✗
To launch revised Business Grants scheme	New business grant scheme agreed with Member Working Group and will be launched alongside new strategy.	September 2016	✗
To deliver and facilitate projects that contribute to the regeneration of Tewkesbury	A number of projects have been completed this year: <ul style="list-style-type: none"> <li>• Opening of Tewkesbury Leisure Centre</li> <li>• New branding for the town centre</li> </ul>	March 2017	✓

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	<ul style="list-style-type: none"> <li>• Tewkesbury Business website launched</li> <li>• Tewkesbury visitor website launched</li> <li>• Food and Drink Festival</li> <li>• Investment Prospectus produced</li> <li>• Missing link footpath completed</li> <li>• Promotional literature produced e.g. Riverside pubs leaflet launched</li> </ul>		
To work with Winchcombe Town Council to review and co-ordinate revised approach to tourism marketing in Winchcombe	A Marketing Review Group has been initiated with Winchcombe Town Council and local tourist attractions, a scope has been agreed and a work plan is in progress.	December 2016	✓
<b>Community Development</b>			
To embed the place approach across the borough	The place approach is now operational in all three areas of the borough – East/South and North West - with member meetings quarterly.	April 2016	✓
To deliver the outcomes from the Sports, Social and Open Spaces Assessment and Strategy	The draft assessment and strategy has been completed by Knight, Kavanagh and Page. Some of the emerging findings are being progressed such as facility improvements in Bentham and Bishop's Cleeve.	March 2017	✓
To develop a corporate approach to volunteering	Partnership formed and instigated with Involve Gloucestershire	December 2016	✓
To review the 2012-16 Health and Wellbeing Strategy and scope future vision/priorities	Strategy reviewed and new Health Framework adopted by the council.	March 2017	✓
To develop an approach to integrating new and existing communities	A Social Sustainability Framework was taken to Planning Policy Reference Panel as a method by which to develop new communities. This method has been integrated within the emerging Sports, Social and Open Spaces Strategy.	March 2017	✓
<b>Development Management</b>			
Continue with Review of Development Management Service	Development Management Service review to be completed with workstreams initiated in 17-18.	March 2017	✗
Reintroduce permitted development rights for housing estates in Bishops Cleeve/Hucclecote. <b>(Brought forward from 2015-16)</b>	Permitted Development rights for housing estates in Bishops Cleeve/Hucclecote to be completed in 17-18.	March 2017	✗

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Draft Pre-application member engagement policy. <b>(brought forward from 2015-2016)</b>	Pre application member engagement to be assessed and reviewed through the Development Management Service review.	December 2016	✘
Review of Development Management pages of Council website	Completed Autumn 2016 in line with the review of the corporate web pages.	December 2016	✓
<b>Planning Policy</b>			
Ongoing work with communities to progress Neighbourhood Development Plans (NDP). Includes running formal consultation and organising the examination of plans.	Two Neighbourhood Development Plans Winchcombe and Sudeley and Highnam have been made and one is in examination (Gotherington). One request for designation of Neighbourhood Plan Area at Bishop's Cleeve.	March 2017	✓
Review of town centre/retail boundaries for Tewkesbury, Bishop's Cleeve and Winchcombe	Review is being undertaken as part of the Tewkesbury Borough Plan scheduled for next stage of preparation in Sept 2017	May 2016	✓
Gypsy, Traveller & Travelling Showpeople Needs Assessment Update (Gloucestershire-wide project)	GTTSNA interim completed by June 2016 and GTTSNA published in March 2017	June 2016	✓
Annual Monitoring Report	AMR published in June 2016	June 2016	✓
Employment Land Review	BK report completed for Tewkesbury Borough Employment Land and Economic Development Strategy review in Nov 2016	July 2016	✓
Tewkesbury Borough Plan Green Belt review	Green Belt review currently out to tender March 2017	August 2016	✘
Additional Strategic Flood Risk Assessment Level 2 work for Tewkesbury Borough Plan site allocations. <b>(Brought forward from 2015-2016)</b>	Will be undertaken in tandem to follow allocations in the Tewkesbury Borough Plan.	October 2016	✘
Additional Transport Assessment work for Tewkesbury Borough Plan site allocations.	Will be undertaken in tandem to follow allocations in the Tewkesbury Borough Plan.	October 2016	✘
Strategic Assessment of Land Availability	Strategic Assessment of Land Availability published in March 2017	February 2017	✓
Sustainability Appraisal of Tewkesbury Borough Plan	Process is undertaken in line with the production of the Tewkesbury Borough Plan.	March 2017	✓

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### 3. Work programme 2017-18

Non Council Plan actions only.

