



*Alison Stuart
Head of Legal and
Democratic Services*

MEETING : EXECUTIVE
VENUE : COUNCIL CHAMBER, WALLFIELDS, HERTFORD
DATE : TUESDAY 26 FEBRUARY 2019
TIME : 7.00 PM

MEMBERS OF THE EXECUTIVE

Councillor Linda Haysey	-	Leader
Councillor Eric Buckmaster	-	Executive Member for Health and Wellbeing
Councillor Jan Goodeve	-	Executive Member for Housing
Councillor Gary Jones	-	Deputy Leader and Executive Member for Economic Development
Councillor Graham McAndrew	-	Executive Member for Environment and the Public Realm
Councillor Suzanne Rutland-Barsby	-	Executive Member for Development Management and Council Support
Councillor Geoffrey Williamson	-	Executive Member for Finance and Support Services

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DISCLOSABLE PECUNIARY INTERESTS

1. A Member, present at a meeting of the Authority, or any committee, sub-committee, joint committee or joint sub-committee of the Authority, with a Disclosable Pecuniary Interest (DPI) in any matter to be considered or being considered at a meeting:
 - must not participate in any discussion of the matter at the meeting;
 - must not participate in any vote taken on the matter at the meeting;
 - must disclose the interest to the meeting, whether registered or not, subject to the provisions of section 32 of the Localism Act 2011;
 - if the interest is not registered and is not the subject of a pending notification, must notify the Monitoring Officer of the interest within 28 days;
 - must leave the room while any discussion or voting takes place.
2. A DPI is an interest of a Member or their partner (which means spouse or civil partner, a person with whom they are living as husband or wife, or a person with whom they are living as if they were civil partners) within the descriptions as defined in the Localism Act 2011.
3. The Authority may grant a Member dispensation, but only in limited circumstances, to enable him/her to participate and vote on a matter in which they have a DPI.
4. It is a criminal offence to:
 - fail to disclose a disclosable pecuniary interest at a meeting if it is not on the register;
 - fail to notify the Monitoring Officer, within 28 days, of a DPI that is not on the register that a Member disclosed to a meeting;
 - participate in any discussion or vote on a matter in which a Member has a DPI;
 - knowingly or recklessly provide information that is false or misleading in notifying the Monitoring Officer of a DPI or in disclosing such interest to a meeting.

(Note: The criminal penalties available to a court are to impose a fine not exceeding level 5 on the standard scale and disqualification from being a councillor for up to 5 years.)

Public Attendance

East Herts Council welcomes public attendance at its meetings and will provide a reasonable number of agendas for viewing at the meeting. Please note that there is seating for 27 members of the public and space for a further 30 standing in the Council Chamber on a “first come first served” basis. When the Council anticipates a large attendance, an additional 30 members of the public can be accommodated in Room 27 (standing room only), again on a “first come, first served” basis, to view the meeting via webcast.

If you think a meeting you plan to attend could be very busy, you can check if the extra space will be available by emailing democraticservices@eastherts.gov.uk or calling the Council on 01279 655261 and asking to speak to Democratic Services.

Audio/Visual Recording of meetings

Everyone is welcome to record meetings of the Council and its Committees using whatever, non-disruptive, methods you think are suitable, which may include social media of any kind, such as tweeting, blogging or Facebook. However, oral reporting or commentary is prohibited. If you have any questions about this please contact Democratic Services (members of the press should contact the Press Office). Please note that the Chairman of the meeting has the discretion to halt any recording for a number of reasons, including disruption caused by the filming or the nature of the business being conducted. Anyone filming a meeting should focus only on those actively participating and be sensitive to the rights of minors, vulnerable adults and those members of the public who have not consented to being filmed.

AGENDA

1. Apologies

To receive apologies for absence.

2. Leader's Announcements

3. Minutes - 12 February 2019

To approve as a correct record the Minutes of the meeting held on 12 February 2019 - to follow

4. Declarations of Interest

To receive any Member(s) declaration(s) of interest.

5. East Herts Corporate Peer Challenge (Pages 7 - 32)

6. Retail Frontages, Design & Signage Supplementary Planning Document (SPD) (Pages 33 - 104)

7. Land West of Hertford (South of Welwyn Road/West of Thieves Lane) Masterplanning Framework (Pages 105 - 130)

8. Harlow and Gilston Garden Town Transport Strategy (Pages 131 - 168)

9. Anstey Conservation Area Appraisal and Management Plan (Pages 169 - 284)

10. Financial Stability Strategy (Pages 285 - 298)

11. Exclusion of Press and Public

To move that under Section 100(A)(4) of the Local Government Act 1972, the press and public be excluded from the meeting during the discussion of items 12 and 13 on the grounds that they involve the likely disclosure of exempt information as defined in paragraph 3 of Part 1 of Schedule 12A of the said Act of the following description:

12. Disposal of Long Leasehold Interest in Land and Buildings

Report to follow

13. Old River Lane (Pages 299 - 386)

*Note - that Essential Reference Papers **B, C, D, F, G and H** contain exempt information and are enclosed for Members only as they contain exempt information as defined in paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972. In considering these matters, the meeting may exclude the press and public as detailed at item 11.*

14. Urgent Business

To consider such other business as, in the opinion of the Chairman of the meeting, is of sufficient urgency to warrant consideration and is not likely to involve the disclosure of exempt information.

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EAST HERTS COUNCIL

EXECUTIVE – 26 FEBRUARY 2019

REPORT BY LEADER OF THE COUNCIL

EAST HERTS CORPORATE PEER CHALLENGE

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- To present the findings of the recent East Herts Council Corporate Peer Review

RECOMMENDATION FOR EXECUTIVE : That	
(A)	the Peer Review report as detailed within (Essential Reference Paper B) be noted:
(B)	The associated action plan detailed with (Essential Reference Paper C) be agreed.

1.0 Background:

1.1 Since the demise of the Audit Commission and the associated inspection regime for local government (Comprehensive Audit Assessment/ Comprehensive Area Assessment) 'sector led' improvement has become increasingly important for Councils. The Local Government Association (LGA) has a range of tools to help strengthen local accountability and explore how effectively councils are delivering services. One such tool is the 'peer review' which consists of a small team, composed of senior officers and Members from different councils, who spend a few days on site

gathering information, speaking to staff, Members and other stakeholders to reach a view about how the council is performing.

- 1.2 Peer reviews can be undertaken in service areas – eg. Planning (East Herts had a peer review on this service in 2013) or on the council as a whole (known as a ‘corporate peer challenge’). East Herts last had this done in 2012. The LGA encourages councils to have a peer review around every 5 years and the whole process is generally well regarded as an effective means of benchmarking council performance within the sector and identifying areas for improvement. There is no cost for having this undertaken. It is important to note the review is not an inspection. They are undertaken by invitation and are designed to provide critical friend challenge, highlighting things that have gone well and using best practice from elsewhere to identify areas for improvement.

- 1.3 After discussion and agreement between the Leader of the Council, Chief Executive and LGA a peer review for East Herts took place between 4th – 8th December 2018. Initial findings were presented by the peer team on Thursday 8th December and their full report, detailing how information and evidence was gathered along with conclusions can be found at Essential Reference Paper B. A short action plan detailing how officers will take the forward the recommendations is attached at Essential Reference Paper C. The council would like to acknowledge and thank the following members of the peer team for their hard work and efforts over the 4 days of the review:
 - Lead Peer - Sandra Dinneen, Chief Executive, South Norfolk Council
 - Member Peer - Councillor Harvey Siggs, Leader, Mendip District Council
 - Officer Peer - Jo Yelland, Director, Exeter City Council
 - Officer Peer - Sal Khan, Head of Service, East Staffordshire Borough Council

- Officer Peer - Richard King, Director of Place and Community, Lichfield District Council
- Shadow Peer - Catriona Coyle, Events Manager, LGA
- Peer Challenge Manager – James Mehmed, LGA

Background Papers

Contact Members: Councillor Linda Haysey, Leader of the Council
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IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives <i>(delete as appropriate):</i>	All: Priority 1 – Improve the health and wellbeing of our communities Priority 2 – Enhance the quality of people's lives Priority 3 – Enable a flourishing local economy Peer challenge process is a means of testing, challenging and identifying areas for improvement overall
Consultation:	None
Legal:	None
Financial:	None
Human Resource:	None
Risk Management:	None
Health and wellbeing – issues and impacts:	None
Equality Impact Assessment required:	None

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Corporate Peer Challenge **East Herts District Council**

4 – 6 December 2018

Feedback Report

1. Executive Summary

East Herts District Council (EHDC) is a lower tier council covering 184 square miles which is one third of the county of Hertfordshire. East Herts is predominantly rural with five major settlements (with populations over 4000) and over one hundred villages and hamlets.

Residents in East Herts enjoy one of the highest qualities of life in the country – in particular, a good level of health and life expectancy. There has been steady growth in the number of businesses over the last few years.

There is great ambition for East Herts. The District Plan (Local Plan) has recently been agreed and will deliver 18,500 new dwellings over the next 15 years to 2033.

Three new towns of Stevenage, Harlow and Welwyn Garden City are major employment destinations for the East Herts region, although London is the major commuting destination, providing challenge for local recruitment and retention.

The Corporate Peer Challenge Team spent 3 days in Hertford between the 4th and 6th December 2018. The peer team spoke to a wide range of stakeholders including councillors, officers, peers and partners from across the EHDC public sector system. The peer team were made to feel welcome and from the outset, councillors and officers spoke openly and honestly about their experiences, perceptions and ideas concerning organisational performance, improvement and future challenges.

EHDC is a high performing and well respected council, this was evident through speaking to a wide range of external partners and peers. Partners enjoy working with EHDC and strong relationships have been formed. The council is recognised for its bold ambition and there is a clear view internally and externally that the Leader and Chief Executive are at the forefront of driving the growth agenda in Hertfordshire, although potentially there is an over reliance of their involvement, questioning sustainability.

With so much ambition requiring transformation and investment in key projects, there is a significant amount of work to complete as well as ensuring the day-to-day business as usual work is delivered. Recent prioritisation and rationalisation of projects has still resulted in a significant number of projects to resource. Resourcing is challenging given the current 25% vacancy rate, which is higher in areas such as planning. Staff cannot always relate to the priorities and need support to understand the future vision. Developing a narrative that clearly articulates the future vision would help orientate staff and partners over the next 12-18 months with the key work priorities and better connect with how their role contributes to the bigger picture and development of place.

Staff understand the requirement for modernisation and internal transformation, however would appreciate some clear and consistent principles for change. There are perceived to be high volumes of projects and initiatives with some staff struggling to meet the expectations and demands. Staff do not always see the connections with their work to the corporate plan and council priorities.

There is a consistent message that people describe councillors and staff as open and friendly. The workforce is adaptive and committed. Councillors care about their communities. The council is ambitious and has undergone a number of changes that contribute to the feeling that the council is operating at a fast pace which is impacting the way the council operates. Changes over the past 24-months include management restructuring, new appointments and roles including service area restructuring and changes to operational practice.

EHDC's financial position is strong. Robust financial management has led to a balanced budget being delivered and the medium term financial plan sets out a balanced budget across its term to 2021/22. There is a clear understanding of the financial context by staff and councillors which has given the impetus to look at alternative income streams including the recent set up of a property company. Staff and councillors are taking more accountability for finance and work together through a joint financial sustainability working group, as well as attend workshops ('Have your say') which involves looking at alternative income and reduction in expenditure. EHDC is effective in securing external funding and has an ambitious capital programme.

EHDC is on a positive footing having accelerated change and transformation over the past 2 – 3 years. The financial position is positive and there are strategies in place to generate income and operate on a more commercial basis. Partnerships are strong with established relationships. The aspirations and ambition for EHDC is bold with a desire to develop the region and grow in a sustainable way ensuring communities continue to enjoy a high quality of life and opportunities to thrive. Communities are supported by councillors who are seen as effective community champions.

2. Key recommendations

There are a range of suggestions and observations within the main section of the report that will inform some 'quick wins' and practical actions, in addition to the conversations onsite, many of which provided ideas and examples of practice from other organisations. The following are the peer team's key recommendations to the Council:

1. Expand your positive ambition into a narrative that focuses on people and place, to support members, staff and partners to understand and use as a framework for future work planning and prioritisation.
2. Support internal transformation through the development of a strategic, integrated and resourced Organisation Development Plan setting out a clear vision and mission for staff and members for the next 3 years.
3. Re-engage all staff in the transformation agenda by ensuring that staff at all levels are shaping and delivering it.
4. In the short term ensure that the whole organisation is clear on priority work and align resources accordingly.
5. Disperse some leadership roles and responsibilities to enhance capacity and develop organisational resilience.

6. Create a Task and Finish Group comprising members and officers of all levels to develop proposals of how EHDC can become an employer of choice.
7. Build on existing relationships to ensure stakeholder and community engagement happens at the earliest opportunity.
8. Work with the National Association of Local Councils (NALC) to support investment in your Town & Parish Councils through provision of good quality planning training.
9. Produce a consolidated medium to long term Capital Strategy.

3. Summary of the Peer Challenge approach

The peer team

Peer challenges are delivered by experienced elected member and officer peers. The make-up of the peer team reflected your requirements and the focus of the peer challenge. Peers were selected on the basis of their relevant experience and expertise and agreed with you. The peers who delivered the peer challenge at East Herts District Council were:

- **Lead Peer** – Sandra Dinneen, Chief Executive, South Norfolk Council
- **Member Peer (Conservative)** – Cllr Harvey Siggs, Leader, Mendip District Council
- **Officer Peer-** Jo Yelland, Director, Exeter City Council
- **Officer Peer-** Sal Khan, Head of Service, East Staffordshire Borough Council
- **Officer Peer-** Richard King, Director of Place and Community, Lichfield District Council
- **Shadow Peer-** Catriona Coyle, Events Manager, Local Government Association
- **Peer Challenge Manager** – James Mehmed, Local Government Association

Scope and focus

The peer team considered the following five questions which form the core components looked at by all Corporate Peer Challenges. These are the areas we believe are critical to councils' performance and improvement:

1. Understanding of the local place and priority setting: Does the council understand its local context and place and use that to inform a clear vision and set of priorities?
2. Leadership of Place: Does the council provide effective leadership of place through its elected members, officers and constructive relationships and partnerships with external stakeholders?
3. Organisational leadership and governance: Is there effective political and managerial leadership supported by good governance and decision-making

arrangements that respond to key challenges and enable change and transformation to be implemented?

4. Financial planning and viability: Does the council have a financial plan in place to ensure long term viability and is there evidence that it is being implemented successfully?
5. Capacity to deliver: Is organisational capacity aligned with priorities and does the council influence, enable and leverage external capacity to focus on agreed outcomes?

The peer challenge process

It is important to stress that this was not an inspection. Peer challenges are improvement focussed and tailored to meet individual councils' needs. They are designed to complement and add value to a council's own performance and improvement. The process is not designed to provide an in-depth or technical assessment of plans and proposals. The peer team used their experience and knowledge of local government to reflect on the information presented to them by people they met, things they saw and material that they read.

The current LGA sector-led improvement support offer includes an expectation that all councils will have a Corporate Peer Challenge every 4 to 5 years. EHDC had a previous Corporate Peer Challenge in December 2012.

The peer team prepared for the peer challenge by reviewing a range of documents and information in order to ensure they were familiar with the Council and the challenges it is facing. The team then spent 3 days onsite at EHDC, during which they:

- Spoke to more than 100 people including a range of council staff together with councillors and external partners and stakeholders.
- Gathered information and views from more than 40 meetings, visits to key sites in the area and additional research and reading.
- Collectively spent more than 160 hours to determine their findings – the equivalent of one person spending more than 5 weeks in EHDC.

This report provides a summary of the peer team's findings. It builds on the feedback presentation provided by the peer team at the end of their on-site visit (6th December 2018). In presenting feedback to you, they have done so as fellow local government officers and members, not professional consultants or inspectors. By its nature, the peer challenge is a snapshot in time. We appreciate that some of the feedback may be about things you are already addressing and progressing.

4. Feedback

4.1 Understanding of the local place and priority setting

EHDC's vision for place is captured in the corporate strategic plan which was developed and adopted by councillors. The plan focuses around three core themes – people, place and prosperity.

EHDC is an ambitious council with aspirations to ensure the projected population increase is managed well, ensuring housing and business growth is sustainable. Given the recently adopted local plan, referred to by the council as the 'district plan' there was clear evidence demonstrating a strong understanding of the future requirements of the built environment and infrastructure for key towns.

EHDC is working positively across boundaries, recognising that the planning, impact of housing and economic growth is not mutually exclusive to the East Herts geography. There is a strong recognition that the council is part of a wider functional economic management area and have worked collaboratively with Uttlesford, Epping Forest and Harlow on joint strategic housing needs assessments and employment forecasts to build a strong evidence base to underpin the district plan.

Partners are pivotal to shaping future communities. There was a strong sense of how future local growth could impact existing communities as EHDC works with town and parish councils. The council meets each quarter with town clerks which was seen as positive, as well as the support the council has given to the development of neighbourhood plans. Consider increasing the frequency of Town and Parish Forums to encourage greater cross tier involvement. Town and parish councils would benefit from specific training on planning, to ensure their contribution adds value to planning processes. The peer team understands EHDC has regularly provided this opportunity and encourages an approach to ensure the offer is reaching the councils if the perception of support is different.

EHDC has led from the front by engaging communities in the development of the local plan, this was seen a real success. Councillors play a key role is engaging their communities, seeking the views and opinions of residents on a range of council business serving as a conduit between EHDC and their constituents. There was a high degree of flexibility being deployed by some councillors to ensure their communities and residents are engaged in place shaping; an example involved councillors offering to collect residents to ensure they were able to be at a consultative meeting, demonstrating flexibility and the importance of local democracy.

The council is represented by 50 elected councillors. There are also a number of councillors who have two or more additional councillor roles, either as a member for a town or parish council, the county council or both. There were a range of views on the benefits and associated challenges of double and triple hatters as each council they represent will be driven by separate political and organisational priorities. Double and triple hatters were often seen as assisting with the flow of information and as having a positive influence, although in some circumstances councillors found it difficult to

differentiate their roles particularly with issues relating to towns when decisions had to be made.

Given the ambitious growth plans for the East Herts region, continued community engagement and consultation will be essential to building sustainable communities and ensuring EHDC's priorities are fulfilled. There was a feeling from some communities that engagement could be improved. EHDC has moved away from regular annual consultation with residents through a county council led residents survey and from 2016 moved to a model which is more targeted on specific issues, for example public engagement events on Old River Lane and the Hertford Urban Design Study. There could be an improved understanding of the differences between consultation and engagement to ensure future change and policy shaping has a stronger input from partners, communities and residents. Smaller parishes sometimes feel that consultation and engagement could be improved to ensure the process is meaningful. This would be helped by ensuring a feedback loop- i.e. what changed, because of consultation and engagement.

Residents and members of the public do not always identify where the accountability and responsibility for public services sits. Town and parish councils (48 in total) although separate organisations from the EHDC, are part of the public sector system in East Herts region. Frequently town and parish councils are the first point of contact on resident issues. In some cases the responsibility for resolution is with EHDC; in these cases representatives from the town and parish councils refer the issue to EHDC to hand over or to provide a response so the town and parish council can pass on advice. This process was seen as inconsistent, with some positive experiences and others less so. Establishing a more consistent approach or 'front door' for town and parish councils to direct customer queries could help with tracking requests and ensuring a positive customer experience is delivered to residents. There was also recognition that the high vacancy rate and churn of staff may have adversely impacted the level of response and accuracy of advice, as new staff learn processes and local policies.

In recent years under new leadership, EHDC has significantly increased the ambition for growth and transformation. As such EHDC is operating at an increased pace with a number of large scale projects drawing on a finite amount of resources. During conversations and meetings with partners and staff there was a consistent theme around prioritisation and connection with the overall corporate plan.

Developing a strong narrative around place, ensuring the vision and ambition is well understood will provide a framework for staff and partners to connect with, supporting greater engagement and as appropriate being able to identify the dependencies with other work across the system. This could also provide a 'golden thread' demonstrating to staff how their work relates to EHDC's vision and corporate priorities. Staff the peer team met were busy working on projects but not always clear how these linked with the council's priorities.

EHDC is delivering positive work and should consider how it could better measure the outcomes and impacts to ensure it celebrates and communicates success to staff, partners and more openly to the sector to share best practice.

4.2 Leadership of Place

The strength and effectiveness of local leadership was consistently recognised through partners and staff. The EHDC Leader and Chief Executive relationship was described as strong, committed and impactful.

Impactful leadership has resulted in EHDC firmly being put on the map for driving the growth agenda in East Herts and across geographic boundaries. The Council Leader is also able to influence broader economic, housing and infrastructure decision making through a board membership role on the Local Enterprise Partnership and the Innovation Corridor.

EHDC knows its place well and has ambitious plans to ensure communities and places evolve as emerging trends and social impact factors require fresh thinking. For example as consumer trends continue to change, the purpose of town centres is shifting away from a reliance on retail and moving towards more leisure and entertainment. EHDC is investing into leisure facilities and the theatre and arts to repurpose the town centre of Hertford and to provide communities with great places adding to their quality of life.

Partners reported that they were able to pick up the phone to both Council Leader and Chief Executive and to have a trusted conversation; accessibility was described as positive and attendance at key meetings was acknowledged and effective in resolving issues and accelerating decision making. Although the leadership was seen as positive, when asked who else partners engaged with outside the Council Leader and Chief Executive there were few names cited, potentially implying that there may be an over reliance on both leaders which may not be sustainable in the long-term. A more distributed leadership model may be required to ensure executive capacity is released for future change and transformation of the council, place and communities. There was some concern raised by partners as to EHDC capacity to timely deliver on so many large projects.

There has been a clear focus on investment in key growth areas, with a strong understanding of what is required with an approach to future proof the place and not be left behind. The Harlow and Gilston Town project was referenced frequently in peer meetings, given its scale with an allocation of 10,000 new homes in the district plan. As a key strategic site with proximity to Harlow town, there is a broader impact to the sub-regional economy rather than just in the East Herts region. To ensure this site is fully maximised a jointly appointed Director will provide leadership to take this work forward. This was seen as positive collaborative approach.

The East Herts region is set to grow significantly over the next 15 years. Place shaping to deliver vibrant prosperous communities will require community and partner engagement and consultation. Partners would like more early involvement to ensure they are engaged early in the process to support meaningful shaping and development of the vision and subsequent planning. The peer team heard from some partners who described the symptom of pace as being “left behind” and often not making a timely input into early planning.

There was a positive recognition for the effective engagement of communities in delivering the local plan. Feedback received demonstrated the council understood people's views and responded in such a way to demonstrate that those views were listened to. Residents did not always get the result they wanted but understood why. This was seen as strength in building trusted relationships within the community.

EHDC was described by partners and staff as undertaking a high volume of projects and work activity. A project review has recently taken place, ensuring only priority projects were taken forward. This resulted in a small number of projects being stopped. Capacity is an issue and future ambition should be set within the context of available council and partner resources. There is a link between the earlier observations of partners being engaged early enough to ensure resources can be subject to prioritisation and forecasting future need.

Growth was often described as the delivery of new homes, infrastructure or in economic terms. The peer team felt that the vision and narrative of place could be more inclusive of people and communities, ensuring the aspirations for specific outcomes were clearly articulated, such as health and digital connectivity.

There was also a recognition that the scale of growth and house building in some communities would significantly impact those residents in terms of how they currently live their lives and sense of belonging to that place. EHDC may benefit from overtly talking and communicating an approach that is sympathetic to acknowledging the past, whilst having a bold future ambition focused on building new stronger and resilient communities whilst retaining what is special about those places.

4.3 Organisational leadership and governance

There are good working, impactful relationships between officers and councillors. Staff and councillors work closely to ensure target outcomes and desired impacts are delivered.

EHDC's executive meets informally each week to keep engaged on each member's weekly interactions, as well as discuss emergent work and policy. The peer team were able to join an informal executive meeting whilst on-site. The meeting was well attended with timely updates being reported that assist the executive in understanding each other's interactions and the impacts to collective work.

High profile projects are all led by councillors and have models of governance designed to ensure projects move forward with pace and that decision making is effective.

Not all decision making was perceived to be timely. Staff suggested that it was not always clear if decisions had been signed off and agreed. Decision making protocols, or levels of authorisation although in place were not clearly understood and were driving staff to question who has the authorisation to make decisions and to what level of independence before collective senior decision making was required. Sometimes staff feel like they are waiting for a decision making outcome, unsure of timescale which puts into question a requirement for a framework that clearly defines decision-making to ensure that the speed of transformation required can be achieved.

Outside of the council's executive, non-executive councillors undertake the role of 'champion' and lead on priorities where EHDC is a key partner and where there needs to be influence, action with stakeholders and the public. This was seen as positive ensuring non-executive councillors contribute to the wider council business.

There is a recognised model for councillor learning and development based on an external accredited charter, though the decision not to apply for "charter plus" status might be reconsidered as it externally demonstrates the journey and achievement the Council both councillors and staff have undertaken. Learning and development has positively impacted councillors, whilst ensuring each new councillor receives an induction programme to support them in being effective in role. Officers also spoke about how they contribute to the induction programme, for example making inputs on council finance to support the ongoing understanding of the finance context and commercial agenda.

EHDC has a strong majority with 45 out of 50 seats making up the administration. There is little opposition which generated a variety of views on the impact to council policy decision making and performance, for example – how does EHDC push its performance? How does EHDC ensure there is challenge and robust thinking on policy related decisions? Scrutiny has recently been reviewed which will play an important role given little formal opposition or challenge will come from the councillors outside the administration. Preparedness for a new Council in May 2019 ought to look at a more meaningful and inclusive role for councillors outside of the ruling group.

EHDC collects a range of performance data; the peer team understand that the performance data was rationalised two years ago to ensure only relevant performance data and information was being collected and reported on. It was unclear how the performance data and reporting was being used to drive and push operational performance and improvement to public services. The performance data has not changed in two years. It was suggested that the performance data could be reviewed, along with reporting arrangements, to ensure the process was adding value to EHDC and driving performance related conversations ensuring there was a robust basis for challenging council performance. Consideration should be given to undertaking external performance benchmarking, enabling EHDC to obtain a broader perspective on financial and service performance. Councillors should continue to hold officers to account and use the Performance, Audit and Governance committee (PAG) more effectively to ensure the council pushes performance outcomes.

There has been a positive investment in EHDC's leadership team. The team is relatively new with a mix of new staff and those that have longer service. The leadership team talked positively about their learning journey and the investment in taking time to understand each other in greater detail. The impact has been a more effective corporate team as well as improving functional leadership in each of their respective service areas. Coaching and mentoring has been used positively as a development tool to support leadership effectiveness.

In order to build more resilience in to the management structure, succession planning would ensure a level of continuity should senior leader capacity be required through

attrition or other absence. There was recognition by the leadership team that a similar investment is required to support their direct reports, referred internally as 'service managers'. A development plan (part of the recommended organisational development plan) would support service managers to bridge the gap between leadership and operational management roles. This approach could lead to increased engagement through job enrichment as role holders grow their skills and experience to support them being 'role ready' for future leadership roles. This approach may also lead to increasing capacity for leaders to involve service managers in more corporate work as well as dispersing leadership accountabilities down the line.

Staff value the Chief Executive all staff sessions and gain a sense of connection with EHDC's priorities and future vision. This is seen as an important forum given staff feel the pace of change and volume of transformation projects can sometimes drive the feeling of being unsure how their work connects with the EHDC's priorities. The peer team advise doing more employee engagement through this approach given it is highly valued by staff and to consider delivering some of those sessions with the Council Leader to ensure a political perspective can also be achieved.

The Chief Executive and management team has a programme of 'back to the floor' sessions. The sessions involve joining a team to join in and undertake their role and service function for a period of time. This is seen as positive and impactful in building closer relationships and for a shared understanding on local service delivery. The peer team see this approach as a positive staff engagement tool to be taken forward as the clear narrative, a focus on agreed corporate priorities, part of a wider staff engagement approach following a recent staff survey.

Structures in recent years have been reviewed and EHDC now operates a flatter structure with less management posts. Staff felt that there was still silo working; when asked, they were confident in describing the priorities of their own service function but couldn't always make the horizontal connections across the organisation. Silo working could be reduced through addressing some of the root causes highlighted in this report such as capacity, resourcing levels, decision-making, more corporate working and joined up project resourcing.

4.4 Financial planning and viability

The medium term financial plan is in place and covers a period up to 2021/22 and sets out a future balanced budget position.

The current financial performance at EHDC is good with past trends indicating that the council has a history of delivering services with a balanced budget. EHDC is no longer in receipt of revenue support grant and has handled reductions well over recent years. This is within a context of a five year council tax freeze.

There are strong levels of reserves and to date EHDC has not been heavily dependent on their use.

Budgets are monitored on a monthly basis involving budget holders forecasting spend against their allocated budgets. EHDC's leadership team, executive and PAG committee review financial performance reports and take the necessary actions to ensure a balanced budget position is delivered. Financial information shared with the peer team whilst on-site indicate a forecasted small end of year underspend (as at quarter two – December 2018).

There is an improved level of financial awareness and overall financial performance is much better understood in recent years. There is a stronger narrative around financial challenges and the requirement to operate from a more commercial footing. First steps have involved the setup of a commercial housing company 'Millstream Property Investments Ltd' which is projected to provide an additional long-term source of income for EHDC to support broader service delivery.

Future funding sources will remain a priority as demand for services is set to increase whilst the outcome of the fairer funding review is still unknown. EHDC are successful in attracting external funding and should continue to maximise these opportunities where practical.

Future financial challenges are being explored positively by a joint officer and councillor working group who are specifically looking at financial sustainability and growth. This approach fosters a collaborative approach to exploring future options and solutions to growth, income generation and cost efficiency. This was a further example of the positive working practices between officers and councillors.

A further example of how EHDC is ensuring staff and councillors engage with financial accountability is through a facilitated workshop referred to as 'have your say'. This format sees officers and councillors come together over a weekend to assess two categories of service delivery; statutory and non-statutory and work through options for reducing expenditure as well as options for growing or developing income. This work feeds into broader financial planning completed by the EHDC's executive.

'Have your say' was seen as positive way of continuing to drive a culture of financial awareness and accountability through engaging staff and councillor's from executive to non-executive councillors.

Despite the EHDC's financial position being positive, it was not always clear to see a strong link between the spending profiles, budget allocations and operational delivery. The peer team felt there could be a stronger 'golden thread' that demonstrates how EHDC's corporate plan and priorities translate through to operational delivery. This would support staff in further understanding EHDC's priorities given there is a high demand and ambition for transformation and development through projects.

In addition to auditors providing an unqualified value for money conclusion, the peer team felt the council could use external financial benchmarking to determine if their operational costs or spending profiles were comparable to nearest neighbours. Taking this approach would help greatly in developing business case narrative with internal and external stakeholders particularly around future budget planning and service transformation.

EHDC is effective in securing capital funding and has a strong capital fund it can draw down for financing projects. Although individual projects have a clear funding strategy, the peer team felt having a rolled up single page view of all capital projects to develop an integrated capital programme would be helpful for visibility and financial performance monitoring, enabling a cross organisational view on capital expenditure.

EHDC has a number of shared service agreements in place, some more mature than others. Given the passage of time since the inception of some service provision agreements, it is recommended that each shared service is systematically reviewed to ensure they still deliver against the desired performance outcomes, whilst providing assurance they represent value for money under the current terms of those arrangements.

4.5 Capacity to deliver

The high ambition of EHDC has resulted in a high volume of projects and transformation work. The pace of change and volume of work is recognised as having increased. Despite the pressured working environment there are good working relationships. Staff describe the council as a good place to work with supportive and friendly colleagues and councillors.

There was a strong sense of public service values amongst staff.

Corporate values were less understood. When asking staff, many were unable to recall the organisation values and they appeared not to be at the forefront of everybody's minds. Those staff that were more aware of the organisational values were unsure how they applied to their role. The peer team understand that EHDC already has plans to further develop the organisation values and to integrate these within the staff performance management system; this is a result of feedback from a recent staff survey and demonstrates a positive feedback loop back to staff who raised this as an issue.

EHDC operates agile and flexible working arrangements to enable staff to choose where they work to be most effective. The application of agile and flexible working was reported to be inconsistent, where the provision is working for some and not for others. A review of ensuring agile and flexible working benefits the whole service and not just individuals might be helpful.

In some cases staff questioned their efficiency, particularly in respect of ICT, as they regularly experienced delays logging on to the network, preventing them from working effectively. Working from home was seen as a positive experience providing the opportunity to be more productive with available working time.

The peer team identified that the current ICT provision does not effectively underpin and support the business and digitisation and channel shift should be seen as a priority. The peer team understand that a new internal appointment has recently been made, providing a role that will be focused on current ICT issues and future requirements

which is already having a positive impact. The new role should ensure service leaders have an adequate level of ICT support including training provision, which was not seen as effective to ensure they are able to deliver their business operations, gain support for transformation projects and be advised on new ways of working going forward (digitisation and efficiency programmes).

EHDC manages its resourcing through establishment control. Current working practices include scrutinising all vacancies to ensure replacing like for like resources is the most effective use of resources. Councillors and staff referred to the vacancy rate being circa 25%, although some vacant roles are being resourced through temporary recruitment. In some functional areas the resourcing levels are contributing to low morale, as teams struggle to keep up with work demand whilst operating at reduced capacity. It is recognised that some vacancies are impacted by national shortages such as planning roles impacting many councils.

EHDC proximity to London provides resourcing challenges as the local employment market for specialist technical roles is limited, with higher salaries being paid in the City.

Developing an integrated organisational development plan, inclusive of developing proposals on how EHDC can become an employer of choice will contribute to attracting future candidates to ensure resourcing levels are best matched to work demands.

Working relationships up, down and across the organisations are generally positive although there were some examples where frustrations and tensions exist within tiers of management. Resolutions were seen to be top down, adding to frustrations whereas receiving tiers of management would value a more rounded approach and the opportunity to be more involved in arriving at solutions to working practice issues.

There is a strong willingness to collaborate although this is sometimes compromised by silo working. Silo working was seen to be driven by the day to day pressures of delivering 'business as usual' and transformational work and projects. Staff and managers find it difficult to lift their head up to have time to think and plan. Silo working may be reduced through further project rationalisation, work prioritisation and recruiting to some of the vacancies, ensuring capacity is better matched to demand.

Managing demand through prioritisation and deferring work may be helpful in order to ensure priority work is resourced. Effective communication would further support staff in understanding the rationale for prioritisation and help focus on the key deliverables for the council and its communities.

5. Next steps

Immediate next steps

We appreciate the senior managerial and political leadership will want to reflect on these findings and suggestions in order to determine how the organisation wishes to take things forward.

As part of the peer challenge process, there is an offer of further activity to support this. The LGA is well placed to provide additional support, advice and guidance on a number of the areas for development and improvement and we would be happy to discuss this. Rachel Litherland, Principal Adviser is the main contact between your authority and the Local Government Association (LGA). Contact details are: Email rachel.litherland@local.gov.uk

In the meantime we are keen to continue the relationship we have formed with the Council throughout the peer challenge. We will endeavour to provide signposting to examples of practice and further information and guidance about the issues we have raised in this report to help inform ongoing consideration.

Follow up visit

The LGA Corporate Peer Challenge process includes a follow up visit. The purpose of the visit is to help the Council assess the impact of the peer challenge and demonstrate the progress it has made against the areas of improvement and development identified by the peer team. It is a lighter-touch version of the original visit and does not necessarily involve all members of the original peer team. The timing of the visit is determined by the Council. Our expectation is that it will occur within the next 2 years.

Next Corporate Peer Challenge

The current LGA sector-led improvement support offer includes an expectation that all councils will have a Corporate Peer Challenge or Finance Peer Review every 4 to 5 years. It is therefore anticipated that the Council will commission their next Peer Challenge before 2022.

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2018 Corporate Peer Challenge – Response from East Herts

Key recommendation	East Herts comments	East Herts action
<p>1. Expand your positive ambition into a narrative that focuses on people and place, to support members, staff and partners to understand and use as a framework for future work planning and prioritisation</p>	<ul style="list-style-type: none"> Review highlights issues around ensuring golden thread of corporate priorities through to individual work programmes and ensuring clarity which is a challenge for any large organisation. After elections in May it is likely that the new administration will want to develop its priorities and agree a corporate plan. This provides an opportunity to provide more clarity on priorities 	<ul style="list-style-type: none"> East Herts Council to adopt a new corporate plan (aim for adoption in late 2019) Officers will support Members with the process (to be agreed with Executive after May) <p>Officer lead(s): Head of Comms, Strategy & Policy & Policy Officer</p>
<p>2. Support internal transformation through the development of a strategic, integrated and resourced Organisation Development Plan setting out a clear vision and mission for staff and members for the next 3 years.</p>	<ul style="list-style-type: none"> Review picked up concerns about vacancy levels and difficulties in recruiting (especially in some specialist areas). 	<ul style="list-style-type: none"> Work already in progress regarding a refresh of the OD strategy. This will be agreed after May and in line with priorities set out in the new corporate plan <p>Officer lead(s): Head of Human Resources & Organisation Development</p>
<p>3. Re-engage all staff in the transformation agenda by ensuring that staff at all levels are shaping and delivering it</p>	<ul style="list-style-type: none"> Review suggested Digital East Herts programme is relatively narrow in scope and focused on saving £500k. As we move forward with this programme (and begin to close off actions) we need to consider a next phase of the programme which is wider in scope and focused on genuine 	<ul style="list-style-type: none"> Begin scoping new transformation programme to link to new corporate plan priorities as per (1) above <p>Officer lead(s): Head of Strategic Finance and Property, Head of Comms, Strategy & Policy and Improvement and Insight Manager</p>

	transformation. This would need to link to the new corporate plan and associated MTFS	
4. In the short term ensure that the whole organisation is clear on priority work and align resources accordingly	<ul style="list-style-type: none"> Review highlighted views of staff that there is a lot of project work taking place which draws resources away from the day to day job Work on the "1 page plan" has been effective in addressing some of these concerns 	<ul style="list-style-type: none"> Publicise 1 page plan results with staff and ensure on-going project monitoring through the DEH & Projects Steering Group <p>Officer lead(s): Head of Comms, Strategy & Policy and Improvement and Insight Manager</p>
5. Disperse some leadership roles and responsibilities to enhance capacity and develop organisational resilience	<ul style="list-style-type: none"> Although project governance is widely dispersed (eg. Executive Members leading where relevant and Member steering groups/ champions also being involved in decision making) this is largely about a possible over reliance on the Leader and CE to drive forward projects. At the officer level we have invested in a development programme for service managers to build capacity which has been well received. 	<ul style="list-style-type: none"> Continue to develop and invest in service manager level through training and development. Also see actions in (2) <p>Officer lead(s): Head of Human Resources & Organisation Development</p>
6. Create a Task and Finish Group comprising members and officers of all levels to develop proposals of how EHDC can become an employer of choice.	<ul style="list-style-type: none"> Links to 2 and suggests a completely fresh look at recruitment and retention 	<ul style="list-style-type: none"> Executive to consider whether a Task & Finish Group should be mandated through Scrutiny to explore this after May <p>Officer lead(s): Head of Human Resources & Organisation Development</p>

<p>7. Build on existing relationships to ensure stakeholder and community engagement happens at the earliest opportunity.</p>	<ul style="list-style-type: none"> • The review was positive in terms of the council's approach to consultation and engagement and realistic about stakeholders not agreeing with decisions even when the process has been good. • Largely focused on new developments and neighbourhood plan/ district plan activities 	<ul style="list-style-type: none"> • Recommendation noted – no specific action required other than to be mindful of this going forward
<p>8. Work with the National Association of Local Councils (NALC) to support investment in your Town & Parish Councils through provision of good quality planning training</p>	<ul style="list-style-type: none"> • Report indicates generally Town & Parish Councils are happy with support from East Herts but require more support around understanding the planning process 	<ul style="list-style-type: none"> • Training events and programme to be considered in conjunction with relevant Portfolio Holder after May elections. <p>Officer lead(s): Head of Planning and Building Control</p>
<p>9. Produce a consolidated medium to long term Capital Strategy</p>	<ul style="list-style-type: none"> • Work has been undertaken on rationalising the capital strategy 	<ul style="list-style-type: none"> • Complete <p>Officer lead(s): Head of Strategic Finance and Property</p>

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EAST HERTS COUNCIL

EXECUTIVE -26 FEBRUARY 2019

REPORT BY LEADER OF THE COUNCIL

EAST HERTS DISTRICT PLAN: RETAIL FRONTAGES, DESIGN & SIGNAGE
SUPPLEMENTARY PLANNING DOCUMENT (SPD) - DRAFT FOR PUBLIC
CONSULTATION

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- To seek Members' agreement to publish the draft Retail Frontages, Design & Signage Supplementary Planning Document (SPD) for public consultation.
- To agree that a Strategic Environmental Assessment (SEA) of the emerging Retail Frontages, Design & Signage Supplementary Planning Document (SPD) is not required.

RECOMMENDATIONS FOR EXECUTIVE: To recommend to Council that:

(A)	The draft Retail Frontages, Design & Signage Supplementary Planning Document (SPD), as set out in Essential Reference Paper 'B', be agreed and published for a six-week period of public consultation; and
(B)	In accordance with the Environmental Assessment of Plans and Programmes Regulations 2004 it has been determined that a Strategic Environmental Assessment of the emerging Retail Frontages, Design & Signage Supplementary Planning Document (SPD) is not required as it is unlikely to have significant environmental effects.

1.0 Background

- 1.1 The Council has had guidance in place relating to the preferred treatment to be applied to retail frontages for a number of years. As parts of the Hertford Urban Design Strategy (HUDS), further consideration has been given to the quality and character of Hertford town centre as part of the works taking place there. The need to ensure that retail and town centres are of a high environmental quality has also been seen to become more important because of the changing nature of our town centres.
- 1.2 Supplementary Planning Documents are documents which add further detail to the policies in the development plan. They can be used to provide further guidance for development on specific sites, or on particular topics, such as design.
- 1.3 The draft Retail Frontages, Design & Signage SPD has been produced by Murphy Associates working in collaboration with the Council. A copy of the draft SPD is attached at **Essential Reference Paper 'B'**.

2.0 Report

- 2.1 The new National Planning Policy Framework (NPPF), published on 24 July, emphasises that the creation of high quality buildings and places is fundamental to what the planning and development process is seeking to achieve. Good design is a key aspect of sustainable development and being clear about design expectations is essential for achieving this.
- 2.2 The purpose of the draft Retail Frontages, Design & Signage SPD is to aid the effective implementation of the Design and Heritage policies in the District Plan (Chapters 17 and 21 respectively) relating to the design of shopfronts and advertisements, particularly within Conservation Areas and on Listed Buildings. The draft SPD has been prepared to provide further guidance in relation to the following District Plan Policies:

- Policy DES5 – Crime and Security
- Policy DES6 – Advertisements and Signs
- Policy HA5 – Shopfronts in Conservation Areas
- Policy HA6 – Advertisements in Conservation Areas
- Policy HA7 – Listed Buildings

2.3 The draft SPD provides guidance to applicants, agents, architects, retailers and independent traders on the requirements for high quality retail frontages, the replacement of existing and the installation of new shop fronts throughout the district, in order to raise the standard of design quality and to enhance the attractiveness and local distinctiveness of the district's shopping environments.

2.4 The Council attaches considerable importance to suitably-designed shopfronts, not only for the preservation of the character of buildings and areas, but also for the attractive overall appearance of shopping streets and the impact on their commercial success. This includes signage and lighting. The draft SPD explains the strong role of shopfronts and their associated signage in historic environments which are of particular relevance to the district, given that the retail and commercial areas of the five main settlements fall within conservation areas, containing designated and non-designated heritage assets.

2.5 The draft Retail Frontages, Design & Signage SPD covers the following areas:

- Legislation, policy and the need for permissions
- What to take into account
- Shopfront design advice
- Access provisions

- 2.6 It is intended that the draft SPD will be published for a six-week period of consultation during May/June 2019. The consultation will meet all the statutory requirements, including:
- Placing the consultation documents on the Council's website for the duration of the consultation;
 - Notifying relevant consultees by email or letter;
 - Making hard copies of the consultation documents available at the Council's offices in Hertford and Bishop's Stortford, and at libraries across the district.
- 2.7 Following consultation, a final version of the SPD will be produced. At the same time a statement will be prepared setting out who was consulted during the preparation of the SPD; a summary of the main issues raised; and how those issues have been addressed in the SPD. It is currently anticipated that the final SPD will be presented to Members in September 2019.

Strategic Environmental Assessment

- 2.8 Under the requirements of the European Union Directive 2001/42/EC and Environmental Assessment of Plans and Programmes Regulations (2004), certain types of plans that set the framework for the consent of future development projects, must be subject to an environmental assessment. It is therefore a requirement that the Council undertakes a Screening Assessment to determine whether the draft Retail Frontages, Design & Signage SPD should be subject to a Strategic Environmental Assessment.
- 2.9 The Council's draft Screening Statement concludes that the draft SPD is unlikely to have significant environmental, social or economic effects beyond those of the District Plan policies it supplements; does not create new policies and only serves to provide useful guidance on how to effectively and consistently

implement the District Plan policies and therefore does not require a Strategic Environmental Assessment.

2.10 The Regulations require that the Council consults three statutory bodies in reaching this determination. Consultation has therefore been carried out with the Environment Agency, Natural England and Historic England. At the time of writing this report, the Environment Agency has confirmed that they have no comments; no other responses have been received, though no contrary view is anticipated. The Screening Statement attached at **Essential Reference Paper 'C'** is therefore provided in draft, pending the receipt of consultation responses.

3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers -None

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IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives <i>(delete as appropriate):</i>	Priority 1 – Improve the health and wellbeing of our communities Priority 2 – Enhance the quality of people's lives Priority 3 – Enable a flourishing local economy
Consultation:	Consultation on the draft SPD will be undertaken between during May/June 2019.
Legal:	Consultation on the draft SPD will meet all the statutory requirements.
Financial:	There are no financial implications arising from this report.
Human Resource:	There are no human resource implications arising from this report.
Risk Management:	The draft SPD will increase the efficiency of negotiations between the council and applicants.
Health and wellbeing – issues and impacts:	The link between planning and health has long been established. The built and natural environments are major determinants of health and wellbeing.
Equality Impact Assessment required:	No – an EqIA was undertaken on the District Plan.

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East Herts Retail Frontages: Design & Signage SPD

Consultation Draft





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1 . Introduction



1 Introduction

The Purpose of this Guidance

- 1.1** This Supplementary Planning Document (SPD) has been produced by East Herts District Council as a material consideration to be taken into account when determining planning applications or listed building consents for works to or for new shopfronts and advertisement consents for the display of signage. The advice advances the policy requirements set out in the National Planning Policy Framework (July 2018) and the relevant policies of the East Herts District Plan 2018.
- 1.2** The aim of this SPD is to provide guidance to applicants, agents, architects, retailer and independent traders on the requirements for high quality retail frontages, the replacement of existing and the installation of new shop fronts throughout the district, in order to raise the standard of design quality and to enhance the attractiveness and local distinctiveness of the District's shopping environments.
- 1.3** The Council attaches considerable importance to suitably-designed shopfronts, not only for the preservation of the character of individual buildings and retail areas, but also for the attractive overall appearance of shopping streets and the impact on their commercial success. This includes signage and lighting. It explains the strong role of shopfronts and associated signage in historic environments which are of particular relevance to the East Herts, given that the retail and commercial areas of the five main settlements fall within conservation areas, containing many listed buildings.
- 1.4** Where shopfronts of character do survive, particularly if they are of some age, every effort should be made to keep them. Modern and traditional styles are equally acceptable, subject to their design quality, materials and context.
- 1.5** The purpose of the SPD is not to suggest a rigid application of a set of rules but to provide guidance on designing, altering and improving retail frontages and in a number of cases, restoration or appropriately designed replacements. It also explains the expectations arising from planning policy for well-informed applications where planning permissions and listed building consents are required. It also seeks to ensure that any impact arising from changes to our retail frontages is positive and enhancing. It relates not only to retail units, but also to Banks, Building Societies, Estate Agents, Betting Offices, Public Houses, Restaurants and hot food outlets or, indeed, to any premises which have a window display and/or signage.



