



THE CABINET

Wednesday 23rd April 2014 at 5.30 p.m.

COUNCIL CHAMBER, PARK NORTH, NORTH STREET, HORSHAM

Councillors:	Ray Dawe	Leader
	Helena Croft	Deputy Leader and Communication, Horsham Town & Special Projects
	Andrew Baldwin	The Environment
	Jonathan Chowen	Arts, Heritage & Leisure
	Gordon Lindsay	Resources
	Roger Paterson	The Local Economy
	Sue Rogers	Safer & Healthier District
	Claire Vickers	Living & Working Communities

You are summoned to the meeting to transact the following business

Tom Crowley
Chief Executive

AGENDA

	Page No.
1. Apologies for absence.	
2. To approve as correct the record of the meeting of 20 th March 2014 (herewith).	1
3. To receive any declarations of interest from Members of the Cabinet.	
4. To receive any announcements from the Leader, Cabinet Members or Chief Executive.	
5. To receive questions from and provide answers to the public in relation to matters which in the opinion of the person presiding at the meeting are relevant to the business of the meeting.	
6. To consider the following reports:	
(a) Report of the Cabinet Member for Local Economy & the Deputy Leader of the Council & Cabinet Member for Communication, Horsham Town and Special Projects on Promoting Horsham Town Centre	7

(b) Report of the Cabinet Member for Living & Working Communities on
Horsham District Planning Framework – Evidence Base Update

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7. To consider any matters referred to Cabinet by the Scrutiny & Overview Committee - There are no matters currently outstanding for consideration.
8. To consider matters of special urgency.

THE CABINET
30TH JANUARY 2014

Present: Councillors:
Ray Dawe Leader
Helena Croft Deputy Leader and Communication, Horsham Town
& Special Projects
Andrew Baldwin The Environment
Jonathan Chowen Arts, Heritage & Leisure
Gordon Lindsay Resources
Sue Rogers A Safer & Healthier District
Claire Vickers Living & Working Communities
Apologies: Roger Paterson The Local Economy

Also Councillors: Roger Arthur, John Chidlow, George Cockman, David
present: Coldwell, Leonard Crosbie, Malcolm Curnock, Duncan England,
Frances Haigh, David Holmes, Kate Rowbottom

EX/38 **RECORD OF THE MEETING OF 30TH JANUARY 2014**

The record of the meeting of the Cabinet held on 30th January 2014 was approved as correct and signed by the Leader.

EX/39 **DECLARATIONS OF INTEREST**

There were no declarations of interest.

EX/40 **ANNOUNCEMENTS**

There were no announcements.

EX/41 **PUBLIC QUESTIONS**

No questions had been received.

REPORT BY THE CABINET MEMBER FOR LIVING & WORKING COMMUNITIES

EX/42 **The Horsham District Sport, Open Space and Recreation Assessment**

The Cabinet Member for Living & Working Communities advised that consideration of this report would be deferred to the next meeting. This would give Members time to review the full Sport, Open Space and Recreation Assessment report, which was available to read in the Members' Room and would be the subject of discussion at an advisory group to be arranged by the Cabinet Member for Arts, Heritage & Leisure.

EX/43 **The Horsham District Strategic Housing Land Availability Assessment**

The Cabinet Member for Living & Working Communities reported that the National Planning Policy Framework required local authorities to maintain an adequate supply of housing sites in their area. The Strategic Housing Land Availability Assessment (SHLAA) was the process of gathering together information to create a portfolio of housing sites which might be picked for future planning purposes. The assessment helped the Council to identify potential locations for housing to be allocated through either the emerging Horsham District Planning Framework or Neighbourhood Plans.

The SHLAA was a core piece of evidence that would be used to support the development of the Horsham District Planning Framework. The current SHLAA report summarised the assessment of the deliverability and developability of sites submitted to the Council up to 8th July 2013.

The SHLAA did not set policy or designate sites for housing development and the inclusion of sites did not mean that they would be granted planning permission, should an application for housing be submitted.

The updated SHLAA followed on from the work undertaken for the Interim SHLAA Report 2009 and contained a review of the sites originally submitted together with any additional sites put forward (up to 8th July 2013) since the 2009 Report had been published. Sites included in the SHLAA assessment came from a range of sources including refused applications, sites submitted to the Council by developers or landowners and broad locations of search.

As part of the work to update the 2009 Interim SHLAA Report, a targeted consultation had been undertaken with Parish Councils in June 2013 to review the information held by the Council on the SHLAA database and to invite them to suggest any alternative sites they considered suitable for development. A series of drop in sessions had also been held to enable Members to review the SHLAA information for sites within their parish or neighbourhood.