Action	What difference will it make?	Date to be achieved
<b>Economic Development &amp; Tourism</b>		
Development of Business Growth Hub within the Public Services Centre	<ul style="list-style-type: none"> <li>Improved service for businesses</li> <li>Encourage investment and growth</li> </ul>	March 18
Deliver year 1 of the Economic Development and Tourism Strategy	<ul style="list-style-type: none"> <li>Encourage investment and growth</li> <li>Value and volume of tourism</li> </ul>	March 18
Deliver and develop China Working Group activities, in partnership with Join in China.	<ul style="list-style-type: none"> <li>Encourage investment and growth</li> </ul>	March 18
In partnership with GFirst LEP – deliver social media campaign to promote town centre business and high street.	<ul style="list-style-type: none"> <li>Business support and promotion</li> </ul>	August 17
Deliver three signage and interpretation walks	<ul style="list-style-type: none"> <li>Improved legibility and connection within Tewkesbury town centre</li> </ul>	August 17
Deliver outcomes from Winchcombe tourism review	<ul style="list-style-type: none"> <li>Co-ordinated approach to marketing and promotion</li> </ul>	March 18
Deliver the programme for key investment sites within the Borough	<ul style="list-style-type: none"> <li>Co-ordinated approach to delivery of investment within the Borough</li> </ul>	March 18
<b>Community Development</b>		
Deliver outcomes from the Sports, Social and Open Spaces Assessment and Strategy	<ul style="list-style-type: none"> <li>Improved facilities for the community</li> <li>Improved community wellbeing</li> </ul>	March 18
Host and organise Volunteer Awards	<ul style="list-style-type: none"> <li>Recognition for volunteers in the community</li> </ul>	October 17
Promote and engage community through the Tour of Britain cycling event	<ul style="list-style-type: none"> <li>Health and wellbeing</li> <li>Promotion of the area</li> </ul>	September 17
Implement NHS Prevention and Self Care project in Priors Park	<ul style="list-style-type: none"> <li>Reduced health inequalities</li> <li>Cashable savings for the NHS</li> </ul>	March 18
Organise a Funding Fair for the Voluntary and Community Sector	<ul style="list-style-type: none"> <li>Assist community groups by meetings funders, providing expertise and improving quality of applications</li> </ul>	July 17
Coordinate and implement the Place Programme through organisational culture and performance management ( Joint shared with Community Services)	<ul style="list-style-type: none"> <li>Improving customer services</li> <li>Coordinated delivery and focusing of services</li> <li>Cultural change within organisation</li> </ul>	Dec17

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Develop opportunities for joint working with Glous VCS where appropriate	<ul style="list-style-type: none"> <li>Engage in exploring opportunities</li> </ul>	March 2018
<b>Development Management</b>		
Undertake process review of Development Management including enforcement in line with project objectives	<ul style="list-style-type: none"> <li>Service meets customer needs</li> <li>Responsive and meets the growth aspirations of the Borough</li> </ul>	September 2017 2108
Deliver service improvements in line with agreed planning action plan.	<ul style="list-style-type: none"> <li>Meeting customer needs</li> </ul>	March 2018
Reintroduce permitted development rights for housing estates in Bishops Cleeve/Hucclecote. <b>(Brought forward from 2016-17)</b>	<ul style="list-style-type: none"> <li>Service meets customer needs</li> <li>Ensures prioritisation of services to areas of service need</li> </ul>	March 2018
Draft Pre-application member engagement policy. <b>(brought forward from 2016-2017)</b>	<ul style="list-style-type: none"> <li>Ensures effective service delivery</li> </ul>	March 2018
Plan and implement planning engagement in line with the Strategic Engagement Plan	<ul style="list-style-type: none"> <li>Responsive and deliverable service that meets customer needs</li> </ul>	December 2017
<b>Planning Policy</b>		
Ongoing work with communities to progress Neighbourhood Development Plans (NDP). Includes running formal consultation and organising the examination of plans.	Meeting the needs of communities Creating a responsive planning framework for the Borough	March 18
Review of town centre/retail boundaries for Tewkesbury, Bishop's Cleeve and Winchcombe	To better reflect the boundaries of the centres within policy decisions.	March 18
Annual Monitoring Report	To ensure decisions are based on up-to-date evidence including 5 year housing land supply.	June 17
Tewkesbury Borough Plan Green Belt review	Understand the potential for small scale Green Belt areas to accommodate local needs in the Borough to inform site allocations in the Tewkesbury Borough Plan.	Sept 17
Additional Strategic Flood Risk Assessment Level 2 work for Tewkesbury Borough Plan site allocations. <b>(Brought forward from 2015-2016)</b>	To ensure decisions are based on up-to-date evidence including flood risk to ensure suitable for development	Sept 17
Additional Transport Assessment work for Tewkesbury Borough Plan site allocations.	Allocations to be assessed for transport impact to evidence their deliverability	Sept 17
Strategic Assessment of Land Availability	Annual assessment to inform planning decisions	March 2018
Sustainability Appraisal of Tewkesbury Borough Plan	To ensure legal compliance of the Plan. Ongoing process.	Sept 17
Begin review of Statement of Community Involvement – milestones	To ensure community engagement in the process.	March 18

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Deliver the programme for key investment sites within the Borough	Co-ordinated approach to delivery of investment within the Borough	March 18
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## 4. Factors that may affect future service delivery

Factor
Operation of the Tourist Information Service, including Winchcombe TIC and Tewkesbury Heritage & Visitor Centre. Options for delivery of the service will be considered, working, where practicable, with Winchcombe and Tewkesbury Town Councils. This will impact on staff and wider tourism service delivery
Continued collaboration with Cheltenham and Gloucester (Planning Policy) and Development Management.
The timescale and resource requirement for the Joint Core Strategy. This has a particular impact on work around the Tewkesbury Borough Plan.
The progression of Neighbourhood Development Plans by communities.
Delivery and capacity of funding agencies to support major infrastructure projects and key investment sites in the Borough.
Potential major planning applications and appeals.
Potential implementation of Community Infrastructure Levy.
Changes to planning guidance/legislation.
Implementation and delivery of the place programme.
Parish council needs and requirements.
Capacity and funding of the Voluntary Community Sector.
Continuing review of the Development Control Service and implementation on service improvements.
Changes to planning guidance/legislation – particularly the Housing and Planning Act