2 The Issue

- 2.1** As the prime retail and commercial areas of the main settlements are within conservation areas and contain a high percentage of listed buildings, the character and appearance of individual and groups of buildings and street scenes can be harmed by insensitive and inappropriate shopfront designs and signage. For example, an overly large plastic fascia may be inappropriate in terms of size and materials and may cover traditional architectural features. Also, standardised corporate 'house designs' of multiple 'chain' franchise retailers present a particular problem when they are applied insensitively to existing buildings, adopting a one-size fits all approach.
- 2.2** Whilst the desire for corporate identity and image is appreciated, in some cases standard designs will need to be modified in order to fit sympathetically with the period and architectural style of the building they are being applied to and where there are statutory heritage designations. It is important, therefore, that alterations, restoration and replacement are sympathetically carried out, especially in conservation areas and on listed buildings, in order to protect their special character.
- 2.3** Size, scale, elaborate or simple design and detailing, the use of correct materials and colour schemes are all important in making shopfronts an acceptable part of existing buildings and areas. With that, there is a strong relationship between the attractiveness of town centres and their economic competitiveness. Consistently well-maintained shopfronts therefore affect the prosperity of individual businesses. This guidance is intended to strengthen those links.
- 2.4** Due to the nature and characteristics of the settlements in East Herts, the extent to which there is an issue with shopfront design and signage varies. This is due to the size of the settlement but also the designations that exist. In East Herts the majority of the historic centres and their retail areas are within conservation areas, and contain a considerable number of listed buildings.

The main settlements

- 2.5** The five main settlements experience issues to varying degrees. For instance:

Buntingford:

- 2.6** Buntingford's main shopping area starts where Station Road meets Market Hill, the location of the former cattle market. It continues northwards along the High Street. It retains an attractive environment which is largely due to

2 . The Issue



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the fact that it is within the conservation area and contains historic buildings ranging from the 15th to the 19th century, many of which are in commercial use.

- 2.7 Despite the historic sensitivity of the shopping street, modern shiny fascia signs, wall mounted signage, window decals and the considerable use of external lighting have made an appearance. A-boards are apparent as well as retail clutter spilling onto the pavement.
- 2.8 Sections of properties that once accommodated shops have returned to their original domestic use yet still retain the evidence of the former shop display window or shopfront.



Figure 1 – Formerly a house but adapted to provide a double fronted shop to the ground floor.



Figure 2 - A conversion to a commercial use considered to be less successful in terms of the treatment of the historical significance of the building.

Sawbridgeworth:

2.9 The main shopping area is contained within the medieval core of the settlement which is part of the conservation area. It starts at the junction of London Road and Bell Street, stretching eastwards to the Square, Bell Street, Church Street, and part of Knight Street. With a number of medieval properties still in existence, it is not uncommon for buildings to have retail uses to the ground floor with residential above or the ground floor being split. More modern developments have occurred to the west side of London Road with a parade of shops to the rear 1 – 7 Bell Street, utilising former burgage plots. A Budgens Store is located to the east side of London Road.

Page 46 There are a limited number of national retailers present. Independent

2 . The Issue



retailers are more prevalent. Financial institutions are present but display their corporate identities in a more muted manner. Some former coaching inns have remained.

- 2.10** Shopfronts are typically of painted timber, small in scale, with generally modest fascias and signage, apart from in London Road, where there are some poor aluminium shopfronts and over-sized or garish signs. Some are 19th century or earlier, and a few are of very high quality, with sophisticated classical detailing.
- 2.11** However, there are the exceptions. Over time some fascias have been over-boarded with plastic, shiny signboards, including variants with an aluminium frame. Disproportionately long fascia signs and wall mounted signage is noticeable, particularly on buildings where there is no defined fascia area. Supermarkets tend to see their display windows obscured with window decals and there is an evidential preponderance for the use of bulky external lighting.



Figure 3 - A Medieval building with two different retail displays.



Picture Figure 4 – A blank frontage.

Ware:

2.12 The shopping environment in Ware is largely contained within the historic market area of the town and its medieval streets including the approach along Baldock Street, High Street, West Street, East Street, Bridge Street and Amwell End, all within the Ware Conservation Area. Many premises are listed and a number of buildings are identified as making a positive contribution to the Ware Conservation Area.

2.13 In general there are a number of attractive shopfronts and signs that have sought to respect the buildings into which they have been inserted. As a larger retail environment compared to Buntingford and Sawbridgeworth, there are more issues with fascias and hanging signage, materials and colours, canopies, window decals and A-Boards. In some cases, little respect is paid to the characteristics of the building as a whole or the streetscene.

2 . The Issue



Figure 5 - A variety of architectural styles, some inappropriate shopfronts and blinds



Figure 6 – Turning the corner



Figure 7 - A late 19th/early 20th century shopfront with traditional elements.



Figure 8 – Some features lost and with an imbalance between signage and other treatments.

Bishop's Stortford:

- 2.14** The shopping area of Bishop's Stortford is contained by the River Stort, Castle Gardens, Hadham Road to Station Road/Newtown Road. The historic core is centred on the junction of High Street, North Street, Bridge Street and Market Street/Market Square which coincides with the heart of the shopping environment which also continues along Potter Street and South Street. Some side lanes and 'walks' also accommodate retail premises with the main shopping mall, Jackson Square, is located between Potter Street, Bridge Street, Riverside and The Causeway. The majority of the shopping area falls within the Bishop's Stortford Conservation Area and contains many listed buildings and buildings that make a positive contribution to the character and appearance of the conservation area.
- 2.15** Due to the nature of the buildings, there is clear change between North Street, Potter Street and South Street. Buildings span from the medieval period to the late 19th/early 20th centuries, some retaining historic shopfronts and traditional features including signage. There is a greater percentage of national multiple stores with corporate identity signage in Bishop's Stortford than in other centres of the district. Some companies have adapted their signage to respect the host building whereas others have had little regard to the building or the street scene.
- 2.16** Regrettably, the area includes a number of reproduction frontages, poor quality fascia signs concealing historic features, projecting internally illuminated fascia boxes, garish colour schemes, overly large lettering, sign boards, banners, window decals and a clear over presence of A-boards. Trough lighting and inappropriately placed roller shutters are equally jarring.

2 . The Issue



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Figure 9 – a 15th century timber-framed house converted to retail use on the ground floor. The shopfront dates from the early 20th century and is of an appropriate design.



Figure 10 – A less than successful 1960's parade of shops on the corner of South Street & Station Road.

Hertford:

- 2.17** This market town sees its main retail and commercial area along St. Andrew Street, Old Cross, Mill Bridge /The Wash, Parliament Square, Maidenhead Street, Bull Plain, Market Place, Bircherley Green, Railway Street, and Fore Street. This area is within the Hertford Conservation Area and contains a



high percentage of listed buildings with a number identified as making a positive contribution to the character and appearance of the conservation area.

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- 2.18** There are a number of surviving, good quality shopfronts and signs as well as an attractive variety of traditional materials and details. Equally, and within the central historic core, there are a number of poor quality shopfronts, fascias and advertisements that detract from, not only the buildings themselves, but the streetscene. In many cases fascia signs are placed below the 'integrated' fascia area; and therefore the frontage may have two fascias, one above the other. This is particularly noticeable in Maidenhead Street.
- 2.19** Others tend to be overly large obscuring architectural details; made of shiny materials. Some traditional shopfronts have seen the introduction of unacceptable window display areas, a poor choice of colours, even to the traditional wooden shopfronts.
- 2.20** There are many examples of buildings being subdivided into separate units with frontages that do not match. Swan neck, bulk head downlights, strip lighting, poorly added blinds (Dutch and roller), security cameras and alarm boxes add to the visual clutter on frontages.

2 . The Issue



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Figure 11 – Pizza Express signage adapted to fit.



Figure 12 – Discordant adjacent colours.



Figure 13 – The 15th century jettied, timber-framed building, St. Nicholas Hall or Verger's House accommodating retail.



Figure 14: Signage respecting the medieval buildings.

3 . Historical Background



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3 Historical Background

- 3.1** Retail and commercial uses have been a defining element of our town centres. Just as towns have evolved over time so shops have changed in response to factors such as design, lighting, security, environmental health and fashion. Retail methods have also changed from service to self-service and shopping has progressed from a functional to a recreational activity. Both corporate organisations and individual traders endeavour to highlight their location and products in competition with rivals. Shopfronts remain an important feature in the street scene of the towns and villages and this is evident in East Herts where the main settlements have their origins in historic medieval market towns.
- 3.2** Historically valued shopfronts saw their origins and influences emerge from the medieval period when the 'shop' was a market stall. There was then a move toward more permanent buildings where one or two rooms became shops with the upper floors used as living accommodation. The earliest shops were open fronted, typically having shutters that folded down to form the stall. This was supported by the infilling of the lower part of the opening, which is still known as the stallriser. A primary factor is the shopfront because it provides the welcome and frames the display of goods and services.



Figure 15 – An early 18th century shopfront inserted into a medieval building with simple detailing (Buntingford).

- 3.3** It is only from the mid-18th century that shop fronts, as we know them, begin to survive in reasonable numbers. Their greater elaboration coincided with accelerating commercial activity connected with an increase in what we now call consumer goods – articles of luxury and fashion rather than necessity. The appearance of the shops in which such things were bought became increasingly important from the 1700s.



Figure 16 - Early 18th century frontage to a 16th - 17th century building. Generally retaining traditional details but with some modern signage and swan neck lighting.

- 3.4 The majority of 18th and 19th century shop fronts were designed on an individual basis, utilising a variety of architectural detailing and styles. As the importance of the shop in its own right was recognised, this led to the move toward increasingly large, purpose-built frontages.
- 3.5 The 1830s saw the introduction of larger windows as manufacturers were able to provide glass panes of varying sizes for the 'new' shop front types, far cheaper than ever before. This marked a move away from small-paned bow windows towards large-paned ones of varying types (although there was a brief return to small-paned windows with the 'Queen Anne revival in the late-19th century).

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Figure 17 - Early 19th century frontage, double fronted with multi-paned oriel bays including slim glazing bars and traditional features.



Figure 18 - late 19th century Emporium with multi-paned display windows to first floor with altered 20th century timber shopfronts.



Figure 19 - Neo-classical revival building with defined fascia and architectural features.

- 3.6** The use of plate-glass windows led to a different scale in the design of shop fronts, with the stallriser at the base of the window virtually disappearing and the front being carried much higher up, thereby increasing natural internal light and display space, for instance, the aptly named 'Deco' building in Hertford which is contained within the ground floor of a 4-storey building of the neo-classical period, early 1900's.
- 3.7** Another often overlooked aspect of shopfront design is the use of shutters. These would have been a necessity, both for security and in order to prevent 'accidental' damage to the glazing and the contents of the shop which they protected.
- 3.8** Early shutters, comprising wooden panels on a framework, were normally put in place at the end of the working day. They would be slotted into position in a groove under the architrave, located on the sill with pins and held in place together by an iron strap. Fixings and metal plates with holes for the pins can still be found on old shopfronts. In some cases, the design of the front permitted the shutters to be housed externally, often hinged and folded back into boxes to the sides of the windows.
- 3.9** A further innovation in the early-to-mid-19th century was the introduction of roller blinds on springs. These served to shade the customer, protect goods and reduce reflections and glare in the windows. They could easily be fitted to the cornice and operated by a long boathook opening on metal stays fixed to the pilasters on either side.

3 . Historical Background



- 3.10** By the mid-19th century, only fresh food shops had open fronts. These persisted into the 20th century until the benefits of fresh air were overtaken by concerns for environmental health. Ventilation grills or opening lights above the top transom/fanlight were then used instead.
- 3.11** Competition in the high street of the late-19th century produced a range of styles with Gothic, neo-Georgian and Art Nouveau influences. Stonework and terracotta surrounds became common. New materials also included decorative glazed tiling with terracotta insets. Recessed entrances increased the area of window displays and transom lights allowed for cast-iron ventilation grilles and coloured glass to hide gas-light fittings.
- 3.12** With the introduction of pattern-book designs, shopfronts became an integral part of new town centre buildings in the early 20th century. Structural elements could be made more elegant with the use of bronze and polished stone, while Art Deco styles of the 1930s introduced features, such as sunbursts and stepped fascias, with new materials, such as chrome and Vitrolite/Carrara (a pigmented structural glass), chrome metalwork and chrome lettering. From the 1950's onwards the trend was for further simplicity in shopfront design and more minimal styles of modern architecture that have made much of the structural system of shopfront redundant. This was at a time when 'float' glass became available in large sheets. Although creating larger areas for window displays these also brought with them the added concerns of safety and security, and led to the widespread installation of security shutters and grilles. It was not until the 1970's when new interpretations of classical designs became popular.
- 3.13** Today many of the shopping streets in East Herts are not only of local, but national and international importance and display some fine original shopfronts of historic and architectural significance. There is a rich variety of styles and types from those inserted in medieval timber-framed buildings to Victorian, Edwardian and late-19th / early-20th century buildings. Using its statutory powers as a planning authority and through providing advice, the council is committed to preserving the retail heritage of its shopping environment.



4 Legislation and Policy

Legislation – the need for Planning Permission

4.1 A new or replacement shop front will always require Planning Permission. Alterations to an existing shop front that involve a material change in its appearance will also require Planning Permission. Typical examples are:

- The removal of a shop front in whole or in part.
- The replacement or alteration of architectural features such as window frames and doors, decorative cornices, corbel brackets or other mouldings.
- Altering the frontage line (i.e. installing or removing a bay window, closing or creating a recessed entrance).
- Enlarging or reducing the size of a shop window or changing its shape, form, proportions or materials.
- Removing or adding mullions, transoms or glazing bars.
- Moving the position of the entrance.
- Replacing the shop door(s) with one of a different design or in different materials.
- Enlarging or reducing the size, depth or bulk of the fascia.
- Installing reflective or obscure glass.
- Applying stone, artificial stone, timber, plastic or tile cladding to pilasters, stall risers etc.
- Removing or installing steps or a ramp.
- Boarding up a shop front.
- Adding a blind or roller shutter. Where a roller shutter previously existed, changing the colour of the fabric or adding lettering will result in the need for planning permission and possibly Advertisement Consent.

4.2 Works of repair or minor 'like for like' replacement do not require Planning Permission. Redecoration does not require planning permission unless the property is covered by an Article 4 Direction.

4 . Legislation and Policy



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Listed Building Consent

4.3 A new or replacement shop front within or attached to a listed building and any alterations which affect its special architectural or historic interest will always require Listed Building Consent. For example, in addition to the items requiring Planning Permission mentioned above, the following works will require Listed Building Consent:

- The removal, addition or alteration of entrance floor tiles.
- The removal of an original blind and/or blind box.
- The installation of an extractor fan outlet.
- Painting any previously unpainted areas of the shop front.
- Repainting in a markedly different colour.
- Painting with a textured paint.
- Alterations to the interior.

Advertisements

4.4 Under the provisions of the Town and Country Planning (Advertisements) Regulations 2015, shop owners and retailers are able to display signage under 'deemed' consent or 'express' consent. However, where signs are erected under deemed consent provisions, harm can still arise. This includes the use of overly large fascias obscuring features and details, poor quality materials, garish designs, colours and overly large letters.

Enforcement

4.5 Where shop fronts that fail to comply with the advice in this SPD and are installed without the necessary permission, the council will consider taking enforcement action to secure compliance with the design guidelines set out in this document. The Council does not embark on enforcement action lightly, but considers that the protection of the character of retail areas of the District and their vitality is important.

National Planning Policy Framework 2018

4.6 In addition to legislation, the government has set out guidance on a range of planning matters in the National Planning Policy Framework (NPPF) 2018. Central to this is the need to ensure the vitality of town centres. This is supported by expectations for good design but equally, the need to reinforce local distinctiveness and to safeguard heritage assets.

4.7 Section 7 'Ensuring the vitality of town centres' sets out the planning framework to safeguard and promote the sustained vitality for town centres. Whilst no specific reference is made to the detail of shopfronts paragraph 85 states:



“Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation”.

- 4.8** Section 12 ‘Achieving well-designed places’, sets out the requirement for good design to be at the heart of planning policy and decision making, paragraph 124 states:

“The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.”

- 4.9** Section 16 ‘Conserving and enhancing the historic environment’ places greater emphasis on proposals affecting or related to heritage assets. This is particularly important as the main five settlements fall within conservation areas and contain a high proportion of buildings that are listed or identified as making a positive contribution. Proposals for change will be required to take account of the special historic or architectural interest of conservation areas and listing buildings when submitting proposals for change.

- 4.10** This SPD sets out best practice design guidance and a set of principles that will act as supplementary guidance to the East Herts District Plan. The guidance will meet the requirement for well-informed design guidance contained in the NPPF (2018) and at the same time seek to maintain quality at the heart of the Districts town centres and promote vibrant retail environments.

East Hertfordshire District Plan, 2018

- 4.11** The East Herts District Plan was adopted in October 2018. Chapter 7 addresses Retail and Town Centres issues and sets out that:

“East Herts’ town centres play a vital role in providing for the every-day needs of residents, providing not only a varied retail offer, but also for banking and administrative needs, leisure and social opportunities.”

- 4.12** All of the towns in the District are historic market towns. The town centres have an identified hierarchy with Bishop’s Stortford identified as the principal town centre. Hertford is identified as a secondary town centre and all others are minor town centres. The policies (RTC1) identify town centre boundaries within which main town centre uses (as defined in the NPPF) will be supported in principle. Policies RTC2, 3 and 4 address primary shopping areas, and primary and secondary shopping frontages. The Plan also

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recognises that a range of facilities in local centres and villages support people's day-to-day retail and service needs whilst also helping to reduce the need to travel and promoting local employment. The Council recognises that a crucial aspect of the attractiveness of a town centre is its accessibility to all members of the community, whichever mode of travel they choose. Retail and leisure facilities should be accessible to all users and access for people with disabilities should be provided.

4.13 The District Council recognises the importance of retaining vitality within town centres, and the associated advantages of establishing and maintaining residential accommodation above retail units. These benefits include environmental sustainability, economic regeneration, security, and conservation of the District's heritage.

4.14 Chapter 17 sets out policies relating to design, policy DES4 covering a range of issues that all development proposals would be expected to address. Policies DES5 refers to crime and security matters. It sets out the requirement that measures to achieve those aims should not significantly compromise the provision of high quality design. With regard to advertisements and signs, policy DES6 specifies that these must respect the character and appearance of the environment.

4.15 Policies relating to heritage assets are set out in Chapter 21. Development proposals should preserve and, where appropriate, enhance the historic environment of the district. As indicated, the centres of all the historic retail areas in the district are designated as conservation areas. Policy HA4 indicates that, within these, development will be permitted where it preserves or enhances the special interest of the area.

Policy HA5 addresses Shopfronts in Conservation Areas specifically stating:

- I. Proposals for a new shopfront or commercial premise frontage or alterations to existing ones will be permitted where the proposed design follows historic shopfront design, is sympathetic to the scale, proportions, design details and materials of the structure or adjoining buildings and the character and appearance of the Conservation Area.*
- II. Shopfronts of architectural or historic interest shall be retained and repaired as necessary.*
- III. Security features should be designed in a sensitive manner which respects the overall character of the frontage and location, facilitates natural passive surveillance and maintains an attractive street scene. The use of architectural solutions combined with the use of an internal open lattice grill is preferred. Alarm boxes should be of a discreet colour and size, located carefully in relation to the elevation of the building, whilst being obvious enough to deter an intruder.*



4.16 In its consideration of applications within Conservation Areas for express consent made under the Town and Country Planning (Control of Advertisement) Regulations 2015 (policy HA6), the Council will only accept advertisements where they:

- a. are either painted or individually lettered in a suitable material of a proportionate size and design in relation to the building or fascia upon which they are to be displayed;
- b. are preferably be non-illuminated or does not contribute to an escalation of shopfront lighting along the street scene. Where illumination is proposed it should be external illumination which is discreet in size and of a minimum level. Internal illumination of shop signage will not be permitted;
- c. are of a traditional fascia or hanging type; and
- d. are of a traditional and appropriate size to the architecture of the host building.

4.17 Policy HA7 addresses the issues raised when proposals relate to a listed building. All other policies relevant to the development proposed should be considered when schemes are being formulated. The East Herts District Plan can be viewed, in full, on the Council's website: www.eastherts.gov.uk.

Neighbourhood Plans

4.18 In addition, where a Neighbourhood Plan is in formulation or has been finalised and agreed ('made') it may also have policies which relate to town centre and retail locations. These policies should also be taken into account.

Pre-application contact

4.19 The Council is able to offer the provision of advice and informal consideration of schemes being devised, before a formal application is submitted. This process will assist in ensuring that the correct permissions/consent are applied for and that all the issues have been taken into account at an early stage. The Council does have to charge for this service and its current charges, and how to request pre-application advice, are set out on the website; www.eastherts.gov.uk.

Building Regulations

4.20 Approval under the Building Regulations is required where a new shopfront is proposed, or where works involve a material change to the existing, structural alterations or changes to the means of escape. In East Herts, the Council's Building Control service is provided through Hertfordshire Building Control (HBC), who can be contacted at; building.control@hertfordshirebc.co.uk

5 . What to take into Account



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5 What to take into Account

- 5.1** Most of the best new shopfronts are professionally designed by architects. It is important, though, that you choose an architect who has experience both of working on shopfronts and, where applicable, a knowledge of the requirements of working in a conservation area and on historic buildings. Before considering a full replacement, the existing shopfront should be evaluated to see which (if any) elements make a positive contribution to character and therefore merit retention. The following list of questions are often a good starting point when considering alterations to an existing shopfront and the premises.

Existing Shopfront:

- What is the character of the existing shopfront?
- What are the strongest features of the existing shopfront?
- Is the current shopfront listed or in a Conservation Area?
- Can the existing shopfront be repaired?
- Do the elements of the architectural surround, ie pilasters, corbels, cornice, frieze, stallriser, survive?
- What is the proposed use of the shop, and is the shopfront appropriate?

The rest of the Building:

- What are the qualities and proportions of the rest of the building?
- Is there a particular architectural style?
- What materials are used?
- How well does the existing shopfront fit with the rest of the building?

Street scene and local context:

- What is the rhythm of the street elevation in which the shopfront will be located?
- Is there a consistent pattern to the shopfronts of adjoining buildings?
- What are the materials and colours used in the local buildings?
- How would a new shopfront fit in positively with the street scene?

Local Planning Authority:

- What are the specific East Herts District Plan policies?
- Have you checked the guidance set out in this SPD?
- Are there any restrictions such as Areas of Special Advert Controls?

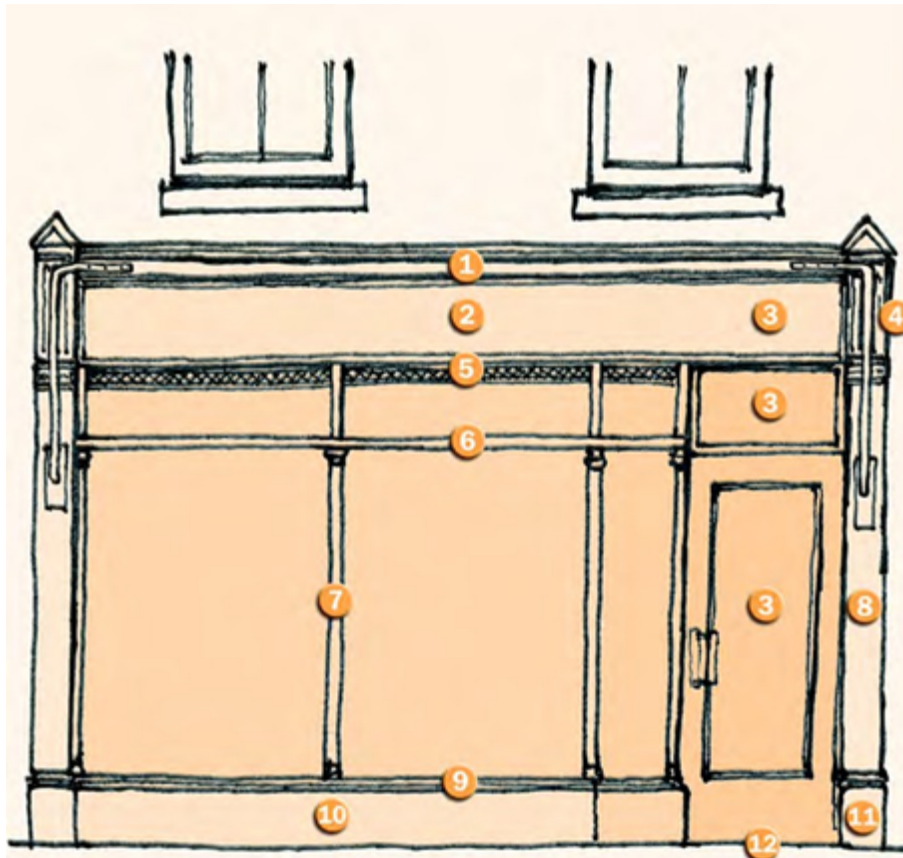
- 5.2** Once the existing shopfront has been appraised, it is important to assess the design approach to be taken. In all cases, where a traditional or historic shopfront exists, the council will encourage its retention. Many traditional shopfronts only need repair or re- establishment of the traditional architectural frame of the shopfront to give many future years of use.

5 . What to take into Account



Traditional Design

5.3 A traditionally designed shopfront often has the entrance door set back from the pavement. It will normally consist of pilasters, with architectural details such as capital and plinth, a corbel or console bracket, and an entablature with cornice and frieze or fascia, which generally has a hand painted sign. The shop window will typically include two vertical mullions and a transom rail at door head level with clerestory or transom lights above. It will mostly be made of timber and sit within the traditional architectural framework around the opening. In some cases, a side door is included to serve the separate living accommodation to the upper floors.



1. Blind Box
2. Fascia
3. Location for property number
4. Corbel/console
5. Ventilator/grill
6. Transom
7. Mullion
8. Pilaster
9. Cill
10. Stallriser
11. Plinth/base
12. Threshold

Figure 20 – Basic elements of a 'traditional' shopfront.

5 . What to take into Account



- 5.4** Even where the original shopfront has been removed, much of the architectural framework often survives, sometimes covered up by modern fascia boards and signs. Therefore reinstatement would be encouraged. Another option is to propose carefully proportioned, well-resolved high quality modern designs in appropriate locations and where the existing building can accommodate the extent of change.

Modern Design

- 5.5** Modern designs may be a product of their time, responding to trading patterns with larger display windows, the growth of chain stores and multi-nationals, and the amalgamation of single shop units into larger stores. The response is often to extend the fascia across all units in an attempt to create unity but more so to accommodate corporate signage that often dominates a building and creates an unacceptable horizontal emphasis.
- 5.6** Plastic signage, particular internally illuminated box framed fascias in overly bright, garish colours and large lettering, has the sole aim of attracting attention. This may be what the retailer had in mind but it is often unsuccessful in its impact on the building itself and jars with its neighbours. Where more than one negative frontage sits alongside another, the cumulative impact is particularly harmful to the streetscene and quality of the shopping environment.
- 5.7** Not all modern design is negative as it can adopt traditional principles to meet trading and retailer needs whilst being sympathetic to the character of the host building. This is particularly important with regard to subdivisions, bay widths, architectural features, colour schemes and the context of the building in question. Some companies are more successful than others at adapting their corporate identities.

5 . What to take into Account



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Figure 21 – The identity of a chain store respecting the style of the curved shop with its fascia supported on barley twist columns with plinth and ornate capital.



Figure 22 – this retailer now has a unique presence in Bishop's Stortford with a subtle fascia.

5 . What to take into Account



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Figure 23 - The specific character of each building is reflected in the design of shopfronts in the top image, but ignored when the ground floors are amalgamated into one large unit.



6 Shopfront Design Advice

6.1 The overall design of a shopfront encompasses a number of elements, any one of which, if inappropriately executed, can have a detrimental effect on not only the individual shop itself, but also the immediate locality. Therefore, proposals for either alterations to existing shopfronts or new shopfronts need to take account of a number of factors to ensure the end result relates sympathetically to the rest of the elevation including upper floors. Any details or features of interest should be incorporated into the design.

6.2 Generally In their design, replacement shopfronts should:

- Reflect the architectural style of the individual building(s) with which they are associated, particularly insofar as their overall scale and glazing proportions are concerned. Where a shop occupies more than one building it is important that the individuality of each is clearly retained.
- Be generally well-proportioned and detailed, respecting existing decorative features and limiting signage to clearly defined elements.
- Utilise colour schemes sympathetic to the surrounding area in general and neighbouring buildings in particular.
- Employ traditional signwriting or utilise applied individual metal/timber lettering rather than vinyl, perspex or other non-traditional forms.
- Make use of discreet lighting and security measures in keeping with the building and its surroundings.
- Facilitate easy access through the use of appropriately detailed entrances – recessed where appropriate to overcome level changes – and door furniture.

Fascias and fascia signs

6.3 Most shopfronts have a fascia and this is perhaps the most dominant feature. They play a dual role in both communicating the name, trade and number of the shop and forming an important design element in the 'framework' of the shopfront. As a general rule, Georgian and early Victorian designs employed upright fascias, with plain or decorative ends on top of any pilasters. In later periods the fascias were more often placed between console brackets (or other forms of termination) and canted forward. Fascias should be appropriate in terms of size and form to the architectural period and style of the building.

6.4 Traditional fascias tend to be:

- Relatively narrow (around 18 inches/0.5 metres high).

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- Proportional to the design of the shopfront and the building as a whole.
- Kept well below the cill level of the first floor windows whilst not extending down disproportionately far over the shop front proper.

Figure 24 - Various sign and fascia issues



b) The sign has been located within the fascia area, contained by the corbel. It would have been more successful if painted onto the wooden fascia boards with the main name reduced in size.



c) Although easy to read, the lettering is too large and thus crowds the applied fascia board. A hand-painted fascia would have been more successful.



d) A plastic fascia board that is overly bright with large lettering and external lights that overpowers this building.



e) An inappropriately positioned plastic board placed above the ground floor with large lettering. An uncomfortable relationship.

6 . Shopfront Design Advice



- 6.5** All too often, excessively deep fascias – often boxing over earlier forms – have been introduced to reflect the fashion current at the time. Where such fascias are out of place, their presence should not influence the design of any replacement. Instead, this should be based on the original form where physical or photographic evidence is available.
- 6.6** A desire to insert a suspended ceiling should not be used as justification for increasing the fascia's depth as there are other, less visually intrusive solutions which could be adopted to conceal such a false ceiling.
- 6.7** Traditionally, fascias have a moulded cornice running above them to help throw rainwater clear of the shopfront and thereby prevent rot. Such cornices normally have an appropriately detailed lead weathering to protect them and were often used to conceal roller-blind boxes.
- 6.8** A general set of principles should be applied:
- The fascias and signage should be in harmony with the other elements of the building.
 - The depth of a fascia should not exceed one quarter of the height from the pavement level to its underside.
 - The fascia should not extend below the head of the pilaster nor above the perceived floor level below the first floor windows or its cills.
 - Where corbels exist above the pilasters, these contained the fascia and determined its height and extent and should be respected.
 - Where corbels have been lost, they should be reinstated to create that frame and space.
 - Existing windows and architectural details such as string courses, friezes, cornices and pilasters should not be obscured, altered or defaced by fascias or projecting signs or advertisements.
 - Acrylic, plastic or other shiny materials applied to fascias should be avoided.
 - On 19th Century buildings painted timber fascias are more appropriate with either painted lettering or individually mounted letters of another material.
 - Box Fascias, usually of plastic and/or metal, often project out of the existing fascia panel, and are too large and bulky and unsympathetic to the style of most buildings, and should be avoided.

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- Highly reflective materials should be avoided.
- Good contrast and simple lettering will make signage more legible. Standard shopfront designs used by national retail chains may not be suitable

Pilasters and Corbels/Consoles

6.9 Pilasters are half columns that act as supports for the corbels/console and provide a clear division between each shop. Corbels are effectively the brackets or 'end stops' to a fascia and together with the supporting pilaster, complete the frame to the shopfront. Corbels are normally decorative rather than functional features and are derived from classical architectural orders but can vary significantly in size and detail from the classical and neo-classical to art deco designs of the 1920's and 30's. Pilasters also vary in detail from plain to moulded or fluted.

6.10 Pilasters and corbels make a significant visual contribution to individual shopfronts and, where they are used as a common element in a row of shops, can help to provide a unifying theme particularly evident in set-piece buildings purposely designed for retail use.



Figure 25 - Examples of corbels of the influenced by the classical period.

6.11 Any such original features that survive should be retained. Where new shopfronts in the 'traditional' style are being proposed, care should be taken to ensure the quality and proportions of the detailing of the individual elements is appropriate so as to avoid the visual blight arising from either 'pastiche' or 'standardisation'.



Canopies and blinds

- 6.12** Roller blind boxes were often incorporated into shop fascias. These were primarily intended to shade the shop-window displays from the sun and are not, therefore, commonly found on north-facing shopfronts. However, they also provide some protection to the shoppers and shop window against rain and sun and can be a lively addition to the streetscene, provided that they are designed as an integral part of the shopfront and are confined to it.
- 6.13** Where such blind boxes may have fallen out of use, resulting in the removal of the external ironmongery necessary for their function, the boxes themselves (often still containing the blinds) may survive in situ and, where this is the case, they should be refurbished and their mechanisms restored to full functionality where/if feasible.
- 6.14** Where canopies or blinds are being proposed as part of a shopfront design, they should normally be of the traditional, retractable type. Care should be taken to ensure that their size, shape and position are compatible with the character of the building. Architectural details should not be obscured when blinds are installed. The colour and materials should be in keeping with the materials of the shopfront and building.
- 6.15** Planning permission is normally required for all blinds, unless they are replacing existing blinds on a like-for-like basis. Blinds that carry symbols or lettering may be considered to be advertisements and may require advertisement consent. Listed building consent is required where blinds are to be installed on a listed building.
- 6.16** The Council will generally not permit blinds above first floor cill level. However, on existing buildings which are designed to accommodate blinds on upper levels, renewal will be acceptable if the blinds are concealed behind a traditional valance and do not carry advertisements. Folding or pseudo (fixed) 'Dutch' blinds are alien introductions to the traditional streetscene, perhaps owing more to sponsored advertising than any practical need. As such, the use of these latter types will be discouraged.

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Figure 26 (left) - Section through a traditional fascia with integral roller blind (blue) and roller security shutters (purple).
Figure 27 (right) - Dutch v simple roller blinds.

Stallrisers and thresholds

- 6.17** The stallriser traditionally forms the lower horizontal and solid element of the 'frame' which encloses the display space and provides some protection against accidental knocks. Historically, the height of the stallriser was often dependant on the goods which were being sold, with those which would benefit from being viewed from above resulting in a low stallriser.
- 6.18** Higher stallrisers may have served to support projecting display shelves or tables, often associated with vertically-opening windows, of the type used historically by greengrocers, butchers and fishmongers, for example, in their shop designs.
- 6.19** Traditionally, stallrisers were constructed of render or wooden panelling on a rendered or stone / brick plinth. Early stallrisers were plain but in later centuries timber stallrisers included raised and fielded panels with mouldings. The modern reproduction versions are often inferior, utilising flat, un-profiled panels or applied mouldings which lack longevity.
- 6.20** Some stallrisers including decorative tiling relating to the type of business and in some instances incorporate terracotta panels, mouldings and lettering. Some pubs and butchers have glazed decorative tiles whereas some banks employed marble stallrisers. Modern alternative have included laminates, mosaics and reflective tiles which are not considered to be suitable materials and should be avoided.



Figure 28 - A well-balanced frontage with stallriser of an appropriate height.



Figure 29 - Tiles with moulding and terracotta to the stallriser.



Figure 30 - Glazed blue tiles appropriate to this stallriser.

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Historically where larger panes were used the building had a shallow stallriser or plinth, for example, the former Green Dragon Hotel dating from 1903 with its low blue green moulded plinth and dado and plate glass windows. Today the former hotel has been converted into retail and commercial units. Some modern shopfronts or commercial buildings can accommodate this minimalist approach but not all. Council policy requires that in certain locations, stallrisers should be incorporated into new frontages. Whatever their use it is possible for modern designs to incorporate these traditional features. In general stallrisers should not exceed the base of the pilasters of approximately 450mm in height. However, there may be cases where the stallriser could be higher, so seek advice first.



Figure 31 - The former Green Dragon Hotel design with full plate glass windows.



Figure 32 - Two examples where full glazing works.

- 6.22** Thresholds marked the point of entry and, as such were frequently used to display the shop name. This often took the form of mosaic-work which might survive a number of changes in ownership and, where found, should be retained.

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Figure 33 - A selection of the few tiled thresholds.

Mullions, transoms and glazing bars

- 6.23** Mullions and transoms served as the main vertical and horizontal elements subdividing larger openings, in a pattern which reflects the proportions of the shop and the rest of the building. Transoms often enabled openable windows to be introduced for ventilation or the incorporation of ventilation grills.
- 6.24** Shopfronts from the late-18th to early-19th centuries often had full moulded or barley twist mullions into which the glass was set. The moulding was provided to the interior as well as the exterior creating visual richness.
- 6.25** Glazing bars of an increasingly slender, refined character were introduced as a means of holding small glazed panes in place within a larger frame, providing a particularly 'traditional' character. Though large sheets of plate glass have been used in shopfronts since the mid Victorian period, smaller divisions of glazing have remained in use for most traditional shop designs.
- 6.26** A transom should divide the window at the same level as the line between the door and door light. Mullions should line up above and below the transom and may reflect vertical alignment of windows in the upper floors or the bays of the building.
- 6.27** Unless a large expanse of glass is a principal feature of the design, then this practice of incorporating transoms and mullions should be followed. Therefore, where there is evidence of such features having previously existed in a shopfront it may be appropriate to consider reinstating them, not only for aesthetic reasons but also for practical ones. **Page 79**



considerable potential for saving on glass replacement costs as, where casual vandalism or accident is concerned, it is unlikely that more than one pane would be damaged.

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Figure 34 - An interesting Edwardian decorative glazing bar and a moulded mullion from the late-19th century.

Doors and door furniture

- 6.28** The choice of door handles, letter boxes and other associated items of furniture is of importance as careless selection may be visually inappropriate and/or impracticable, particularly for the elderly or disabled. Again, these elements should reflect the overall character of the shopfront whilst remaining both robust and functional.

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Figure 35 - Original Doors.

Shop signage

- 6.29** Signage on fascias is best limited to details of the shop name and street address. Too much information creates clutter and visual confusion. Ideally, traditional signwriting or applied individual metal/timber letters should be used with painted timber as a base. The use of 'standard' vinyl, Perspex or similar materials is not considered to be appropriate, particularly in conservation areas and when applied to listed buildings.
- 6.30** Size of lettering should be determined by the need to be reasonably legible to shoppers, but not be too large to swamp the fascia or the shopfront. Generally individual letters and symbols should be no greater than 1/2 to 1/3 of the height of the fascia. Each shop must have its street number clearly displayed on the shopfront. Numbers can be positioned on the fascia, on glazing above doors or on the door.



Figure 36- Appropriately scaled lettering to height of fascia.



Figure 37 – Example of a fascia with a too much lettering and an inappropriate Dutch blind.

- 6.31** Historically, other areas used for the display of more temporary advertising materials included the reveals of recessed doorways, where chalkboards might be put up or the sloping edges to the window display platforms above the stallrisers. As previously noted, stallrisers and adjacent paving surfaces might incorporate decorative tiling or mosaic work relating to the shop name and/or business.
- 6.32** The practice of displaying brush advertising material in the form of window stickers or banners draped across fascias or on elevations above ground floor level is inappropriate and can effectively compromise the character of the street, creating cluttered appearance and detracting from the appearance of the building/s.

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- 6.33** Such inappropriate advertisement and signage prevents people from seeing into shops and has a detrimental visual impact on the character of an area. By contrast, attractive window displays have a positive effect on the perceived quality of the shopping area that will attract the interest of visitors and residents alike.



Figure 38 – Excessive signage significant in number and scale.

- 6.34** It must be remembered that a shopfront provides the framework for displaying goods. The method of display is crucial, not only in attracting the customer, but also making for a lively street. Shop windows should not be obscured by a proliferation of stickers and decals. A few carefully chosen and well-arranged items will be more eye catching than a display window crammed with goods.

Corporate Styles

- 6.35** Company logos, signs and standard shopfront designs may not be suitable for either individual buildings or in Conservation Areas. The overall appearance of the building and the area is more important than promoting a 'corporate house style' for different branches of the same company. Care should be taken to adapt the design and incorporate the company logo in the overall design. Multiple stores need to co-operate in modifying their standard 'corporate' lettering, especially in conservation areas and on listed buildings.

Signage on Glazing

- 6.36** Large areas of glazing can be a useful location for shop signs, which can be painted or etched onto the internal surface of the windows. This may be particularly suited to frontages that have an architectural form that do not lend themselves to the attachment of large external signs or fascias. However excessive signage can make windows look cluttered, especially when combined with additional advertisements and posters. Large vinyl



stickers, often with exploded photos of products and used by convenience stores, are particularly harmful to the building and the character and appearance of the area and must be avoided.

- 6.37** Large areas of uninterrupted glazing should be easily identified to prevent people from walking into them accidentally. This should be with permanent marking 1.5m above street level. Clearly visible handles or push plates on fully glazed doors may also help to prevent accidents. Young children and people with a visual impairment may not detect the edge of a fully glazed door, and these should have a clearly visible frame or edge.

Projecting or Hanging Signs

- 6.38** A well designed hanging sign suspended from traditional brackets can enhance the appearance of a shopfront and add vitality to a traditional shopping street. Sign-written hanging signboards of a modest size are an established feature of traditional streets and should be retained. Where the original brackets still exist, their reuse will be encouraged. Where new brackets are required, they would need to be detailed to fit in with the overall style of the building and their location should be carefully selected so as to minimise any potential for detrimental impact on the building itself or its neighbours. Any board should be painted timber and sign written. Bespoke hanging signs such as those used by chemists, barbers or ironmongers will be supported where of an appropriate design, appearance, material, and finish.
- 6.39** If original brackets are not present, a projecting sign may be accommodated centrally on a pilaster, at fascia level, at a minimum height of at 2.4m clearance from the pavement and 1m minimum in width from the outer side of the kerb line. The signs should be simple and limited to the relevant information relating to the shop and the services provided. No more than one sign will be considered acceptable per retailer or business and with deemed consent, should not exceed 0.75m². Where exceeded, or a sign of any size is illuminated, advertisement consent may be required and Listed Building Consent will be required where attached to a listed building.
- 6.40** In conservation areas or on listed buildings, internally illuminated projecting box signs are considered unacceptable. Where illumination is required and justified, the most appropriate form for hanging signs is 'picture-lighting'. Other forms of external lighting will be considered on their merits.

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Figure 39 - Positive examples of hanging signs using traditional brackets, or the original in respect of Pizza Express.

Illumination (general)

- 6.41** Neon signage, illuminated letters and internally illuminated box signs and fascias are generally considered inappropriate, particularly for historic streets. Such signs tend to be too obtrusive and are usually constructed from unsympathetic materials.
- 6.42** Signs illuminated externally by means of trough lights or carefully positioned spotlights are potentially more acceptable but such illumination should only be considered for premises which are normally open after daylight hours, such as dispensing chemists, public houses, restaurants and other places of public entertainment.
- 6.43** The use of external floodlighting or downlighters is rarely necessary or appropriate as they add light pollution. In this context, it should be borne in mind that additional illumination should not be necessary where the level of street-lighting is adequate.



Figure 40 – Unnecessarily extensive lighting.

Upper floors

- 6.44** All advertising above ground floor level should relate solely to the use on that floor, rather than the commercial use below. For businesses operating from upper floors, painted lettering on window panes is preferred. Black or gold lettering is the traditional solution for this purpose. Etching can also be employed. Additional signs fixed to the outside of the building should be avoided, although “low key” signs e.g. brass plaques, may be appropriately sited next to entrances to the upper floors.

Security Shutters and Grilles

- 6.45** Many retail frontages in the UK have been blighted by long stretches of solid aluminium shutters. At night these shut off light from within the shops creating an intimidating atmosphere. They prevent observation of break-ins and attract graffiti. There are some examples of shutters in the main shopping areas but not to the extent that they have created the negativity experienced elsewhere. There is evidence of runners of hooks for external mesh steel grilles on a number of shops. Some premises have internal expanding grilles which do not appear unattractive. Should proposals be presented for shutters account should be given to the following guidance and advice.

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Figure 41 (left) - An imaginative use of external shutters. Figure 42 (right) - Poor Visibility through this inappropriate shutter

6.46

External shutters often retract into external boxes below the fascia and vertical runners attached to the pilasters. These both harm the appearance of a shopping streetscape. However, there are alternatives that avoid these problems:

- Security Glass is an ideal solution with no detrimental effect on the appearance of the shop. Modern toughened and laminated glass can give very high levels of security and there is a wide range of products available from standard 7mm laminated glass to bulletproof glass.
- Internal Grilles: Internal shutters require no external additions to the shopfront, and when they are the open link grille type, allow a clear view into the shop and give an open appearance from the street.
- Removable External Shutters: External shutters can be acceptable if they are appropriate to the shop and designed to suit its character. Traditional timber shutters that can be removed completely are fitted over each window; steel framed meshes with heavy gauge wire across fit over a larger area of glazing.
- External Roller Shutters: In exceptional circumstances external roller shutters can be used but they should be chosen carefully and fitted sensitively, so that:
 - They are of the open grille type allowing clear vision through.



- The housing is contained within the design of the shopfront, preferably behind the fascia.
- The runners should be built into the frame of the shop.
- Solid External Shutters are only acceptable on traditional open shopfronts with no glazed window display, such as some fishmongers or butchers.

Alarm boxes and security cameras

- 6.47** Burglar, fire alarm boxes and security cameras should be discretely sited and painted so as not to detract from the visual and architectural character of the building, whilst ensuring adequate visibility for deterrent purposes. Any necessary wiring should be routed in such a manner so as to be as unobtrusive as possible. These considerations are particularly important where listed buildings and conservation areas are concerned.

A-boards and Banners

- 6.48** 'A'-boards are often displayed to attract custom to nearby premises. The unauthorised positioning of such signs on highway land is considered hazardous to highway users, particularly the visually impaired and introduces visual clutter into the streetscene and may result in action being taken to secure their removal.



Figure 43 - Examples of A-Board clutter.

- 6.49** The Highway Authority normally does not allow signs to be displayed on land in its control and has the power to remove them. Advertisement Consent is required for such signs on private land.

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Modern Shopfront

- 6.50** In certain circumstances, it might be appropriate to design a modern shopfront either within the traditional surround or within a carefully articulated new shop frame that reinterprets the proportions and forms of the adjacent shopfronts in a contemporary manner. The design of modern replacements should be of a high standard in order to bring diversity and vitality to the street. At the same time, proposals should always take account of adjacent shopfronts where these are of traditional design and should relate in terms of fascia lines, stallriser heights, bay widths and materials.
- 6.51** Shopfronts combining two shop units often disrupt the strong vertical emphasis, relate poorly to the buildings and introduce a visually unacceptable horizontal emphasis. It may be necessary therefore to retain or introduce an intervening pilaster and to break the fascia so that it looks like two separate shop units. Corner shopfronts have an important visual and practical role to play in shopping areas. Special care will be required for shops of 'double' aspect and window displays.

Construction material and finish of shop frames

- 6.52** Materials should be selected to harmonise with the character of the building concerned. As a general principle, the type and number of materials used should be kept to a minimum, should be durable and easy to maintain. Shiny, reflective materials or lurid colouring should be avoided.
- 6.53** Traditional materials such as painted timber, glass, steel, render, stone, glazed tiles are still the most commonly used materials for good shopfronts and will appear in most better- quality designs. In well-established shopping areas with historic interest, painted timber, combined with other traditional materials are the most appropriate usually matching the features of the upper floors. Traditional shopfronts should not normally have a natural or varnished timber finish and exposed tropical hardwoods are especially unsuitable.
- 6.54** Modern framing materials such as extruded aluminium and UPVC, which are smooth, flat in texture and plain in section, are unlikely to be considered acceptable on historic buildings and certainly not in an attempt to mimic a traditional design. There are some steel-framed shopfronts in the District and these can result in elegant simple modern designs which should be retained. Powder-coated cast aluminium, stainless steel and frameless glazing can all suit contemporary design.
- 6.55** Shop fronts which comprise a series of folding doors, usually proposed for café and restaurant uses and which enable the entire frontage to be open in fine weather, can be problematical in historic buildings. When fully open they result in a ground floor void lacking any solid base to the building, whilst when closed the proportions of the folding doors can result in

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vertical sub-division particularly if the frames are heavy. This approach is generally discouraged in historic buildings and within conservation areas, except in some cases, where the property is set back from the pavement with a reasonable private forecourt. However, alternatives could be considered such folding windows or horizontally sliding windows which sit upon a solid stallriser. This can achieve the same effect in fine weather whilst retaining a solid visual base to the shop front at all times.