The next step in the production of the SHLAA would be to publish the document on the Council's website as part of the evidence base informing the Horsham District Planning Framework. Following the publication of the current report, the SHLAA sites would be reviewed and new sites assessed in order to produce an updated assessment to be published alongside the Submission version of the Horsham District Planning Framework. The SHLAA would then be updated annually as part of the Annual Monitoring Report process.

Members acknowledged the extensive work undertaken by officers to date in producing the SHLAA.

In response to Members' queries, the Cabinet Member emphasised again that the SHLAA currently before Cabinet was based on sites put forward by 8th July 2013

EX/43 The Horsham District Strategic Housing Land Availability Assessment (cont.)

and that, once approved for publication, these sites would be reviewed and new ones assessed in order to produce an updated assessment for publication with the Submission version of the Horsham District Planning Framework. She also reiterated that the SHLAA simply listed sites that were available for development and did not in any way allocate these sites for development. The inclusion of a site in the SHLAA did not mean it would be either allocated or developed. The SHLAA had been produced using the standard methodology employed by all Councils.

The Cabinet Member also explained how the status of sites in the SHLAA was determined, including changes in status of certain sites from the 2009 Interim SHLAA. Where possible, the officers' individual site assessments would incorporate Members' suggested comments.

RESOLVED

- (i) That the report be noted.
- (ii) That the publication of the report as part of the evidence base being used to inform the preparation of the Horsham District Planning Framework be approved.

REASON

To enable the preparation of the Horsham District Planning Framework.

REPORT BY THE CABINET MEMBER FOR A SAFER & HEALTHIER DISTRICT

EX/44 **Approval of the West Sussex Local Flood Risk Management Strategy**

The Cabinet Member for a Safer & Healthier District reported that West Sussex County Council, as the Lead Local Flood Authority, had prepared a Local Flood Risk Management Strategy (LFRMS) for West Sussex.

The Flood and Water Management Act 2010 placed a duty on all flood risk management authorities, which included Horsham District, to co-operate with each other.

The purpose of the LFRMS was to set out how flooding was managed in West Sussex. Whilst it focused on local flood risk from surface water, groundwater and ordinary watercourses, it also considered flooding from rivers and the sea. It identified the responsibilities for managing flood risk and flooding within the County and enabled a range of organisations to work together to improve the management of flood risk.

EX/44 Approval of the West Sussex Local Flood Risk Management Strategy (cont.)

The LFRMS identified the main flood risk areas as 'wet spots', of which there were six in the District that were susceptible to surface water and river flooding. None of these areas had been designated as priority wet spots.

The LFRMS had been prepared to ensure there was a clear and fair framework for managing local flood risk within the County and was accompanied by a work programme that would be maintained and updated by the West Sussex Drainage Strategy Team, on which this Council was represented. The work programme contained projects to be undertaken by all risk management authorities, not only West Sussex County Council.

The Strategy had also been considered by the West Sussex Scrutiny Task & Finish Group, set up to examine the aftermath of the June 2012 flood event, and this Council's response to the Chairman of the Group supporting its recommendations was submitted for information.

The Cabinet Member also briefly updated Members on the availability of grant funding for properties that had been affected by flooding between 1st December 2013 and 31st March 2014.

RESOLVED

- (i) That the Local Flood Risk Management Strategy (LFRMS) and associated work programme be supported and endorsed.
- (ii) That the Horsham District potential flooding areas, as detailed in the report, be noted.
- (iii) That officers be authorised to continue to input and improve the LFRMS and annual work programme, working alongside WSCC colleagues.
- (iv) That it be noted that a future budget request may be made to the Council, pending the outcome of the associated work programme.

REASON

To assist West Sussex County Council, as the Lead Local Flood Authority and Horsham District Council, as a Flood Risk Management Authority, to comply with their responsibilities under the Flood & Water Management Act 2010 - which is to co-operate and co-ordinate the managing local flood risk.

REPORT BY THE CABINET MEMBER FOR RESOURCES

EX/45 **Business Rates Retail Relief**

The Cabinet Member for Resources reported that the Government had announced in the Autumn Statement that it would provide relief of up to £1,000 for a full year (pro rata for part years) to certain categories of occupied retail properties with a rateable value of £50,000 or less in each of the years 2014 -15 and 2015-16.

As this was a temporary measure, the Government would not be changing the legislation around the reliefs available to properties. Instead the Government would, in line with the eligibility criteria set out in guidance, reimburse local authorities that used their discretionary powers, introduced by the Localism Act (under section 47 of the Local Government Finance Act 1988, as amended) to grant relief. It was for individual local billing authorities to adopt a local scheme and decide in each individual case when to grant relief under section 47.

RESOLVED

- (i) That it be agreed that businesses broadly similar in nature to those shown on the eligibility list provided by the Government would qualify for retail rate relief.
- (ii) That the implementation of the policy be delegated the Director of Corporate Resources.

REASON

To set up a local business rates retail relief scheme in accordance with Government expectations.