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East Herts District Plan | East Herts Retail Frontages: Design & Signage SPD (2019)

Colour and finishes

- 6.56** The key to a successful colour scheme is to avoid colours with a high intensity which would make them overtly dominant in the street scene. Traditional joinery colours are dark blue, dark green, burgundy, brown, black, pale grey, creams and broken white. Using a consistent colour is preferable for all joinery. This approach will often still be the most appropriate one. However there are some exceptions, such as Lussmanns, a Grade II* listed building in Hertford which dates from the Georgian period. It was remodelled in the 19th and 20th centuries with the ground floor housing a unique Egyptian revival style shopfront and a unique use of colours. It should be remembered that this is a one-off and does not justify some of the solid colours or colour schemes that are now evident elsewhere.
- 6.57** The choice of appropriate colour will depend upon the character of the particular building, street or area. Additionally, the council may seek to limit colour schemes where the shopfront is an original example, in a conservation area or forming part of a listed building.



Figure 44 - One-off special buildings like Lussmanns may be able to accommodate a stylized appearance and unusual colours. It does not apply to all.

- 6.58** Colour can be used to emphasise important elements of the design, to reinforce certain aspects and to pick up details, such as mouldings and lettering. Pilasters and corbel brackets should be a consistent colour. Where shared by adjoining shops they should not be painted half one shopfront

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colour and half the adjoining colour. Traditionally rendered stallrisers and pilasters were painted in a contrasting colour to the joinery in smooth masonry paint. Original facing brick, steel and bronze or hardwood frames should not be painted and textured coatings should never be used. Joinery is normally best painted in a gloss or semi-gloss finish; a stained finish is almost always inappropriate in historic areas. The character or appearance of historic areas can be harmed by the use of strong and vivid colours. Restraint is required, preferably through the choice of traditional paints, colours and finishes.

- 6.59** It is helpful to emphasise the location of shop entrances for people with a visual impairment. This can be done through use of colour and textural contrast, on the vertical plane between entrance and the rest of the shop front and underfoot, by emphasising the change from pavement to shop floor.

Empty Shops

- 6.60** It is recognised that there will be occasions when properties are vacant with shopfronts possibly needing to be boarded up for security reasons. It is important that this is only done as a temporary measure whilst steps are taken to bring the shop back into use. The boarding up of premises has a significant impact on a building's appearance and on the surrounding area.



7 Access Provisions

- 7.1** Wherever it is practicable, the design of a new shopfront, or proposals to remodel existing premises should provide access to everyone regardless of age or disability. Thus the principles of inclusivity should be employed whereby the whole scheme is designed to be accessible without the need for separate entrances or facilities which can only be accessed by request. A number of existing shops and premises in the shopping areas have ‘at grade’ level or gently sloping entrances. Due to the medieval pattern and street systems, some benefit from a double aspect or a shopfront to another street which can be utilised to provide suitable access.
- 7.2** Obviously, this requirement has great implications for the design and layout of sites and buildings, both externally and internally. Most buildings will have to comply with the Building Regulations and access requirements. Designs should be undertaken with this in mind.
- 7.3** It should be remembered that those with special requirements related to access are not limited to wheelchair users, but includes people with impaired vision, hearing or mobility. In addition to the possible regular users of the development, occasional visitors will also need to be considered.
- 7.4** It is recognised that in certain instances the character of listed buildings or other existing structures will mean that compromises may have to be made regarding the overall aim of inclusivity.



Figure 45 – An historic shopfront that could not accommodate access for the less able without significant harm.

7 . Access Provisions



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- 7.5** Alterations or new frontage should ensure access for all through the main entrance by creating a clearly defined, well-lit, unobstructed and level approach. Where this is not possible, a secondary accessible entrance should be considered. Only in exceptional circumstances should disabled people be obliged to ring a bell or wait to be escorted onto the premises.



Figure 46 - A historic entrance with original handrails assisting entry (left). An additional step to ease entry (right), however a uniform surface treatment would have been more appropriate.

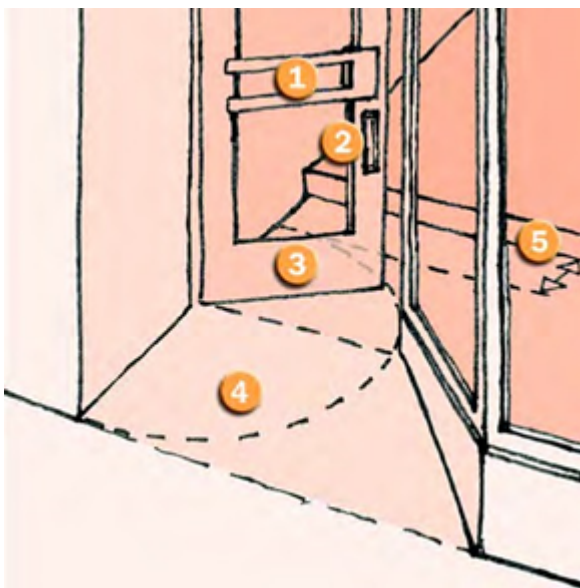
- 7.6** The following points should also be borne in mind:
- The entrance to the shop should be level with the pavement. If this is not possible, a non-slip ramp (maximum gradient 1:12) should be provided, to allow access for people with limited mobility, including elderly people and shoppers with pushchairs.
 - Doors should have a clear opening width of 900mm, with a clear 300mm space adjacent to the opening side of the door. Where there are double doors, there should be a clear opening width of 800mm through at least one of the leaves. Where building constraints make these recommended widths impossible, the minimum clear opening width should be 750mm.
 - Where space is limited automatic doors are helpful, and there are a variety to suit most situations. Traditional shops may choose power-assisted doors, or automatic doors operated via a push plate. If manual, doors should be light, well hung, and self-closing forces kept to the minimum necessary. Revolving doors are not recommended.

7 . Access Provisions



- Where there are unavoidable steps, these should be easy going, have a handrail on both sides and should be easy to see by including contrasting step nosings.
- On many traditional shopfronts the entrance is recessed. These recesses add variety to the shopping street. However, if open at night, they should be adequately lit for safety reasons.

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1. Handle of appropriate height & design
2. Letterbox at convenient height
3. Kicking plate
4. Door hung to swing without obstructing pavement
5. Any necessary internal step 400mm beyond door swing

Figure 47 - Recessed entrances can accommodate appropriate access for the less able making the shopping experience 'user friendly' but care is required with detailing.

7 . Access Provisions



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Figure 48 - Both the ramp and shopfront make for an unacceptable impact on the building and streetscene

1. Showcase
2. Landings (min900m2)
3. Ramp (1 in 20)
4. Safety Glass

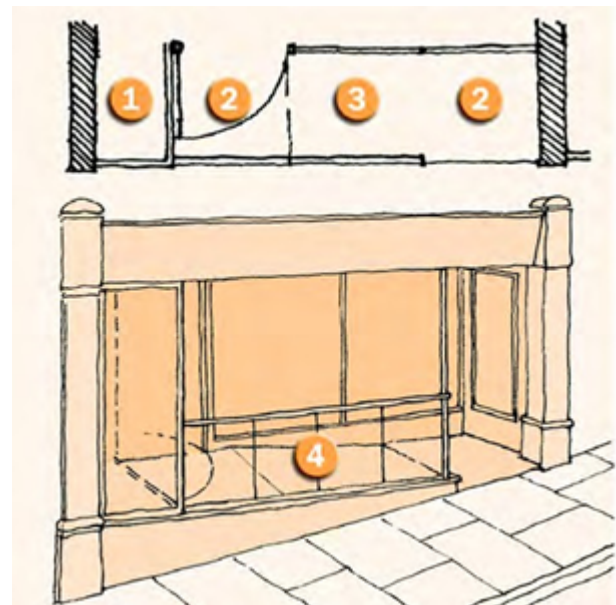


Figure 49 - Highways rarely permit level changes on pavements within their control. Where practical and achievable, this approach may offer an alternative and less intrusive approach.



8 Summary

- 8.1** The history of retailing and the availability of building materials and their associated construction methods are largely responsible for the appearance of our shopping centres and high streets today.
- 8.2** Alterations to existing commercial premises need to be carried out in a manner which is sympathetic to the original design and scale of the building and its setting. Demands from corporate businesses and the need for a higher retail profile has done much to destroy harmonious streetscapes. Modern materials and advertising methods have been used in ways which are out of context with the character of areas.
- 8.3** An understanding and appreciation of the development of the shopfront is useful when making changes and it is particularly important to conserve historic features and detailing in conservation areas and areas where the historical character is an important aspect of local distinctiveness.
- 8.4** It is not always easy to control the precise appearance of shopfronts and signage, especially when recent changes have been introduced which are not sympathetic to the existing fabric and design. Care is needed in the detailing of the fascia, canopies and blinds, pilasters and consoles, stallrisers, mullions, transoms and glazing bars, door furniture, shop signage, upper floors, illumination, security and alarm boxes.

Retail Frontages, Design & Signage Supplementary Planning Document

Strategic Environmental Assessment Screening Statement

1. The Purpose of this Statement

- 1.1 This screening statement has been prepared to determine whether the proposed Retail Frontages, Design & Signage Supplementary Planning Document (SPD) should be subject to a Strategic Environmental Assessment (SEA) in accordance with the European Union Directive 2001/42/EC (SEA Directive) and the Environmental Assessment of Plans and Programmes Regulations 2004 (SEA Regulations).
- 1.2 The purpose of the Retail Frontages, Design & Signage SPD is to aid the effective implementation of the Design and Heritage policies in the East Herts District Plan, adopted October 2018 (Chapters 17 and 21 respectively) relating to the design of shopfronts and advertisements, particularly within Conservation Areas and on Listed Buildings:
- Policy DES5 – Crime and Security
 - Policy DES6 – Advertisements and Signs
 - Policy HA5 – Shopfronts in Conservation Areas
 - Policy HA6 – Advertisements in Conservation Areas
 - Policy HA7 – Listed Buildings
- 1.3 The SPD will be a material consideration in the determination of planning applications and will inform Development Management decisions. The SPD will provide practical advice to all parties seeking to comply with the District Plan policies and will therefore be of particular use to developers, architects and agents, retailers and independent traders looking to bring forward development.

2. Strategic Environmental Assessment – Regulatory Requirements

- 2.1 The basis for Strategic Environmental Assessment legislation is European Directive 2001/42/EC. This was transposed into English law by the Environmental Assessment of Plans and Programmes Regulations 2004 (SEA Regulations). Detailed guidance of these regulations can be found in the Government publication 'A Practical Guide to the Strategic Environmental Assessment Directive' (ODPM, 2005) and Paragraph 11-008 of the Planning Practice Guidance (PPG), which states that "supplementary

planning documents do not require sustainability appraisal but may in exceptional circumstances require a strategic environmental assessment if they are likely to have significant environmental effects that have not already been assessed during the preparation of the local plan.

- 2.2 Under the requirements of the European Union Directive 2001/42/EC and Environmental Assessment of Plans and Programmes Regulations (2004), certain types of plans that set the framework for the consent of future development projects, must be subject to an environmental assessment.
- 2.3 The objective of Strategic Environmental Assessment is to provide for a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans and programmes with a view to promoting sustainable development.
- 2.4 The 2001 Directive has been updated a number of times, with the most recent Directive issued in April 2014. While Article numbers cited in the 2005 guidance have been updated/removed, the principle of determining whether a Plan or Programme will have likely significant effects on the environment remain the same. Therefore, this screening statement uses the only Government guidance available.

3. The Strategic Environmental Appraisal Process

- 3.1 The first stage of the process is for the Council to determine whether or not the SPD is likely to have significant effects on the environment. This screening process includes assessing the SPD against a set of criteria (as set out in Schedule 1 of the SEA Regulations). The results of this are set out in Appendix 1 of this statement. The aim of this statement is therefore to provide sufficient information to demonstrate whether the SPD is likely to have significant environmental effects.
- 3.2 The Council also has to consult the Environment Agency, Historic England and Natural England on this screening statement. A final determination cannot be made until the three statutory consultation bodies have been consulted.
- 3.3 Where the Council determines that a SEA is not required, Regulation 9(3) of the SEA Regulations states that the Council must prepare a statement setting out the reasons for this determination. This statement is East Herts Council's Draft Regulation 9(3) statement.

4. Other Regulatory Considerations

Sustainability Appraisal

- 4.1 Whilst there is no statutory requirement to undertake a Sustainability Appraisal (SA) of the Retail Frontages, Design & Signage SPD, the Council has considered whether an SA of this SPD is required. The Council has determined that the SPD is unlikely to

have significant environmental, social or economic effects beyond those of the District Plan policies it supplements. This SPD does not create new policies and only serves to provide useful guidance on how to effectively and consistently implement the policies in the East Herts District Plan, which has been subject to a fully comprehensive SA process, incorporating SEA.

- 4.2 More information on the Sustainability Appraisal of the East Herts District Plan can be viewed on the Council's website: www.eastherts.gov.uk/districtplan.

Habitats Regulations Assessment

- 4.3 In addition to SEA and SA, the Council is required to consider Habitats Regulations Assessment (HRA). HRA is the process used to determine whether a plan or project would have significant adverse effects on the integrity of internationally designated site of nature conservation importance, known as European sites. The need for a HRA is set out within the Conservation of Habitats and Species Regulations 2010, which transposed EC Habitats Directive 92/43/EEC into UK law.
- 4.4 As with the SA, the District Plan was also subject to a comprehensive HRA. The HRA screened out the housing policies at an early stage, concluding that they were unlikely to have a significant effect on the integrity of European Sites. As the purpose of this SPD is to expand upon these policies, the Council has determined that a HRA is not required.
- 4.5 More information on the Habitats Regulations Assessment of the East Herts District Plan can be viewed on the Council's website: www.eastherts.gov.uk/submission.

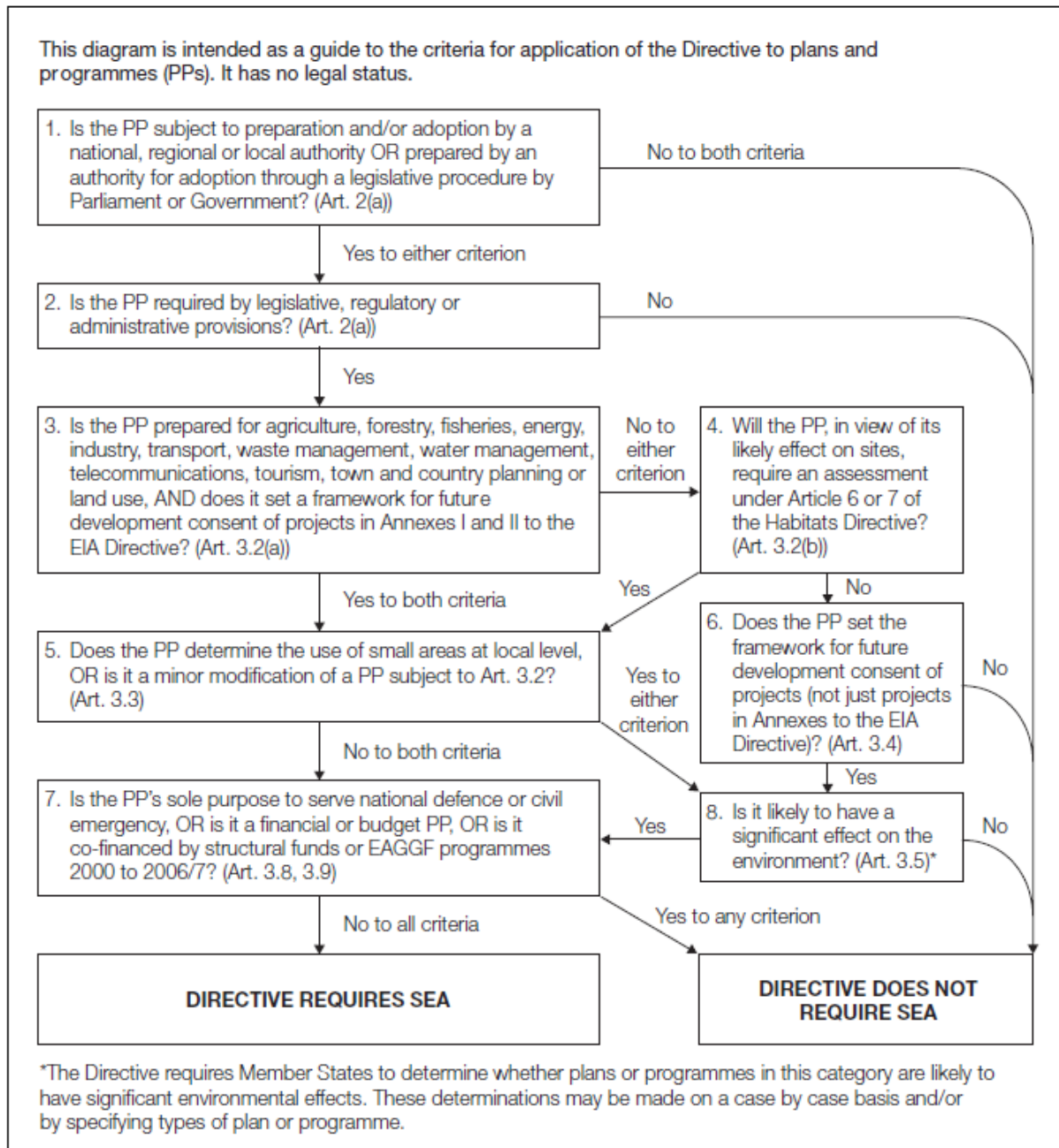
5. Conclusion

- 5.1 On the basis of the screening process, it is the Council's opinion that the Retail Frontages, Design & Signage SPD does not require a Strategic Environmental Assessment or Sustainability Appraisal. This is because there will be no significant environmental, social or economic effects arising from its implementation, as it seeks only to expand upon and provide guidance for the effective and consistent implementation of District Plan policies.

Appendix 1

SEA Screening of the Retail Frontages, Design & Signage SPD:

Figure 1: Application of the SEA Directive to plans and programmes guide



A Practical Guide to the Strategic Environmental Assessment Directive, ODPM 2005

Table 1: Establishing whether there is a need for SEA

Stage	Yes/No	Assessment
1. Is the PP (plan or programme) subject to preparation and/or adoption by a national, regional or local authority OR prepared by an authority for adoption through a legislative procedure by Parliament or Government? (Art. 2(a))	Yes to either criterion: proceed to question 2	The SPD has been prepared by East Herts Council to provide more detail relating to the policies contained in the East Herts District Plan relating to the design of shop fronts and advertisements, particularly within Conservation Areas and on Listed Buildings.
2. Is the PP required by legislative, regulatory or administrative provisions? (Art. 2(a))	Yes: proceed to question 3	Once the SPD is adopted it will become a material consideration as part of the development plan for East Herts.
3. Is the PP prepared for agriculture, forestry, fisheries, energy, industry, transport, waste management, water management, telecommunications, tourism, town and country planning or land use, AND does it set a framework for future development consent of projects in Annexes I and II to the EIA Directive? (Art 3.2(a))	Yes to both criterion: proceed to question 5	The SPD is prepared for the purpose of town and country planning. It supplements policies within the East Herts District Plan 2018, by providing guidance relating to design. AND the SPD sets the framework for development which may require an Environmental Impact Assessment under Schedule II of the EIA Directive such as 'urban development projects'. However, the SPD does not create new policy.
5. Does the PP determine the use of small areas at local level, OR is it a minor modification of a PP subject to Art. 3.2? (Art. 3.3)	Yes to first criterion: proceed to question 8	The SPD supplements the District Plan policies on design relating to shop fronts and advertisements which can be a form of land use.
8. Is it likely to have a significant effect on the environment? (Art. 3.5)	No	The SPD focuses on matters of design and is considered to have no significant effect on the environment. Directive does not require SEA.

Table 2: Assessment of the SPD against Schedule 1 of the SEA Directive

SEA Directive Criteria (Schedule 1 of the Environmental Assessment of Plans and Programmes Regulations 2004)	Potential effects of the SPD
1. Characteristic of the SPD having particular regard to:	
(a) the degree to which the plan or programme sets a framework for projects and other activities, either with regard to the location, nature, size and operating conditions or by allocating resources;	The SPD provides more detail on the policies and principles established in the East Herts District Plan 2018, which has been subject to comprehensive SA incorporating SEA. The purpose of the SPD is to provide guidance on the effective and consistent implementation of the relevant design and heritage policies.
(b) the degree to which the plan or programme influences other plans and programmes including those in a hierarchy;	The purpose of the SPD is to supplement the District Plan policies and sits below the District Plan in terms of the Development Plan hierarchy. It will influence the preparation of masterplans relating to strategic scale or significant developments and on specific proposals relating to town centres, retail developments, Conservation Areas and Listed Buildings and their action/management plans where relevant.
(c) the relevance of the plan or programme for the integration of environmental considerations in particular with a view to promoting sustainable development;	The SPD is focussed on matters of design, in particular ensuring such development preserves or enhances the special interest, character and appearance of an area.
(d) environmental problems relevant to the plan or programme; and	There are no environmental problems relevant to the SPD. The SA of the East Herts District Plan identified a number of benefits arising from the relevant District Plan policies which this SPD supplements.
(e) the relevance of the plan or programme for the implementation of Community legislation on the environment (for example, plans and programmes linked to waste management or water protection).	The purpose of the SPD is to provide guidance on the effective and consistent implementation of policies relating to the design of shopfronts and advertisements, particularly in Conservation Areas and Listed Buildings. The East Herts District Plan contains other policies relating to these objectives.

2. Characteristics of the effects and area likely to be affected having particular regard to:

(a) the probability, duration, frequency and reversibility of the effects;

The SPD is not expected to give rise to any significant environmental effects. However, retail areas are particularly vulnerable to wider economic changes and can see many changes of use and/or operation resulting in new frontages. However, many such changes are cosmetic and therefore can be reversed. In Conservation Areas and Listed Buildings, changes which affect the structure of buildings are unlikely to be permitted.

(b) the cumulative nature of the effects;

By providing guidance which seeks to ensure the effective and consistent application of policies, over time, the SPD will have a cumulative effect on the attractiveness and local distinctiveness of the District's shopping environments.

(c) the trans-boundary nature of the effects;

The SPD is not expected to give rise to any significant transboundary environmental effects.

(d) the risks to human health or the environment (for example, due to accidents);

There are no anticipated effects of the SPD on human health. Existing legislation covers issues of safety arising from advertisements.

(e) the magnitude and spatial extent of the effects (geographical area and size of the population likely to be affected)

The effective and consistent implementation of design and heritage policies relating to shopfronts will have positive benefits for all East Herts residents and those who wish to shop in the District's shopping environments.

(f) the value and vulnerability of the area likely to be affected due to—

- (i) special natural characteristics or cultural heritage;
- (ii) exceeded environmental quality standards or limit values; or
- (iii) intensive land-use;

The SPD is not anticipated to adversely affect any special natural characteristic or cultural heritage. The SPD aims to enhance the attractiveness and special qualities of Conservation Areas and Listed Buildings and their cultural heritage. The SPD is not expected to lead to the exceedance of environmental standards or promote intensive land use.

(g) the effects on areas or landscapes which have a recognised national, Community or international protection status.

The SPD is expected to have positive effects on the District's shopping areas which contain Conservation Areas and Listed Buildings, which are a recognised national status.

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EAST HERTS COUNCIL

EXECUTIVE – 26 FEBRUARY 2019

REPORT BY LEADER OF THE COUNCIL

LAND WEST OF HERTFORD (SOUTH OF WELWYN ROAD/WEST OF THIEVES LANE) MASTERPLANNING FRAMEWORK

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- To enable Executive Members to consider the Masterplanning Framework for the following site in Hertford:
 - (i) Land West of Hertford (South of Welwyn Road/West of Thieves Lane) (HERT3)

<u>RECOMMENDATIONS FOR EXECUTIVE:</u> To recommend to Council that:	
(A)	The Masterplanning Framework for Land West of Hertford (South of Welwyn Road/West of Thieves Lane) (HERT3), as detailed at Essential Reference Paper 'B' to this report, be agreed as a material consideration for Development Management purposes.

1.0 Background

1.1 The East Herts Approach to Master Planning was first presented to the District Planning Executive Panel in September 2017 (and agreed by Council on the 18th October 2017). The report sets out a series of steps that describe the various stages involved and processes expected for each of the District Plan strategic allocations. Whilst not a one-size-fits-all approach, the process is based upon a collaborative approach to identifying and resolving issues, creating a vision

for what the site aspires to achieve, testing design options and consulting upon preferred solutions. The output of this process is a masterplan framework or masterplan which is presented to members for consideration.

- 1.2 In order to embed the Masterplanning process in the District Plan, a new policy was proposed through the Main Modifications Consultation. Policy DES1: Masterplanning requires all 'significant' development proposals to prepare a masterplan setting out the quantum and distribution of land uses; access; sustainable high quality design and layout principles; necessary infrastructure; the relationship between the site and other adjacent and nearby land uses; landscape and heritage assets and other relevant matters. Furthermore, the masterplan should be collaboratively prepared and informed by public participation. Finally, Policy DES1 states that in order to ensure sites are planned and delivered comprehensively, any application for development on part of the site will be assessed against its contribution to the masterplan as a whole.
- 1.3 The masterplan should therefore provide sufficient information to inform the preparation of detailed aspects of the site at the planning application stage. The level of detail required for the masterplan will depend upon the likely form of delivery of the site. For example, if it is likely that the site will be delivered by a number of developers, more detail will be needed in the masterplan in order to provide more certainty on key matters so that future parties are very clear on what the site is expected to achieve. Where delivery is expected by one party, a masterplanning framework may be prepared which sets out key parameters and aspirations upon which further detail will be provided.
- 1.4 For each of the strategic sites allocated in the District Plan a Steering Group has been, or will be established. This will comprise East Herts councillors, town and parish councillors, representatives of the local community and other interested

groups where appropriate. The Steering Group is a sounding board for key issues and depending upon specific circumstances, for discussing detailed design elements whilst preparing the planning application through to when construction is underway.

2.0 Report

- 2.1 The site subject of this report comprises land to the south of Welwyn Road/west of Thieves Lane to the west of Hertford. It is a strategic allocation within the District Plan 2018. It should be noted that the HERT3 allocation within the District Plan is a split site comprising two parcels of land: Land north of Welwyn Road and land south of Welwyn Road/west of Thieves Lane. The parcel of land subject of this report is the land south of Welwyn Road/West of Thieves Lane. The site landowners, Croudace have embarked on a masterplanning exercise with Officers. Subsequent to the District Plan Examination in Public and adoption of the District Plan, work has advanced on preparing a masterplan framework, which will support the planning application process.
- 2.2 Policy HERT3 of the District Plan sets out the proposed land uses and other policy requirements, as well as a requirement that a masterplan is produced in a collaborative manner with stakeholders. As stated above the HERT3 allocation within the District Plan is a split site, with two parcels of land making up the allocation. The District Plan allocation states that the HERT3 allocation as a whole will deliver a minimum of 550 homes, with 'around 250 homes' being provided on the land South of Welwyn Road/West of Thieves Lane.
- 2.3 The Masterplan Framework provided in **Essential Reference Paper 'B'** sets out a general vision for the site providing a 'high level' overview of the opportunities at the site and masterplanning principles, which will inform a formal detailed scheme to be submitted at planning stage.

- 2.4 The Masterplan Framework seeks to emphasise the location of the site, which is within relatively close proximity to Hertford North train station and is within close proximity to a number of services including a parade of shops and schools. The Masterplan Framework also states that sustainable travel will form a key part of the development with the potential for a new bus link, the creation of paths for both cyclists and pedestrians and landscaping. The Framework discusses the provision of an off-site, cycle route which forms part of the policy requirement. Whilst not all parts of the policy have been fully addressed, they will continue to be explored by the Council through the detailed development proposals. The document also seeks to inform any future application in terms of design concepts and how the development needs to respond to local vernacular and the context of the site.
- 2.5 The document begins with a map illustrating the geography of the site and its constraints. These constraints include differences in land levels, site features, character and landscaping. The document also considers the need for the site to be sensitively designed to respect heritage assets including the Grade II* registered park and gardens of Panshanger Park. The Masterplan Framework then progresses to an opportunities map demonstrating how the development can build on and improve the condition and quality of the site and its character. The development shall seek to maintain the views towards Blakemore Wood from the junction with Welwyn Road and Thieves Lane, maintaining a buffer to the ancient woodland and safe and attractive corridors for pedestrians and cyclists.
- 2.6 The Masterplan Framework also discusses governance and stewardship. A management company would be established to maintain public areas and spaces. Future residents will contribute towards the associated maintenance costs and will have control of the company and can decide how these areas are governed.

Engagement

- 2.7 Throughout the Plan-making stage a number of meetings have been held with Officers to discuss a wide variety of matters. These discussions have informed the Masterplan Framework and the emerging application.
- 2.8 Croudace has undertaken a round of public engagement holding a public exhibition on the draft proposal in July 2018 seeking the views of local residents.
- 2.9 A Steering Group has been set up to enable the open debate of issues. This Group comprises a number of councillors, representatives of Hertford Town Council and representatives from the Hertford Civic Society and the Sele Farm Neighbourhood Plan group. Croudace have presented their proposals at a session with Steering Group members and has actively engaged in debate with the group on a range of topics and issues. A number of matters have been discussed at the Steering Group sessions for each site including:
- Highway issues;
 - Pedestrian and vehicular access;
 - Public open space and recreation provision;
 - Sustainable drainage and landscaping;
 - Layout and design.

In addition, there have been separate meetings with Officers and Croudace have been liaising with Hertfordshire County Council in respect of highways and drainage and continue to do so. These discussions have informed the Masterplanning Framework and will also inform any emerging planning application for the site. It should also be noted that Croudace have also engaged with the Hertfordshire Design Review Panel. The Panel provided an independent assessment of proposals and their input has been helpful in shaping the emerging scheme.

Conclusions

2.10 Croudace, intend to submit a planning application in 2019. It is the view of Officers that the Masterplanning Framework for the site provides a basis upon which to move forward to preparing the detailed application stages. It provides a framework regarding the main issues of significance in relation to the development within which a planning application submission can be made.

2.11 It is recommended that the Masterplanning Framework, as detailed at **Essential Reference Paper 'B'**, be agreed as a material consideration¹ for Development Management purposes.

3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

East Herts District Plan October 2018 – Chapter 7 - Hertford,

<https://www.eastherts.gov.uk/districtplan>

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¹ A material consideration is a matter that should be taken into account in deciding a planning application or on an appeal against a planning decision.

ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives <i>(delete as appropriate)</i> :	Priority 1 – Improve the health and wellbeing of our communities Priority 2 – Enhance the quality of people's lives Priority 3 – Enable a flourishing local economy
Consultation:	The report relates to a masterplan which has been prepared in collaboration with the community, officers and a member steering group.
Legal:	N/A
Financial:	N/A
Human Resource:	None
Risk Management:	None
Health and wellbeing – issues and impacts:	The link between planning and health has long been established. The built and natural environments are major determinants of health and wellbeing. The District Plan is seeking to ensure the most sustainable outcomes for its residents, thus improving health and wellbeing opportunities. This is a strategic site within the Plan and will be designed to meet these objectives.
Equality Impact Assessment required:	No. The District Plan itself was subject to an EqlA. As this is a site brought forward under that Plan, no additional assessment is required.

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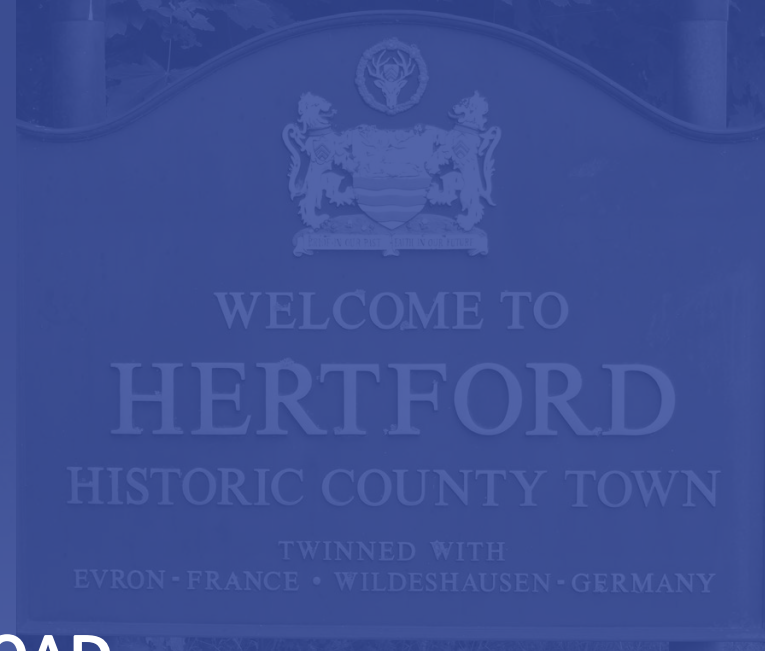
POLICY HERT3

LAND SOUTH OF WELWYN ROAD AND WEST OF THIEVES LANE HERTFORD

MASTERPLAN FRAMEWORK DOCUMENT

February 2019

Croudace 
HOMES.CO.UK



Policy HERT3 allocates two land parcels for development for a minimum of 550 dwellings. Around 250 dwellings are allocated to the land south of Welwyn Road, and around 300 to the north.

We are working on a collaborative basis with the promoters of the land to the north of Welwyn Road. With this in mind, the same highway and drainage consultants have been instructed to act in relation to both sites. This provides a greater degree of certainty and continuity in providing these new urban extensions.

The preparation of an overarching Masterplan Framework for the two sites is required as part of policy HERT3. The Hertford Steering Group has also been set up by the council to better understand the relationship between the two sites and discussions with these members are underway.

This Masterplan Framework responds to these requirements.



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Croudace Homes is a well established regional residential developer founded in 1946 and to this day remains a family run business.

Our mission is to create homes of the highest quality for our customers, to exceed their expectations regarding service and to deliver top levels of performance for our shareholders.

We take care to design our product and site layout to meet the needs of local people, and recognise that consideration of the environment is of ever increasing importance.

Our uncompromising commitment to quality extends to the first class service we offer customers after they have moved in. We are proud of our excellent ratings in national customer satisfaction surveys which place us amongst the top echelon in the house building industry.

Examples of previous Croudace Homes developments are shown to the right, exhibiting a range of building forms and architectural styles.



The Vision

Croudace are committed to creating a neighbourhood that not only the company are proud of but more importantly the future residents will also be proud to be a part of. We want to create a strong, sustainable community that contributes to and enhances the local area and Hertford as a whole. We want the scheme to meet local needs and to provide benefits and opportunities not currently enjoyed in this location.

These objectives and visions have shaped our proposals.

5 Key objectives of the scheme:

- 1 A neighbourhood that is design-led with a strong sense of place
- 2 A neighbourhood that is well connected, accessible and can be easily navigated
- 3 A neighbourhood that provides new housing at a scale and mix which meet local requirements
- 4 A proposal that contributes to and enhances both the current site conditions and the local area.
- 5 A sustainable, safe neighbourhood and thriving community that residents are proud to be a part of.



Planning Policy

General

The East Herts District Plan was formally adopted by the Council in October 2018 and sets out the Council's planning framework for the district for the period 2011 to 2033.

Policy DPS1 sets out a requirement for a minimum of 18,458 net additional new homes within the District in the period 2011 to 2033, equivalent to an average of 839 new homes each year.

Policy DPS2 sets out the overall spatial approach to meeting the housing requirement during the plan period (i.e. where the new housing is expected to be located), which includes urban extensions to Hertford.

Hertford

Policy HERT1 sets out the Council's strategy for accommodating growth in Hertford, which includes 550 homes to the west of the town as part of the overall delivery of a minimum of 950 new homes for the settlement. The detailed proposals for the development of 550 dwellings to the west of Hertford are set out in Policy HERT3. This states that land to the west of Hertford is allocated as a residential site, to accommodate a minimum of 550 homes by 2022, with around 300 homes being provided to the north of Welwyn Road and around 250 homes south of Welwyn Road/west of Thieves Lane.

Policy HERT3 also requires a Masterplan Framework to be prepared, involving site promoters, landowners, East Herts District Council, Hertfordshire County Council, Hertford Town Council and other key stakeholders. This Masterplan Framework responds to this requirement.

Policy HERT3's specific criteria include requirements to provide adequate infrastructure, including for communications to facilitate home working, and upgrades to the sewerage system.

In accordance with the provisions of HERT3 IV(d) development of the site may give rise to the opportunistic use of some minerals during the construction phase in accordance with

matters to be agreed with Hertfordshire County Council, as Minerals Planning Authority.

Further to Policy HERT3, the newly adopted District Plan has a wide range of policies relating to housing, the environment, transport and securing good design. Such policies need to be complied with as a whole.

Housing

Policies HOU1 to HOU8 set out additional detailed requirements for new housing developments and include:

- Policy HOU1 – Type and Mix of Housing
- Policy HOU2 – Housing Density
- Policy HOU3 – Affordable Housing
- Policy HOU7 – Accessible and Adaptable Homes
- Policy HOU8 – Self-Build and Custom Build Housing

The planning application will propose an appropriate mix of housing tenures, type and size that reflects the needs of the local area in accordance with Policy HOU1.

As required by Policy HOU2, the scheme will need to make efficient use of the land while respecting the surrounding character and appearance of the area in relation to the built and natural environment.

Policy HOU3 (Affordable Housing) requires the provision of up to 40% of new houses to be affordable. The final scheme design will ensure that the affordable homes are integrated within the site, with the specific size and tenure of the affordable units through the application process with the Housing Officer.

Policies HOU7 and HOU8 require all new dwellings to meet the Accessible and Adaptable Building Regulations Standard as well as 1% of new units to be available for prospective self-builders.

The final scheme design will set out how these requirements are to be achieved.



Sites allocated for housing in Hertford from East Herts District Plan



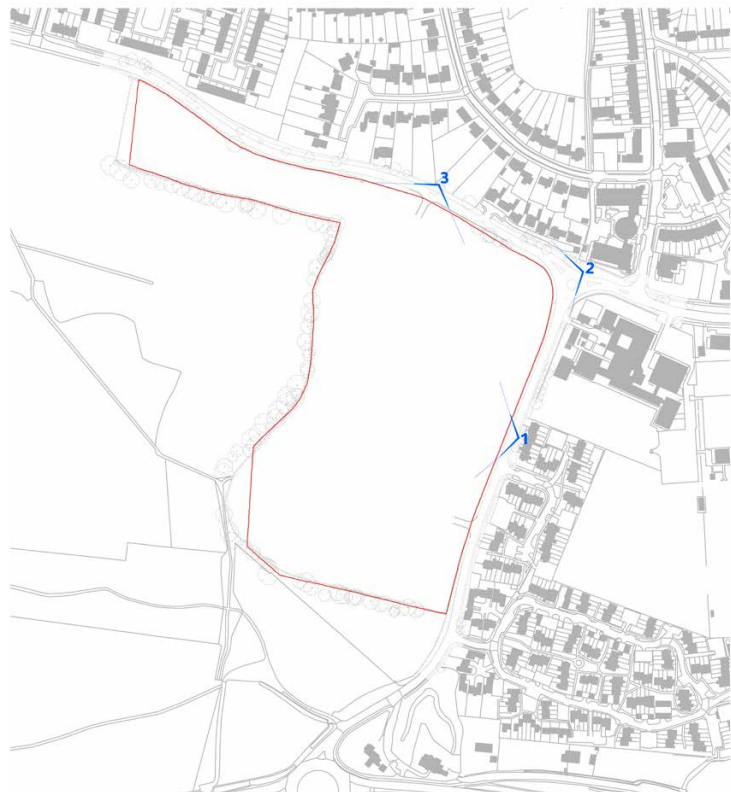
Allocated site west of Thieves Lane for 250 dwellings from East Herts District Plan

Physical Context

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The site is located to the west of Hertford, and is adjacent to the Sele Farm area of the town. The site is an open field and is formed by a large rectangular field and a smaller rectangular field that runs parallel to Welwyn Road. Together these form an L shaped plot of land. The site is bound by Welwyn Road to the north and Thieves Lane to the east.

There is existing housing to the north and east of the site which spreads into Hertford town. To the west of the site is Panshanger Park which is a Grade II* registered park and garden. A public right of way runs through a narrow section of the site, linking Welwyn Road and Blakemore Wood.



VIEW 1



VIEW 2



VIEW 3



VIEWS FROM WELWYN ROAD

Immediate Vicinity

As seen from the photos, the surrounding development was predominantly built between 1960 and 1990 with some small pockets built within the last 10 years. These developments are typical examples of developments built during this time and are not distinctive in style to Hertford.

It would therefore not be appropriate to adopt the same architectural style on this scheme; however, similar materials can be utilised to create a development that is sympathetic to its surroundings.



Wider Area

The majority of good examples of residential architecture found within Hertford are of Victorian/Georgian era properties with some located within the Hertford Conservation Area.

These are distinctive to Hertford and a style that incorporates some of the features and elements of these buildings would create a scheme with a sense of place.

As the site is located on the edge of Hertford towards the open countryside, it is also appropriate to respect the style found within the surrounding villages, particularly on parts of the scheme that front the Ancient Woodland and towards Panshanger Park.

Site Constraints

The site is bound by Welwyn Road, Thieves Lane and the woodland belts of Blakemore Woods and Chesher's Plantation. The site slopes gently from the north west to the south east, spanning from 72.50m to 69.00m above ordnance datum. There is a steep bank between Thieves Lane and the site, starting from the south east corner and gradually reducing towards the roundabout where it meets Welwyn Road. At its steepest there is a level difference of 2.5m between the road and the site.

Vehicular Access

The proposal includes two new access points to the site as agreed with Hertfordshire County Council, one from Welwyn Road and the other from Thieves Lane. These two points will be connected by the main spine road of the development which will provide primary access to all dwellings. The spine road will contain features to reduce vehicular speeds through the development, thus discouraging the route being used as a potential shortcut between Welwyn Road and Thieves Lane.

Pedestrian Access

There are various potential points for pedestrian access to the site, including off the roundabout where Welwyn Road and Thieves Lane meet. There is an existing public right of way which cuts through the site between Welwyn Road and Blakemore Wood. This will be retained and enhanced to make a clear path through the site. The pedestrian access from the roundabout will provide a visual link to the protected woodlands and allow for easy access to the neighbourhood centre of Sele Farm which lies to the north east. See page 10 for further details.

Retained Landscaping

Wherever possible landscaping surrounding the site will be retained and enhanced. Additionally there is a 15m buffer to the western boundary of the site which prevents development in this zone adjacent to the ancient woodland.



Site Opportunities

Opportunities

The site offers many opportunities which have been detailed below:

- Visual corridor with views towards the Blakemore Woods from the junction where Welwyn Road and Thieves Lane meet
- The scheme will seek to provide for additional views from and through the site towards the adjacent woodland, registered park and open space
- Potential spine road linking the two vehicular access points
- Sustainable drainage features located at the south of the site due to the topography of the land
- Heart of the development in the centre of the site in the form of a village green
- Location for key buildings which provide a gateway to the site and frame the views to the ancient woodland
- Suitably located pedestrian links which provide access through the site and to the existing network
- Pedestrian links at the roundabout which provide easy access to the Neighbourhood Centre of Sele Farm
- Open Space to the edge of the development providing the buffer to the woodland and green spaces which can be overlooked by housing

Design Concept

The proposal has been designed to respond to site specific constraints and to take advantage of the opportunities detailed above.

A focus of the proposal will be to incorporate the visual corridor towards Blakemore Woodland. Buildings will be located to frame the view and will open up towards the woodland to maximise this opportunity. Additional views towards the woodland and the outer edges will be provided through and from within the scheme.

A spine road will link the development and provide primary vehicular access throughout the site. Properties fronting onto the spine road will be up to three storeys which will provide a strong frontage and help form a key character area of the development.

Soft frontage will be provided to the edge of the development with the style of dwellings reflecting their location within the site.



Key Considerations

Public Consultation and Engagement

We have sought to engage with key local stakeholders throughout the preparation of the draft proposals for the site.

This has included meetings and correspondence with the local steering group, meetings with the local planning authority, correspondence with local councillors, and presentations to the Council. We have also held discussions on the scheme with the Sele Neighbourhood Plan team.

A public exhibition was held on 11 July 2018 and was a particularly helpful process that has been used to inform local residents as to the proposals for the site. The feedback received from attendees has also helped to shape and form the emerging proposals.

Just over 1000 letters were distributed to the public inviting them to the consultation event.

A total of 79 people attended and a total of 39 feedback forms were received.

The principal comments received from local residents at the exhibition were in relation to the need to ensure adequacy and capacity of supporting infrastructure such as schools and doctors' surgeries to cope with the demands placed on services by additional residents.

Local residents were also keen to ensure that traffic was managed and that the character of Panshanger Park is respected.

The local residents' comments will be addressed through the overall scheme design, whilst mitigation for local services will be secured in the form of a legal agreement.



Key Considerations

Governance and Stewardship

Public areas and spaces that are not adopted by East Herts District Council or Hertfordshire County Council will be brought under the control of a management company. The management company will be established by Croudace Homes and future residents will contribute towards the associated maintenance costs.

Once fully established and the scheme is complete, Croudace will transfer the land to the Management Company with elected residents as named Directors of the company. From this point onward residents will have full control of the company and can decide how these areas are governed.

The areas under the control of the management company could include roads, public open space and SuDS features. Maintenance schedules of each component, and objectives where appropriate, will be established with annual reviews to assess their success.

The public areas and spaces to be controlled by the management company will be established through the legal agreement as part of the planning application process.



Drainage

The Environment Agency's (EA) Flood Map for Planning indicates that the site is located entirely within Flood Zone 1 (low probability). The site is considered at low or negligible risk of all sources of flooding aside from surface water which presents a manageable risk within the lower area of the site. Based on the constraints of the site there is potential to include Sustainable Drainage Features in the form of attenuation basins at the south of the site.

Heritage

The site immediately adjoins the grade II* registered park and gardens at Panshanger Park, with the closest listed building being grade two listed The Dell on Hertingfordbury Road. Beyond that lies the Hertingfordbury Conservation Area which contains 27 individually listed buildings. Due to the nature of the proposed development, and the intervening landscape, it is not considered that the conservation area of Hertingfordbury would be affected by the proposed development. The proposal for the site has been sensitively designed to respect the local heritage assets.












Key Considerations

The site is devoid of any existing trees of note, having been in arable use for many years, however the site is bound by existing woodland to the West and South, with some isolated trees along the boundary with Thieves Lane and Welwyn Road. The woodland to the West is classified as 'Ancient Woodland' and the woodland to the south is covered by a Tree Preservation Order (TPO) forming part of the wider Panshanger Park. There are a number of aged trees surrounding the site, mainly Oaks with the adjoining woodland areas, but no veteran trees have been identified in the recently updated tree survey. The ancient woodland to the West of the site requires a 15m buffer to any development in order to comply with the advice of Natural England. Landscaping buffers and existing boundary trees will be established and utilised to merge the new development into its rural setting. Key open space areas will be included throughout the development and a LEAP (Local Equipped Area of Play) is to be incorporated into one of these open space areas. Any areas of open space that are not adopted by the Local Authority will be maintained in perpetuity by a management company established for the site in accordance with a regularly reviewed maintenance plan.

Ecology

The site is dominated by two arable fields of intrinsically low ecological importance, such that development of this habitat is not predicted to result in significant adverse effects. The landscaping will be designed to encourage biodiversity which will provide an overall net gain in biodiversity once the development is complete. Ecological assessments of the site and adjoining areas have been undertaken, in particular in light of the adjoining Panshanger Park wildlife site (58/025) to the west. Bat, badger, bird, and dormouse surveys have been undertaken, along with arable plant surveys and arboricultural studies of the trees both around the edge of the site and in the adjoining woodlands. These have identified the need to maintain appropriate buffers between any development and the ancient woodland, and to have the front of properties facing the woodlands rather than having back gardens abutting the woodland edge, amongst other measures, which will inform the layout of the development.



-  Application Boundary
-  Residential development area
-  Existing planting to be retained
-  Potential existing planting to be removed
-  Potential existing planting to be retained and reduced in width to circa 2m
-  Potential native hedge planting
-  Retained visual green link
-  Potential open space
-  Approximate SUDS zone
-  15m Ancient woodland buffer
-  Children's Play Area (approximate location)

Sustainable Transport

Vehicular Access - The two vehicular access points off Thieves Lane and Welwyn Road will be linked by a spine road. Secondary and tertiary roads will stem from the spine road and provide vehicular access throughout the development.

Cycle Routes - The streets within the site will be designed to be cyclist and pedestrian friendly with low vehicle speeds and good connections beyond the site onto the proposed improved cycle route along Welwyn Road.

The developers will work with the highways authority to allow for the provision of a cycle route alongside Welwyn Road in accordance

with the allocation policy. This will create better connections heading from the site to the town centre and station as well as towards the other proposed development site further to the west.

Bus Links - The primary road which links Welwyn Road and Thieves Lane will allow for a potential bus route to run through the development. Within a 5 minute walk of the development there are bus links which provide access to Ware, Harlow and Hertford Town Centre.

Pedestrian Routes - Access points are located around the edge of the site, linking the development to the existing pedestrian network. A foot way will run around the site from the north west corner adjacent to Welwyn Road to the south east corner parallel

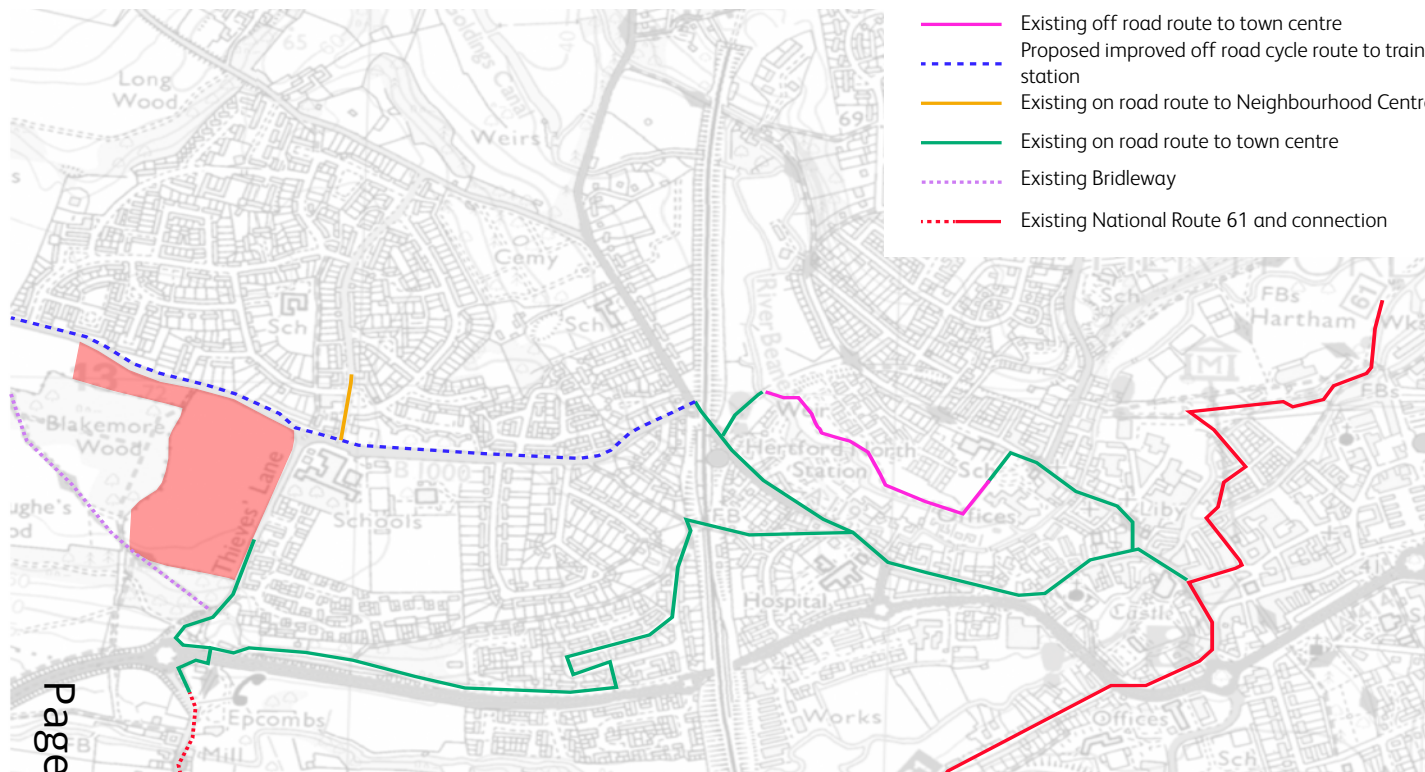
to Thieves Lane. New crossing points will be introduced over Welwyn Road and Thieves Lane as well as improved crossings at the junction between Welwyn Road and Thieves Lane, together providing safe access to the new development.

Highways

The Thieves Lane site is in a location that provides residents with an excellent choice of transport modes including bus, cycle and pedestrian routes and train lines which will minimise vehicular movements compared to many other locations around Hertford. Destinations within walking distance include Primary and Secondary Schools, local shops, Hertford North train station and the town centre. A prime consideration in providing the new homes is to improve highway safety and reduce traffic speeds on Welwyn Road and Thieves Lane. Discussions are being held with the highway authority regarding the introduction of 30mph speed limits on both roads, as well as traffic calming measures and pedestrian crossings.

Improvements will be made to the junction of Welwyn Road and Thieves Lane at the north-eastern corner of the site. This will allow for pedestrians to cross both roads safely, affording access on foot to the neighbourhood shops, school and other facilities as well as the wider town beyond. Other crossing points on Thieves Lane and Welwyn Road will also be provided. There are two vehicular access points proposed, one off Thieves Lane and the other on Welwyn Road. The main street passing through the site connecting the two accesses will be designed to accommodate buses such that the existing Sele Farm estate bus service could potentially be extended to pass through the site.

The above measures offer new residents real alternatives for travel other than the car but in addition a Travel Plan has been prepared for the residential development to provide additional incentives to travel by means other than the car.



Map showing cycle routes from the site

Character Areas

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Green Link

The Primary Green Link connects the ancient woodland of Blackmore Wood to the wider area upon approach to the scheme from the North West. It creates an important visual corridor and route to the ancient woodland with key buildings framing the view from outside the scheme.

The link will be of a width to ensure woodland views are significant when viewed from the north east corner, drawing pedestrians into the scheme with buildings providing active frontage and natural surveillance for the entirety of the route.

A potential art feature which has been inspired by local surroundings will terminate the green link. Trees will line the Green Link and will be positioned to ensure that they will grow to mature proportions.



Village Green

The Village Green forms a central green space which will act as the heart of the development, creating a formal area of open space within easy access to all future occupants of the scheme.

The open space will consist of a secure Local Equipped Area of Play (LEAP) that will provide opportunities for formal play whilst the remaining open space will offer more informal and casual use. Semi mature trees will be planted to surround the village green.

The built form will help to enclose the green and provide natural surveillance to provide a safe space for all users.

1 Connections

The scheme will integrate with its surroundings by reinforcing existing connections and creating new ones, including to the network of foot and cycle routes, which link to the town centre, railway station and Sele Farm neighbourhood centre to the north east and Panshanger Park to the west.

2 Facilities and Services

The scheme is within a short walk of the Sele Farm neighbourhood centre where a range of shops and services are available. Hollybush Primary, Hertford St Andrew Primary, St Joseph's Catholic Primary and The Sele School Secondary schools are also within a short walk of the development. The connections to these facilities are set to be improved with the off-site highways works and contributions towards education are to be secured by legal agreement. Areas of open space are to be provided on site with the inclusion of play equipment.

3 Public Transport

The proposed spine road through the site is designed to accommodate a potential bus route and stops will be provided. This will provide connections to the town centre, railway station and local towns and villages.

4 Meeting Local Housing Requirements

The development will provide a mix of housing types and tenures to address local housing needs, this will include a variety of new affordable, open market and self-build homes. A proportion of these will also be adaptable to allow for long term occupation.

5 Character

Plans for the site will incorporate distinct character areas. The overarching architecture will take inspiration from the properties distinctive to Hertford to create a development that is appropriate for its setting and will integrate into the town.

6 Working with the site and its context

The existing view towards the Ancient Woodland from the Welwyn Road/Thieves Lane roundabout is to be retained and celebrated. The proposed scheme will be sensitively designed to respect views to and from Panshanger Park. Existing trees and hedgerows are to be retained where possible and an open space buffer is to be incorporated against the Ancient woodland.

7 Creating well defined streets and spaces

The scheme is a landscape led design with hard and soft landscaping defining area of the development. All streets and spaces will have active frontage from the built form which responds accordingly to the area in which it is located.

8 Easy to find your way around

Landmark buildings and areas will act as nodes and navigation points within the development, enabling natural and easy way-finding through.

9 Streets for All

All proposed streets will be designed to encourage low vehicle speeds with a proportion of shared surface streets with pedestrian users given priority.

10 Car Parking

All allocated parking is to be off-street, located close to people's homes with the parking set back as far as possible so as not to dominate the street scene. Visitor parking will be provided throughout the scheme. Where practical electric car charging points will be provided to homes. Garages will be of a size that will allow for convenient use as parking and storage.

11 Public and Private Spaces

A mixture of open spaces will be provided within the scheme with elements of play equipment provided and wider areas of open space. Private spaces will be clearly defined and a management company will maintain any areas of open space in perpetuity that are not adopted by the Council. The management company will also maintain in perpetuity such drainage features and roads that the Council does not adopt.

12 External Storage and Amenity

All new homes will be provided with the required level of storage for waste and recycling. Storage will be located within a distance of the collection point that will encourage users to return them to their permanent position which will be out of view from public spaces. All dwellings will be provided with adequate secure and convenient cycle storage facilities.

EAST HERTS COUNCIL

EXECUTIVE - 26 FEBRUARY 2019

REPORT BY LEADER OF THE COUNCIL

HARLOW AND GILSTON GARDEN TOWN TRANSPORT STRATEGY –
DRAFT FOR CONSULTATION 2019

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- To agree that the draft Harlow and Gilston Garden Town Transport Strategy is published for a six-week period of public consultation following the May elections; and
- To note that, following consultation and any subsequent revisions to the document, it is intended that the final Transport Strategy will be agreed as a material planning consideration for the preparation of masterplans, the preparation of the Gilston Area Charter, pre-application advice, assessing planning applications and any other development management purposes.

<u>RECOMMENDATIONS FOR EXECUTIVE:</u> To recommend to Council that:	
(A)	The draft Harlow and Gilston Garden Town Transport Strategy, as detailed in Essential Reference 'B' to this report, be published for a six-week period of public consultation following the May elections; and
(B)	It is noted, that following consultation and any subsequent revisions to the document, it is intended that the final Transport Strategy will be agreed as a material planning consideration for the preparation of masterplans, the preparation of the Gilston Area

Charter, pre-application advice, assessing planning applications and any other development management purposes.
--

1.0 Background

- 1.1 Members will recall that an update on the Harlow and Gilston Garden Town was provided in September 2017 (see Background Papers). Since this time work has commenced on a number of different workstreams. This report is focussed specifically on transport strategy work that AECOM were commissioned to undertake in May 2018, working with the Councils¹ across the Garden Town.
- 1.2 Transport has a critical role to play in facilitating housing and employment growth; the housing growth planned for the Garden Town will also have an associated increase in travel demand. The TCPA's Garden City principles state that Garden Cities, or in this case, the Garden Town, will incorporate *"integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport"*.
- 1.3 The Vision for the Garden Town also states that the Garden Town will be sustainable and will include: *"a fully integrated public transport network that connects within and beyond the Garden Town"* and will be *"a place where people are inspired to work locally and encouraged to travel actively"*. It is for these reasons that it was considered critical that a Transport Strategy was prepared for the Garden Town.
- 1.4 The Transport Strategy is intended to be a high level document which sets out the key aims, objectives and principles in relation to movement, travel and transport in and around the Garden Town. A copy of the Transport Strategy is attached at **Essential Reference Paper 'B'**

¹ East Herts Council, Epping Forest District Council, Harlow Council, Essex County Council and Hertfordshire County Council

2.0 Report

Why does Harlow and Gilston Garden Town need a Transport Strategy?

- 2.1 Planned significant housing growth will fuel an increase in travel demand. Economic growth is a national priority and will be needed to provide employment for the growing population. Transport also has a critical role to play in facilitating housing and employment growth. However, we cannot simply build more road capacity to accommodate this growth.
- 2.2 With increasing travel demand, continued reliance on high levels of single occupancy car use will result in worsening congestion which will constrain growth. Meeting this demand through significant increases in highway capacity will be expensive to deliver, will displace congestion to other locations, and will have significant adverse environmental impacts. Experience shows that new road capacity will soon be filled by additional trips reducing the initial benefits of investment.
- 2.3 Achieving a change in travel behaviours, including reducing the need to travel, and focusing on active travel modes (such as walking and cycling), will help facilitate sustainable growth and have wider social benefits, such as addressing health concerns.
- 2.4 Transport and travel is rapidly evolving and new transport services need to be flexible and adaptable to changing technology, such as real time travel information and electric vehicles.
- 2.5 Public transport will also need to be adaptable to changing market conditions and demands, such as possible longer-term conversion to Rapid Transport Systems (segregated light rail or guided systems such as electric tram or metro systems) or Bus Rapid Transport (high quality, high frequency bus-based equivalent), together with integration between modes and

more demand responsive transport.

2.6 The Transport Strategy sets out guidance that will assist the Councils, developers and transport providers to consider and plan for how Harlow and Gilston Garden Town will achieve the challenge of future travel demand linked to planned growth. The Transport Strategy has been prepared to deliver the Harlow and Gilston Garden Town Vision through identifying measures to reduce the need to travel, whilst recognising that travel will continue to be important in our daily lives.

2.7 The Transport Strategy sets out three key objectives to:

1. Achieve a target where 60% of all journeys within the new Garden Town Communities², and 50% of all journeys across Harlow, will be undertaken by sustainable modes (including walking, cycling and public transport)³.
2. Ensure mobility options are based on a hierarchy of importance:
 - (i) Reduce the need to travel
 - (ii) Walking and cycling
 - (iii) Public transport
 - (iv) Private vehicles
3. Support and encourage a culture of active and sustainable travel ensuring all journeys will be efficient and safe.

2.8 The planned housing and economic growth for the Garden Town provides a once-in-a-lifetime opportunity to deliver a step-change in travel behaviour. Ensuring that transport

² East Herts Council, Harlow Council and Epping Forest District Council are collectively allocating new neighbourhoods to the east, west and south and new villages to the north of Harlow as new communities within the Harlow and Gilston Garden Town.

³ Currently 34% of travel within the town is by sustainable modes (see page six of the Transport Strategy).

infrastructure and services can adapt to new technologies, innovative new service models and changing habits is fundamental to ensure long term benefits for the Garden Town.

2.9 The Transport Strategy sets out existing movement challenges and seeks to maximise opportunities in order to create an attractive sustainable transportation network which benefits all members of the community. The Garden Town is well placed to provide a healthy and well-connected environment for existing and future residents and workers, and there is already good infrastructure in place to improve upon.

2.10 To maximise opportunities, the Strategy sets out a series of actions as follows:

- Action 1 – Reducing the need to travel
- Action 2 – Making better use of existing infrastructure
- Action 3 – Supporting and encouraging a culture of active and sustainable travel
- Action 4 – Sustainable transport corridors
- Action 5 – Supporting walking and cycling
- Action 6 – Public transport
- Action 7 – Infrastructure for road based travel
- Action 8 – Anticipating change

2.11 The Transport Strategy has undergone a significant amount of scrutiny during its preparation to ensure that it is fit for purpose. In particular, a draft of the Transport Strategy was reviewed by the Garden Town Quality Review Panel (QRP) on 11 October 2018. The Panel's report is attached for reference at **Essential Reference Paper 'C'**.

2.12 The Panel felt that the strategy provides a good high-level statement of intent that it readable and ambitious. The Panel felt however that greater clarity around aims, objectives and actions was required. The final draft Transport Strategy takes account of a number of the Panel's comments. Other more

detailed points will be addressed through the next stages of work (see below) and the Panel has offered its continuing advice.

- 2.13 It is proposed that the Transport Strategy is published for a six-week period of public consultation following the May elections. It is anticipated that consultation will include staffed exhibitions, as well as an online response form/questionnaire. Consultation arrangements will be put in place over the coming months and will be advertised ahead of the consultation.
- 2.14 It is proposed that following public consultation, the final Transport Strategy will be presented to a Garden Town Board meeting in Autumn 2019 and it will then be given final formal approval by the partner local planning authorities, through their formal decision making processes.
- 2.15 Members are also requested to note the intention that the final Transport Strategy will be agreed as a material planning consideration for the preparation of masterplans, the preparation of the Gilston Area Charter, pre-application advice, assessing planning applications and any other development management purposes. This will help to ensure that development proposals will achieve Garden Town ambitions, and that clear parameters are established for future masterplanning and consideration of planning applications across the Garden Town in relation to movement, travel and transport. Prior to and following final adoption of the Strategy, the Local Plan policies for each of the District Councils, along with the transport policies of the County Councils will continue to be used to shape and assess development proposals.

Conclusion and Next Steps

- 2.16 The Transport Strategy will ensure a unified approach to the delivery of the Garden Town, as set out in the respective Local Plans and the Vision for the Garden Town. It provides an

opportunity to support a pattern of development that minimises the need for travel, minimises journey lengths, encourages sustainable active travel, and enables accessibility for all members of the community.

2.17 Next steps include:

- Ensuring the Transport Strategy is considered when preparing masterplans or guidance for development across the Garden Town;
- Securing infrastructure funding , initially in the form of £151m from the Housing and Infrastructure Fund;
- Securing developer funding for infrastructure;
- Developing a delivery plan to produce a detailed programme for delivery of the actions set out in the Transport Strategy.

3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

District Planning Executive Panel – 21 September 2017:

<http://democracy.eastherts.gov.uk/ieListDocuments.aspx?CId=151&MId=3236&Ver=4&J=3>

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ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives <i>(delete as appropriate)</i> :	Priority 1 – Improve the health and wellbeing of our communities Priority 2 – Enhance the quality of people's lives Priority 3 – Enable a flourishing local economy
Consultation:	The Transport Strategy will be published for a six-week period of public consultation following the May elections. It is anticipated that consultation will include staffed exhibitions, as well as an online response form/questionnaire. Consultation arrangements will be put in place over the coming months and will be advertised ahead of the consultation.
Legal:	There are no legal implications arising from this report.
Financial:	There are no financial implications arising for this report. Production of the Transport Strategy has been funded by the Garden Town.
Human Resource:	None
Risk Management:	None
Health and wellbeing – issues and impacts:	The link between planning and health has long been established. The built and natural environments are major determinants of health and wellbeing. The Garden Town is well placed to provide a healthy and well-connected environment for existing and future residents and workers.
Equality Impact Assessment required:	No

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HARLOW

Essential Reference Paper "B"

Harlow and Gilston Garden Town Transport Strategy

DRAFT FOR CONSULTATION 2019

INTRODUCTION

Welcome to Harlow and Gilston Garden Town

1.1 Harlow and Gilston was designated as a Garden Town in 2017, with East Herts, Epping Forest and Harlow District Councils, and Essex and Hertfordshire County Councils working together to deliver new and support existing communities in and around Harlow. Growth in the Garden Town is being planned to deliver at least 23,000 new homes following Garden City principles.

1.2 At least 16,500 homes will be built in new communities to the north (Gilston Area), south (Latton Priory), east (East of Harlow) and west (Water Lane) of Harlow (collectively referred to as the new Garden Communities). Employment clusters and job growth will be dispersed throughout the Garden Town, including in the town centre, Enterprise Zone sites and employment areas as well as in the new communities.

1.3 Harlow New Town includes a number of distinct neighbourhoods and employment areas separated by open spaces. The Gilston Area to the north of the River Stort includes a number of existing villages whilst the areas to the west, south and east of Harlow are predominantly rural in character. These new Garden Communities together with the existing New Town form the Harlow and Gilston Garden Town (HGGT).

1.4 To prepare for this, the three District Councils are producing their Local Plans which set out the allocations and policies for delivering and managing growth and change across the Garden Town both within the new Garden Communities and existing urban areas, and the social and physical infrastructure needed. Working with stakeholders and the community the District and County Councils have jointly prepared a Vision for the Garden Town which is set out in the Harlow and Gilston Spatial Vision document.

“Growing the pioneering New Town of Gibberd and Kao into a Garden Town of enterprise, health and sculpture at the heart of the UK Innovation Corridor. Harlow and Gilston will be a joyful place to live with sociable streets and green spaces; local centres accessible by walking and cycling; and innovative, affordable public transport. It will set the agenda for sustainable living. It will be adaptable, healthy, sustainable and innovative.”

Why does HGGT need a transport strategy?

1.5 Planned significant housing growth will fuel an increase in travel demand. Economic growth is a national priority and will be needed to provide employment for the growing population. Transport has a critical role to play in facilitating housing and employment growth. **We cannot simply build more road capacity to accommodate this growth.**

1.6 With increasing travel demand, continued reliance on high levels of single occupancy car use will result in worsening congestion which will constrain growth. Meeting this demand through significant increases in highway capacity will be expensive to deliver, will displace congestion to other locations, and will have significant adverse environmental impacts. Experience shows that new road capacity will soon be filled by additional trips reducing the initial benefits of investment.

1.7 Achieving a change in travel behaviours, including reducing the need to travel, and focusing travel on active travel modes, will help facilitate sustainable growth and has wider social benefits, such as addressing current health concerns in the community.

1.8 Transport and travel is rapidly evolving and any existing and new transport services need to be flexible and adaptable to changing technology, such as Mobility as a Service (a shift away from personally owned modes of transport towards a consumer door-to-door service), real time travel information and electric and autonomous vehicles.

1.9 Public transport will also need to be adaptable to changing market conditions and demands, such as possible longer-term conversion to Rapid Transit Systems (segregated light-rail or guided systems such as electric tram or metro systems) or Bus Rapid Transit (high quality, high frequency bus-based equivalent), integration between modes and more demand-responsive transport.

1.10 This Transport Strategy sets out how HGGT will achieve the challenge of future travel demand linked to planned growth.



Meeting future transport needs

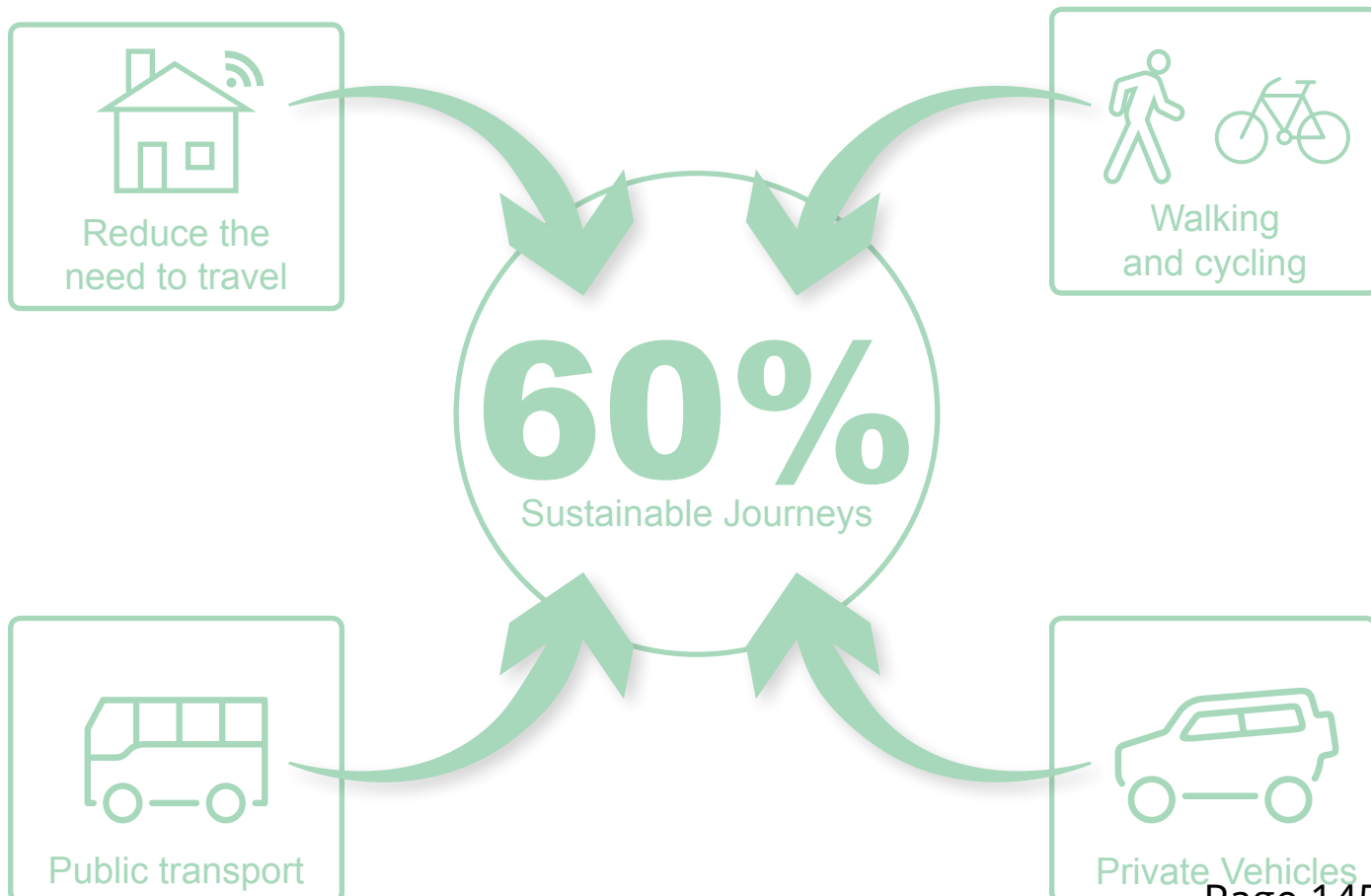
1.11 This Transport Strategy has been prepared to help deliver the Vision and principles through identifying measures to reduce the need for travel, whilst recognising that travel will continue to be important in our daily lives.

1.12 The Strategy sets out three objectives:

- 1 Achieve a target where 60% of all journeys within the new Garden Town Communities, and 50% of all journeys across Harlow, will be undertaken by sustainable modes.
- 2 Mobility options will be based on a hierarchy of importance:
 - i) Reduce the need to travel
 - ii) Walking and cycling
 - iii) Public transport
 - iv) Private vehicles
- 3 Support and encourage a culture of active and sustainable travel ensuring all journeys will be efficient and safe.

1.13 The planned housing and economic growth for the Garden Town provides a once-in-a-lifetime opportunity to deliver a step-change in travel behaviour. Appropriate transport infrastructure and services will also be needed to deliver our growth aspirations in accordance with the Vision. Ensuring that transport infrastructure and services can adapt to new technologies, innovative new service models and changing habits is fundamental to ensure this investment has long term benefits for the whole of the Garden Town.

1.14 Local Plan policies and allocations for each of the District Councils, and the transport policies of the County Councils will continue to be used to shape and assess development proposals. The Garden Town Vision and Design Charter and this Transport Strategy will be material planning considerations in this process ensuring that development across the Garden Town is of a consistent high quality and is delivered in a co-ordinated and sustainable way.



CHALLENGES AND OPPORTUNITIES

Existing movement challenges

2.1 The HGGT will deliver significant growth, bringing together established and new communities as a fully integrated Garden Town.

2.2 Harlow is used to growth. It was originally established under the New Towns Act of 1946, and was organised as a series of neighbourhoods surrounding the existing older community of Old Harlow, which remains village-like with a distinct character including many listed buildings.





2.3 The new communities which form an integral part of the Garden Town will be delivered as a series of distinct new communities linked to the wider Garden Town and neighbouring settlements.



2.4 Travelling to Harlow 83% of people drive and a high number of trips have their origin in Bishop's Stortford and Epping Forest. Only 11% of these trips are by sustainable modes.

2.5 From Harlow 22% of all trips are made by sustainable modes double that of inbound trips, reflecting train trips to London for work.

2.6 Within Harlow there is good accessibility by all modes, with town-wide bus services and bus priority on some routes, extensive segregated footways and cycleways and a pedestrianised town centre. Currently, 34% of travel within the town is by sustainable modes, an excellent foundation on which to build to achieve our ambition of 60% of all journeys within the new Garden Town Communities, and 50% of all journeys across Harlow, to be undertaken by sustainable modes.

2.7 Some of the key movement challenges by mode are shown in the following table, together with the opportunities they provide for HGGT going forward.

Mode	Current Position	Opportunities
Flexible working 	<ul style="list-style-type: none"> 6.9% of the working population works at or mainly from home 	<ul style="list-style-type: none"> “Better Digital” – delivery of superfast broadband and 5G to support increased home and flexible working.
Walking and cycling  	<ul style="list-style-type: none"> Harlow has a reasonably good walking and cycling network and 16% of the resident population walks or cycles to work. Some parts of the town are not well served by the network, including the more recent growth areas, and links to neighbouring settlements and villages are limited. There are missing links, outdated facilities and severance caused by existing roads. The proportion of residents who walk or cycle for any purpose was 89% (East Herts), 87% (Epping Forest), and 84% (Harlow) vs. 87% (UK) in 2014/15 in spite of the availability of relatively good walking and cycling network. 	<ul style="list-style-type: none"> Update the existing pedestrian and cycle network and fill in its gaps, reduce conflicts with motorised vehicles, and make best use of Green Wedges for increased commuting and leisure walking and cycling trips. Provide walking and cycling routes that interconnect the new communities where practicable. “Sustainable Transport Corridors” – provide a framework of key north-south and east-west public transport, walking and cycling routes. Expand the existing River Stort crossing and provide a new River Stort crossing to improve connections with the Gilston Area.
Bus 	<ul style="list-style-type: none"> Harlow has a comprehensive local bus network, with around 40 daytime bus routes, run by six operators. Buses provide accessible transport options for all and help keep the network moving. Most services travel to the bus station so bus journeys to the key employment and retail sites on the periphery of the town often require an intermediate change of buses. Services are very limited to neighbouring settlements such as Epping and Bishop’s Stortford. 	<ul style="list-style-type: none"> “Sustainable Transport Corridors” – provide a framework of key north-south and east-west public transport, walking and cycling routes. More direct, frequent and integrated public transport services to a range of destinations. Review options for a Park and Ride facility which links to a Mass Rapid Transit system. Explore innovation within bus provision such as “on-demand services”. Further bus priority building on the existing network would reduce delays and congestion in the peak periods.

Mode	Current Position	Opportunities
Rail 	<ul style="list-style-type: none"> The location of the rail stations on the northern edge of Harlow are quite distant for parts of the town and the proposed Garden Town Communities. Rail stations are located on the edge of the town and access to the town centre from the main station by foot is not easy. 	<ul style="list-style-type: none"> Improve rail stations and services on the West Anglia Main Line and lobby for the benefits of four tracking and Crossrail 2 at Broxbourne. Improve sustainable routes to the town centre from the station and reduce severance. Improve wayfinding
Road 	<ul style="list-style-type: none"> Harlow is connected to the Strategic Road Network at M11 J7 and Harlow is sometimes considered as a through route to access this junction. A new motorway junction J7a will be constructed to the north east of the town. Parts of the network, particularly the A414, are reaching, or are over, capacity during peak periods, constraining access to Harlow potentially stifling growth. The A414 presently provides the principal crossing over the River Stort and railway line connecting the original Harlow New Town with the Gilston Area and has very limited walking and cycling provision, no bus priority and presently suffers from peak period congestion. Private vehicle trips represent a high mode share of current commuter trips, with 75% travel by car or van, higher than the 69% national average. Widespread availability of affordable and privately controlled parking provision throughout the town encourages private vehicle trips as the easy choice. Increasing congestion will worsen air quality. Many new and existing residents of the new Garden Communities may have established, or bring with them, behaviours of car use based upon their current opportunities. 	<ul style="list-style-type: none"> “Better Digital” – delivery of superfast broadband and 5G to support home and flexible working. “Sustainable Transport Corridors” – provide a framework of key north-south and east-west public transport, walking and cycling routes. Expand the existing River Stort crossing and provide a new River Stort crossing to improve connections with the Gilston Area. Undertake improvements to the A414, completion of M11 J7a in 2022/23 and schemes identified in the Memorandum of Understanding on Highways & Transportation Infrastructure for the West Essex / East Hertfordshire area. Review options for the implementation of a Workplace Parking Levy. Review options for a Park and Ride facility which links to a Mass Rapid Transit system.

Maximising opportunities

2.8 HGGT is well placed to provide a healthy and well-connected environment for existing residents and workers and for future growth. There is already good transport infrastructure in place to improve upon in order to deliver the target of 60% of all journeys within the new Garden Town Communities, and 50% of all journeys across Harlow, to be undertaken by sustainable modes.

2.9 HGGT, as part of the London – Stansted – Cambridge growth corridor, is recognised as a key development area within what is termed the UK Innovation Corridor, and there is opportunity within this corridor to link residents to jobs, ranging through high-tech digital and bio-medical to logistical, resource recovery, aeronautical and food manufacturing industries.

2.10 To support growth, the proposals in this strategy include transformational change across the Garden Town to, firstly reduce the need to travel, then make sustainable modes the preferred choice of transport, at the same time reducing distances travelled.

2.11 The technology sector is exciting and offers an opportunity for HGGT to be a leader in both development and adoption.

2.12 Examples include:

- The growth in the science, technology, engineering and digital industries at the Harlow Enterprise Zone.

- The arrival of Public Health England in the town and the potential re-provision of Princess Alexandra Hospital, helping to promote healthy living.
- The University of Hertfordshire Centre for Sustainable Communities and the presence of Harlow College and Anglia Ruskin University.
- Links with Transport Systems Catapult in Milton Keynes.

2.13 With such partners, HGGT has the potential to realise opportunities and test technological and socially innovative mobility solutions which enhance the physical and social wellbeing of residents, workers and visitors.

2.14 Examples include:

- Trials of autonomous and connected vehicles.
- Mobility as a Service (MaaS) and advanced Rapid Transit options (bus or rail) potentially delivering a significant shift from car ownership.
- Promoting active forms of travel for physical and mental health.

2.15 The challenge lies in drawing all of these opportunities together in order to create a seamless and attractive sustainable transportation network and services which maximise infrastructure investments and benefits all members of the community.

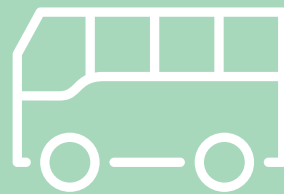


OBJECTIVES

Our objectives for mobility in the Garden Town

Objective 1 – Modal Split

50% of all journeys across Harlow will be made by active and sustainable modes...



...and this target rises to of all journeys within the new communities

60%

3.1 Why have we set these sustainable mode share targets? The transport network is under a lot of stress now, even without growth in housing and jobs which will create more demand for travel and more pressure on the transport network. Without behavioural change, as planned growth takes place not only in the Garden Town, but nationwide, this pressure will continue to increase with adverse impacts on the economy, productivity and on public health. The HGGT growth aspiration offers us the opportunity to address these problems head-on and provide a new approach to mobility that can support growth without detriment to wider society. Our targets will help us to deliver sustainable growth and regeneration, and mitigate against some of the adverse impacts of growth both now and in the future across HGGT.

3.2 The Vision for HGGT is challenging but, as the previous section has shown, HGGT has good foundations in place on which to build to deliver this.

3.3 The 60% modal shift for the Garden Town Communities should be achievable from the outset or as early as possible in the new developments. The 50% target across the wider area will be delivered as infrastructure and measures are put in place to enable the shift to sustainable modes

Objective 2 – Transport Hierarchy

3.4 To deliver the Vision HGGT will plan and deliver transport interventions and services for the whole town against the following hierarchy:

- Reduce the need to travel
- Walking and cycling
- Public transport
- Private vehicles

3.5 Achieving this will benefit members of society within the Garden Town.

3.6 For the individual travelling actively, the health benefits can be extensive, whilst the community will benefit from the reduced pressure on demand for health care services.

Transport is a major source of air pollution, with poor air quality a serious threat to health. Reducing the number of vehicles, and reducing the emissions from those remaining will have significant impact on the reduction of the most harmful emissions, which include carbon dioxide and nitrogen oxide, and particulates.

At the same time the reduction in the consumption of fuels will combine to enhance our local and global environment.

Objective 3 – Support and encourage a culture of active and sustainable travel

3.7 Careful planning of the built and natural environment will enable and encourage physical activity and active lifestyles. It starts with policy

and planning, and place-making and home design, and providing local centres that can reduce journey lengths and provide a degree of self-sufficiency for everyday activities such as school, convenience shopping, health and community facilities, recreation and open spaces. For instance, digital technology is reducing the need for travel through increasing the option for people to work from home. Local co-working spaces can further reduce travel by recognising that people may still prefer to retain a work environment but might not necessarily need to be at their place of work every day.

3.8 Existing and new HGGT communities will be supported by sustainable movement corridors providing high quality networks for walking, cycling and public transport. These will be linked to key places of employment, the bus station and rail network, enabling seamless and multi-modal sustainable connections with destinations within HGGT and beyond.

3.9 The delivery of high quality infrastructure across the Garden Town in order to make sustainable travel more attractive, more convenient and intuitive to use for almost every journey instead of the private car, will support the delivery of our Vision.

3.10 A rebalancing of funding from provision of additional road capacity to delivery of sustainable interventions will take place.

3.11 How we intend to deliver these objectives is presented in the rest of this document.



Most Sustainable



Least Sustainable

ACTION PLAN

Introduction

4.1 The Transport Strategy recognises the need to deliver transformational change, not only to reduce the need to travel, but to make sustainable modes a first choice for travel for most journeys for most people. It is also about ensuring that movement corridors are as effective as possible in bringing communities together, providing leisure opportunities and enhancing lives throughout HGGT.

Action 1 – Reducing the need to travel

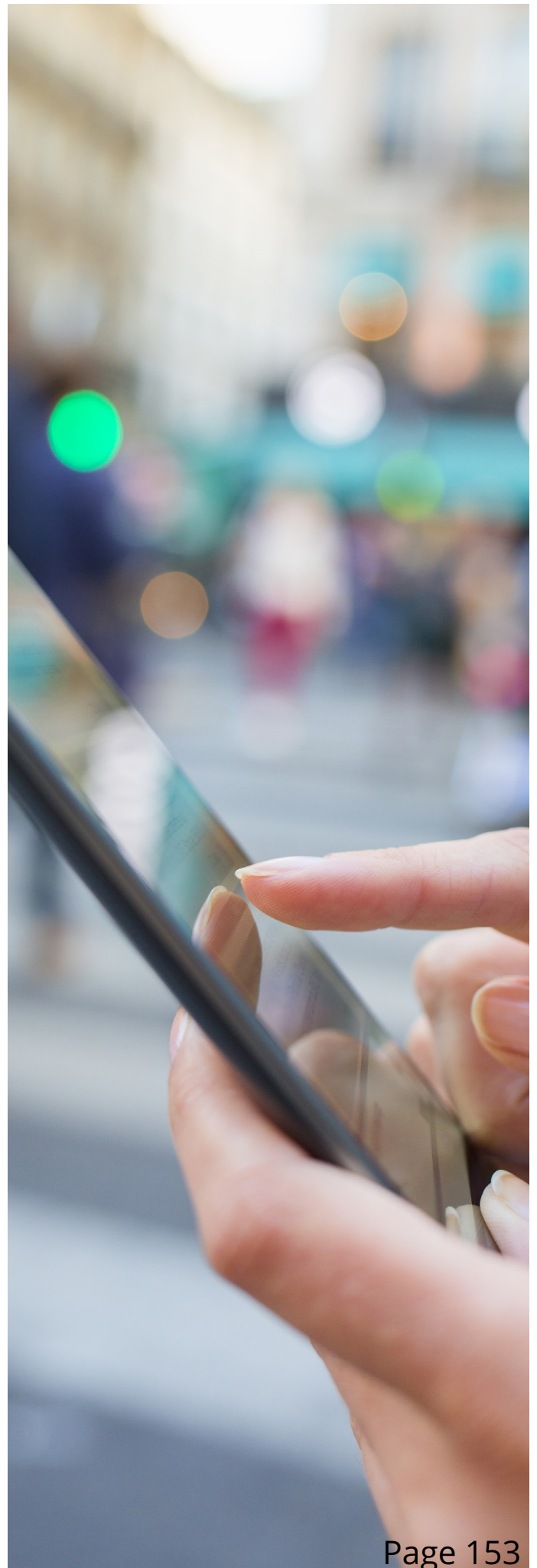
4.2 Reducing the need to travel means reducing the number, or length, of journeys or both. It does not mean reducing the freedom or ability to travel. The benefits of reducing the need to travel have a close bearing on our everyday lives. The HGGT will support reducing the need to travel through:

- a) Facilitating remote and flexible working technologies and practices to enable a better work life balance for residents;
- b) Facilitating shorter (and more active) journeys by improving sustainable interconnectivity;
- c) Encouraging vibrant town and neighbourhood centres offering a wide range of local services and amenities; and
- d) Providing opportunities to live and work within the same community to reduce travel distances.

Action 2 – Making better use of existing infrastructure

4.3 The HGGT recognises the value of existing transport infrastructure assets such as footways, cycleways, roads, lighting, traffic signals and signage. The HGGT will support activities to make better use of this infrastructure through:

- a) Education, training and marketing activities to ensure residents are aware of non-car options available to them, particularly for short journeys;
- b) Provision of data through apps to ensure travellers are informed about their travel options and use the most efficient mode for each journey;
- c) Identifying pinch points, severance issues, or movement conflicts across the network and delivering schemes or enhancements which benefit users;
- d) Reviewing and improving signage and visibility; and
- e) Effective maintenance management to maximise asset longevity and user experience.



Action 3 – Supporting and encouraging a culture of active and sustainable travel

4.4 The HGGT will support and actively encourage a culture of multi-modal mobility where people are inspired and motivated to travel actively and sustainably by:

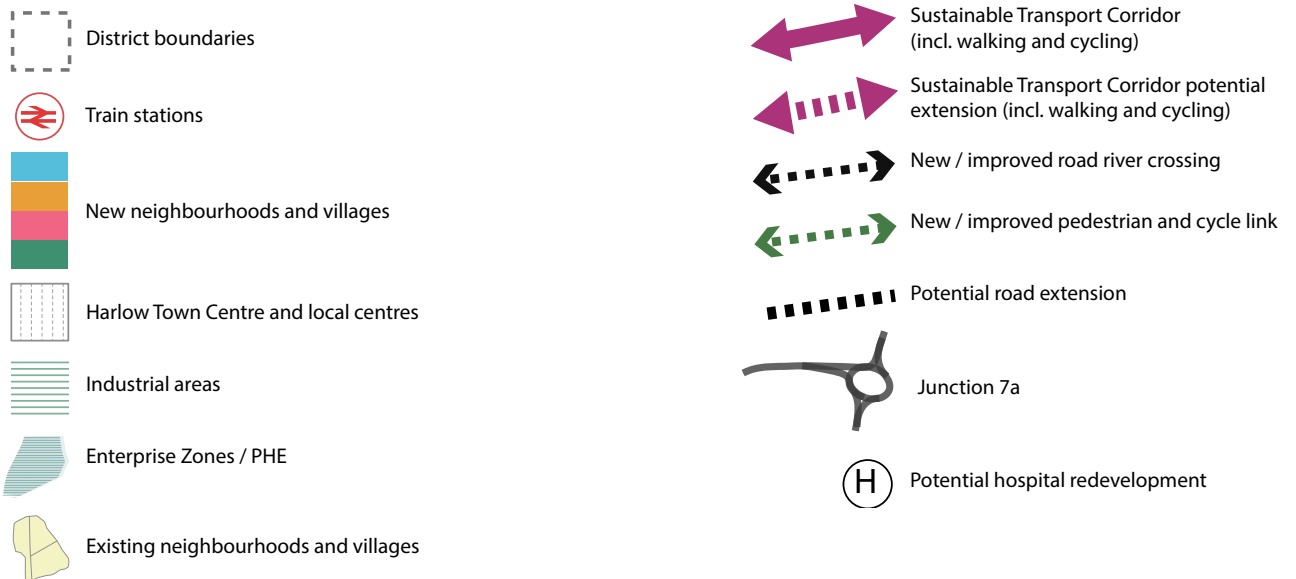
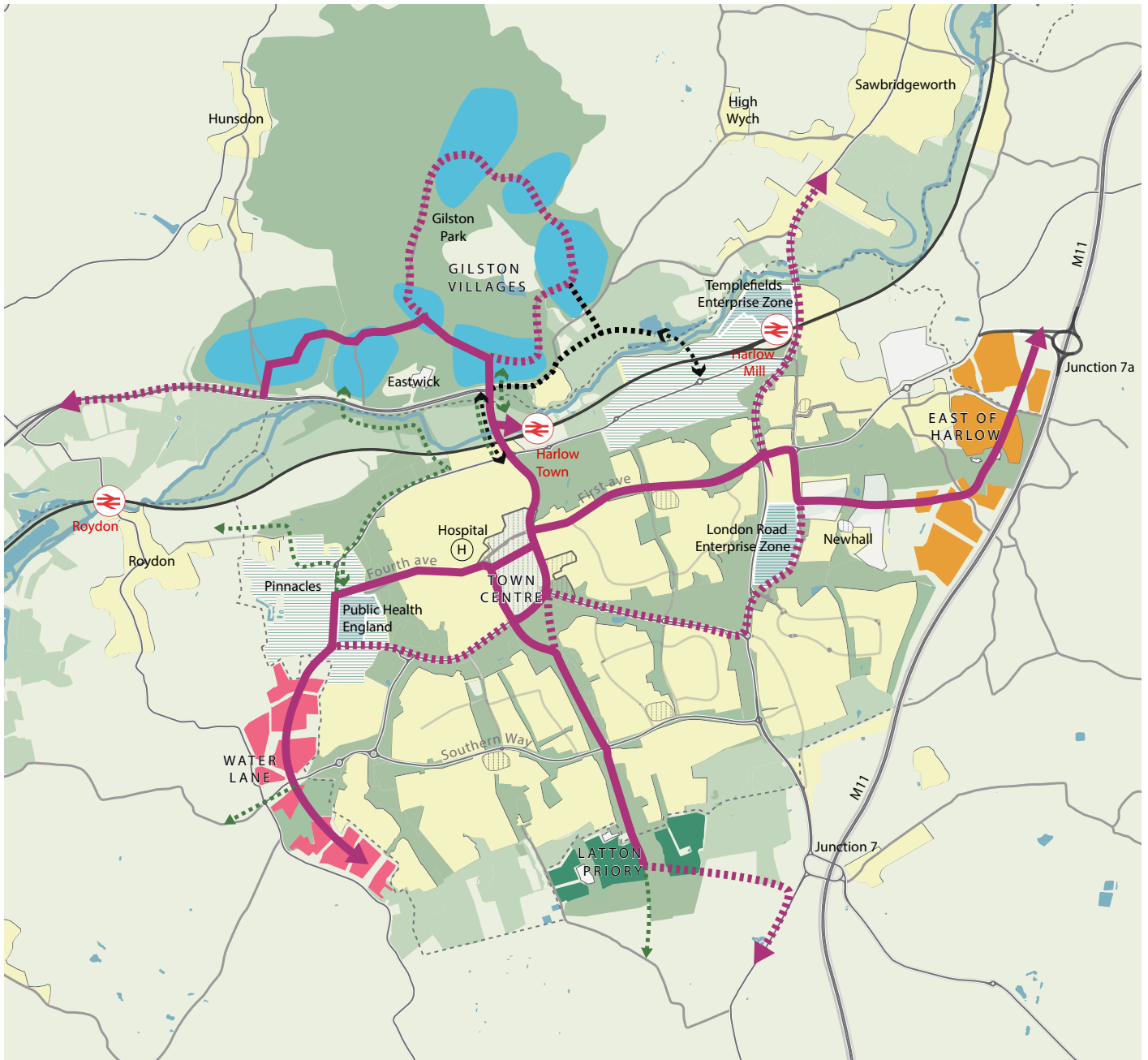
- a) Promoting a culture where sustainable transport choices and active travel lifestyles are the norm, reflecting the hierarchy presented in Objective 2;
- b) Identifying and enhancing principal sustainable movement corridors, both within and beyond HGGT, which connect housing with key destinations for work, education, healthcare, leisure and recreation;
- c) Providing direct, high quality links which make walking, cycling and public transport the easy, attractive, affordable and safe options for most journeys;
- d) Provision of segregated facilities on key routes should be sought to enhance safety for respective users;
- e) Corridors running along existing roads can be expected to accommodate high quality bus / Rapid Transit services;
- f) Providing very high quality interchange facilities which enhance user experience, network transparency and the opportunity for interchange between modes. Co-location with retail, leisure, employment or community uses should be encouraged;
- g) Masterplans and planning proposals should reflect the objectives of the Transport Strategy and will be expected to demonstrate how they have incorporated Active Design into proposals which promote physical activity and active lifestyles through the built and natural environment;
- h) New development should incorporate the movement hierarchy as a first principle. Development should seamlessly incorporate sustainable travel opportunities and infrastructure;
- i) Applications for new development or change will be expected to consider its interaction with the wider transport context and may be required to participate in, and contribute to, wider collaborative proposals to facilitate overall sustainable travel delivery;
- j) Travel Plans will be required for all development within the HGGT set against the HGGT Travel Plan which will form the basis of expectations for the site, in accordance with the requirements of the National Planning Policy Framework (NPPF), County or District Policies or HGGT guidance;
- k) There will be an ongoing, consistent educational and promotional campaign to engage and develop partnerships with the community to influence travel behaviours to create a culture of sustainable and active travel and challenge perceived safety (personal security) concerns; and
- l) Develop and exploit a unified brand for presenting and promoting transport in HGGT.

Action 4 – Sustainable Transport Corridors

Enhancing opportunities for sustainable, active travel

4.5 HGGT provides a significant opportunity to build on Harlow's foundation as New Town, using its distinctive spatial layout incorporating many open spaces and an extensive network for walking and cycling. These valued spaces and Green Wedges are to be protected and enhanced and should facilitate sustainable mobility through the creation of Sustainable Transport Corridors.

4.6 These corridors will provide the high quality sustainable connectivity between the existing and new communities and key destinations. The Sustainable Transport Corridors will fully integrate with a network of public and active travel mode routes, with town-wide promotion (and adoption) of active travel behaviours, which will mark the Garden Town out as a national leader in sustainable movement.



Action 5 – Supporting Walking and Cycling

4.7 The HGGT will build upon, and enhance, the existing valued and distinctive walk / cycle network of Harlow New Town to ensure an accessible, safe and attractive network for all users within the whole Garden Town.

4.8 In order to encourage more active travel and create a shift away from motorised modes, the HGGT will:

- a) Develop a Local Cycling and Walking Infrastructure Plan for HGGT.
- b) Identify existing network gaps and provide an enhanced, coherent and integrated network of walking and cycling infrastructure which is accessible and attractive for users of all ages, abilities and journey purposes;
- c) Identify the most appropriate Sustainable Transport Corridor routes to ensure connectivity by active travel modes throughout and beyond HGGT;
- d) Develop and deliver a well-maintained network which encompasses infrastructure solutions ranging from on-street cycle lanes and cycle-friendly junctions, through to shared footways and completely segregated off-road routes;
- e) Identify potential points of conflict between cyclists and other road users at key cross-over/intersections and deliver appropriate solutions including infrastructure upgrades, more segregated cycle facilities, and priority for walking and cycling over other modes;
- f) Protect and enhance Harlow's green infrastructure which support a wide variety of uses such as walking, cycling and community interaction;
- g) Utilise seamless wayfinding with a unified brand / typography to integrate with the rest of the HGGT sustainable transport network;
- h) Ensure homes and destinations provide suitable facilities, so that access to secure cycle parking, e-bike charging, associated storage and other facilities to support users of active travel modes are at least as convenient, if not better, than access to private motor vehicles;
- i) Maximise opportunities for natural surveillance of cycle ways and walking routes, supported with maintenance, CCTV and lighting to improve the perception of safety and reduce personal security fears;
- j) Ensure widespread access to cycle training across the community, education and workplaces to suit a range of users, from primary school pupils to adults, and the mobility impaired for whom self-propelled mobility can be liberating; and;
- k) Support the development of a cycle hire scheme throughout the Garden Town, working with existing key destinations, employers and developers to ensure bikes and parking are located to maximise opportunities for residents, workers and visitors to access the scheme. Easy to use flexible payment systems and shared platforms will be supported by education and training activities. Opportunities should be explored to extend the scheme to neighbouring settlements within a reasonable cycle commute distance.



Action 6 – Public Transport

4.9 Proposals for public transport will need to create opportunities for services and user experience which surpasses private vehicle travel.

Bus and demand responsive travel

4.10 Improvements in bus services should be structured around a core network of movement corridors that connect within, and beyond, HGGT. Phased implementation will allow upgrading of services running on the existing roads along identified corridors and the improvement of connections between services. The HGGT will support this through:

- a) Ensuring that services connect homes with key destinations, making use of the Sustainable Transport Corridors, offering frequent, high quality, seamless, rapid services with limited stops;
- b) Developing / improving bus priority where required, including use of Urban Traffic Control systems to prioritise the movement of buses and minimise delays caused by traffic congestion;
- c) Ensuring that public transport services are provided from first occupation so that new residents, workers or visitors develop sustainable travel habits from the outset;
- d) Providing high quality interchanges at the town centre, rail stations and across communities in HGGT where movement corridors meet to facilitate modal interchange;
- e) Improving stop and station infrastructure to ensure comfortable, sheltered waiting areas which are provided with Real Time Passenger Information at key stops and interchanges;
- f) Maximising opportunities to access up-to-date travel information via mobile phones and IT;
- g) Using of a unified brand/typography for the network;
- h) Promoting integrated ticketing with the wider transport network including flexible payment systems and shared digital platforms;
- i) Developing a Quality Bus Partnership (QBP) to influence and improve service quality and infrastructure;
- j) Championing innovation in public transport provision and encouraging partners to do the same.
- k) Developing a platform through which to share data for future service enhancements;
- l) Supporting demand responsive transport, ensuring this is integrated with, and complementary to, the wider HGGT bus network and to meet the needs of more vulnerable travellers;
- m) Integrating existing routes with new development areas, possibly serving these with demand responsive services, as this can offer flexibility during the early phases of development and can be enhanced as the development grows;
- n) Encourage high quality vehicles with low emission or electric transmissions, on-board Wi-Fi, charge points, etc.;
- o) Ensuring that new bus services and improvements to existing routes take into account emerging technology, such as electric or low emission engines, integrated ticketing and user-centric platforms such as 'Mobility as a Service' (MaaS);
- p) Providing electric vehicle charging points for buses at depots and key interchanges or exploring innovative solutions for charging integrated within vehicles or infrastructure; and
- q) Requiring construction travel plans to mitigate the impact of construction traffic and to consider whether providing bus services for construction workers on major development sites from key travel interchanges or temporary facilities can help reduce congestion or pollution, particularly in or through sensitive areas.



Bus Rapid Transit (BRT)

4.11 Bus Rapid Transit which is a fast high quality high frequency integrated bus service, will provide connections within and beyond HGGT, directly linking the rail stations, town centre, hospital, college and key employment areas, and will provide connections to Stansted Airport, nearby towns, and potentially the Central Line at Epping. BRT will be integrated with the existing bus network.

Rail

4.12 The recent Anglia Corridor Study (March, 2016) includes proposals for the West Anglia Main Line, which it identifies as a busy commuter and leisure route, which has the potential for significant housing and employment growth. The HGGT will support enhancements which include:

- a) Longer trains providing more seats on peak services;
- b) Line speed improvements to support faster journeys;
- c) Enhancing Harlow Town and Harlow Mill Stations to provide enhanced access for Gilston communities, and to enable them to operate as high quality interchanges with bus services at station forecourts, including Real Time Information;
- d) Improving walking and cycling facilities and wayfinding to the rail stations from residential areas and the town centre to encourage active travel access to rail services; and
- e) Taking opportunities to work with key stakeholders to address differential pricing between national rail services and those delivered by Transport for London.

Action 7 – Infrastructure for road based travel

4.13 This Transport Strategy recognises the importance of prudent investment in road infrastructure improvements that will help to mitigate current congestion and facilitate the planned growth across the Garden Town. However, it also recognises that extensive road capacity improvements would conflict with the Vision for the Garden Town and the user hierarchy set out in Objective 2 and reduce the ability to achieve, or likelihood of achieving, the required modal shift.

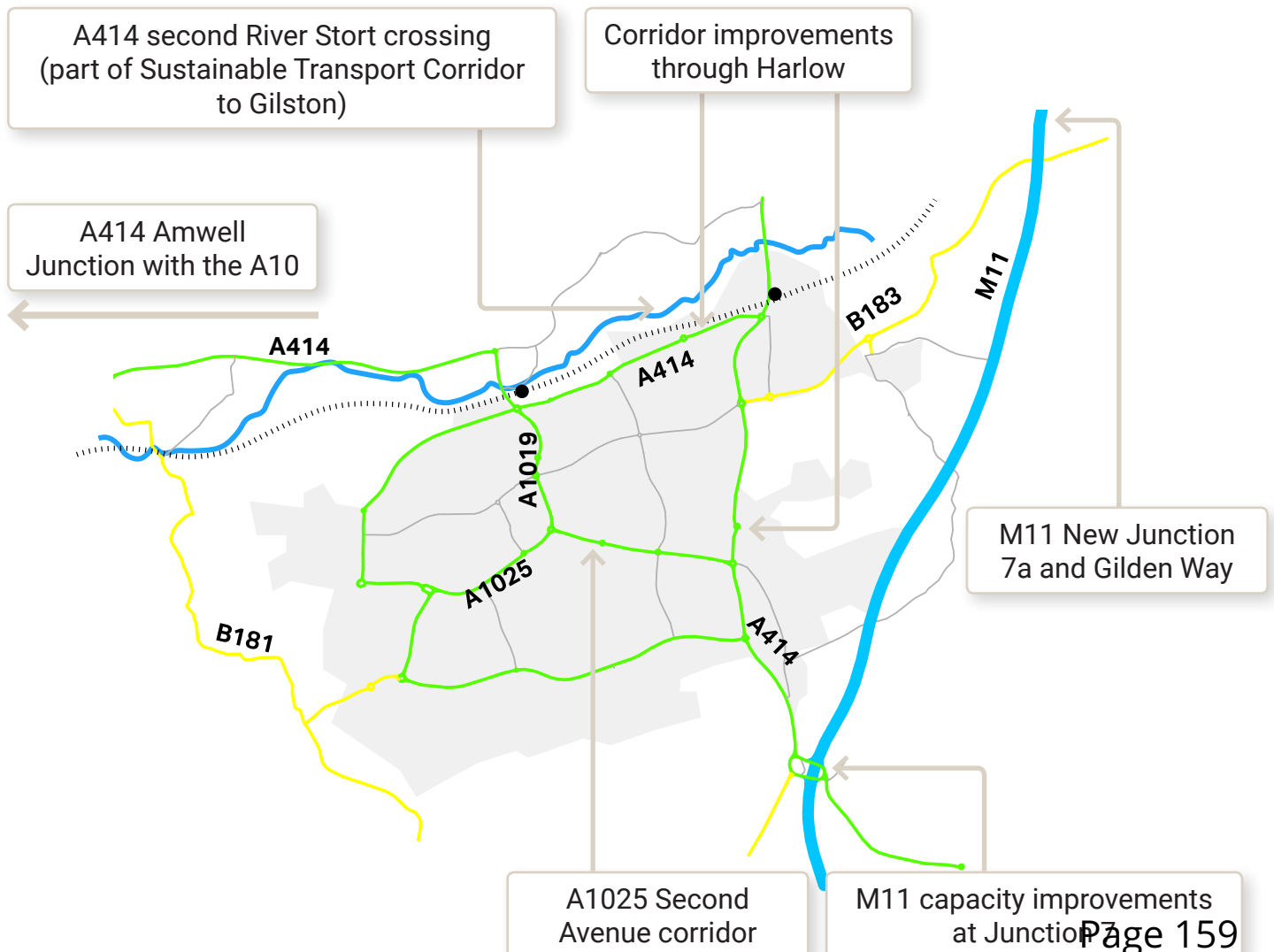
4.14 Road improvements have been identified to complement the wider mobility needs of the town, with due consideration of the user hierarchy and to concentrate vehicles onto appropriate routes. Delivery of limited highway infrastructure improvements should not constrain, but should actively benefit, users of Sustainable Transport Corridors.

4.15 Highway improvements will enable and support the growth of HGGT and plans for their implementation will be developed between the

relevant District and County Councils. Identified strategic highway improvements to support delivery of Local Plan objectives and targets are shown in the following map.

4.16 These highway improvements do not include specific interventions that may be required to deliver the Garden Communities, which will be determined as part of their master planning, with due cognisance of the requirements of this Transport Strategy and the emerging work from the Sustainable Transport Corridors Study and the HGGT Vision and Design Charter, and could include:

- Traffic and network management measures such as revised speed limits and restrictions to specific routes to ensure motor vehicles remain on designated routes; and
- Electric vehicle infrastructure to encourage the take up and use of electric vehicles by residents and businesses.





Parking

4.17 The ready supply and low cost of parking in Harlow currently supports extensive use of the car. Addressing this will help to reduce private vehicle trips and to achieve the HGGT sustainable mode share objective. The HGGT will:

- a) Consider the implications and viability of introducing a workplace parking levy as a demand management intervention. The revenue would be used to fund sustainable transport investments such as improvements to public transport services and behavioural change interventions;
- b) Consider the feasibility of implementing a park and ride which serves HGGT and links to proposals for a wider Mass Rapid Transit system;
- c) Review the supply and utilisation of existing commercial parking space in Harlow, much of which is privately owned;
- d) Engage with providers and, where possible, encourage them to consider converting space for conventional cars to electric vehicle charging spaces, autonomous vehicles, cycle and powered two wheeler parking;
- e) Manage new parking supply at key destinations through the planning system, and work with businesses, retailers and developers to manage car park capacity to create a better balance between parking supply and land use, and reduce the attractiveness of car use by making it harder to be certain of a parking space whilst balancing the needs of retailers and employers through delivering improved access for active and sustainable travel;
- f) Work with residential developers to design and deliver flexible residential car parking to enable later conversion to other uses to benefit the community;
- g) Plan flexible forecourts/parking areas for pick-up and drop-off by autonomous and shared use vehicles; and
- h) Provide charging infrastructure for Electric Vehicles in public and private locations to aid transition to low-carbon, low-emission vehicle technologies.

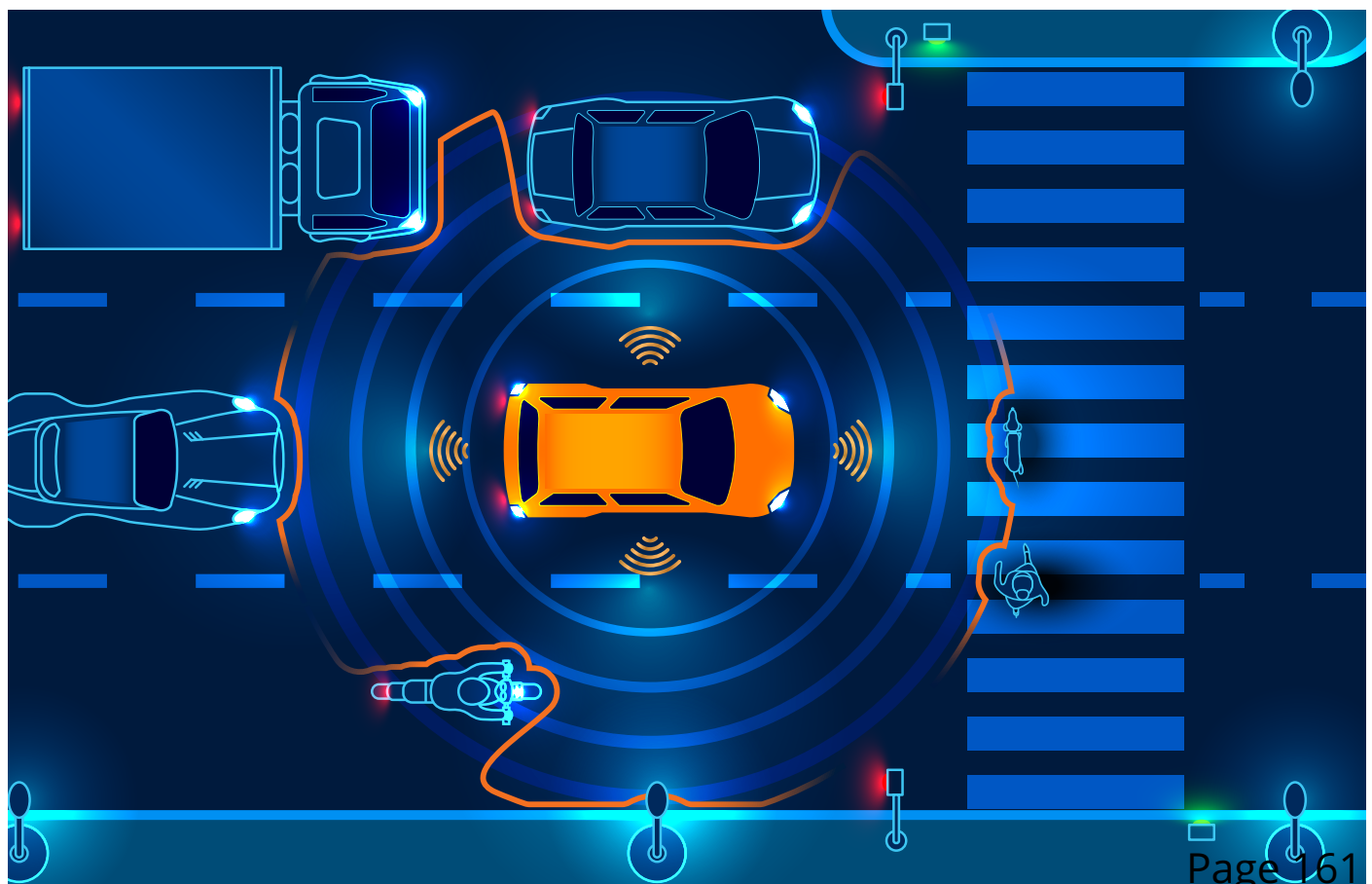
Action 8 – Anticipating Change

A responsive and resilient transport system

4.18 The Garden Town offers extensive opportunities for innovation in mobility and transport, with a unique urban form and partnerships ready to enable delivery. The local authorities are already working closely together to realise the Garden Town Vision and wider links exist between the councils and industry, research and education. Emerging technologies and socially innovative shared mobility solutions have potentially significant implications for providing future transport services to change travel behaviours and the Garden Town will seek to take the lead to exploit these opportunities as they arise. To achieve this HGGT will:

- a) Support Masterplans which demonstrate flexibility in anticipation of future mobility scenarios, including adaptable parking, drop off and pick up arrangements and electric vehicle charging points to ensure that communities can readily respond;
 - b) Exploit opportunities to trial and develop shared mobility, demand responsive, autonomous and alternatively fuelled vehicle and public rapid transit technologies
- c) Facilitate development of 'Mobility as a Service' journey planning and travel information mobility platforms to enable travellers to plan, book and pay for end to end journeys using real-time information for any mode;
 - d) Consider the benefits of adopting an 'open data' approach for transport data to support innovation and investment in data solutions and other technologies which aid mobility, traffic and parking management, enabling real-time advice to users;
 - e) Encourage sustainable deliveries: including low carbon vehicle use, delivery hubs and last mile logistics which use electric vehicles, freight bicycles (typically electric aided), or cargo bicycles to deliver goods to local centres or the final destination; and
 - f) Give consideration to shared public transport vehicles being able to use bus and taxi priority

with partners. The HGGT will also be seen as being open to innovation through marketing and lobbying of businesses, institutions and government;



NEXT STEPS AND FURTHER INFORMATION

5.1 This Transport Strategy provides an opportunity to support a pattern of development that minimises the need for travel, minimises journey lengths, encourages sustainable active travel, and enables accessibility for all members of the community.

5.2 By adopting this strategy, the Councils are committing to a unified approach to deliver HGGT as set out in their respective local plans and Spatial Vision for the area.

5.3 Next steps include

- Ensuring this Transport Strategy is woven into the masterplanning for HGGT;
- Securing funding, initially in the form of £151m from the Housing and Infrastructure Fund;
- Securing developer funding without which the strategy cannot be delivered;
- Developing a delivery plan to produce a detailed funded programme for delivery of the actions in this strategy, including but not limited to:
 - Prepare masterplans and work with developers to ensure properties enable residents to work from home where possible.
 - Work with developers to prepare travel plans, develop branding for sustainable modes, and explore the opportunities for the development of apps to help travellers to choose the best modes for their journey.
 - Design and provide a network of sustainable transport corridors.
 - Develop a local cycling and walking infrastructure plan and a local cycling and walking delivery plan.
 - Develop Infrastructure Delivery Plan for the Garden Town which identifies, prioritises, phases and identifies funding opportunities for sustainable transport schemes.
 - Work with developers to prepare Masterplans which demonstrate flexibility in anticipation of future mobility scenarios, including adaptable parking, drop off and pick up arrangements and electric vehicle charging points to ensure that communities can readily respond.
- Development of monitoring and evaluation strategy, including a set of targets, which we will use to monitor our progress toward meeting our sustainable mode ambition.

5.4 Further information on the Garden Town and the local Plans for the district councils, as well as their Infrastructure Delivery Plans (which include Transport Interventions) can be found online:

www.harlow.gov.uk/planning-policy

www.eastherts.gov.uk/gilston

www.efdclocalplan.org/local-plan/planning-policy/

www.essex.gov.uk/Environment%20Planning/Development-in-Essex/Pages/Default.aspx

www.hertfordshire.gov.uk/services/recycling-waste-and-environment/planning-in-hertfordshire/transport-planning/local-transport-plan.aspx

5.5 The relevant transport policies of the County Councils can be found online:

www.essexhighways.org/transport-and-roads/highway-schemes-and-developments/transport-planning.aspx www.essex.gov.uk/Environment%20Planning/Development-in-Essex/Pages/Sustainable-Travel.aspx

www.hertfordshire.gov.uk/services/recycling-waste-and-environment/planning-in-hertfordshire/transport-planning/local-transport-plan.aspx

5.6 The following documents provide additional evidence to support the measures contained in this strategy:

National cycling and walking investment strategy

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/603527/cycling-walking-investment-strategy.pdf

TfL Healthy Places work

<http://content.tfl.gov.uk/healthy-streets-for-london.pdf>



Harlow and Gilston Quality Review Panel

Report of Formal Review Meeting: Garden Town Transport Strategy

Thursday 11 October 2018

Committee Room 1, Epping Forest District Council, 323 High Street, CM16 4BZ

Panel

Peter Maxwell (chair)
Peter Studdert
Richard Smith
Derek Griffiths
Vivienne Ramsey

Attendees

Alison Blom-Cooper	Epping Forest District Council
Ione Braddick	Epping Forest District Council
Lydia Grainger	Epping Forest District Council
Adam Halford	East Herts District Council
Sarah Pullin	Harlow & Gilston Garden Town
Vicky Forgione	Harlow District Council
Allison De Marco	Frame Projects
Adrian Harvey	Frame Projects

Apologies / report copied to

Roger Flowerday	Hertfordshire County Council Highways
Claire Hamilton	Garden Town Project Director
Deborah Denner	Frame Projects

1. Project name and site address

Garden Town Transport Strategy

2. Presenting team

David Sprunt Essex County Council Highways

3. Aims of the Quality Review Panel meeting

The Quality Review Panel provides impartial and objective advice from a diverse range of highly experienced practitioners. This report draws together the panel's advice and is not intended to be a minute of the proceedings. It is intended that the panel's advice may assist project and development management teams in making design improvements where appropriate and in addition may support decision-making, to secure the highest possible quality of development.

4. Planning authority's views

The Transport Strategy is a key document for both the expansion of Harlow and the changing travel patterns in society at large. Rooted in the Garden Towns principles, it aims to secure a modal shift to healthy and sustainable travel within and between the new settlements and the wider area.

That modal shift aims for 50% of all journeys, and 60% within the new communities themselves, to be non-car in future. The hierarchy of modes envisaged within the strategy puts 'no travel' at the top and private car at the bottom, with walking, cycling and public transport between them. In achieving this ambition, the strategy recognises that alongside infrastructure investment, there needs to be considerable effort made in affecting behaviour change. Harlow already has extensive walking and cycling infrastructure but it is poorly used.



5. Quality Review Panel's views

Summary

The panel feels that the strategy is a good high-level statement of intent that is readable and ambitious. However, the panel is concerned that the strategy's core priorities are not reflected in the actions suggested. Furthermore, the panel feels that even a high-level document needs to include timelines, robust data and analysis on the problems being addressed, more nuanced targets and sub-targets, and clear indications of how priorities are to be translated into action. That will require greater clarity about aims, objectives and actions. In particular, the panel questions how developers and others can respond to the strategy, for example in creating masterplans. As the implementation plan develops, the panel hopes that these concerns will be reflected and resolved. Further details on the panel's views are provided below.

Ambition and deliverability

- The panel feels that the top-line aspirations of the strategy are commendable, and that many of the ideas within it are laudable.
- It suggests more precision – and recommends incorporating more analysis and detail to properly inform priorities, decisions and action. In particular, the absence of a timeline and proper baseline will make it particularly challenging to know if the strategy is successful.
- The panel suggests that the Transport Strategy must highlight what is happening now and also signpost what will be coming. Therefore, it wants to see more nuanced targets and sub-targets.
- This is particularly important given that the biggest amount of change will occur within the proposed new neighbourhoods surrounding the Harlow & Gilston Garden Town. The panel is interested to see how these are defined for each masterplan.
- The panel feels that a proper analysis of current travel patterns needs to be included in the strategy, describing the problem to be addressed by it and informing the solutions to it. This will be particularly important for developers responding to the strategy.

Public investment and priorities

- The panel feels that the strategies priorities are not reflecting in the actions identified. For example, given that making more journeys unnecessary sits at the top of the hierarchy of modes, there is little in the strategy to suggest that action will be prioritised on this, such as creating places appropriate for homeworking.

- It suggests more clearly drawing out key initiatives or ‘high-profile carrots’ that flesh out sustainable transport concepts into a few core tangible initiatives that can be emblematic of the broader strategy. This will support developer and housebuilder buy-in, with potential to leverage additional funding.
- These could include ‘quick wins’ previously suggested by the panel – such as enhancement to routes from Harlow Town Station to Harlow town centre or Public England access.
- The panel also refers to previous comments on the balance of funding between capital expenditure funding and behaviour change and the need to instil behaviour change early in the process.
- The panel also re-iterates the need to have the public transport alternative available at the beginning, if people are to make more sustainable transport choices.

Assumptions and modal shift ambitions

- The panel feels that the strategy does not clearly articulate how the overarching ambition of 60% sustainable or active travel will be achieved, nor within what timeframe.
- The panel feels that the strategy should focus as much on the types of journeys being made as on the mode used to undertake them. This would enable policy makers and developers to prioritise action. For example, the panel feels that getting through traffic out of the town could be one such priority.
- By understanding the types of journey being made, the strategy could focus on the easiest transitions to enable – for example, converting journeys made as part of the school run into walking and cycling trips has proven successful in other places.
- The panel is also concerned that the strategy does not fully address the likely impacts of Electric and Autonomous Vehicles on traffic and transport patterns; nor does it address traffic associated with deliveries and freight

Next steps

The panel offers its continuing advice and support in developing the Garden Town Transport Strategy, and in particular the development of the implementation plan that will sit below it.



EAST HERTS COUNCIL

EXECUTIVE: 26 FEBRUARY 2019

REPORT BY EXECUTIVE MEMBER FOR DEVELOPMENT
MANAGEMENT AND COUNCIL SUPPORT

ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT
PLAN

WARD(S) AFFECTED: BRAUGHING

Purpose/Summary of Report

- To enable Members to consider the Anstey Conservation Area Appraisal and Management Plan following public consultation.

<u>RECOMMENDATIONS FOR COUNCIL:</u> That	
(A)	the responses to the public consultation be noted and the Officer responses and proposed changes to the Anstey Conservation Area Appraisal and Management Plan be supported;
(B)	authority be delegated to the Head of Planning and Building Control, in consultation with the Executive Member for Development Management and Council Support, to make any further minor and consequential changes to the document which may be necessary;
(C)	The Anstey Conservation Area Appraisal and

Management Plan be adopted.

1.0 Background.

1.1 East Herts has a rich environmental heritage which includes 42 Conservation Areas. The East Herts District Plan refers to the ongoing review of its Conservation Areas, a requirement which is also set out in national legislation.

1.2 The review of the Anstey Conservation Area is one of a series of reviews being undertaken and this is a recently completed one for consideration.

1.3 Each document identifies the special character of the respective Conservation Area together with the elements that should be retained or enhanced and those which detract from the identified character. Existing boundaries are reviewed and, where appropriate, practical enhancement proposals are suggested.

1.4 Once Members have considered each document and it has been adopted by the Council, it becomes a 'material consideration' in the process of determining planning applications.

2.0 The Anstey Conservation Area Appraisal and Management Plan.

2.1 The Anstey Conservation Area was designated in 1981. This Appraisal document was completed in 2018 and went through a period of public consultation from 22 October 2018 - 3 December 2018, extended a further week in agreement with the Parish Council (PC) because of an error relating to one of the contact details on the comment form (the PC sent an e-mail to residents

advising of this). There was a public meeting held at the Anstey Village Hall on 22 October 2018 at which about 50 persons attended. The PC also held a further meeting with residents although officers were not in attendance. About 20 representations have been received. These representations are provided as Background Papers and a summary of them and officer responses are included at **Essential Reference Paper B**. The headline issues are set out in the following paragraphs:

- 2.2 Conservation area boundaries. The document considers the conservation area boundaries and proposes a number of alterations. These are set out in Para 5.55 of the Appraisal document and shown on accompanying plans.

- 2.3 Many areas so proposed for exclusion are large tracts of open countryside and farmland the inclusion of which is contrary to current Historic England advice. The PC generally agrees with the removal of the large tracts of open countryside but consider Pains (Paynes) End and Silver Street/ Dawes End (various spellings noted) areas should be retained within the conservation area. It also suggests the conservation area should be extended easterly along Mill Lane; extended in a westerly direction to include Bandon and extended along the road to Brent Pelham to include Anstey Bury and Coltsfoot and Puttocks End. These proposals are set out on PC map appended to Essential Paper B. Officers do not consider it appropriate to extend the conservation area in the areas proposed and linked by narrow '*Conservation Margins*' as proposed by the PC. However on reflection Officers do consider a case can be made to retain part of Silver Street. Details relating to these matters are set out in **Essential Reference Paper B**.

- 2.4 The Appraisal document identifies the key environmental features and the manner in which they can be controlled. The most relevant ones are: Listed Buildings, Scheduled Ancient Monuments, other non-listed buildings worthy of protection, other distinctive features, wildlife sites, open spaces and trees.
- 2.5 *Listed buildings and structures in their curtilages:* These are protected by legislation and have been identified.
- 2.6 Scheduled Ancient Monument. Anstey Motte and Bailey is the most important and of considerable historic and visual importance.
- 2.7 *Non listed buildings of quality worthy of protection:* A number have been so identified. Some non-listed residential buildings have architectural features of high quality whose formal protection could be achieved through the introduction of an Article 4 Direction should Members decide to proceed with this option.
- 2.8 *Other distinctive features worthy of protection.* A small number have been identified. These include walls, tombstones and a fine War Memorial.
- 2.9 *Important open land and spaces.* These are the churchyard and small triangular green near the Chapel.
- 2.10 Wildlife sites. These are Anstey churchyard and The Hale Meadow.
- 2.11 Trees play a particularly important role in many locations. There are also some important ponds.
- 2.12 *Enhancement proposals to deal with detracting elements.* One such issue so identified has been negotiated

successfully – namely broken fence in centre of village.

3.0 Implications/Consultations

3.1 Information on any corporate issues associated with this report can be found within **Essential Reference Paper 'A'**.

3.2 a summary of comments received through the consultation process and officer responses are set out in the table included as **Essential Reference Paper B**.

3.3 **Essential Reference Paper C** is a copy of the Anstey Conservation Appraisal and Management Plan as it appeared at the consultation draft stage with any subsequent track changes to text and alterations to accompanying plans that incorporate any necessary changes. In this case one such change incorporates the relevant policies of the recently adopted District Plan. Further minor changes will be incorporated reflecting the status of the final document once Members have considered it for adoption.

Background Papers. Written representations received through the consultation process.

Contact Member: Councillor S Rutland-Barsby, Executive Member for Development Management and Council Support
suzanne.rutland-barsby@eastherts.gov.uk

Contact Officer: Kevin Steptoe – Head of Planning and Building Control
Kevin.steptoe@eastherts.gov.uk

Report Author

John Bosworth Conservation Assistant
john.bosworth@eastherts.gov.uk


ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives :	<p>Priority 1 – Improve the health and wellbeing of our communities.</p> <p>Priority 2 – Enhance the quality of people's lives.</p>
Consultation:	Undertaken with residents and local stakeholders and summarised in Essential Reference Paper B.
Legal:	Preparation of the Appraisal fulfils statutory requirements.
Financial:	<p>Costs associated with the preparation of the Appraisal are met from within existing staffing and operational budgets.</p> <p>The Appraisal suggests works and actions which could be undertaken to enhance the character and appearance of the conservation area which would generally be the responsibility of individual owners. Other actions such as the possible introduction of an Article 4 Direction might result in additional cost. Notwithstanding approving a Direction elsewhere the Council is not yet committed to undertaking such further action in Anstey. Such costs can be further assessed should such a decision be reached. Any grant assistance for historic buildings may be sought from existing resources.</p>
Human Resource:	No additional staffing implications.
Risk Management:	No significant risk issues.
Health and Wellbeing – issues and impacts:	The Appraisal seeks to protect and secure the character of the area.

Essential Reference Paper B

Issue	Representations made	Officer comment
<p>General representations by the Parish Council (PC).</p>	<p>The Chairman of the PC reflects sentiments set out in the draft document that the revisions need to be considered in partnership with the Council.</p> <p>Following the public meeting of 22 October 2018 arranged by EHDC, the PC held a further open meeting which resulted in the publication of the PC's views which are widely supported by the written representations made. The PC makes the following general comments.</p> <p>(a) In agreement with removal of the large tracts of agricultural land as generally proposed by the draft plan:</p> <p>(b) However despite (a) above the PC recommend that a <i>'10-15 yard strip either side of the lanes to the hamlets be included, thereby protecting these areas for our future and ensuring an aesthetic .keeping of the village is preserved'</i>. The PC refers</p>	<p>The process of consultation, the several additional visits by the field worker and careful consideration of comments received are testament to this. Recommendations and further consideration must however reflect legislation and national advice.</p> <p>General comment. The key Govt. advice is <i>'when considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.'</i>(Para 186, National Planning Policy Framework 2018).</p> <p>CA designation essentially introduces some additional planning controls relating to extensions and alterations. It also means permission is required to demolish most non listed buildings and a requirement to notify the felling of most trees.</p> <p>Noted: Historic England (HE) current advice as set out in their 2018 Advice Note <i>Conservation Area Appraisal, Designation and Management*</i> is that <i>Conservation area designation is not generally an appropriate means of protecting the wider landscape...</i>*Para 73.</p> <p><i>'Protecting these areas for our future'</i>. Conservation area designation in itself does not prevent development. Indeed National Planning Policy advises new development in a CA which makes a positive contribution can be appropriately considered.</p> <p>As set out above some limited protection for trees (countryside</p>

<p>In more detail:</p> <p><u>Proposed eastern extension at Mill Lane to include The Grove and Anstey Grove Barn. Area 1 on attached Appendix Map.</u></p>  <p>Picture 1. The Grove being of later 20th century date is considered to be of insufficient quality for the CA to be extended to include it.</p> <p><u>Inclusion of narrow strip</u></p>	<p>to these as 'Conservation Margins' (CM).</p> <p>(c) The 'Ends' be included in the conservation area and historically referenced. These are identified as <i>Dawes End, Silver Street, strip to Anstey Bury with a circle to protect the houses and the same at Puttocks End. Also Paynes (Pains) End (including the houses) and around Bandons...and continue up to the Hale and to the end of the village.</i></p> <p>The PC considers such inclusion will <i>help to protect and conserve the hamlet nature of this historic village.</i></p> <p>Appendix 1 <u>attached</u> is the map prepared by the PC and shows the above proposals which are now examined in more detail.</p> <p>Include within the CA.</p>	<p>hedgerows are protected by their own legislation) would be provided. However many stretches of these proposed CM's are either open in aspect and/or have few trees.</p> <p>The principal Planning control relating to the location of new development at Anstey is the newly adopted District Plan which essentially restricts development to infill within tightly drawn 'Village Boundaries' located in the main core of the village. The additional areas proposed for inclusion by representations lie in Rural Areas beyond the Green Belt and are subject to District Plan policy GBR2 which is similarly restrictive and recognises such areas as a <i>valued countryside resource.</i></p> <p>In summary it is contended that the protection of the countryside and location of any new development at Anstey will be adequately controlled by an up to date District Plan.</p> <p>The various areas proposed for inclusion are now considered further.</p> <p><u>Proposal to extend Mill Lane.</u></p> <p><u>Recommendation.</u> It is considered this area should not be included in the CA.</p> <p><u>Reason for recommendation.</u> The proposed area includes The Grove (see picture 1) a later 20th century detached property. To the rear there other buildings of limited importance. The area is of insufficient architectural or historic architectural interest.</p> <p><u>Proposal to extend CA to include a</u></p>
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principally to south side of Mill Lane. Area 1A on attached Appendix Map.



Picture 2. CA controls do not prevent new development in open countryside locations like this.

Retain Pains End (Paynes End) within the CA and extend the CA to include Bandons and other properties nearby. Pains End and Bandons area to be linked by CM. Areas 2 and 2 A on attached Appendix Map.



Picture 3. The area is part of open countryside including land on the left of the picture which the PC seeks to reintroduce.



Picture 4. A modern property at Pains End very recently completed of limited architectural and no historical interest.

Include in CA as a 'Conservation Margin'. The PC considers such CM's will protect the countryside beyond.

Retain and extend the CA.

strip south of Mill Lane.

Recommendation. It is considered this area should not be included in the CA.

Reason for recommendation. CA designation would not provide the additional protection sought. As advised above such protection will principally be determined by interpretation of the recently adopted District Plan. The strip is essentially open with no trees of importance (Picture 2) on frontage.

Proposal to retain Pains End and extend CA to Bandons and other properties nearby.

Recommendation. It is considered this area should not be included in the CA.

General description of area. The draft Appraisal omitted Pains End as set out at para. 5.55 (f) in the draft document.

Beyond Two Acre Farm the road in open in character and forms part of the open countryside (Picture 3).

There is a small group of properties including three that are modern and of limited architectural or historic merit (Picture 4). Woodside Cottage is listed Grade II and thus protected by its own legislation. There is a Scheduled Monument at Northey Lodge, a site protected by the need to obtain Scheduled Monument Consent. Some mature trees.

The area proposed by the PC for inclusion and linked by an EM (as



Picture 5. The area to Bandons is linked by road appearing as open countryside.



Picture 6. Unlisted property dating from late 19th century whose location appears isolated in the open countryside.



Picture 7. Bandons and any pre 1948 buildings in its curtilage are protected by listed building legislation.



Picture 8. Agricultural land and poor quality modern agricultural barn of no architectural or historic value is clearly part of the open countryside. An application for change of use to residential was refused in 2017.

suggested by the PC) is essentially devoid of vegetation and in the view of the fieldworker forms part of the open countryside (Picture 5).

Property to north of Bandons is not listed and originally was a pair of cottages dating from the late 19th century. Later extension to rear. Appears as isolated dwelling in the open countryside (Picture 6).

Bandons itself is listed grade II and protected by its own legislation (Picture 7). Ancillary buildings pre 1948 are also considered as being listed. There are several groups of trees, some veteran.

Land and agricultural barn to the west of Bandons. This structure is relatively modern, in poor condition with asbestos cladding. It clearly has no architectural or historic interest and, together with adjacent land the PC recommends for inclusion, appears as being within the open countryside (Picture 8).

Reasons for recommendation. The character of Pains End and the proposed extension to include land and buildings around Bandons is a dispersed scatter in the open countryside some distance from edge of the CA and main core of the village (Two Acre Farm to Bandons by road is about 0.75 km). Most buildings have limited merit. Two other buildings and one site are respectively protected by Listed Building and Ancient Monument legislation. One unlisted building and a number of trees would be afforded some protection but this is insufficient reason to include this area in the CA.

Retention of Silver Street area. Area 3 on attached Appendix Map.

Retain within the CA.

Proposal to retain Silver Street Area.

Recommendation: It is recommended much of this area continue to be excluded but that Welspen Thatch and adjacent area of woodland and Dove Cottage remain in the CA. See hatched areas on Revised Plans 2 and 3.



Picture 9. Thatched properties at Snow End represent an appropriate boundary to the CA along the road to Brent Pelham.



Picture 10. Some of the less attractive buildings at Essex Cottage Farm, now proposed for exclusion from the CA.



Picture 11. Open area of horse grazing no longer proposed to be within the CA.



Picture 12. Area consisting of woodland in association with nearby listed properties Welspen Thatch and Dove Cottage is, on reflection, considered to be appropriately retained within the CA. Field to left of picture is open countryside beyond the CA.

General description. The draft Appraisal omitted an extensive area which included this location for reasons set out at Para. 5.55 (d) in the draft document. The numbers of historic listed buildings at Snow End are important to the quality of the CA. (Picture 9). Travelling south east along the north side of the road to Brent Pelham beyond the above group of listed buildings, development consists of Essex Cottage Farm buildings (of limited architectural or historic merit, Picture 10), Yew Tree Cottage (Modern), 1/2 Dawes Cottages (thatched but altered, non listed) - various spellings of these properties noted; The Old Bell (listed) and The Mayflower (modern and set back from the road).

On the south side of the road there is an area of open horse grazing (Picture 11) and Bell Cottage (of historic importance) but with attached unsympathetic large extension.

To the west of the horse grazing area there are two modern properties on Silver Street and also two listed buildings, Welspen Thatch and Dove Cottage. There is also an extensive area of woodland with footpath to its immediate west which links into the main CA to the south (Picture 12).

Reason for recommendation. The sporadic development on both sides of the road to Brent

Further extension proposed by PC in easterly direction extending along road to Brent Pelham as far as Puttocks End. Areas 3A and 3B on attached Appendix Map.



Picture 13. Anstey Bury one of three separately buildings protected by listed building legislation.



Extend the CA.

Pelham is limited in terms of architectural interest to The Old Bell which is listed and thus protected.

However on reflection, it is considered appropriate to retain the small group of listed buildings, Welspen Thatch and Dove Cottage, in combination with the nearby woodland (Picture 12). The latter is a high quality landscape feature contiguous with the main CA and forming a clear boundary with the open countryside to the west. See hatched areas on Revised Plans 2 and 3. (One of the above 2 properties requested to remain in the CA. No reps from the other who will be notified of this recommendation to Members).

Proposal to extend CA along road to Brent Pelham to Puttocks End.

Recommendation: It is considered this area should not be included.

General description of area. The road link between the Mayflower and proposed by the PC as a CM (Area 3 - 3A, Appendix 1) is principally hedging to both sides with intermittent trees. Countryside hedgerows are protected by the Hedgerow Regulations.

Anstey Bury (Picture 13) and barn at Anstey Bury are individually listed and of early date. Coltsfoot Farm is also listed being of 19th century date. Barns near Coltsfoot Farm have been converted to residential but were not considered as being 'curtilage listed' when determined. Nevertheless these are attractive and of architectural and historic merit (Pictures 14 and 15). Coltsfoot Cottage nearby is partly thatched but much extended. There are also some trees of quality. Also ponds.



Pictures 14 and 15. Grouping of converted barns to east of Coltsfoot Farm of architectural and historic worth. These have been converted.



Picture 16. Land to south of Anstey Bury barn and west of Coltsfoot Cottage proposed by the PC to be included in an extended CA.



Picture 17. The road link between Anstey Bury and Puttocks End proposed by the PC as a Countryside Margin is partly hedgerow, partly open with intermittent trees.



Picture 18. Pleasant complex of farmhouse and converted agricultural buildings at Puttocks End.



Picture 19. Modern property at Puttocks End of limited architectural or historic interest.

The grouping as proposed by the PC includes some open land which the fieldworker interprets as being part of the open countryside (Picture 16).

The road link between Anstey Bury and Puttocks End proposed by the PC as a CM (Area 3A - 3B, Appendix 1) is partly hedging and partly open with intermittent trees (Picture 17). Countryside hedgerows are protected by the Hedgerow Regulations.

Puttocks End Farm is a pleasant building of architectural and historic interest with a flint and brick wall to front (Picture 18). Former agricultural barns have been converted. Nearby modern agriculture building/ Nissen Huts. Water feature. Part of larger countryside Area of Archaeological Importance.

Elsewhere at Puttocks End two other buildings one of which is clearly mid to late 20th century (Picture 19).


Reasons for recommendation. Whilst it is accepted there are several buildings of architectural and/or historic value it nevertheless is considered these areas are essentially two small groups of

buildings in the open countryside, some being protected by listed building legislation. The surrounding 'private land' as described by the PC and proposed for inclusion, is generally considered to be more part of the open countryside the inclusion of which within a CA would not be appropriate. The two small groupings are linked by strips of countryside proposed by the PC as countryside Margins (Snow End to Puttocks End is about 1.75km). A combination of the limited impact by CA legislation, general protection already afforded by the DP and distance from the main village has formulated Officer view that this extension would not be appropriate.

Overall summary. The main concern of the community is interpreted as providing protection for the hamlets and the strips of countryside that join them with the principal village area. Any fear that these hamlets and the countryside linking them will be engulfed by significant development is most improbable, especially in the current plan period until 2033. Protection is already provided by the restrictive policies set out in the District Plan.

Within the various areas there are numbers of buildings which are either listed and thus protected or others which are modern and of limited architectural or historic interest. The means proposed to link them to the main village by means of 'Conservation Margins' is tenuous.

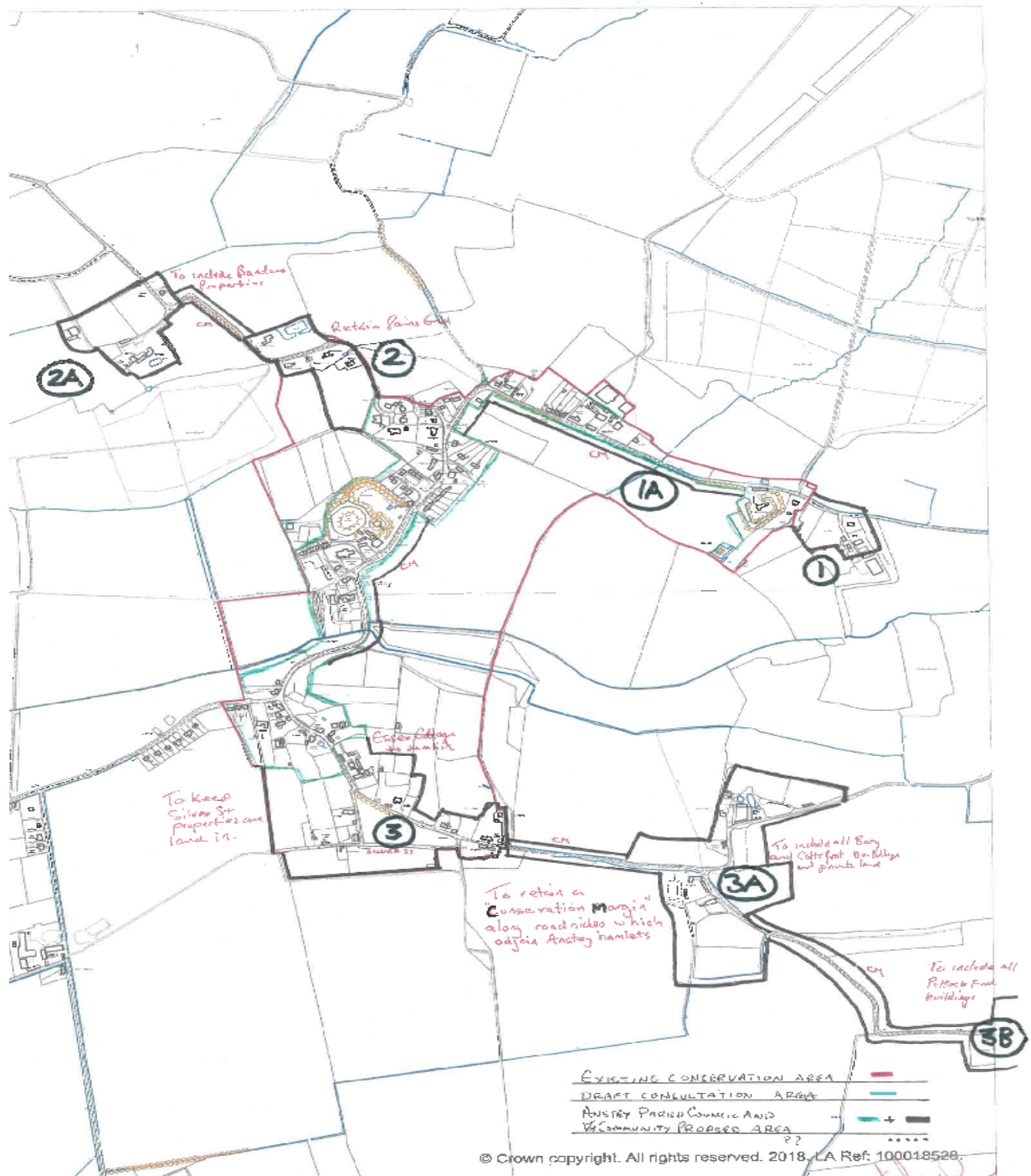
Whilst it is accepted there are a few buildings of quality and some trees that would benefit from protection by CA legislation this is outweighed by the alternative considerations as set out above.

		<p>Exceptionally it is considered a case can be made for retaining the woodland and listed properties of Welspen Thatch and Dove Cottage within the CA.</p>
<p>Representations from the general public supporting the PC position and similar.</p>  <p>Picture 20. Properties at Lincoln Hill are not considered to be of sufficient quality to be included in an extended CA. These illustrated in the picture above have been significantly altered.</p>	<p>General support for the PC position. Of the 20 or so additional representations (see Background Papers) there is general support of the PC position. Several others essentially object to the removal of the large areas of agricultural land as originally proposed and highlight importance of views across it.</p> <p>Within the above representations some specific points are raised.</p> <p>These include: Anstey Is not a linear village.</p> <p>Include Lincoln Hill within the CA.</p> <p>Does removal from the CA make it easier for land to be built on?</p> <p>What will the areas removed from the CA be</p>	<p>See above.</p> <p>It is accepted Para. 6.1 of the draft document advises that 'Anstey is a linear village' which more appropriately describes the format of the CA as presented by the Appraisal. A text amendment has been made. However at Para 3.1 its historical reference to being a string of linked Ends and Greens is noted. There are other similar historical references.</p> <p>The properties at Lincoln Hill date from the mid 20th century. Some have been significantly altered and are not considered to have sufficient qualities to be included in an extended conservation area (Picture 20).</p> <p>See above, controlled principally by District Plan.</p> <p>The removed areas are overlapped by the restrictive policy relating to</p>

	<p>designated as?</p> <p>What protection is there when the current DP expires?</p> <p>Small paddocks and woodland should be retained.</p> <p>The importance of views.</p> <p>Refer matter to Historic England.</p> <p>No valid reason given for proposed changes.</p> <p>Heartened to see section on Light Pollution.</p>	<p>Rural Areas beyond the Green Belt as set out in the DP which will continue to apply.</p> <p>A new DP will be prepared.</p> <p>Areas of concern not identified. Some such areas have been retained. One area of woodland previously proposed for exclusion is now retained.</p> <p>It is accepted views across open countryside may be important. Retention of open agricultural land from inappropriate development will be controlled by restrictive District Plan policies.</p> <p>Confident HE advice has been properly interpreted.</p> <p>Consider best effort has been given to draft proposals and subsequent questions raised.</p> <p>No reference in Appraisal document. May be a reference to Policy EQ3 of District Plan which was available for examination at the public meeting.</p>
Specific site representation.	One representation (received before the formal consultation period started) concerned comments in the draft Appraisal which related to the untidy nature of the Blind Fiddler PH.	The fieldworker has undertaken further investigation and negotiated with the adjoining owner (a Housing Association). There is a broken dividing fence which is most unattractive. The HA has advised repairs will be undertaken. The draft appraisal has been modified to reflect this.
Error.	One representation advised the location of an important wall illustrated in the Appraisal had been incorrectly described.	Noted and amended.

Appendix 1 Map – See next page.

Appendix 1. Map prepared by PC showing their suggested boundary proposals.

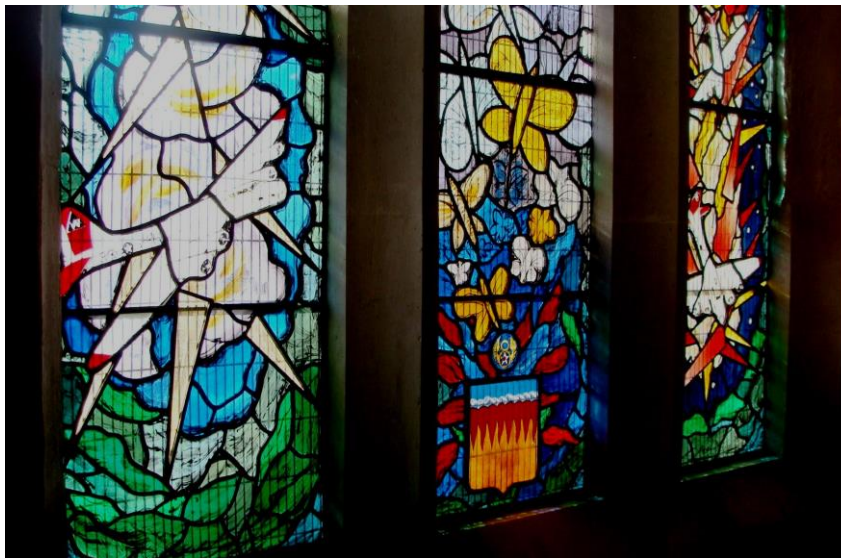


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ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

DRAFT FOR CONSULTATION 2018

Consultation period 22 October - 3 December 2018.



Top: heavy wooden arched knee brace construction detail of Lych-gate to church probably dating from the 15th century, perhaps earlier; below part of 20th century stained glass in church. The latter commemorates the 292 USAAF airmen who were killed in action flying B17 Flying Fortresses in WW11 from nearby Nuthamstead air base. Ten airmen were lost in one take off incident when a fully laden plane crashed near the church. The names of all those who died are etched in the wings of the butterflies.

East Herts District Council, Pegs Lane, Hertford, SG13 8EQ

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Plan 1 - Existing conservation area on historic map (1874-1894).

Plan 2 – Character Analysis Plan/key.

Plan 3 – Management Plan/key.

ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

DRAFT FOR CONSULTATION

2018

This document has been produced by officers of East Hertfordshire District Council to assess the current condition of the Anstey conservation area, to identify where improvements can be made and to advise of any boundary changes that are appropriate. The document is in draft form and will be subject to public consultation and agreement by District Council Members.

The content of Appraisals written from 2016 which include this paragraph may differ from predecessor documents. Selected revisions have been incorporated to reflect content and policies set out in the District Plan which was adopted on 23 October 2018, changes to legislation, nomenclature, consolidation, and other improvements resulting from experience gained to date. This process is ongoing.

~~The content of Appraisals written from 2016 which include this paragraph may differ from predecessor documents. Selected revisions have been incorporated to reflect changes to legislation, the emerging District Plan, nomenclature, consolidation, other improvements resulting from experience gained to date. This process is ongoing.~~

The document will be subject to public consultation a process that will be advertised separately. Any comments received (omitting personal details) will be available for public inspection. To comply with data protection legislation the local planning authority will destroy such personal details provided within six months of adoption of the appraisal.

It has not been possible to access some areas and rear boundaries. In such cases interpretation of information provided has been taken from satellite information. This also applies to the diagrammatic plotting of a number of trees and hedgerows.

1. INTRODUCTION.

1.1. The historic environment cannot be replaced and is a resource that is both fragile and finite. Particularly in an age when society and its needs change with rapidity, the various historic and architectural elements of conservation areas can be perceived to interact in a

complex manner and create a 'unique sense of place' that is appreciated by those lucky enough to reside in such special places and the many interested persons who appreciate and visit them.

1.2. East Hertfordshire District has a particularly rich and vibrant built heritage, featuring 42 Conservation Areas and approximately 4,000 fine listed buildings displaying a variety of styles representative of the best of architectural and historic designs from many centuries. Generally and very importantly the clear distinction between built form and open countryside has been maintained.

1.3. The District is situated in an economically buoyant region where an attractive environment, employment opportunities and excellent transport links, road rail and air, make it a popular destination to live and work. In addition to London a short commuting distance away, the District is influenced by other factors beyond its administrative area, such as Stansted Airport and the towns of Harlow, Stevenage, Royston and Cambridge. With such dynamics it is inevitable that the historic environment will be subject to pressures which emphasize the need to protect it.

1.4. The previous Local Plan adopted in April 2007, recognised these facts and committed the Council to review its conservation areas and their boundaries, a process which is now nearing completion. The replacement District Plan which was adopted on 23 October 2018 contains the current policies affecting conservation areas.

~~1.4. The East Hertfordshire Local Plan Second Review, adopted in April 2007, recognises these facts and commits the Council to review its conservation areas and their boundaries. The production of this document is part of this process.~~

1.5. Conservation areas are environments which are considered worthy of protection as a result of a combination of factors such as the quality of design and setting of the buildings or their historic significance. In addition to the individual qualities of the buildings themselves, there are other factors such as the relationships of the buildings with each other, the quality of the spaces between them and the vistas and views that unite or disrupt them. The relationship with adjoining areas and landscape, the quality of trees, boundary treatments, advertisements, road signage, street furniture and hard surfaces, are also important features which can add to or detract from the conservation area.

1.6. This Appraisal recognises the importance of these factors and will consider them carefully. Once approved this document will be regarded as a 'material consideration' when determining planning applications.

Where appropriate the documents put forward simple practical management proposals to improve the character of the conservation area and which are capable of being implemented as and when resources permit.

1.7. The recommendations concerning non-listed buildings and structures are normally formed by the field workers observations made from the public realm and seldom involve internal inspection or discussions with owners. Thus such recommendations contained in this Appraisal might be subject to reconsideration through the planning application process, where that is necessary, and which would involve the submission of additional information. Similar considerations apply to estimating dates of buildings and also to their legal status in relation to householder permitted development rights (i.e. either being considered as single dwellings or alternatively as flats). Similarly with respect to assessing whether a building is curtilage listed.

1.8. This Conservation Appraisal will:

- Identify the special character of the conservation area.
- Identify elements that should be retained or enhanced;
- Identify detracting elements;
- Review the existing boundaries;
- Put forward practical enhancement proposals;

1.9. The document will be prepared in partnership with the Parish Council and the local community through the consultation process.

1.10. Acknowledgement and thanks are recorded to Hertfordshire County Council who's Natural Historic and Built Environment Team has been particularly helpful.

1.11. This document is written in three parts: Part A - Legal and Policy Framework; Part B - Appraisal; Part C - Management Proposals.

PART A - LEGAL AND POLICY FRAMEWORK

2. LEGAL AND POLICY FRAMEWORK.

2.1. The legal background for designating a conservation area is set out in Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. This states that the Council shall from time to time designate conservation areas, which are defined as being *'areas of special*

architectural or historic interest, the character or appearance of which it is desirable to conserve or enhance. The same section of the Act also requires that Councils undertake periodic reviews.

2.2. Section 71 of the Act requires Councils to ‘formulate and publish proposals for the preservation and enhancement’ of conservation areas and hold a public meeting to consider them.

2.3. Within conservation areas there are additional planning controls and if these are to be supported it is important that the designated areas accord with the statutory definition and are not devalued by including land or buildings that lack special interest.

2.4. Planning permission is required for the demolition of a building in a conservation area but is subject to certain exceptions^{*}. For example, it does not apply to Listed Buildings which are protected by their own legislation but is relevant to other non listed buildings in the conservation area above a threshold size set out in legislation^{}. Looking for and assessing such buildings is therefore a priority of this Appraisal.**

[*One exception in this rural community relates to buildings used for agriculture erected since 1914.](#)

^{} The demolition of a building not exceeding 50 cubic metres is not development and can be demolished without planning permission. Demolition of other buildings below 115 cubic metres are regarded as 'Permitted Development' granted by the General Permitted Development Order, subject to conditions that may require the Council's 'prior approval' regarding methods of proposed demolition and restoration.**

2.5. Certain ecclesiastical buildings (which are for the time being used for ecclesiastical purposes) are not subject to local authority administration provided an equivalent approved system of control is operated by the church authority. This is known as the ‘ecclesiastical exemption’. Importantly in such circumstances, church authorities still need to obtain any other necessary planning permissions under the Town and Country Planning Act 1990.

2.6. The Town and Country Planning (General Permitted Development) (England), Order 2015 (further** amended) defines the range of minor developments for which planning permission is not required and this range is more restricted in conservation areas. For example, the Order currently requires that the addition of dormer windows to roof slopes, various types of cladding, satellite dishes fronting a highway and a reduced size of extensions, all require planning permission in a conservation area.**

2.7. However, even within conservation areas there are other minor developments associated with many non-listed buildings that do not require planning permission. So as to provide further protection the law allows Councils to introduce additional controls if appropriate. Examples of such controls can commonly include some developments fronting a highway or open space, such as an external porch or the demolition of some gates, fences or walls or their alteration. The removal of existing important architectural features that are important to the character or appearance of a conservation area such as chimneys, traditional detailing or materials, distinctive porches, windows and doors or walls or railings can be subject to a more detailed assessment and if appropriate made subject to protection by a legal process known as an 'Article 4 Direction' which withdraws 'Permitted Development Rights'. The use of such Directions needs to be made in justified circumstances where a clear assessment of each conservation area has been made. In conducting this Appraisal, consideration will be given as to whether or not such additional controls are appropriate. The Council has introduced a similar Article 4 Direction elsewhere in the District.

2.8. Works to Trees. Another additional planning control relates to trees located within conservation areas. Setting aside various exceptions principally relating to size, any proposal to fell or carry out works to trees has to be 'notified' to the Council. The Council may then decide whether to make the tree/s subject to a Tree Preservation Order. This Appraisal diagrammatically identifies only the most significant trees or groups of trees that make an important contribution to the character of the conservation area, particularly when viewed from the public realm. Other trees not specifically identified may still be suitable for statutory protection. There are several Tree Preservation Orders within the conservation area.

2.9. Some hedges may be protected by the Hedgerow Regulations 1997. This legislation is extremely complicated and only applies in certain situations that are determined by the location and extent of the hedge, its age and or its historical importance, the wildlife it supports and its number of woody species. The Regulations do not apply to domestic garden hedges.

2.10. National Planning Policy Framework 2018. The principle emphasis of the framework is to promote sustainable development which has three main objectives which are Economic, Social and Environmental. Achieving good design is a key aspect of sustainable development and new development should make a positive contribution to local character and distinctiveness.

2.11. Of particular relevance to this document, the National Planning Policy Framework advises as follows:

Plans should set out a positive strategy for the conservation and enjoyment of the historic environment.

- **Conservation Areas.** Such areas must justify such a status virtue of being of special architectural or historic interest and that the concept of conservation is not devalued through the designation of areas that lack special interest.
- **Heritage assets.** Heritage assets range from sites and buildings of local historic value to those of the highest significance. They are an irreplaceable resource and should be conserved in a manner appropriate to their significance to be enjoyed by present and future generations.
- **Considerable weight should be given to conserving such heritage assets and the more important they are the greater the weight.** For example the effect of an application affecting a non- designated heritage asset should be taken into account and a balanced judgment reached. Substantial harm to or loss of a grade II Listed Building or Registered Park or Garden should be exceptional whilst similarly, substantial harm to heritage assets of higher status, e.g. those listed grade I or II* should be wholly exceptional.
- **Local Planning Authorities should look for opportunities for new development within Conservation Areas to enhance or better reveal their significance and proposals that preserve such elements should be treated favourably.**
- **The use of Article 4 Directions to remove national permitted development rights should be limited to situations where this is necessary to protect local amenity or the well being of the area.**
- **Green Spaces.** Such areas of particular importance can properly be identified for special protection as Local Green Spaces in selected situations.

2.12. East Hertfordshire's environmental initiatives and Plan Policies. East Hertfordshire is committed to protecting conservation areas and implementing policies which preserve and enhance them; to support their preservation through the publication of design and technical advice and to be pro-active by offering grants and administering an Historic Buildings Grant Service. With regard to the latter grants are awarded on a first come first served basis in relation to works which result in the maintenance of listed buildings and other unlisted buildings of architectural or historic interest. The maximum grant will not normally exceed £2,000.

2.13. In respect of the above the Council has produced a number of leaflets and guidance notes that are available on line and on request. These guidance notes on the preservation and repair of historic

materials and buildings' provide useful information relevant to the preservation and enhancement of conservation areas. They will be updated as resources permit.

2.14. The Council also has a 'Heritage at Risk Register', originally produced in 2006, and further updated. This document is available on the Council's website. There are no such properties identified in Anstey.

2.15. The previous Local Plan adopted in April 2007, recognised these facts and committed the Council to review its conservation areas and their boundaries, a process which is now nearing completion. The replacement District Plan which was adopted on 23 October 2018 contains the current policies affecting conservation areas.

~~2.15. The East Herts Local Plan was adopted by the Council in 2007. The 'saved' policies set out in the plan remain in force and are relevant in relation to conservation area and historic building considerations. The Local Plan and its policies can be viewed on the Council's website or a copy can be obtained from the Council (contact details are set out in section 7).~~

~~2.16. In accordance with the requirements of the Planning and Compulsory Purchase Act 2004, the Council has is in the process of preparing a new planning policy document which willhas replaced the 2007 Local Plan. This will be known as the East Herts District Plan (DP), which was adopted on 23 October 2018. Once adopted the DP will contain the relevant Council planning policies. As currently drafted this emerging District Plan and advises that development in conservation areas should, inter alia, have regard to ~~conform with the content of these~~ Appraisals.~~

2.17. Anstey Conservation Area was designated in 1981.

PART B - APPRAISAL

3. ORIGINS AND HISTORICAL DEVELOPMENT

3.1. There are about 30 records within the existing conservation area held by the County Historic Environment Records. Many of these relate to Listed Buildings, some descriptions being included later in this document. Some other interesting entries relate to Anstey Castle traditionally attributed to Eustace, Count of Bologne and later believed to be demolished by Nicolas Anstey in 1218. The village is likened to a

string of linked Ends and Greens.

3.2. Several moated sites are identified, possibly of medieval origin. Another particularly interesting inclusion is that of a smock mill* which was demolished in 1921. It was built circa 1860 and demolished in 1921 following being struck by lightning in 1919. The description advises a mill stood on or near this site (Silver Street, Snow End) from the 13th century.

*A smock mill is a type of windmill that consists of a sloping tower often with six or eight sides and topped with a rotating cap to bring the sails into the wind.

3.3. Prehistoric. Unknown to the fieldworker.

3.4. Roman settlement. Possible as early 20th century excavation reported fragments of Roman sherds although others consider these were more likely to have been medieval Herts Grey Ware.

3.5. The Domesday Book was a census commissioned by William I in 1086. In relation to Anstey it advises *The Count (Eustace Count of Bologne?) himself holds Anstey. It is assessed at 5 hides. There is land for 120 ploughs. In demesne 5 Hides...There 8 villans with a priest and 6 bordars have 5 ploughs...There are 5 cottars and 6 slaves, meadow for half a plough, pasture for the livestock woodland for 50 pigs. In all it is and was worth £14.*

Also in Anstey Payne holds half a hide of Hardwin. There is land for 1 1/2 ploughs...with 4 bordars and 4 cottars and 1 slave. Meadow for 1/2 a plough, pasture for the livestock, woodland for 12 pigs. This land is worth 20s, when received 10s.

3.6. Interpretation: A 'Hide' was a standard unit of land measurement interpreted to be about 120 acres. A 'villan' was a peasant legally tied to land he worked on and of higher economic status than a 'bordar'. A cottar is a tenant occupying a cottage in return for services. 'Demesne' essentially means land belonging to the lord of the manor.

3.7. Anglo Saxon. Unknown to fieldworker.

3.8. Medieval settlement. An abbreviated description from the County Historic Environment Records for Anstey describes the village as being a collection of medieval hamlets guarded by a Norman castle with a small settlement developing around the motte and bailey where the castle church and later manor house form a group. The church dates from the 12th century and there are several buildings dating from the later Medieval period, the 15th century. There have been Medieval pottery finds.

3.9. The 19th century. A picture of the settlement as it can be recognised in part today is set out in Kelly's Directory of 1874 which refers as follows: *Anstey is a village and parish 4½ miles north east from Buntingford Station...The church is cruciform...The church was restored in 1871...and has been furnished with a new pulpit and other greatly improved fittings. Here is a National School for Boys and Girls; average attendance 50. The Primitive Methodists have a small chapel here. A castle formerly stood here, the mound and moat of which may still be seen. The soil is mixed, chiefly heavy; subsoil clay and chalk, with small quantities of gravel. The crops are principally on the four course shift... the population in 1871 was 412.*

3.10. Commercial activities, in addition to the unsurprisingly predominance of farmers listed in Kelly's at this time, there were as followsthe following: shopkeeper, beer retailers (2), miller and shopkeeper, butcher, blacksmith and beer retailer, draper and general dealer, Chequers PH.

3.11. Mapping from 1874 -1894 (which appears disjointed - see Plan 1) identifies the location of some of the activities listed above. It shows the string of settlements very sparsely developed with a Rectory and moats at Hale Hill; a Primitive Methodist chapel, now demolished, at Cheapside (interpreted as being on the north side of the road); the castle mound; The Hall; a school for Boys and Girls; several chalk pits at Snow End; a corn windmill north of Silver Street and what may be allotments to the south of Silver Street. Little change seems to have occurred until the mid 20th century with the building of Moatside and Bury Field and later the Two Acre Farm housing area which appears to have replaced a large piggery complex.

3.12. The publication, Place Names of Hertfordshire, Cambridge University Press 1970 advises several names, a selection of which is included thus: Anestige, Anestei 1086, Ansti 1271, Anstey ad Castrum 1642-1660. Name possibly derives from Anstig - a narrow path, possibly the steep ascent to site of Anstey castle.



Picture 1. War Memorial 1921, presumed as being the dedication and unveiling ceremony.
Reproduced courtesy of Ann McNeill.

3.13. Plan 1 shows the existing Conservation Area plotted on historic map (appears disjointed) dating from 1874-1894.

4. ENVIRONMENTAL DESIGNATIONS AND CRITERIA USED TO IDENTIFY OTHER IMPORTANT ENVIRONMENTAL FEATURES

4.1. Scheduled Ancient-Monuments. A National designation. There are three **such ancient monuments** in the existing conservation area (two in revised conservation area).

4.2. Areas of Archaeological Significance. Designated locally by EHDC on advice from HCC. The areas identified by this Appraisal are areas as shown on the Council's most up to date mapping and may sometimes differ from that shown on the adopted Plan. The identification and refinement of such areas is an ongoing process.

4.3. Listed buildings. A National designation. Individually listed buildings have been identified, plotted and a selection is briefly described, such abbreviated descriptions being based on the national list, occasionally with additional comments *in italics* by the fieldworker. Full descriptions can be obtained on line at Historic England's website List.HistoricEngland.org.uk Listed buildings are protected from unauthorised demolition, alteration or extension. Structures, including railings and walls, within the curtilage of listed buildings, if they are pre-1948, are subject to the same controls as listed buildings.

4.4. The issue of deciding whether or not a building is 'curtilage listed' can sometimes be problematic and there is no exact legal definition of a building's curtilage. The main tests relate to the physical layout of the land surrounding the main building/s at the date of listing, the physical layout and functional relationship of structures to each other; ownership, past and present and use or function, past and present. Structures need to be ancillary or subordinate to the main Listed Building and form part of the land and not be historically independent. Protection is granted to such objects or structures within the curtilage of a Listed Building if they were built prior to July 1, 1948. In determining the extent of a Listed Building and its curtilage, a key assessment will be to examine the situation at the time of listing.

4.5. Non listed buildings of quality and worthy of protection. Several other non-listed buildings and structures that make an important architectural or historic contribution to the conservation area are identified by this Appraisal. The basic questions asked in assessing such buildings/structures are:

- (a) Is the non listed building/structure of sufficient architectural or historic interest whose general external form and appearance remains largely unaltered?
- (b) Does the building contain a sufficient level of external original features and materials?
- (c) Has the building retained its original scale without large inappropriate modern extensions that destroy the visual appearance particularly in respect of the front elevation?
- (d) Is the building visually important in the street scene?
- (e) Determining which properties to include or which to exclude is occasionally a matter of difficult judgement.

4.6. Important trees and hedgerows are identified by this Appraisal. Their positions are shown very diagrammatically indeed and access to some rear areas has not been obtained. In such cases the information provided has been based on interpretation of satellite information. The basic criteria for identifying important trees and hedgerows are:-

- (a) They are in good condition.
- (b) They are visible at least in part from public view points.
- (c) They make a significant contribution to the street scene or other publicly accessible areas.

4.7. Open spaces or gaps of quality that contribute to the visual importance of the conservation area where development would be inappropriate are identified by this Appraisal. The basic question asked in identifying such areas is does the open space or gap form an important landscape feature contributing to the general spatial quality and visual importance of the conservation area? Private open spaces forming an important setting for an historic asset and unkempt spaces that have the potential to be enhanced are candidates for selection subject to complying with the principle question.

4.8. Other distinctive features that make an important visual or historic contribution are identified by this Appraisal. In relation to walls and railings those at and above prescribed heights in a conservation area 1m abutting a highway (including a public footpath or bridleway, waterway or open space) or 2m elsewhere, are protected and require permission for their demolition.

4.9. Reference has previously been made to the potential of introducing Article 4 Directions in justified circumstances. The Appraisals undertaken to date have identified elsewhere in the District that many historic architectural features of quality remain unaltered on some non listed buildings but, on the other hand, the exercise of Permitted Development Rights has eroded other parts of some conservation areas. Should Members decide to proceed with such an initiative, such important historic detailing including features as identified below could justifiably be retained and inappropriate alterations to them controlled. (Update: Members have ~~tested the impact of~~ introduced an Article 4 Direction ~~in 2016~~ elsewhere in the District and may introduce others as resources permit).

- Chimneys, in good condition, contemporary with the age of the property, prominent in the street scene and generally complete with chimney pots.
- Selected windows, on front or side elevations, fronting and visible from the street/s, generally contemporary with the age of the property or of a sympathetic historic design and where the majority of windows of respective elevations retain their original characteristics and have not been replaced by disruptive modern glazing units.
- Other features might include good quality architectural materials and detailing constructed of wood, metal or other materials.
- Walls or railings which make a positive architectural or historic contribution to the visual appearance of the conservation area.
- It may also be appropriate to introduce Article 4 Directions to retain quality buildings below the prescribed Permitted Development threshold.

4.10. Features that are out of character with the conservation area and detract or are in poor repair are identified.

4.11. Important views are identified.

4.12. Conservation area boundaries. In suggesting any revisions to the conservation area boundaries, principal consideration is given as to whether or not the land or buildings in question form part of an area of special architectural or historic interest whose character or appearance should be conserved. The conservation area can include open land that has historical associations with the built form. This may particularly be the case if such open land is environmentally important and visually forms part of the conservation area's setting and is distinct from open

farmland. Current advice from Historic England advises against the inclusion of agricultural land forming part of the wider landscape.

~~In respect of the latter the document published by Historic England (Conservation Area Designation, Appraisal and Management – 2016) advises that Conservation area designation is not generally an appropriate means of protecting the wider landscape...~~

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4.13. Local Wildlife sites. Those shown are identified on the emerging District Plan (which may differ from those on the Adopted Plan due to updates). There are two within/partly within the Anstey conservation area.

CHARACTER ANALYSIS

5.1. General Landscape setting. The Council's Landscape Character Assessment produced in 2007 (which is Supplementary Planning Guidance) identifies the distinct landscapes of the District in terms of their wider settings. The conservation area is located within Area 148 Anstey and Pelhams Plateau. The landscape is described as being *ancient... with frequent settlements containing a high proportion of vernacular properties.*

5.2. General overview. Positive attributes. Anstey is remote and rural and consists of several groupings of historic buildings strung out along a long narrow winding road. There are two principal concentrations of historic buildings: firstly in the centre of Anstey around and to the north of Anstey Hall and a grouping at Snow End. Many of the listed buildings have thatched roofs. There are three Scheduled Ancient Monuments (two in revised area), the most important and prominent of which is to the north of Anstey Hall. Several other non listed important buildings worthy of retention have been identified as have large numbers of trees and hedgerows.

5.3. Negative attributes. There are groupings of later residential developments with very limited historical or architectural interest. The fence adjacent to the site of the Blind Fiddler PH in the centre of the village ~~could be improved.~~ needs repairing. Recent discussions with the owner have been positive and it is hoped repairs will be implemented.

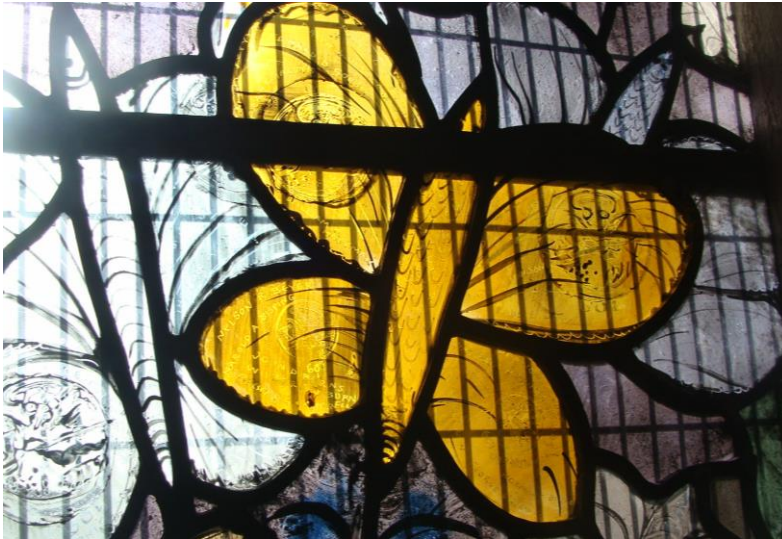
5.4. Very large areas of open countryside are proposed to be excluded from the conservation area as their inclusions are contrary to Historic England advice (see previous reference).

5.5. Individually Listed Buildings. There are 27 listed buildings/groups within the existing conservation area (24 in the revised area). Of the former total, 37% date from the 17th century, 22% from the 16th century and 15% from the 15th and 18th centuries each. The 12th (church), 19th (well head and shelter) and 20th (telephone kiosk) centuries are also represented.

5.6. The above buildings are grade II except the church which is Grade I.

5.7. Individually Listed Buildings. A selection of Listed Buildings with abbreviated descriptions based on the National list is provided below. Any comments by the fieldworker are in *italics*.

5.8. Church of St George - Grade I. Late 12th century central tower chancel and transepts rebuilt in late 13th century, 14th century nave and aisles, late 15th century south porch. Roofs lowered in 1831. Carefully restored 1871-2 by William Butterfield (1814-1900). Repairs by Sir Arthur Blomfield 1907. Flint rubble with stone dressings. Metal roofs of low pitch behind parapets. A fine cruciform church with chancel, 4-bays clerestoreyed nave, north and south aisles, transepts, south porch and central tower with battlements and spike. Unusual semi-circular lower stages to 13th century diagonal buttresses. Central tower of 3 stages with embattled parapet and Herts spike. Transept largely occupied by organ but also large iron bound medieval chest. *Unusual 20th century stained glass windows commemorating nearly 300 young Americans who were killed whilst serving in the 398th Bomb Group of the USAAF. Their names appear in the wings of butterflies etched on the stained glass.*



Picture 2. Detail of 20th century stained glass in church commemorating the presence of the United States Air Force at nearby Nuthampstead WWII airbase. Look closely and you can see some of the names of those who were **tragically** killed in action.



Picture 3. Church of St George which dates from the 12th century.

5.9. Lych-gate Grade II. Lych-gate incorporating a lockup. 15th century or earlier, lockup enclosed in flint and brick walls in 1831. Timber frame on red brick sill walls uncoursed flint with grey brick quoins to lockup, and hipped old red tile roof with gablets. A small, single-storey rectangular structure... the square lockup occupies the east 2/5ths. 3 heavy chamfered square posts in line on the central long axis support

the rest of the structure. Arched knee-braces in the head of the central opening. In use as the parish cage up to the early 20th century.



Picture 4. Lych-gate and lockup, the latter being in use until the early 20th century.

5.10. Anstey Hall - Grade II. Manor House. Mid 17th century south range, earlier north range, early 19th century east garden front. Timber frame plastered, plastered red brick early 19th century casing to south front, and steep hipped tiled roofs. A large square 2-storeys house. On the site of the capital messuage (*house and outbuildings*) which replaced the castle as the Caput (*head*) of the Manor.

5.11. Wellhead and Shelter - Grade II. Well head and shelter. Early 19th century. Cast iron wellhead, timber shelter and octagonal pointed slate roof with finial. A large openwork cast iron wellhead on an island at crossroads with an octagonal shelter on oak posts thickened by spurs at the base. Large flywheel on south side with mounting for handle on one of its four serpentine spokes. Trestle of 3 stages constructed of 2 parallel castings spaced apart. Small gear on spindle from flywheel drives large gear mounted on top spindle with a flanged winding wheel at its centre. A picturesque village feature of special social and technological interest. *Some may consider the presence of local information notices on hoarding within the structure detracts.*



Pictures 5-6. As the listed building says this is *A picturesque village feature of special social and technological interest*. However there is an opportunity to consider inexpensive improvements that would much improve the quality of this most unusual feature. In the authors opinion the notice board hoarding detracts.

5.12. Barn at Anstey House - Grade II. Late 16th century west part, late 17th century east part. Timber frame on red brick sill, white weatherboarded on south, rear (north) side roughcast on road side. Steep, hipped thatch roof. A long barn with low side-walls and tall roof. 18th century leaded casement windows to convert it to a coachman's house. *Original thatched roof no longer exists - replaced.*



Picture 7. Barn at Anstey House. A prominent historic feature in the street scene.

5.13. Chappells Cottage, Cheapside - Grade II. Later 17th century, north bay later. Timber frame on red brick plinth, white weatherboarded with a steep thatched roof. 2 eyebrow dormers on east with cast iron casements, and plank door under gabled tiled hood. Interior has axial beams and wide fireplace.



Picture 8. Chappells Cottage, Thatched roofs are an important feature in Anstey.

5.14. Telephone kiosk, 30 m. north-east of Wellhead and Shelter - Grade II. Type K6. Designed by Sir Giles Gilbert Scott. Made by Lion Foundry Co Ltd. Cast iron. Square kiosk with domed roof. Unperforated Elizabeth II crowns to top panels and margin glazing to windows and doors.
Appears to be in working order but in need of a good 'clean-up.'



Picture 9. 20th century listed telephone kiosk. Would benefit by undertaking minor repairs and cleansing and if necessary repainting.

5.15. Well Cottage - Grade 11. 17th century, matching north part 1865. Timber frame, white weatherboarded with steep thatched roof. A 1½ storeys, 3 cells, end chimneys plan house facing east. 3 dormer windows of 2-light casements cut into thatch at eaves. Lean-to weatherboarded and thatched porch central to older south part.



Picture 10. Well Cottage one of a number of important thatched properties in the local street scene.

5.16. Hillside - Grade II. 16th century heightened to 2 storeys after fire in mid 20th century. Timber frame roughcast with red tile hung 1st floor and red pantiled roof. A long, originally single-storey house now of 3 unequal bays, facing south possibly representing a hall. Large external east gable chimney with former wide fireplace now enclosed in later single-storey east extension. An important late medieval building associated with the church.

5.17. Essex Cottage - Snow End - Grade II. 16th century or earlier. Hall floored and chimney inserted in 17th century. Restored in 20th century. Timber frame roughcast with steep half-hipped thatch roof.

Interior has evidence of former open hall, with slots for braces in bay posts in south bay flanking inglenook.



Picture 11. Snow End and Essex Cottage in foreground, part of a group of important listed properties principally dating from the 16th century.

5.18. Clare Cottage - Snow End, Grade II. Late 17/early 18th century. Timber frame on stuccoed sill, roughcast front with corner battens and dark weatherboard west gable. Steep old red tile roof with bellcast eaves.

5.19. Scheduled Ancient Monuments. There are three **such ancient monuments in the existing conservation area (two in conservation area as amended). General: Motte and bailey castles are medieval fortifications introduced into Britain by the Normans. They comprised a large conical mound of earth or rubble, the motte, surmounted by a palisade and a stone or timber tower. In a majority of examples an embanked enclosure containing additional buildings, the bailey, adjoined the motte. Motte castles and motte-and-bailey castles acted as garrison forts during offensive military operations, as strongholds, and, in many cases, as aristocratic residences and as centres of local or royal administration. Built in towns, villages and open countryside, motte and bailey castles generally occupied strategic positions dominating their immediate locality and, as a result, are the most visually impressive monuments of the early post-Conquest period surviving in the modern landscape. Over 600 motte castles or motte-and-bailey castles are recorded nationally. Although many were occupied for only a short period of time, motte castles continued to be built and occupied from the 11th to the 13th centuries, after which they were superseded by other types of castle.**

5.20. Anstey motte and bailey castle to north of Anstey Hall. The monument includes a motte and bailey castle situated at the south end of a broad spur, adjacent to the Norman church of St George's. It survives as a large flat-topped motte. Surrounding the motte is a water filled ditch with a causeway to the south-east. To the north and east of the motte is the L-shaped bailey which is still surrounded on its north-

western and north-eastern sides by a dry ditch. Within the projected area of the bailey, just east of the motte, is a square-shaped landscaped mound surrounded by a dry ditch. Its position and shape are incongruous with the bailey and it is considered to be a later ornamental addition. In 1902 excavations carried out by R T Andrews on the eastern edge of the motte summit revealed a trapezoidal foundation of flint dug circa 46 cm deep into the boulder clay. Fragments of tile and 13th century pottery were also found. The castle is attributed to Eustace, Count of Cologne, who held the manor at Domesday. In 1218 Nicholas de Anstey was ordered to reduce his castle which was in the king's hands in 1225.



Picture 12. Part of the Anstey Motte and Bailey site, an important Scheduled Ancient Monument attributed to Eustace Count of Cologne.

5.21. Moated mound near Hale Farm (south of Anstey House). No information immediately available from Historic England as record has been generated from an "old county number" scheduling record. County records describe it as *a mound within a small rectangular water-filled feature, possibly medieval but also possibly a prospect mound in a post medieval formal garden*. It is close to another moated site within Anstey House perhaps dating from the 17th or 18th century.

5.22. For information there is a third scheduled site at Pain's End (now beyond the conservation area) which is believed to be the remains of a homestead moat possibly of medieval date. No trace of a structure.

5.23. Areas of Archaeological Significance. ~~Much of the conservation area is so designated.~~ Much of the built up part of the conservation area is so designated although the large eastern section of open countryside (now excluded from the conservation area) is not.

5.24. Important buildings within the curtilages of Listed Building. The issue of deciding whether or not a building is 'curtilage listed' can sometimes be problematic and there is no exact legal definition of a building's curtilage.

5.25. Group of 4 buildings to the north of Anstey Hall. Presumed former agricultural barns, now residential and garaging. Various of flint render and timber boarding; tiled and slate roofs.

5.26. Other non listed buildings that make an important architectural or historic contribution. This Appraisal identifies other buildings of high quality that are not listed but that should be retained. These generally date from the late 19th/ early 20th century and are an important element in the high environmental quality of the conservation area and make a positive contribution to its built form and historical evolution. Any Important architectural features they possess and worthy of retention are identified.

5.27. High Hall, Mill Lane. Of mid/late 19th century date. Brick construction with hipped slate roof; 2 No. chimney stacks. 3 range vertical sliding sash windows to first floor. Central decorative portico (not examined or dated) and entrance door with flight of steps. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 13. High Hall a prominent 19th century building of good proportions worthy of retention.

5.28. Barn at High Hall Farm. Of 19th century date. Weatherboarded farm building on brick and flint base with slate roof adjacent to the public road and prominent in the street scene. An Article 4 Direction to

provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 14. Prominent barn in the local street scene - High Hall Farm worthy of retention.

5.29. Agricultural barn at High Hall Farm. Probably of mid/late 19th century date. Principally weatherboarded with slate roof. Largely unaltered with large central entrance to front elevation. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 15. 19th century agricultural barn of historic and architectural interest associated with High Hall Farm probably from mid/late 19th century.

5.30. The Hale, Mill Lane. At furthest eastern extremity of the conservation area and to the east of Anstey House. Probably of mid 19th century date. Of brick construction with three range vertical sliding sash windows to first floor. Slate roof with 2 No. chimneys. Later central canopy detail. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 16. The Hale - makes a worthwhile architectural and historic contribution to the conservation area in this location.

5.31. The Union Chapel. Dating from the early 20th century. Of brick construction with slate roof and decorative ridge tiles. Central entrance door to front and three range window to side. This building seems to have replaced an earlier original Primitive Methodist chapel to the north, now demolished. Commemorative stone reads *This stone was laid to the glory of God by J. C. Wilkerson Esq. October 27 1902*. This building and window openings with central entrance and brick hood moulding and label stops is/are most worthy of retention.



Picture 17. The Union Chapel, of early 20th century date apparently replaced a Primitive Methodist Chapel at Cheapside to the north.

5.32. Nos.1-6 Castle Cottages. Of block construction painted/rendered. All with original roof chimney and date plaque (1920) detailing. Mostly with original entrance canopies to side. Two have later extensions but executed in a sympathetic manner. Despite late window detailing, and on balance, these early 20th century properties have sufficient architectural and historic value to be protected and retained. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 18. Nos. 1-6 Castle Cottages. Dating from 1920 these properties on balance are considered to be of sufficient quality to be protected and retained.

5.33. School building in part. Parts of the old school remain and are visible from the main road. The brick and flint front elevation and bell tower are pleasing features and worthy of retention. However various extensions and additions elsewhere on the site are visually less satisfactory.



Picture 19. Historic elements of original 19th century school building which make an historic and architectural contribution to the street scene.

5.34. Church Gate Cottage and Anstey Hall Cottage, St Georges End. A large two storey rendered building probably of 19th century date with tiled roof and chimneys with pots. Inappropriate but subservient extension to Church Gate Cottage. On balance the whole is worthy of retention. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 20. Church Gate Cottage and Anstey Hall Cottage, St Georges End.

5.35. Elm Cottage. From preliminary consideration (albeit no detailed site inspection or discussion with owners, see reference at para. 1.7) and historic map inspection, the southern element of Elm Cottage is interpreted as being late 19th century of brick construction with hipped roof and centrally located chimney. The northern extension, although quite prominent is well designed and in keeping with the original in terms of design and materials. Therefore the building as a whole makes an important architectural and historical contribution and on balance the whole is considered worthy of retention. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 21. Elm Cottage A sensitive design and use of materials of new extension is successful and in keeping with the original.

5.36. Other distinctive features that make an important architectural or historic contribution. Walls and railings so identified are protected to varying degrees virtue of exceeding specified height relevant to the

conservation area legislation or by being within the curtilage of a Listed Building unless otherwise noted.

5.37. Flint wall at High Hall Farm. Prominent feature in the farm complex. Of flint construction capped with typical 19th century rounded brick detailing. Not adjacent to the highway and less than 2m in height and thus unprotected by conservation area legislation. An Article 4 Direction to provide protection for selected features may be appropriate subject to further consideration and notification.



Picture 22. Good quality 19th century wall at High Hall Farm worthy of retention and protection.

5.38. Wall to frontage of ~~Clare Cottage~~ Snow End House. Approx. 1m in height of brick and flint construction with rounded brick capping detailing.



Picture 23. Wall of brick and flint construction to front of ~~Clare Cottage~~ Snow End House.

5.39. War Memorial. Advised designed and built by G. Maile and Son London and dedicated in 1921 (see Picture 1). Celtic Cross with sword commemorating the local war dead of the Great War 1914-1919.



Picture 24. Fine stone War Memorial believed dedicated in 1921, see also Picture 1.

5.40. Eastern boundary of church presumed brick/flint wall. Partly repaired but partly heavily covered in ivy. Condition of wall beneath ivy unknown. Suggest careful removal of ivy and if necessary initiate repairs.



Picture 25. The condition of the eastern boundary of the church boundary wall? is unknown. Suggest explore further and consider implementing any necessary repairs.

5.41. Boundary wall to Anstey Hall. Wall of high quality of flint construction with rounded brick capping. Height varies.



Picture 26. High quality boundary wall to Anstey Hall - a prominent and visually important feature in the street scene.

5.42. Tombstones in churchyard- see below.

5.43. Important Open Spaces. The spaces identified below are most important and should be preserved.

5.44. Churchyard. Provides an open area accessible to the public with trees and well stocked with gravestones of historical interest, some chest tombs and several unusual wooden ones. Modern headstones are sensitively designed and in keeping. Spring flower covering enhances the general scene.





Pictures 27 -28. A verdant churchyard enhanced by spring flowers contains a wide range of interesting tombstones, many dating from the 19th century.

5.45. **Small green near Union Chapel.** Small triangular Green with maturing trees that forms a small but visually important space in the street scene.

5.46. **Wildlife sites.** There are two such Local Wildlife sites within or partly within the conservation area.

5.47. **Anstey Churchyard (ref. 16/030)** simply described as being building and environs important for Protected Species.

5.48. **The Hale Meadow (ref. 16/005).** This lies partly within and partly beyond the conservation area to the south and east of Anstey House. It is described as old unimproved neutral grassland supporting a good range of typical Boulder Clay species. Also uncommon flora beside lower pond. Important habitat for insects and birds. Ponds etc add habitat diversity.

5.49. **Particularly important trees and hedgerows.** Those trees and hedgerows that are most important are shown very diagrammatically on the accompanying plans. The detail of some has been taken from satellite information (where it is often difficult to differentiate between trees and hedgerows).

5.50. **Water features.** The moated water features at Anstey Hall and Anstey House within the revised conservation area are important both from a visual and historical perspective.

5.51. **Important views.** A selection as shown on accompanying plans.

5.52. Elements out of character with the conservation area. The site offence adjacent to The Blueind Fiddler PH is in the centre of the village and a visual focal point. The site is untidy in some respects and would benefit from modest improvements including repair and replacement. Discussions have now taken place with the owner who has promised positive action. of part broken fence.



Pictures 29-30. The Blue Fiddler PH – broken boundary fence and open storage area detract.



Picture. Broken boundary fence between No. 1 Buryfield and adjacent PH detracts. The owner has promised a positive outcome.

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5.53. Throughout the conservation area there are utility poles with overhead services which detract to varying degrees. The ones considered to be most prominent are diagrammatically plotted. One near the PH is particularly prominent and others opposite Anstey Hall detract

from the historic central core. In the first instance it is suggested the appropriate utility company be approached with a view to seeking their long term co-operation in reducing the visual impact of some of those considered most intrusive.

5.54. Opportunities to secure improvements. Consider if improvements could be made to the listed well head at cross roads in centre of village by removing or reducing impact of local information hoarding and notices. Consider minor repairs cleansing and general refurbishment of listed telephone kiosk. Explore condition of eastern wall to churchyard covered in ivy and initiate any necessary repair works. ~~Discuss potential of securing improvements at the Blue Fiddler PH.~~ **Monitor promised improvements to fence adjacent PH in centre of village.** The PC may wish to approach the relevant utility company to discuss the potential of securing selected improvements.

5.55. Suggested boundary changes. The detail of some of the boundary changes have been taken from satellite information by necessity due to limited public accessibility. It is proposed to amend the conservation area boundary as follows:

- (a) Extend the conservation area so as to include the entirety of the small triangular green to the north of the Chapel.
- (b) Exclude two large modern agricultural barns at High Hall Farm of no architectural or historic interest.



Picture 31. Modern agricultural barns to north of High Hall Farm to be removed from the conservation area because they are of no historic or architectural value.

- (c) Exclude two narrow linear areas of open countryside to north of Mill Lane and north of Anstey House. These pockets form part of the wider landscape and farmland.



Picture 32. One of two linear strips of agricultural land with undefined northern boundaries clearly forms part of the wider agricultural landscape and as such their exclusion is consistent with Historic England advice.

(d) Exclude a very large area principally of open countryside and agricultural land to the south of Mill Lane and east of Castle Cottages and extending further south to include land beyond Silver Street at Dawe's End. This very extensive area also includes a scatter of properties and smaller scale paddocks. Overall it forms part of the wider landscape, the inclusion of which is not consistent with National advice and local practice. Within this area are a number of properties mainly modern but also ~~three~~ a listed buildings (LB) protected by ~~their~~ it's own legislation. These properties include: a collection of farm buildings to south of Essex Cottage; Yew Tree Cottage, Nos. 1-2 Dawes's End Cottages; The Old Bell (LB); The Mayflower; Bell Cottage; Goldings; building south of Goldings on north west corner of Silver Street; Dove Cottage (LB); Welspen Thatch (LB). On reflection and following consultation the listed properties of Dove Cottage and Welspen Thatch together with the woodland adjacent to and to the north west of Welspen Thatch are proposed to remain within the conservation area.



Picture 33-34. Extensive tract of open countryside/ farmland between Mill Lane and Castle Cottages extending south to land beyond Silver Street now excluded from the conservation area being contrary to National advice and local practice.

(e) Exclude field to west of Village Hall. This farmland is open and forms part of the wider agricultural landscape. Its exclusion is clearly in accord with Historic England advice.



Picture 35. The field beyond the trees on the approach to the Village Hall clearly forms part of the open countryside.

(f) Exclude large area of open agricultural/grazing land and modern agricultural barn north of St Georges End and west of Two Acre Farm stretching north to include Northey Lodge. Within this area there is a

loose scatter of several residential properties at Pain's End. The latter are mainly modern and include Northey Lodge, Woodside Cottage, Brokers Retreat and property under construction on site of High Tree. Woodside Cottage is listed and there is a moated site at Northey Lodge; both protected by their own legislation. This area is interpreted as being part of the open countryside and beyond the obvious physical edge of the village at Two Acre Farm.



Pictures 36-37. Agricultural barn and area of open countryside north of St Georges End. Current national advice and local practice generally advise against the inclusion of such areas within a conservation area.

5.56. General explanation of boundary amendments and retention of selected areas within the conservation area.

5.57. The retention of Anstey Hall area 'out on a limb' at the far eastern extremity within the conservation area and linked to the main body is considered appropriate because of its historical, architectural, visual and archaeological importance. There is one non listed building of note worthy of the protection afforded by conservation area status.

5.58. The retention of Bury Field and Moatside. The former consists of three pairs of semi detached houses with their steeply pitched roofs linked with single storey garages date from the mid 20th century. Whilst not of sufficient quality to be described as making *an important architectural or historic contribution* they are not unpleasing. Moatside, nearby and on the west side of the road has less architectural and/or historical value. However the two sites together with their environmentally attractive frontage trees are centrally located and perform a function in joining together two parts of the conservation

area. Without their retention two separate conservation areas would be created and this would not be sensible. Therefore for these reasons the areas remain within the conservation area.

5.59. Retention of Two Acre Farm site. Whist of limited historic and architectural quality traditional design features common of their time have been achieved. On balance the site has remained within the conservation area.

5.60. With respect to areas of areas removed from the conservation area these include tracts of farmland and other land which has been interpreted as forming part of the wider landscape. The inclusion of such areas is contrary to local practice and national advice from Historic England (Conservation Area ~~Appraisal~~ Designation, ~~Appraisal~~, and Management Advice Note 1 - 2016~~8~~, paragraph ~~1273~~).

6. OVERALL SUMMARY.

6.1. Anstey's conservation area as proposed ~~is a linear village stretches along the main road from Mill Lane to Snow End.~~ ~~with~~ ~~There are~~ a number of high quality listed buildings, one particularly important Scheduled ~~A~~ncient Monument which illustrates its rich historical heritage. The latter spans the 900 years or so from the Norman Conquest right through to the present day where modern stained glass in the church commemorates USAAF servicemen who died in the Second World War, stationed nearby. There are a number of non listed buildings worthy of the additional protection afforded by conservation area status.

6.2. Some buildings from the mid 20th century detract to a modest degree but these are limited. Implementing current advice it is no longer considered appropriate to include large areas of open countryside which have now been removed. Subject to the latter boundary modifications it is considered that the Anstey Conservation area is worthy of its designation.

PART C - MANAGEMENT PROPOSALS.

7. MANAGEMENT PROPOSALS.

7.1. *Revised Conservation Area Boundary.* The revised boundary is shown on accompanying Management Plan to which the reader is referred and includes the following amendment/s.

(a) Extend to include the entirety of the small triangular green to the north of the Chapel.

(b) Exclude two large modern agricultural barns at High Hall Farm.

(c) Exclude two narrow linear areas of open countryside to north of Mill Lane and north of Anstey House.

(d) Exclude a very large area principally of open countryside and agricultural land to the south of Mill Lane and east of Castle Cottages and extending further south to include land beyond Silver Street at Daw~~e~~s End. Properties within this area include: a collection of farm buildings to south of Essex Cottage; Yew Tree Cottage, Nos. 1-2 Daw~~e~~s End Cottages; The Old Bell; The Mayflower; Bell Cottage; Goldings; building south of Goldings on north west corner of Silver Street ~~; Dove Cottage; Welspen Thatch.~~ (Following consultation Dove Cottage and Welspen Thatch and woodland adjacent to and to the north west of Welspen Thatch are proposed to remain in the conservation area).

(e) Exclude field to west of Village Hall.

(f) Exclude large area of open agricultural/grazing land and modern agricultural barn north of St Georges End and west of Two Acre Farm stretching north to include Northey Lodge. Within this area there is a loose scatter of several residential properties and include Northey Lodge, Woodside Cottage, Brokers Retreat and property under construction on site of High Tree.

7.2. General Planning Control and Good Practice within the Conservation Area. ~~All 'saved' p~~Planning policies are contained in the East Herts ~~Local~~District Plan ~~Second Review~~ adopted in ~~April 2007~~October 2018. It is ~~currently~~ against this document and the National Planning Policy Framework (NPPF) that the District Council will process applications. The NPPF is supplemented by Planning Practice Guidance. One such guidance note of particular relevance is 'Conserving and Enhancing the Historic Environment'. ~~When the 2007 Local Plan is replaced by the District Plan the latter's policies will then be relevant.~~ District Plan policies HA1, HA4, HA5 and HA6 are particularly relevant.

7.3. Applicants considering submitting any application should carefully consider the relevant District Plan policies and if necessary contact Officers to seek pre-application advice.

Telephone 01279 655261 (For development proposals ask for Development Management. For general conservation advice ask for a Conservation Officer).

E-mail: planning@eastherts.gov.uk Website: www.eastherts.gov.uk

Or write to Development Management, East Herts. District Council, Wallfields, Pegs Lane, Hertford SG13 8EQ

7.4. Applicants may also wish to refer to one of the several Guidance Notes previously referred to which will be updated as resources permit.

7.5. *Planning Control - Potential need to undertake an Archaeological Evaluation.* Within the Scheduled Ancient Monuments and Areas of Archaeological Significance (~~as shown on either the adopted Local Plan or emerging District Plan~~), the contents of District Plan Policies BH1, BH2 and BH3 are HA1 and HA3 are particularly relevant.

7.6. *Listed Building Control and Good Practice.* Those buildings that are individually listed are identified. Other pre-1948 buildings, structures or walls within the curtilage of a Listed Building are similarly protected in law. District Plan Policy HA7 particularly applies.

7.7. Listed Buildings are a significant asset in contributing to the quality of the conservation area. It is essential that their architectural detailing is not eroded nor their other qualities and settings compromised.

7.8. *Planning Control – Other Unlisted Buildings that make an Important Architectural or Historic Contribution.* Within the existing conservation area this Appraisal has identified 8 unlisted buildings/groups of buildings that are considered to have sufficient qualities to be described thus. Any proposal involving the demolition of these buildings is unlikely to be approved. District Plan Policies HA2 and HA4 II particularly apply.

7.9. These buildings are High Hall, Mill Lane; 2 No. barns at High Hall Farm; The Hale, Mill Lane; the Union Chapel; Nos. 1-6 Castle Cottages; part of school building; Church Gate Cottage and Anstey Hall Cottage; Elm Cottage.

7.10. There are other distinctive features that are integral to some of the important unlisted buildings identified above that make an important architectural or historic contribution, including selected chimneys, windows and other architectural detailing where protection could be provided by removing Permitted Development Rights via an Article 4 Direction. The associated legislation is complex. Should the Council consider such a course of action appropriate there would be a process

of notifying the affected owners separately at a later date. This would be associated with further detailed consideration and possible refinement.

District Plan Policy HA4 I(f).

7.11. Planning Control – Other distinctive features that make an Important Architectural or Historic Contribution. This Appraisal has identified several walls and other features that make a particular contribution to the character of the conservation area. These will be protected from demolition within the parameters of legislation **and relevant District Plan policies.**

7.12. Planning Control – Important open land, open spaces and gaps. This Appraisal has identified the following particularly important open spaces: Churchyard; small green near Union Chapel. These spaces will be protected. **District Plan Policy HA4 1(e) particularly applies.**

7.13. Planning Control – Wildlife Sites. This Appraisal has identified two such sites; Anstey Churchyard and The Hale Meadow. District Plan Policy NE1 particularly applies.

7.134. Planning Control – Particularly important trees and hedgerows. Only the most significant trees are shown very diagrammatically. It has not been possible to plot trees on inaccessible land. Subject to certain exceptions all trees in a conservation area are afforded protection and a person wanting to carry out works has to notify the Council. Trees that have not been identified may still be considered suitable for protection by Tree Preservation Orders. Owners are advised to make regular inspections to check the health of trees in the interests of amenity and Health and Safety. **District Plan Policy NE3 III particularly applies.**

7.15. Planning Control – Water Features. Moated water features at Anstey Hall (also a Scheduled Ancient Monument) and Anstey House will be protected. District Plan Policy NE3 IV particularly applies.

7.146.. Planning Control - Important views. A selection of general views is diagrammatically shown. **Policy BH6 is particularly relevant. District Plan Policy HA4 I(e) particularly applies.**

7.157. Enhancement Proposals. The Appraisal has identified several elements that detract which are summarised in the Table below together with a proposed course of action; other actions are also identified. Within the staff and financial resources available, Council Officers will be pro-active and provide assistance. It must be recognized that such improvements will generally be achieved only by the owner's co-operation.

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Detracting element.	Location.	Proposed Action.
Open storage area and b Broken boundary fence.	<u>Adjacent to</u> The Blue <u>ind</u> Fiddler PH.	Contact owner to consider if improvements can be secured to this sensitive central site. <u>Owner contacted. Repair of fence now anticipated.</u>
Selected Utility poles and overhead services.	Various.	PC may wish to discuss potential of improvements at selected locations with utility company.
Consider the potential of improving the appearance of Well head gear and small green at crossroads in centre of village by removing or reducing impact of local information hoarding and notices.		
Consider minor repairs cleansing and general refurbishment of listed telephone kiosk.		
Explore condition of eastern wall to churchyard and initiate any necessary repairs.		

ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN.

Draft for Consultation 2018

PLAN 1 - Historic Plan (1874-1894) with existing Conservation Area boundary approximately plotted. © Crown copyright and database right 2018. Ordnance Survey 100018528

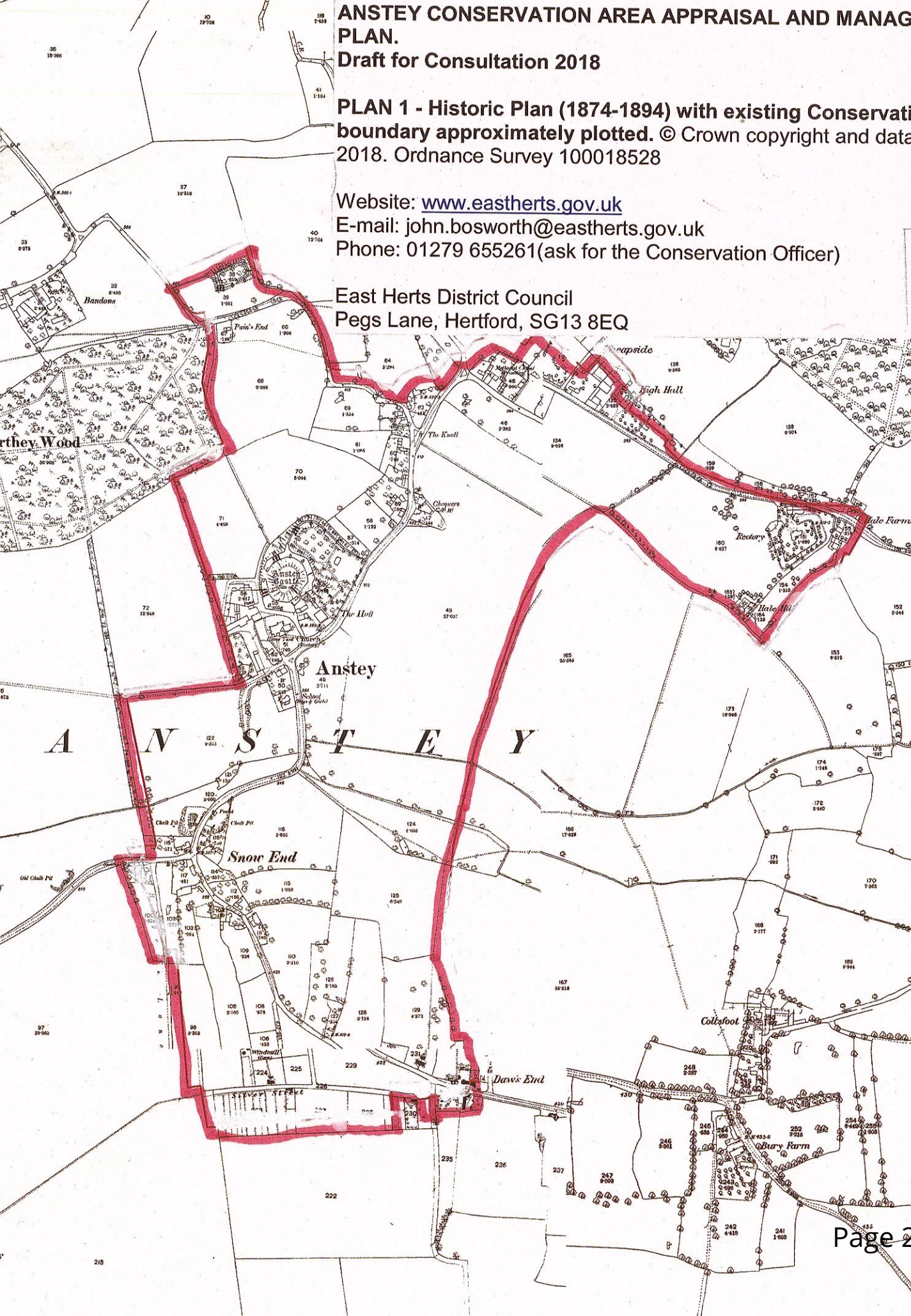
Website: www.eastherts.gov.uk

E-mail: john.bosworth@eastherts.gov.uk

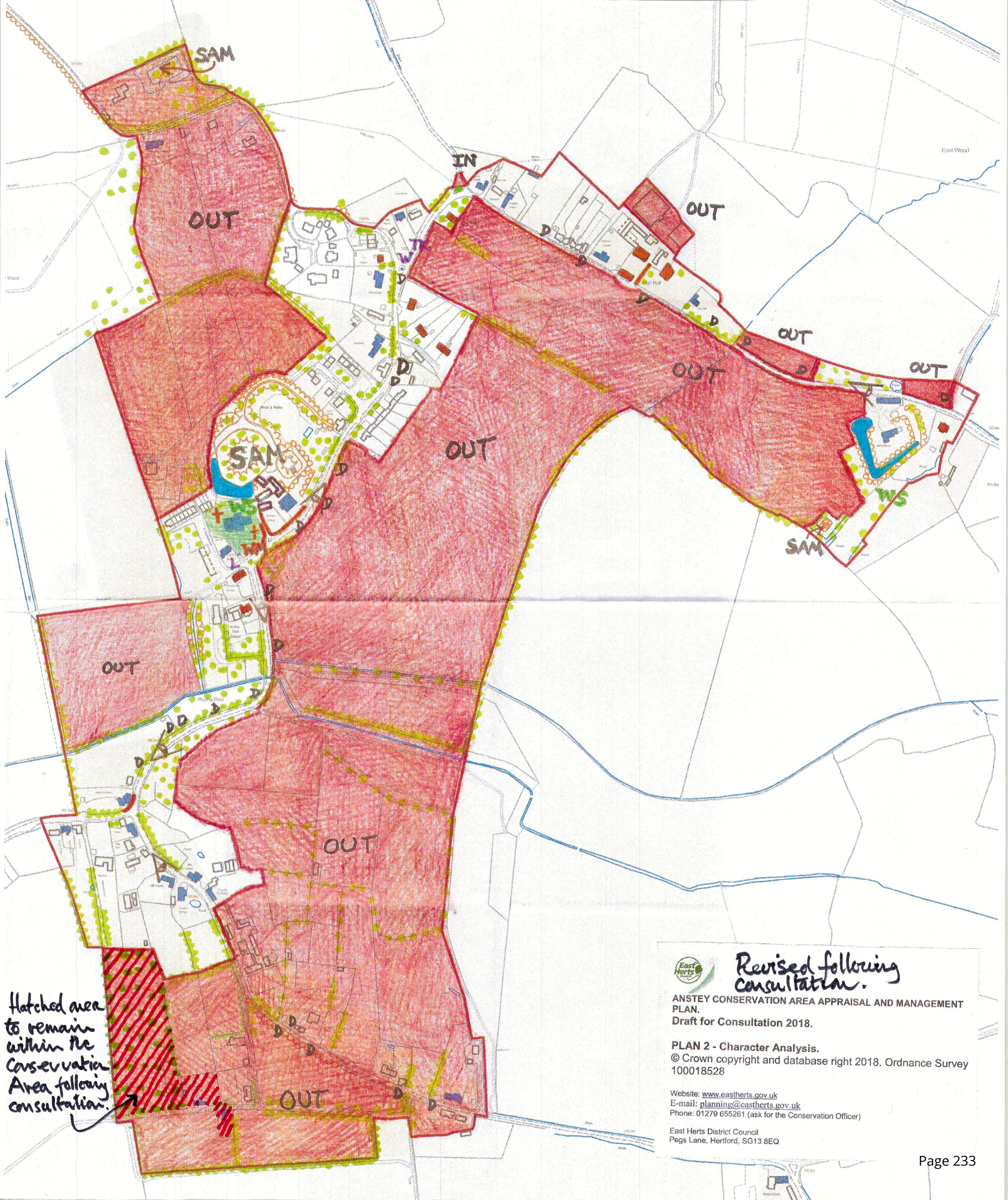
Phone: 01279 655261(ask for the Conservation Officer)



East Herts District Council
Pegs Lane, Hertford, SG13 8EQ



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Hatched area to remain within the Conservation Area following consultation.



Revised following consultation.

ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN.
Draft for Consultation 2018.

PLAN 2 - Character Analysis.
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Website: www.eastherts.gov.uk
E-mail: planning@eastherts.gov.uk
Phone: 01279 655261 (ask for the Conservation Officer)

East Herts District Council
Pegs Lane, Hertford, SG13 8EQ

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CHARACTER ANALYSIS KEY

EXISTING CONSERVATION AREA BOUNDARY



PROPOSED EXTENSION TO THE CONSERVATION AREA



PROPOSED REDUCTIONS OF THE CONSERVATION AREA



SCHEDULED ANCIENT MONUMENTS



AREAS OF ARCHAEOLOGICAL SIGNIFICANCE



INDIVIDUALLY LISTED BUILDINGS/STRUCTURES



Wellhead and Shelter

W

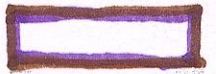
Lychgate

L

Telephone kiosk

TK

IMPORTANT BUILDINGS IN THE CURTILAGES OF LISTED BUILDINGS



UNLISTED BUILDINGS THAT MAKE AN IMPORTANT ARCHITECTURAL OR HISTORIC CONTRIBUTION



OTHER DISTINCTIVE FEATURES THAT MAKE AN IMPORTANT ARCHITECTURAL OR HISTORIC CONTRIBUTION

Walls



Tombstones

+

War Memorial

WM

IMPORTANT OPEN SPACES



WILDLIFE SITES

WS

GENERAL LOCATION OF IMPORTANT TREES/HEDGEROWS
IMPORTANT WATER FEATURES



WATER FEATURES

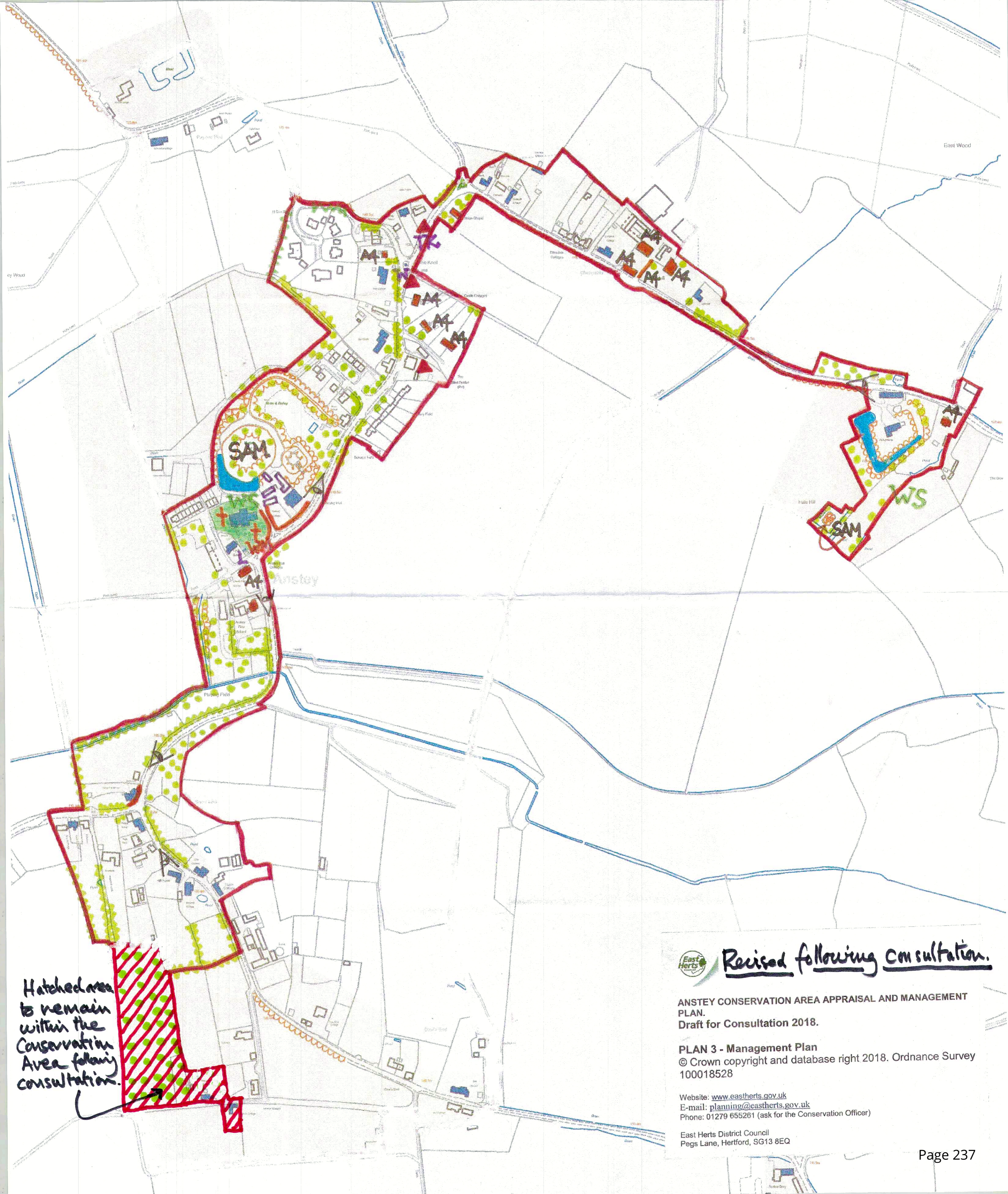


IMPORTANT VIEWS



ELEMENTS OUT OF CHARACTER WITH THE CONSERVATION AREA

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Hatched area to remain within the Conservation Area following consultation.



Revised following consultation.

ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN.
Draft for Consultation 2018.

PLAN 3 - Management Plan
© Crown copyright and database right 2018. Ordnance Survey 100018528

Website: www.eastherts.gov.uk
E-mail: planning@eastherts.gov.uk
Phone: 01279 655261 (ask for the Conservation Officer)

East Herts District Council
Pegs Lane, Hertford, SG13 8EQ

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MANAGEMENT PLAN KEY

District Plan Policies and Government planning policies set out in the 'National Planning Policy Framework' (NPPF) apply as appropriate.

REVISED CONSERVATION AREA BOUNDARY: District Plan Policies HA1, HA4, HA5, HA6 particularly apply.

SCHEDULED ANCIENT MONUMENTS AND AREAS OF ARCHAEOLOGICAL SIGNIFICANCE: District Plan Policies HA1, HA3 particularly apply.

INDIVIDUALLY LISTED BUILDINGS/STRUCTURES: District Plan Policy HA7 particularly applies.

OTHER INDIVIDUALLY LISTED FEATURES: District Plan Policy HA7 particularly applies.

Wellhead and Shelter

Lychgate

Telephone Kiosk

IMPORTANT BUILDINGS IN THE CURTILAGES OF LISTED BUILDINGS: District Plan Policy HA7 particularly applies.

UNLISTED BUILDINGS TO BE PROTECTED FROM DEMOLITION: District Plan Policies HA2 and HA4 II particularly apply.

OTHER DISTINCTIVE FEATURES TO BE PROTECTED FROM DEMOLITION WITHIN PARAMETERS OF EXISTING LEGISLATION: (includes features within the curtilage of Listed Buildings and walls/railings above the specified heights) .

Walls

Tombstones

War Memorial

SELECTED FEATURES ON UNLISTED BUILDINGS WHERE ADDITIONAL CONTROLS ARE PROPOSED SUBJECT TO FURTHER CONSIDERATION AND NOTIFICATION (by Article 4 Direction): District Plan Policy HA4 I(f) particularly applies.

IMPORTANT OPEN SPACES TO BE PROTECTED: District Plan Policy HA4 I(e) particularly applies.

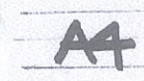
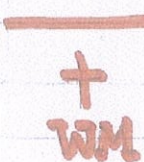
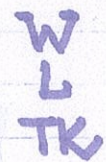
WILDLIFE SITES TO BE PROTECTED: District Plan Policy NE1 particularly applies.

GENERAL LOCATION OF IMPORTANT TREES/HEDGEROWS TO BE PROTECTED WITHIN PARAMETERS OF LEGISLATION: District Plan Policy NE3 III particularly applies.

IMPORTANT WATER FEATURES TO BE PROTECTED: District Plan Policy Policy NE3 IV Particularly applies.

SELECTED IMPORTANT VIEWS TO BE PROTECTED: District Plan Policy HA4 I(e) particularly applies.

PROPOSED ENHANCEMENTS



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John Bosworth

From:
Sent: 07 December 2018 11:27
To: John Bosworth
Subject: Anstey Conservation Area
Attachments: map cons iii.jpg; Conservation area proposal by anstey village iii.docx

Dear John

Conservation area proposal Anstey.

Following the helpful public meeting held in Anstey Village Hall, and your subsequent meeting with [redacted], I would like to support the proposal [redacted] made to you on behalf of our Parish Council and as described in the attached documents.

I believe this proposal reflects the true areas of our hamlet village that should be within the amended conservation area, and is a realistic, sensible and reasonable description of land to be conserved under the new plan.

I very much hope you agree with this proposal which has the full support of our Parish Council and residents alike.

With kind regards

Anstey Parish Council further to the meeting held with John Bosworth held a further open village meeting to discuss the thoughts and suggestions that villagers had further to the original meeting.

Main points being]

The "Hamlet" nature of the village should be classed as within the conservation area. It was accepted and agreed that the countryside should be removed but a 10-15 yard strip either side of the lanes to the hamlets be included, thereby protected these areas for our future and ensuring an aesthetic keeping of the village is preserved. The attendees collectively agreed.

How far down the roads we classify the hamlets was discussed. We need to agree what should be included.

The conservation areas description from John's report was read out – the criteria are environments worthy of protecting and the spaces between them. Trees and hard surfaces are also included as important features, it was more than just buildings.

The areas were discussed, and a map circulated as to what could be included.

It was noted that historically The Ends were listed.

The remit was to remove the swathes of agricultural land as Historic England are looking to remove the agricultural land from conservation areas in the region.

The two strips were suggested to protect the tracts of land between the Hamlets to include Silver Street.

It was suggested to incorporate Dawes End, Silver Street, strip to Anstey Bury with a circle to protect the houses and the same at Puttocks End. Also, Paynes (Pains)End (including the houses) and around Bandons. To the north of Bandons there is one house which is already protected. The Hale is also protected. It was agreed that it should continue up to the Hale and to the end of the Village.

The areas have now been included on a map showing the existing area in red, the draft amendments in green and the area that the village of Anstey's residents have put forward and support in amended green and additional black.

It is therefore accepted by Anstey Parish Council and Anstey residents that the suggested amendment makes sense and is acceptable only along with the addition of the outlying Hamlets as shown on the plan in black, but also with the addition of what is being categorised as a conservation margin (CM on plan) which would be there to protect and conserve the hamlet nature which makes up the majority of the village. We feel that by having this in between the hamlets it in itself will give further emphasis and protection to the essence of the hamlet form and nature of the village. It is also noted that well over 50% of all villagers live outside of what is classified as the centre of the village, with the majority of those in the hamlets.



To include Bury
and Cottersfoot

Retain Pains

Essex Cottage
to remain

To keep
Silver St
properties and
land in.

To retain a
"Conservation Margin"
along roadsides which
adjoin Anstey hamlets

To include all Bury
and Cottersfoot Dwellings
and private land

To include all
Pittcock End
buildings

EXISTING CONSERVATION AREA	—
DRAFT CONSULTATION AREA	- - -
ANSTAY PARISH COUNCIL AND VIA COMMUNITY PROPOSED AREA	— + —
??



To include Bardon Properties

Retain Pains End

Esser Cottage to remain

To keep Silver St properties and land in.

To retain a "Conservation Margin" along roadsides which adjoin Anstey hamlets

To include all Bury and Cottefoot Buildings and private land

To include all Pitcock End buildings

- EXISTING CONSERVATION AREA —
- DRAFT CONSULTATION AREA —
- ANSTAY PARISH COUNCIL AND COMMUNITY PROPOSED AREA — + —

John Bosworth

From:
Sent: 01 December 2018 10:23
To: John Bosworth
Subject: Anstey Conservation Area Proposal

Dear Mr Bosworth,

We attended the Conservation Area meeting in Anstey Village Hall and have now looked at the proposal map for the revised conservation area for the village. We would like to add our names to the list to approve it.

Thanks to you and for your time and effort on the villages behalf.

Kind regards,

John Bosworth

From:
Sent: 30 November 2018 14:56
To: John Bosworth
Subject: Anstey Conservation Area
Attachments: map cons iii.jpg

Dear Mr Bosworth

I understand that you have re-visited Anstey with you for doing this.

Chairman of our Parish Council. Thank

I am writing to support the new suggested map of an Anstey Conservation Area (attached) which was drawn up as a result of both further consultation in the Village, and from your visit with the PC Chairman.

I look forward to seeing your revised recommendations, and hope that you will be able to accommodate this extended area definition, which includes more "Ends" in the Village than were in your draft proposal. I believe the attached map more closely captures the particular special character of this area, as I mentioned in my original consultation submission.

Thank you,



John Bosworth

From:
Sent: 30 November 2018 09:42
To: John Bosworth
Subject: Anstey Conservation area review

Good morning John,

Many thanks for your time yesterday to discuss Anstey residents and Anstey Parish Councils recommendations for the revised conservation area which you now have a hard copy map of. (Copy attached)

This, I now write as a my personal support for the village document and map. As previously mentioned I feel very strongly that the essence of the makeup of Anstey as a community and historic village that is worthy of conserving is the hamlet nature and the geographical spread of these ancient hamlets and the proposal that these hamlets are protected, to this end we believe that not only are the outlying hamlets are encircled by the conservation area but the "conservation margins" are also protected as without these areas of land in between the hamlets they would cease to be hamlets.

I do hope that the sentiment in the revised conservation area plan, that the new area will be produced "in partnership" with the parish council and community is an accurate representation and the views and representations of the community are acted upon.



To include Bury Cottages

Retain Pains Gully

CM

Esser Cottage to remain

To keep Silver St properties and land in.

CM

To include all Bury and Cottfoot Ditchlyn and private land

To retain a "Conservation Margin" along roadsides which adjoin Anstey hamlets

CM

To include all Pottock End buildings

- EXISTING CONSERVATION AREA ———
- DRAFT CONSULTATION AREA ———
- ANSTAY PARISH COUNCIL AND COMMUNITY PROPOSED AREA ——— + ———
- ??
-

John Bosworth

From:
Sent: 28 November 2018 13:39
To: John Bosworth
Subject: Anstey Conservation Area consultation

Dear Mr Bosworth

Thank you for visiting Anstey to talk through your draft Conservation Area appraisal.

I would like to support the majority sentiment expressed in the meeting (and first described by [redacted]) in terms of Anstey having a more "radiating spoke" shape and character, rather than linear. There are lots of "Ends" which contribute to and create the unique and particular character of the village area.

I would encourage the Council to consider extending the Conservation Area along these spokes - to include Silver Street, Daws End, Anstey Bury, Coltsfoot, and Puttocks End, for instance, as well as to Bandons.

I believe that the Parish Council will be sending a map showing these areas more clearly, and support this action, having been able to contribute to the discussion in open forum at a recent follow-up meeting convened by the Parish Council.

Thank you

John Bosworth

From: [REDACTED]
Sent: 02 December 2018 21:10
To: John Bosworth
Subject: Anstey Conservation area

Dear Sir

Could I please add my support to maintaining the existing conservation area , within the parish of Anstey . I reside at

Regards

John Bosworth

From:
Sent: 11 October 2018 14:02
To: John Bosworth
Subject: Anstey

Good afternoon John

I'm sending you this email, as I'm unable to get your response via telephone call.

I would like you to amend your appraisal draft to actually state the correct information and also the information which runs alongside it.

My wife has contacted the council numerous times regarding the fence as this does NOT belong to us, in fact it belongs to so please correct this. Regarding the side of our property that is cellar is and where I store my logs this is a

I would like this all amended as I feel you've victimised myself
There are plenty other properties in the village which you could comment on

I look forward to receiving your reply along with an apology

Kind regards

Facilities Services
01 NOV 2018
Field to:

Plan

Anstey Conservation Area - 2 NOV 2018

Development Control

Draft Conservation Area Appraisal and Management Plan Comment Form

Your comments are sought on the Draft Anstey Conservation Area Appraisal and Management Plan. These should be made in writing and either sent or emailed to the address below by Monday 3 December 2018. Alternatively you can leave this form tonight. Any comments submitted will be publically available but will exclude personal details. To comply with data protection legislation the Local Planning Authority will delete all personally identifiable information we gather as part of this consultation process within six months of the adoption of the appraisal. If you wish to discuss the document further please contact the Conservation Team on the number below.

Name :	
Address:	
Telephone No:	
Email:	
Comments: <ul style="list-style-type: none">• Silver Street is a very old (the oldest) thoroughfare in the village & should be in the conservation area.• The wall illustrated on P27 is in fact Snow End House not Clare Cottage.• The various 'ends' Puttodes, Edington, Anstey Bury should be considered for inclusion in the conservation area.	
Our Contact Details: Website: www.eastherts.gov.uk Email: John.Bosworth@eastherts.gov.uk Phone: 01279 655 261 and ask for the Conservation Officer	East Herts District Council Wallfields, Pegs Lane Hertford, SG13 8EQ

John Bosworth

From:
Sent: 29 November 2018 20:06
To: John Bosworth

Dear John

Please see below for my support for the joint village proposals about the conservation area.

Many thanks for your hard work.

Further to the meeting held with John Bosworth the Parish Council held a further open village meeting. The main points agreed follow:

The "Hamlet" nature of the village should be within the conservation area.

It was accepted and agreed that the areas of open countryside should be removed but suggested a 10-15 yard strip either side of the lanes to the hamlets be included, thereby protected these areas for our future and ensuring the aesthetic of the village.

The conservation areas description from John's report was read out – the criteria are environments worthy of protecting and the spaces between them. Trees and hard surfaces are also included as important features. Hence the suggestion of the strips by the roads.

The areas were discussed, and a map circulated as to what could be included.

It was noted that historically The Ends contain many listed buildings.

The conservation remit was to remove the swathes of agricultural land as Historic England are looking to remove the agricultural land from conservation areas in the region.

The two strips were suggested to protect the tracts of land between the Hamlets to include Silver Street- a medieval route through the village.

The meeting felt Dawes End, Silver Street, and a strip to Anstey Bury with a circle to protect the houses and the same at Puttocks End, should be included. Also, Paynes (Pains)End(including the houses) and around Bandons. To the north of Bandons there is one house which is already protected. The Hale is also protected. It was agreed that it should continue up to the Hale and to the end of the Village.

The areas have now been included on a map showing the existing area in red, the draft amendments in green and the area that the village of Anstey's residents have put forward and support in amended green and additional black.

It is therefore accepted by Anstey Parish Council and Anstey residents that the suggested amendment makes sense and is acceptable only along with the addition of the outlying Hamlets as shown on the plan in black, but also with the addition of what is being categorised as a conservation margin (CM on plan) which would be there to protect and conserve the hamlet nature which makes up the majority of the village. We feel that by having this in between the hamlets it in itself will give further emphasis and protection to the essence of the hamlet form and nature of the village. It is also noted that well over 50% of all villagers live outside of what is classified as the centre of the village, with the majority of those in the hamlets.

John Bosworth

From:
Sent: 02 November 2018 15:19
To: John Bosworth
Subject: Anstey conservation area proposal

Good afternoon,

With regard to the above and the meeting in the village hall we would agree that large areas of outlying agriculture land be excluded. We feel that the exclusion of smaller areas of paddock or woodland is not agreeable. These are often owned by owners of houses adjoining which are included. In these cases some of the property is in and some out.

Also the exclusion of properties on the edges of the village is not agreeable, for they are all part of the total village community. The village is not just a small main hub but an extended community encompassing 5 or 6 roads in and out, including the properties in the areas of Coltsfoot, Bury farm, Silver street and Rogers walk which is an ancient footway. Also to be included Lincoln Hill, Paynes end and Bandons.

Therefore along with the proposed area we believe the above mentioned should be included.

Also what will the new non-conservation areas be classified as, Rural or green belt?

Regards

John Bosworth

From:
Sent: 29 November 2018 19:26
To: John Bosworth
Cc:
Subject: Anstey Conservation Area

Dear Mr Bosworth,

Firstly, may I thank you for the work you and your colleagues have undertaken on our behalf. Having worked for local and central government, I appreciate what a thankless task it is! I would also like to thank you for the efforts and willingness you have personally shown to listen to our views, and to represent them to EHDC. You will forgive our collective cynicism – something you have encountered very much to date I am sure. I think there is not much point in replicating that which has already been well pointed out to you. What I can say is that I undertook some research having only lived here for three years and can confirm:

- The “star” shaped nature of Anstey as a set of hamlets with the castle and then Church is indeed historically accurate
- A study of a map at the turn of the century is instructive in this regard
- The above can be traced back to The Domesday Book

Some interesting issues then arise:

1. If we accept the “star” which is effectively a linked series of hamlets protected by the castle, how do we regard the land between?
2. Each hamlet is surrounded/protected by fields and joined by roads
3. Historic England recognise the particular contribution of views that inform a community
4. Therefore, we might argue that Anstey and the hamlets are a product of the spaces in between.

I would suggest that the above is referred to Historic England for advice. I understand their blanket policy, particularly in the context of protections for agricultural land and the EHDC District Plan – this may not be enough when the District Plan expires.

Yours Sincerely,

John Bosworth

From:
Sent: 30 November 2018 11:27
To: John Bosworth
Cc:
Subject: Anstey Conservation Area

Dear Mr Bosworth,

We are writing regarding the consultation on the review of the Anstey Conservation Area.

Unfortunately we were away at the time of the meeting on 22nd October. However we have been briefed on the discussion and have read the 'Draft for Consultation' which you had prepared prior to that meeting.

You will be aware that the discussion raised considerable concern and the Parish Council arranged a special meeting of the Council, held on 19th November, which we attended. Having lived in the village for over 40 years, and (as undersigned) having carried out much research on our village history, (you have contacted her re old photos), it is very apparent that the village has consisted of various hamlets and still does. The character of the village is dependent on these and the parish conservation envelope must recognise and incorporate these. This was recognised at the Special Parish meeting and we fully support the plan which was circulated to attendees and that you have more recently discussed with our parish chairman.

Yours sincerely

John Bosworth

From:
Sent: 29 November 2018 20:03
To: John Bosworth
Cc:
Subject: Conservation area proposal by anstey village iii.docx
Attachments: Conservation area proposal by anstey village iii.docx; ATT00001.txt

Dear John,

As a villager , living in I strongly support the attached conservation plan for the village . I do hope you and the council will support these views.

Best regards

Anstey Parish Council further to the meeting held with John Bosworth held a further open village meeting to discuss the thoughts and suggestions that villagers had further to the original meeting.

Main points being]

The "Hamlet" nature of the village should be classed as within the conservation area. It was accepted and agreed that the countryside should be removed but a 10-15 yard strip either side of the lanes to the hamlets be included, thereby protected these areas for our future and ensuring an aesthetic keeping of the village is preserved. The attendees collectively agreed.

How far down the roads we classify the hamlets was discussed. We need to agree what should be included.

The conservation areas description from John's report was read out – the criteria are environments worthy of protecting and the spaces between them. Trees and hard surfaces are also included as important features, it was more than just buildings.

The areas were discussed, and a map circulated as to what could be included.

It was noted that historically The Ends were listed.

The remit was to remove the swathes of agricultural land as Historic England are looking to remove the agricultural land from conservation areas in the region.

The two strips were suggested to protect the tracts of land between the Hamlets to include Silver Street.

It was suggested to incorporate Dawes End, Silver Street, strip to Anstey Bury with a circle to protect the houses and the same at Puttocks End. Also, Paynes (Pains) End (including the houses) and around Bandons. To the north of Bandons there is one house which is already protected. The Hale is also protected. It was agreed that it should continue up to the Hale and to the end of the Village.

The areas have now been included on a map showing the existing area in red, the draft amendments in green and the area that the village of Anstey's residents have put forward and support in amended green and additional black.

It is therefore accepted by Anstey Parish Council and Anstey residents that the suggested amendment makes sense and is acceptable only along with the addition of the outlying Hamlets as shown on the plan in black, but also with the addition of what is being categorised as a conservation margin (CM on plan) which would be there to protect and conserve the hamlet nature which makes up the majority of the village. We feel that by having this in between the hamlets it in itself will give further emphasis and protection to the essence of the hamlet form and nature of the village. It is also noted that well over 50% of all villagers live outside of what is classified as the centre of the village, with the majority of those in the hamlets.

John Bosworth

From:
Sent: 03 December 2018 09:53
To: John Bosworth
Cc:
Subject: Anstey Conservation Area

We confirm that we support the new revised Anstey Conservation Area proposals as circulated to us by following your meeting with him on 29th November 2018.

Regards,

John Bosworth

From:
Sent: 03 December 2018 16:14
To: John Bosworth
Subject: Anstey conservation area appraisal

Dear John,

I attended the meeting you chaired in Anstey village hall regarding the above and have studied the associated appraisal documents.

I have been an Anstey resident for 35 years along with many others of similar duration in the village. It is the character of Anstey being a series of small hamlets scattered around the Norman church (formally a castle) joined by rural landscape that encourages people to stay forever once they have settled here. The fact that houses rarely come up for sale in Anstey is testament to this.

The rural landscape adjoining the existing and proposed conservation area is an inherent part in making the conservation area so attractive from all around. Many houses in the conservation area benefit from views to other parts of the extended village. From my own house I'm able to view three of the 'ends' that contribute to Anstey as a whole. These views are both ways and contribute to the overall feel of the rural conservation area and local landscape.

My concern is that if rural land adjoining the existing conservation area is removed as shown under the current proposal any change in future use of that land would detract from the conservation area as we know it at present and in the future. A couple of photos are attached to show parts of the Anstey conservation area and the existing adjoining land currently included within.

Kind regards,

PTO
photos over.



Anstey Conservation Area

Draft Conservation Area Appraisal and Management Plan Comment Form

Your comments are sought on the Draft Anstey Conservation Area Appraisal and Management Plan. These should be made in writing and either sent or emailed to the address below by Monday 3 December 2018. Alternatively you can leave this form tonight. Any comments submitted will be publically available but will exclude personal details. To comply with data protection legislation the Local Planning Authority will delete all personally identifiable information we gather as part of this consultation process within six months of the adoption of the appraisal. If you wish to discuss the document further please contact the Conservation Team on the number below.

Name :	
Address:	
Telephone No:	
Email:	
Comments: we support the recent changes made in meeting between John Bosworth and the Parish council.* * Conversation 14/01 with John Bosworth confirms this representative supports the PC view. 19/01	
Our Contact Details: Website: www.eastherts.gov.uk Email: John.Bosworth@eastherts.gov.uk Phone: 01279 655 261 and ask for the Conservation Officer	East Herts District Council Wallfields, Pegs Lane Hertford, SG13 8EQ



18. 11. 18

Dear Sir / Madam,

As a villager who came to the Conservation Meeting 22/10/18 I feel no clear, definite reason was given for changing the Conservation Area.

My questions are

- 1) What is the land no longer in the Conservation Area re-designated as?
- 2) Will this make it easier to gain permission to build on?

I have also marked on your map (P.T.O.) one of the best views of our village from the footpath.
In my opinion these fields need to continue in the Conservation Area.

Yours faithfully

ANSTEY CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN.

Draft for Consultation 2018

PLAN 1 - Historic Plan (1874-1894) with existing Conservation Area boundary approximately plotted. © Crown copyright and database right 2018. Ordnance Survey 100018528

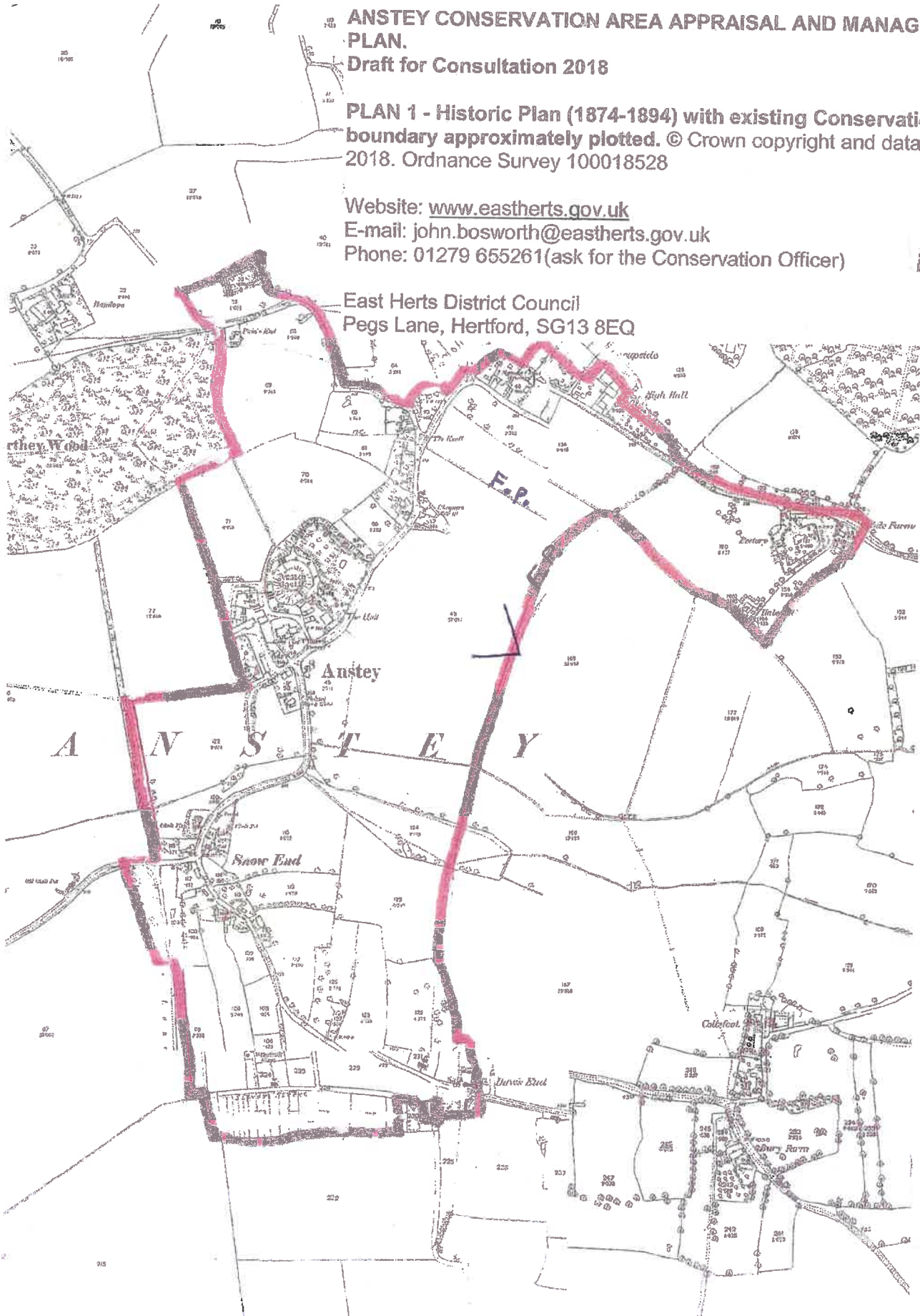
Website: www.eastherts.gov.uk

E-mail: john.bosworth@eastherts.gov.uk

Phone: 01279 655261(ask for the Conservation Officer)



East Herts District Council
Pegs Lane, Hertford, SG13 8EQ



John Bosworth

From:
Sent: 30 November 2018 13:18
To: John Bosworth
Subject: Anstey Conservation Area.

Dear Mr Bosworth

I fully support the proposals put forward by Anstey Parish Council, My wife and I feel fully part of Anstey Village as was so well put at the meeting 22nd October that Anstey is not a linear Village and we did not and do not feel we are beyond the obvious physical edge of the village at Two Acre Farm but part of a group of Hamlets that form part of the village as a whole our selves living at Pains End, and the countryside as put forward by these proposals save the village including the hamlets to keep the look and feel of the village that we are part of.

Regards

Sent from [Mail](#) for Windows 10

John Bosworth

From:
Sent: 01 December 2018 04:14
To: John Bosworth
Subject: Anstey - conservation area

Dear Mr. Bosworth, I hereby support what our parish council and residents of Anstey at a village meeting on Monday before last agreed regarding the conservation areas of Anstey.

Sent from my Samsung Galaxy smartphone.

Anstey Parish Council

Mr J Bosworth
East Herts Council
Wallfields
Pegs Lane
Hertford SG13 8EQ

1st December 2018

Dear John

Anstey Conservation Area Appraisal

We thank you for presenting the details of the Conservation Area Appraisal at our Public Meeting held on 22nd October and for attending a discussion meeting with our Chairman on 28th November 2018.

We would like the following points to be considered when determining the Conservation Area Appraisal. We include a map to show the areas that we feel should be incorporated into the Area (hard copy passed to you on 28th November).

We agree with your recommendation to remove the swathes of agricultural land that Historic England recommend but feel that the "Hamlet" nature of the village should be classed within the conservation area. It was accepted and agreed that the countryside should be removed but a 10-15 yard strip either side of the lanes to the hamlets be included, thereby protected these areas for our future and ensuring an aesthetic keeping of the village is preserved. These two strips will protect the tracts of land between the Hamlets and should include Silver Street.

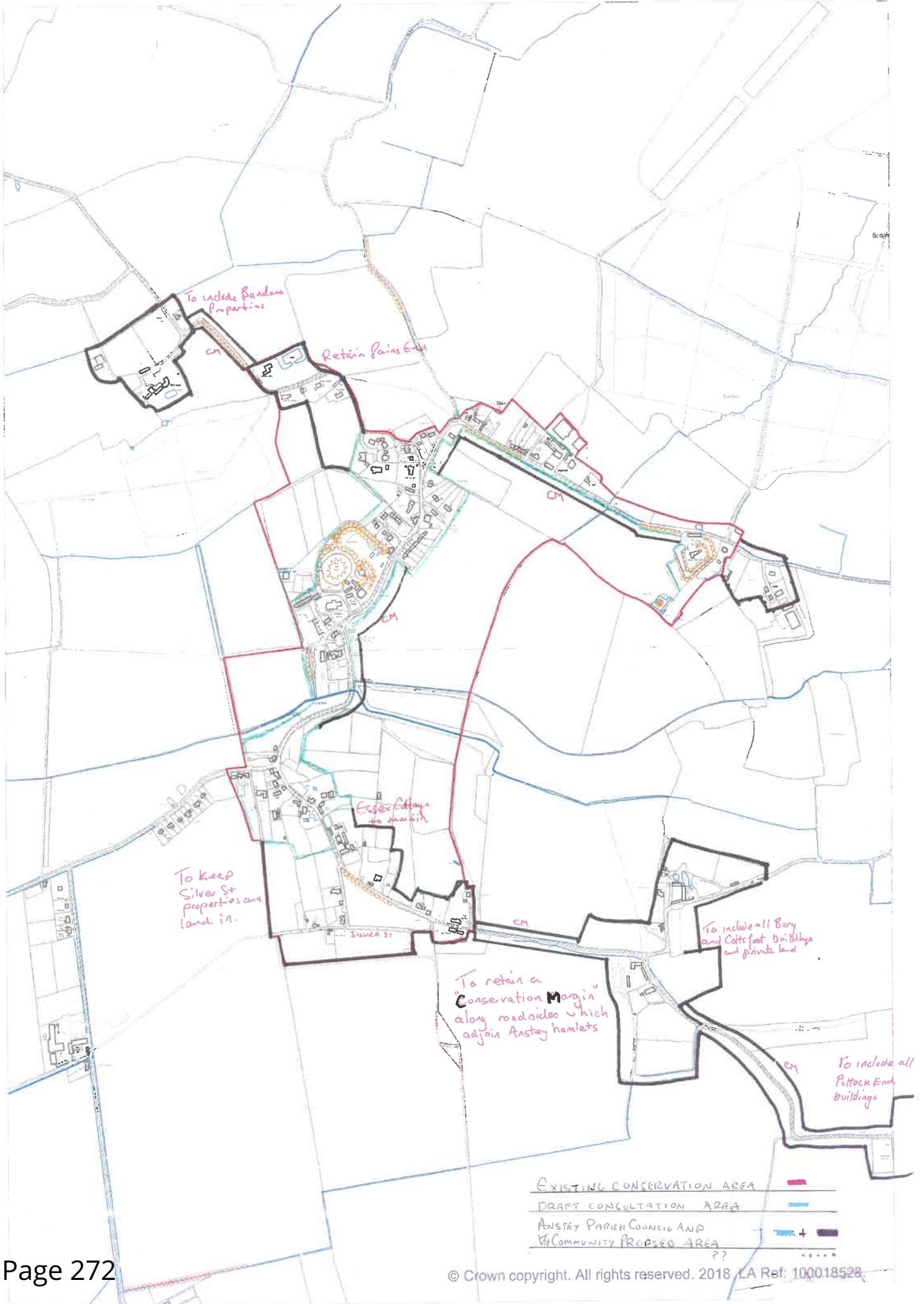
That 'The Ends' be included in the Conservation Area, particularly as reference is made to these historically. To incorporate Dawes End, Silver Street, strip to Anstey Bury with a circle to protect the houses and the same at Puttocks End. Also, Paynes (Pains)End (including the houses) and around Bandons. To the north of Bandons there is one house which is already protected, together with The Hale. It was agreed that it should continue up to the Hale and to the end of the Village.

We feel that by including these areas, it will help to protect and conserve the hamlet nature which makes up the majority of the village. We feel that by having the strip in between the hamlets it in itself will help to give further emphasis and protection to the essence of the hamlet form and nature of this historic village. It is also noted that well over 50% of all villagers live outside of what is classified as the centre of the village, with the majority of those residing in the hamlets.

We trust that the above points will be taken into account when determining the appraisal and that the new areas highlighted on the map will be accepted and included in a revised conservation area plan in partnership with the Parish Council and its residents.

Yours sincerely

Parish Clerk



*an open
note of PC meeting*
*note of an open village
meeting following
EHDC
meeting*

Anstey Parish Council further to the meeting held with John Bosworth held a further open village meeting to discuss the thoughts and suggestions that villagers had further to the original meeting.

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Watercourse

Essex College

To Keep Silver St Properties and Land in

To retain a Conservation Margin along roadsides which adjoin Anstey hamlets

To include all Essex and Cottrill Buildings and private land

To include all Pittock End buildings

- EXISTING CONSERVATION AREA —
- DRAFT CONSULTATION AREA —
- ANSTAY PARISH COUNCIL AND COMMUNITY PROPOSED AREA

John, further to our meeting on 29th Nov please find attached explanation and plan of Anstey villages proposed conservation area.

Anstey Parish Council further to the meeting held with John Bosworth held a further open village meeting to discuss the thoughts and suggestions that villagers had further to the original meeting.

Main points being]

The "Hamlet" nature of the village should be classed as within the conservation area. It was accepted and agreed that the countryside should be removed but a 10-15 yard strip either side of the lanes to the hamlets be included, thereby protected these areas for our future and ensuring an aesthetic keeping of the village is preserved. The attendees collectively agreed.

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John Bosworth

From:
Sent: 29 November 2018 20:03
To: John Bosworth
Subject: Anstey Conservation Area

Dear John,

We would like to give our full support for the preferred change to the Anstey Conservation Area put forward by the Anstey Parish Council in conjunction with its residents , to include Ends and Hamlets which make up our village.

Kind regards

John Bosworth

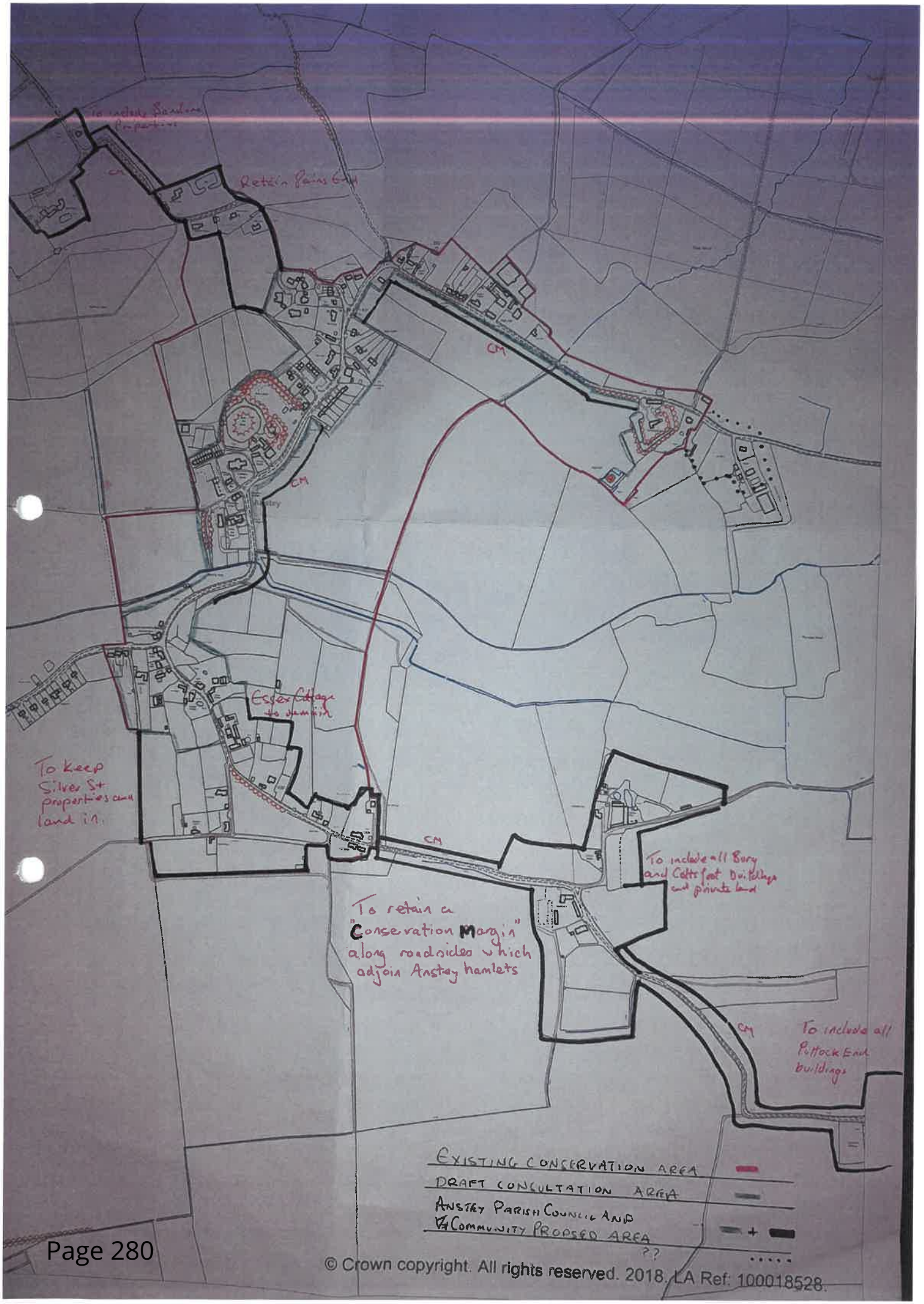
From:
Sent: 01 December 2018 18:49
To: John Bosworth
Subject: Feedback to the Anstey Conservation Area
Attachments: map cons iii.jpg

Dear John

Thank you for coming to Anstey Village Hall in November to present your proposals to amend the conservation area around the village. I found the meeting very interesting and informative.

Having considered your original proposal alongside the attached alternative proposal, I would like to add our wholehearted support to the attached version, as we feel it better reflects the character of the village. It takes into account that a large number of historical buildings and features, including listed buildings, lie outside the centre of the village.

Thanks



To include Sandown Properties

Retain Pains Gully

Essex Cottage to remain

To keep Silver St properties and land in.

To retain a "Conservation Margin" along roadsides which adjoin Anstey hamlets

To include all Bury and Cotters foot buildings and private land

To include all Puffock End buildings

- EXISTING CONSERVATION AREA
- DRAFT CONSULTATION AREA
- ANSTAY PARISH COUNCIL AND A COMMUNITY PROPOSED AREA
- +
-

John Bosworth

From:
Sent: 30 November 2018 11:14
To: John Bosworth
Subject: RE: Anstey Conservation Area

John

Anstey Parish Council has made a more detailed proposal for our Conservation Area in the spirit of the general comments which I forwarded to you earlier this month (below).

Just to register my support for their proposal...

Kind regards

From:
Sent: 01 November 2018 18:36
To: 'John.Bosworth@eastherts.gov.uk'
Subject: Anstey Conservation Area

John

Many thanks for attending our village hall recently to explain the rationale behind the proposed changes to Anstey's Conservation Area. An informative, well attended and lively meeting.

Please find below my comments on the Draft Appraisal, echoing the points I raised on the evening. I believe the first to be fundamental and, as you will recall, led to a consensus at the meeting.

I have copied my comments to our Parish Council.

Kind Regards

1.

Due to their situation on historic highways neighbouring villages such as Hare Street and Barkway are truly linear in form. Anstey is most definitely not a linear village. By describing it as such the Draft Appraisal fails to capture the essence of Anstey. This failure seems to have strongly influenced the proposed revision of the Conservation Area by casting out genuine parts of the village as 'open countryside'.

The character of Anstey is more akin to that of a hilltop settlement. Six roads radiate from the village centre and a high proportion of the village population live in the dwellings along them, in areas which include Bandons, Paynes End, Daws End, Coltsfoot, Silver Street, Cheapside, etc. When approaching these areas from the village centre one has little impression of having 'left the village' for they are an integral part.

The desire to exclude uninhabited farmland from the Conservation Area is understood. A suitable amendment to the Appraisal would therefore be the extension of the Conservation Area along the star shaped pattern of roads

thereby embracing the whole community. Examination of the newly included properties will reveal much of the village's richest and most historic architecture.

2.

I was heartened to see the section on Light Pollution in the Draft Appraisal. One of the main features which distinguish a rural area from an urban one is the absence of street lighting. Anstey is fortunate in having no street lights. I hope that the planning authorities will continue to rule against any plans to introduce street lighting or aggressive security lights, thereby preserving the rural character of the village.

John Bosworth

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EAST HERTS COUNCIL

EXECUTIVE – 26 February 2019

REPORT BY EXECUTIVE MEMBER FOR FINANCE AND SUPPORT SERVICES

FINANCIAL SUSTAINABILITY STRATEGY 2019/2025

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

This report proposes a Financial Sustainability Strategy to be adopted for the use of both staff and members in the delivery of East Herts Medium Term Financial Plan for 2020 onwards.

The proposed strategy has been “work in progress” for the last year for the Financial Sustainability Group and draws on all the discussions and proposals considered within that group.

<u>RECOMMENDATION(S) FOR EXECUTIVE:</u>	
(A)	The Financial Sustainability Strategy is adopted and used as the key methodology for delivering the Medium Term Financial Plan 2020 onwards.
(B)	The Financial Sustainability Group is embedded as a Financial Sustainability Board and holds delegated powers to invest in projects that meet the Financial Sustainability Strategy criteria.
(C)	The action plan detailed in table 2 to be delivered through the Medium Term Financial planning process
(D)	A Capital sum is made available to the Financial Sustainability Board of £3m to invest in commercial

	income generating activity that achieves the Financial Sustainability Strategy key requirements.

1.0 Background

- 1.1 Financial Sustainability is regarded as the necessary direction of travel for local authorities across the country.
- 1.2 East Herts member and officer group has been meeting for over a year and has enabled the delivery of a number of cost saving schemes including the launch of the new Community Lottery.
- 1.3 Future years budget plans (post 2020) are not embedded across the council and therefore it is important that a strategy provides all stakeholders with the opportunity to start considering sustainable investment opportunities.
- 1.4 With the provision of a Financial Sustainability Board and a Financial Sustainability Strategy, the organisation will start to be able to react and respond to market opportunities.

2 Development of Current Services

- 2.1 The work carried out to date to consider for future funding opportunities has resulted in a number of Officer and member workshops. Following the successful initial initiative "Have your say " in 2018/19, further "Have your Say 2" workshop series focussed on Statutory/non-statutory functions and potential income stream from those provisions.
- 2.2 Based on the outcomes of these sessions the following areas were suggested as requiring additional investigation.

2.3 Table 1- Results of Have your Say briefings

Have your say results														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Development Control Section	█													
Building Control														
Community Protection														
Engineering & drainage function	█	█	█	█	█	█	█	█						
Environmental Health Section														
Env Pollution														
CAB grant	█	█	█	█	█	█	█	█	█	█				
Community projects														
Housing Service														
Parks Section														
Business Support Section	█	█	█											
Allotments				█	█	█	█							
Playgrounds														
Public Conveniences				█	█	█	█	█						
Refuse Collection Domestic														
Refuse Collection Commercial	█	█	█	█	█	█	█	█	█	█	█			
Clinical Waste														
Street Cleansing and Litter Control														
Recycling														
Parks & Open Spaces	█	█	█											
Leisure Provision				█										
Car Parking					█	█	█	█	█	█	█	█	█	█
Hertford Theatre														

2.4 Actions Arising from Results

The Financial Sustainability member group met in December 2018 and using the information provided set out an action plan for the following 12 months.

Using the areas of service that were highlighted members prepared a number of key actions that should be delivered throughout 2019-20 in preparation for the 2020 budget cycle.

These were ideas that could raise income or reduce expenditure whilst still maintaining an expected level of service and not compromising the delivery of statutory services.

Below is the action list of work to be considered:

Table 2 – Action Plan

Service	Action	Responsibility
Development Control Section	Investigate new income streams and further develop opportunities for improved revenue streams	Head of Development Control
Engineering & drainage function	Review responsibilities for this role as a District Council	Head of Housing and Health
CAB grant	Consider the level of funding the measured outcome gained from this level of investment	Head of Housing and Health
Allotments	Review level of investment and volumes - consider who is best placed for their management	Head of Operations
Public Conveniences	Review level of investment and volumes - consider who is best placed for their management	Head of Operations
Refuse Collection Commercial	Consider a joined up more commercial offering with North Herts ensuring economies of scale and streamlined charging	Head of Operations
Clinical Waste	Consider a joined up more commercial offering with North Herts ensuring economies of scale and streamlined charging	Head of Operations
Leisure Provision	Develop and consider future provision and contract management, maximising income streams	Head of Operations

Car Parking	Set up a task and finish group to consider future parking policy that is fit for purpose and is embedded in future years planning	Head of Operations
Hertford Theatre	Develop and consider future provision and contract management, maximising income streams	Head of Operations

2.0 Implications/Consultations

2.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Contact Member: Councillor Geoffrey Williamson, Executive Member for Finance and Support Services.
geoffrey.williamson@eastherts.gov.uk

Contact Officer: Isabel Brittain, Head of Strategic Finance and Property,
 Contact Tel No: 01279 502050.
isabel.brittain@eastherts.gov.uk

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IMPLICATIONS/CONSULTATIONS


Contribution to the Council's Corporate Priorities/ Objectives:	Priority 1 – Improve the health and wellbeing of our communities Priority 2 – Enhance the quality of people's lives Priority 3 – Enable a flourishing local economy
Consultation:	Not Applicable
Legal:	Not Applicable
Financial:	Within the body of the report.
Human Resource:	Not Applicable
Risk Management:	Within the body of the report.
Health and wellbeing – issues and impacts:	Not Applicable
Equality Impact Assessment required:	No


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East Herts Financial Sustainability Strategy

Future Proofing Our Financial Security



 @Eastherts

 EastHertsDC

 easthertscouncil

01279 655261

www.eastherts.gov.uk



Financial Sustainability Strategy

Aims and Objectives

Local Government is increasingly under pressure to become independent from external funding sources – essentially central government. This drive coupled with the opportunity to minimise the burden on local council tax and business rate payers is a key driver for the implementation of a Financial Sustainability Strategy.

The financial aim for East Herts Council is to deliver a financial return which contributes to the council spending plans and to support priority outcomes in the local community. This will be delivered by the following actions:

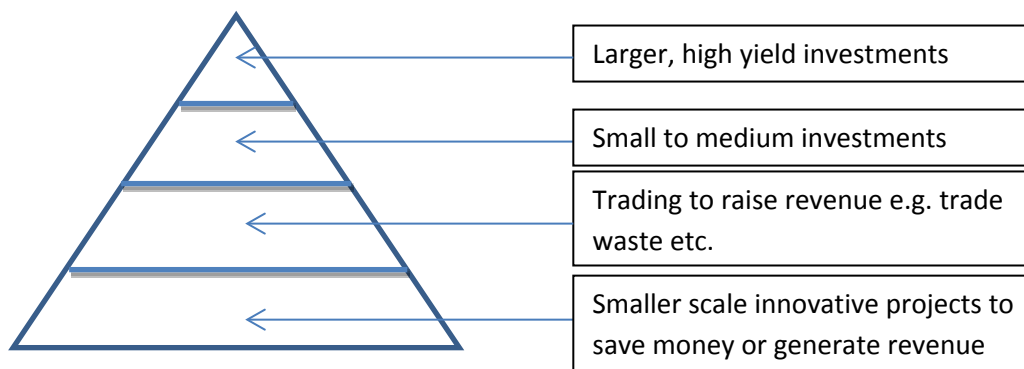
- Deliver a financial return and contribution in order to cross subsidise those services which by their nature cannot pay for themselves;
- Non-statutory services should at least cover all their costs.;
- Attract alternative investment models to support service delivery;
- Invest and use our financial resources to deliver a financial return;

The measure of this progress will be incorporated in the ongoing financial planning and management reporting framework and form part of the statutory budget setting framework requirements.

Structure of Financial Sustainability Pyramid

This Financial Sustainability Strategy is made up of four main components that together supplement traditional financial management. These components are managed within the traditional financial management process in business which leads to the usual budget setting processes of controlling spend, generating income and making savings.

Financial Sustainability is key component of this process and can be set out as a separate strategy that seeks to generate income or boost financial resilience through specific projects and initiatives to assist in closing any budget gaps. This financial modelling is broadly made up of four components that range from more numerous lower risk/lower impact to fewer in number higher risk*/higher impact:



*The nature of investment and risk means that higher spend projects will by definition always contain higher risk (in terms of spend relative to a total pot) than lower spend ones regardless of the risk of a given project/investment

A smaller number of higher yield projects/investments will likely provide significant sums while a greater number of lower yield projects/investments provide more modest returns while spreading risk and embedding a culture of entrepreneurship throughout the organisation.

Different components of Financial Sustainability

Rates of Return

An approach many councils have set-up to accelerate the project process in terms of investments is agreeing a set rate of return for projects/investments known as the "hurdle rate" over the life time of the initiative.

For extremely low risk projects a lowered hurdle rate - say 2% - is acceptable but these projects/investments must thoroughly evidence how and why the risk is much lower e.g. are they part of a scheme with guaranteed returns, treasury bonds etc.

Some projects may give a lower rate of return but provide wider community benefits (e.g. opportunities for other income outcomes for example selling business support services at the Launchpad in Bishop's Stortford). For these it is expected that a return is still generated (barring exceptional circumstances); however a lower one is required due to the added social value.

Risk/purpose	Minimum acceptable return
Higher risk/reward	10%
Standard risk/reward	5%
Low risk/reward	3%
Wider community benefits	2%

The Risk will be evaluated using the corporate risk matrix attached at appendix A.

Investments in commercial properties

East Herts aims to be one of a number of financially sustainable councils that achieve independence from central government funding. Such councils are diverse and take a wide range of approaches to achieve financial independence. However one thing they all have in common is investments in commercial properties for a given rate of return.

East Herts has the appetite to consider opportunities inside and outside of the district as there are limited options internally and this could constrain the portfolio of investments to either result in reduced returns, excessive risk, or both.

This strategy proposes the implementation of an investment board with an established annually agreed budget. The board will consist of elected members and officers. It shall have two permanent individuals on it: the portfolio holder for Finance and Support Services and the Head of Strategic Finance. Other officers will contribute to the board as and when required.

The board's delegated budget will be available for investment opportunities and they will review opportunities and assess them according to risk and return. The board will be looking purely for financial return with an emphasis on safe and secure investments.

A structure and analysis of any potential opportunity must pass a set of pre-determined risk matrix included as appendix A.

Support for commercial thinking

The outline process to approve commercial projects/investments will be delivered at regular bi-monthly investment meetings. Initially it is suggested that the group should be a continuation the financial sustainability group which currently consists of 6 members and 3 officers currently. It is at this forum that regular opportunities are discussed and managed. As the strategy is developed further this governance may be replaced with something else depending of the findings of the exploration work.

Potential actions as to how governance arrangements might be initiated.

Outline of support for officers

- Commercial thinking training (e.g. session in early 2019)
- Commercialism lead (currently Head of Strategic Finance and Property)- an in house resource with business acumen who can manage commercial projects and investments and can be used as a consultant/advice source by service launching commercial projects

Appendix A - Risk Matrix and acceptable levels of return for investment in commercial properties

Example of Risk Scoring Investment table based on feedback from the Financial Sustainability Group.

This table can be updated and re-aligned as the Councils appetite for risk changes

Financial Sustainability Investment Decision table		
Category	Information	Score
What is the Location of the site considered to be ?	Micro prime	12
What is the Tenant Covenant within the site?	Single tenant with good financial covenant	16
What are the current Lease Terms?	unencumbered lease	15
What is the Occupational Lease Length?	Greater than 20 years	15
How is the Building Quality rated?	Modern or recently refurbished with nominal capex required	10
What is the Tenure offered ?	Freehold	10
What are the Tenant Repair obligations?	FRI	10
What is the Lot Size valuation?	Between £4m and £6m	5
Total		93
If all information present:		
MAX score = 100		
MIN Score = 20		

The Risk Matrix supports member and officer decision making by flagging up the potential risk levels of any type of investment.

In turn the level of risk can be compared to a defined investment level required as referred to in the table below:

Risk/purpose	Minimum acceptable return	Scoring levels based on risk table above
Higher risk/reward	6%	30 -50
Standard risk/reward	5%	50-70
Low risk/reward	3%	70-90
Wider community benefits	2%	Not included above

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EAST HERTS COUNCIL

EXECUTIVE: 26 FEBRUARY 2018

REPORT BY: CLLR GEOFF WILLIAMSON, EXECUTIVE MEMBER FOR
FINANCE AND SUPPORT SERVICES

OLD RIVER LANE

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

To request the Executive to approve the recommended developer for Old River Lane, following the completion of the OJEU process, and recommend capital and revenue budgets for approval to Council.

RECOMMENDATIONS FOR EXECUTIVE: That Executive,

(A)

With reference to:

- i. the scores from the procurement exercise, set out in Exempt Essential Reference Paper D,
- ii. the final Heads of Terms for the preferred developer set out in Exempt Essential Reference Paper B,
- iii. the draft masterplan by the preferred developer set out in Exempt Essential Reference Paper C,
- iv. the viability report written by Montagu Evans and set out in Exempt Essential Reference Paper D,

Approves the preferred developer and **authorises** the Chief Executive, the Head of Strategic Finance and Property and the Head of Legal and Democratic Services (or their delegates) to issue a Contract Award Notice and proceed to sign a development agreement with the developer in due course, subject to

- (a) appropriate final due diligence on the developer's

	proposal, and (b) the Council approving capital and revenue funding for the arts centre (see recommendation B below).
(B)	<p>With reference to the Proposed Capital Funding Package, set out at Exempt ERP F and the Financial Business Case for the new arts centre, set out at Exempt ERP G, recommends to Council that:</p> <ul style="list-style-type: none"> (i) a capital allocation of £30m to fund the arts centre is made in the Council’s capital programme (ii) a revenue allocation of £250,000 to fund the East Herts’ share of the arts centre running costs be made in the Medium Term Financial Plan from 2022 onwards (iii) a provisional revenue allocation of £430,000 be made to cover the required borrowing costs once all other funding bids/strategies have been exhausted.

1.0 Background

1.1 Old River Lane (ORL) is an ambitious town centre scheme which replaces a dated office building and sizeable surface car park in the middle of Bishop’s Stortford with a vibrant new quarter for the town, featuring a 5,500 m² modern multi-purpose arts and entertainment venue, 4,220 m² commercial/retail space, enhanced public realm including a new town square, and 137 residential units.

1.2 Over the course of nearly two years, officers have worked under the guidance of the Old River Lane Delivery Board to secure the support of partners (Rhodes Trust, Bishop’s Stortford Town Council and Hertfordshire County Council) on this exciting project. All partners are fully supportive of the project, demonstrated by their involvement in developing various elements of it, and in the case of the Town Council, a

firm commitment to a significant capital contribution.

- 1.3 The final part of the process is now to appoint a developer for the core site and complete the funding package required to deliver the capital and revenue funding for the arts centre.
- 1.4 While there is still considerable detail to finalise with the preferred developer, it is considered that sufficient work has been undertaken to proceed to the next phase. Therefore this report recommends that a Contract Award Notice is issued and the lead officers are given delegated authority to agree the necessary legal documentation to enter into a Development Agreement in due course.

2.0 Report

Appointment of preferred bidder

- 2.1 The procurement process for a developer to develop Old River Lane started in July 2018 and is now complete. The EU Competitive Dialogue route was followed, which allowed officers three opportunities to meet each developer as they shaped their proposals.
- 2.2 On 28th January, bidders submitted their final bids, and these were scored by a team of officers with support from Montagu Evans, the council's property advisors.
- 2.3 A presentation by each bidder was made to a group of members from East Herts Council and the Arts Centre Steering Group on 6th February. While not part of the formal scoring process, it was an important exercise in ensuring that both bidders were able to present their proposals to councillors and Steering Group members who have been so heavily involved in shaping the project.
- 2.4 Scoring was on the basis of two elements, the draft masterplan (and how well it met the brief) and the financial offer (known as the viability assessment). Each element was weighted

equally (so 50% was awarded for Functionality, Use and Design, and 50% for Delivery and Commerciality).

- 2.5 The preferred bidder scored 38.7/50 on Functionality, Use and Design and 36.5/50 on Delivery and Commerciality, giving a total score of 75.2%. Their final Heads of Terms, draft masterplan and financial offer can all be seen in Exempt ERP B, Exempt ERP C and Exempt ERP D respectively. These ERPs are exempt because they are commercially sensitive. Furthermore due to the fact that we are still in the formal procurement process, it is critical that this information is not divulged to anyone outside the Council.
- 2.6 On the basis of the procurement exercise, the Executive is now requested to approve the appointment of preferred bidder, subject to final due diligence being undertaken by officers and Council allocating funding for the arts centre.
- 2.7 Following appointment, a Development Agreement will be drawn up on the basis of the final Heads of Terms set out at Exempt ERP B.

Arts Centre capital and revenue budgets

- 2.8 The new venue has the potential to transform the centre of Bishop's Stortford, creating a public space which will bring new life and vibrancy to the town centre. Open 14 hours a day, seven days a week, high footfall is expected throughout the day by visitors of the library, cinemas and café, while the theatre, studio and cinemas will also create a night time destination that will bring added value and diversity to the town's night time economy. The professional artistic programme will be mixed, appealing to a wide and varied audience, and the new centre will also offer the opportunity for young people and amateur groups to perform in state of the art facilities, whether in the main or studio theatres. Incorporating the library into the Arts and Entertainment Centre is an exciting opportunity to create potential new audiences for both the arts centre and the library, and the

concept is fully supported by Hertfordshire County Council (represented on the Arts Centre Steering Group by a senior library service officer).

Capital funding

- 2.9 A budget of £28m has been set for the arts centre, on the basis of the agreed brief (which went through an extensive consultation process under the guidance of the Arts Centre Steering Group). This budget excludes professional fees, estimated to be £2m, taking the overall required capital sum to £30m.
- 2.10 Bishop’s Stortford Town Council agreed at their Council meeting on 4 February to provide up to £3m of capital funding for the arts centre, subject to a number of conditions, set out in Essential Reference Paper E.
- 2.11 Discussions are still ongoing with Hertfordshire County Council about whether their contribution to the library should be via revenue funding (effectively renting space annually) or a capitalised sum paid up front. For now, the latter has been modelled and is set out at Exempt ERP F. It should be noted that we are still in discussions with HCC and no capital sum has been agreed.
- 2.12 The total budget and committed funding for the project is set out below:

Funding requirement	£30m
<i>Less funding secured:</i>	
East Herts DC S106	1.4m
Herts CC S106 (library allocations)	0.2m
Bishop’s Stortford Town Council	3.0m
National Lottery	0.1m
Remaining funding requirement	25.3m

- 2.13 The remaining funding requirement is £25.3m. The proposed funding package to fill the gap is set out in Exempt ERP F. The reason this appendix is exempt is because it contains commercially sensitive information.

Revenue funding

- 2.14 The financial business case for the arts centre revenue funding is set out at Exempt ERP G. This has been developed in partnership with officers from the Rhodes Trust and Bishop's Stortford Town Council, and has been scrutinised by the Arts Centre Steering Group (which consists of two members from each of East Herts, Rhodes Trust and Bishop's Stortford Town Council, and three independent members). Expert advice from consultants has been sought for the cinema, and food and beverage ('F&B') elements. The financial business case is inevitably still reasonably high level, not least because it won't come into effect for another three or so years. However, given the level of scrutiny it has received, officers believe it to be robust and reliable.
- 2.15 Members will recall the Heads of Terms which was signed with Bishop's Stortford Town Council, East Herts Council and the Rhodes Birthplace Trust. The Heads of Terms can be found on the council's website here:
<https://www.eastherts.gov.uk/oldriverlane>
- 2.16 With respect to revenue funding the key section from the Heads of Terms is set out here:

"2d. Provided that the Bishop's Stortford Museum becomes self-sufficient, the parties agree that the running costs will be in the region of £550,000 per annum (subject to a final business case). Best endeavours will be made to reduce this sum to no more than £0.5m per annum.

- *EHDC agrees to contribute 50% towards running costs;*
- *BSTC agrees to contribute 50% towards running costs.*

Should the revenue funding be higher than £0.5m, further funding will be sought from EHDC, or a third party. The Project will not proceed until the overall revenue funding package for the Arts Centre is in place.

In concluding this agreement the parties recognise that the Rhodes Birthplace Trust has stated that it is not possible for the current operations at the Rhodes to become self-sufficient and the Rhodes Trust cannot voluntarily surrender the grant from the Town Council. However the Trust recognises that the Town Council may make the decision to withdraw all or part of the grant currently received as part of the package and the Trustees will explore other funding options as a contingency provision in case this occurs. The parties commit to working together to seek a satisfactory resolution to these challenges. Having regard to this the future of the museum, which is the principal responsibility of the Rhodes Trust, will be an integral part of the planning during the implementation of this partnership agreement."

- 2.17 The financial business case as set out in Exempt ERP G demonstrates the need for subsidy of £446,000 in year 1, reducing to £293,000 in year 5. Split 50:50 with BSTC, this would mean indicative costs for East Herts of £223,000 in year 1 reducing to £146,500 in year 5.
- 2.18 BSTC is unable to finalise their contribution to the arts centre until the Rhodes Birthplace Trust has finalised its proposed future business plan (and how much money will be required to subsidise the museum). Officers understand that this information will not be publicly available until the late Summer. However, the business case demonstrates that by year 5 considerably less than £250,000 per council will be required, and East Herts should therefore feel comfortable to proceed on the basis of a 50:50 split of the subsidy, mindful of the fact that it is possible in the first 2-3 years East Herts may need to pay slightly more than £250,000. Given that the financial business case is still reasonably high level and the

numbers around the cinema and food and beverage income are fairly conservative, officers recommend that East Herts should feel comfortable with allocating £250,000 in the MTFP from 2022.

Risk and Other Options

- 2.19 The Council has made a number of decisions about Old River Lane over the last 18 months. First it agreed the land use (December 2017), then the delivery options and procurement routes for both the ORL and Northgate End sites (July 2018) and latterly the capital allocation of funding for the multi-storey car park (December 2018). This is now the final stage of the process.
- 2.20 The development is not without risk and a detailed risk register can be found at Exempt Essential Reference Paper H. This ERP is exempt for reasons of commercial sensitivity.
- 2.21 Other options at this stage are as follows:

(a) Do not proceed

The Council could simply leave the site as it is – a surface car park, three houses and a dated (but income generating) office building. The Council has invested £1.15m into the ORL project so far (£480k of which was funded by the LEP), and has received unanimous support at each Council meeting to proceed with a town centre redevelopment scheme (see 2.19 for a summary of the decisions taken at this meeting). A LEP grant of £6m and loan of nearly £4m has been awarded and any spent funds would need to be repaid. This is therefore not a recommended course of action.

(b) Delay proceeding

The developer's offer is valid for 12 months, so while the Council could delay the decision, doing so could give a poor

signal to the developer who has spent nearly eight months investing time and money in developing their scheme and proposals. Considering the strong support from members for this important town centre redevelopment as demonstrated at the three previous Council meetings, there is no clear rationale to delay proceeding.

(c) Sell the entire site to a developer at market rate.

The Council could choose not to proceed with any of its own development at Old River Lane and sell the site to a developer. Assuming that the developer did not build an arts centre, this would create a bigger capital receipt for the Council. However, it would be contrary to all commitments made and decisions taken by the Council over the last two years (and the decision in 2015 to purchase the site from a developer).

3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

Council December 2017

<http://democracy.eastherts.gov.uk/documents/s42341/Old%20River%20Lane%20Land%20Use.pdf?j=5>

Council July 2018

<http://democracy.eastherts.gov.uk/documents/s45373/ORL.pdf?j=3>

Council December 2018

<http://democracy.eastherts.gov.uk/documents/s47205/Old%20River%20Lane.pdf?j=3>

Essential Reference Paper A: Corporate issues

Exempt Essential Reference Paper B: final Heads of Terms for the preferred developer

Exempt Essential Reference Paper C: Draft masterplan by the preferred developer

Exempt Essential Reference Paper D: ORL Viability Report

Essential Reference Paper E: Bishop's Stortford Council funding resolution

Exempt Essential Reference Paper F: Proposed Capital Funding Package

Exempt Essential Reference Paper G: Arts Centre Financial Business Case (Revenue)

Exempt Essential Reference Paper H: Risk Register

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IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives:	Priority 1 – Improve the health and wellbeing of our communities Priority 2 – Enhance the quality of people's lives Priority 3 – Enable a flourishing local economy
Consultation:	Consultation on the Bishop's Stortford Town Centre Planning Framework was completed in March 2017; Further consultation was undertaken specifically with respect to the Arts and Entertainment Centre brief. Further consultation will be carried out on the detailed masterplan for ORL during 2019, following the appointment of a developer.
Legal:	Legal advice has been provided by our in house team to date. Final Heads of Terms with the preferred developer are set out at Exempt ERP B.
Financial:	These are significant. £30m capital is requested by the Council to fund the arts centre and £250,000 revenue from 2022 onwards. Details of both sums are set out in the body of the report, and reference should be made to Exempt ERP D (viability assessment by Montagu Evans) and Exempt ERP G (Arts Centre Financial Business Case (Revenue)). There may be further revenue costs depending on the final financial funding package as set out in ERP F.
Human Resource:	At the point when the arts centre becomes operational (possibly slightly before) there will be a TUPE transfer related to Rhodes arts centre staff. These costs have been factored into the arts centre business case.
Risk Management:	A full risk log is monitored by the Old River Lane Delivery Board, and the current version of it is attached at Exempt ERP H

Health and wellbeing – issues and impacts:	Bringing a new arts and entertainment centre to Bishop’s Stortford will increase the opportunity to improve people’s health and wellbeing through a range of cultural and community activities.
Equality Impact Assessment required:	n/a at this stage.

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Essential Reference Paper E

Bishop's Stortford Town Council Funding resolution

Members discussed the proposal in some detail and it was agreed to **RECOMMEND** to Council that Bishop's Stortford Town Council

- a. contribute up to £3M (three million pounds) to the proposed Arts Centre
- b. transfer to EHDC the parcel of land at the Causeway coloured RED in Appendix 3 and either permit EHDC to deculvert the Stort where it passes through the parcel of land coloured BLUE or, if subsequently agreed as part of the discussions related to asset ownership referred to below, transfer the land to EHDC, having regard to future possible asset value and/or sale

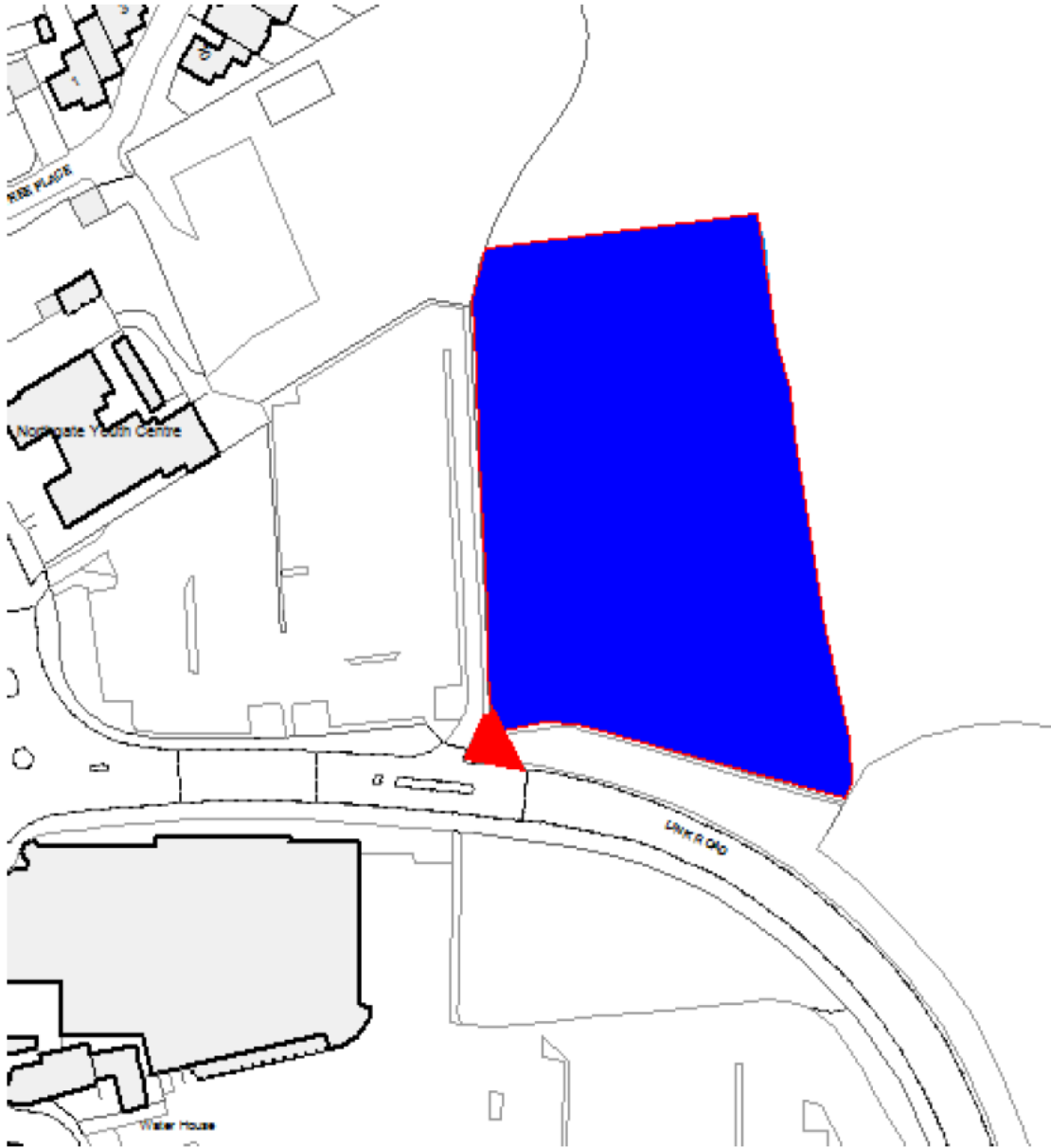
All subject to:

- East Herts District Council demonstrating to the reasonable satisfaction of Bishop's Stortford Town Council that the funding is necessary for the project to proceed
 - The project proceeding substantially as envisaged in the draft partnership agreement
 - A satisfactory solution within the existing £255K annual budget assigned for the Town Council contribution to the revenue funding of both the arts centre at ORL and the re-purposed Rhodes Centre
 - The conclusion of a binding agreement between BSTC and HCC for the sale of land at Farnham Road
 - A satisfactory agreement being concluded between East Herts District Council and Bishop's Stortford Town Council in respect of asset ownership the objective being that BSTC is compensated for the capital contribution either through asset transfer at Old River Lane or elsewhere.
 - The current direct payments to Town and Parish Councils made from the New Homes Bonus continuing at or above the current percentage rate until New Homes Bonus (or similar payment) ceases to be payable as a result of government order or legislation.
- c. That Bishop's Stortford Town Council advises the District Council that
 - In the event that the above conditions are satisfied, funds will not be available until the proceeds of the sale of land at Farnham Road referred to above have been remitted to Bishop's Stortford Town Council.
 - This commitment is binding in honour only and is not enforceable in a court of law.
 - d. That the Chief Executive Officer be asked to explore with EHDC options for asset ownership in return for the capital contribution for presentation to the Council at an appropriate future meeting

Land Plans



Land at Causeway which EHDC wish to acquire (0.56ha)



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