EX/46 **SCRUTINY & OVERVIEW COMMITTEE – MATTERS REFERRED TO CABINET**

There were no matters currently outstanding for consideration.

EX/47 **MATTERS OF SPECIAL URGENCY**

There were no matters of special urgency to be considered.

The meeting closed at 6.50pm having commenced at 5.30 pm.

LEADER

Report to Cabinet

23rd April 2014

By the Cabinet Member for Local Economy
&

Deputy Leader of the Council & Cabinet Member for
Communication, Horsham Town and Special Projects



Horsham
District
Council

N KEY DECISION

Promoting Horsham Town Centre

Executive Summary

The purpose of this report is to provide Cabinet with an outline of a marketing initiative to promote Horsham town centre and to secure budget provision to deliver it. It is widely recognised that high streets and town centres are changing, facing serious challenges from the growth of online retailing and will have to adapt to the needs of customers if they are to survive. Whilst Horsham town centre has fared well during the recession, there is no room for complacency. Therefore a marketing plan aimed at encouraging visits to Horsham town, which supports local businesses by increasing footfall, spend and dwell time is proposed. This will encourage local spend rather than leakage to competitive neighbouring shopping destinations.

Recommendations

The Cabinet is recommended to:

- i) Support the development of a marketing plan and promotional campaign for Horsham town.
- ii) Recommend to Council that a revenue supplementary estimate of £60,000 is approved to develop a promotional campaign.
- iii) Subject to Council approving the proposed budget, to delegate authority for its use to the Chief Executive, in consultation with the Cabinet Members for the Local Economy and Communication, Horsham Town and Special Projects.

Reason for Recommendations

A co-ordinated promotional campaign will enable Horsham town to be marketed to current and future users and reach those who have never considered Horsham as a shopping and leisure destination.

Background Papers- Horsham District Economic Strategy 2013

Consultation- Cabinet Member Parking Advisory Group

Wards affected Horsham Town Centre (Denne)

Contact Natalie Brahma-Pearl, Director of Community Services ext. (5250)

Background Information

1 Introduction

- 1.1 Given competition from neighbouring towns, generating visits to Horsham for retail and leisure activities is essential to ensure the town's economic prosperity. The town has been undergoing a renaissance, with significant investment into the Town Centre including extensive public realm improvements in East Street and West Street, the imminent development of a new Waitrose/John Lewis in the Bishopric area and possible opportunities at Swan Walk and Piries Place. This is a very exciting time for the town and the Council needs to lead a professionally developed promotional campaign to ensure it maximises every opportunity, along with its partners, to showcase the town at its best.
- 1.2 This report sets out proposals to develop a marketing plan and promotional campaign for Horsham Town Centre. The purpose of this is to ensure that Horsham continues to punch above its weight and retain its economic vibrancy- ensuring retail, shopping and leisure opportunities are maximised.

Background/Actions taken to date

- 1.3 Attracting retailers/customers to the town has many direct impacts on the Council eg. It reduces void/empty properties, protects income to the Council from directly owned assets e.g. Car parks or properties, and impacts on the generation of local business rate retention. In addition the prospect of Horsham town becoming a BID (Business Improvement District) will also have significance to the economic health of the town. If the creation of a BID is supported, this is likely to offer a longer term sustainable marketing opportunity for the town.

2 Statutory and Policy Background

Statutory background

- 2.1 Under the Local Government Act 2000, Councils are permitted to undertake actions which 'promote the economic, social and environmental well-being of its area'. To promote Horsham town would fall under the economic and social benefits of this legislation.

Relevant Government policy

- 2.2 The Portas Review: An independent review in to the future of our high streets, 2011.

Relevant Council policy

- 2.3 Economic Development is a key corporate priority. The vibrancy of Horsham town centre is essential to the districts economic success. Developing and promoting Horsham as a 'go to' destination will support hundreds of businesses; employment opportunities and containment of local spend. Promotion will underpin the Council's proposals of developing an active visitor economy programme which is contained within the Economic Development Strategy as a priority objective. In addition, if promoted well, it will also underpin our inward investment proposals to locate and grow business in the area. Optimising how car parking facilities are provided and used is identified within the Horsham District Economic Development Strategy 2013, as being a key tool in supporting the town centre economy.

3 Details

- 3.1 The promotional campaign will be focussed on attracting people to the town centre, to ensure that they stay longer, enjoy the experience and make return visits. This will support businesses, by generating footfall into their premises through events, incentives and town centre activities.
- 3.2 An important part of the visitor experience is the availability of ample conveniently located and well maintained car parks which are easy to use. Steps are being taken currently to replace the existing parking payment systems in the town centre car parks and the new equipment will be in place later this summer. The new technology will enable easier payment, more flexible pricing and will improve the parking experience.
- 3.3 Given significant pressures and changes to our high street a key driver of a promotional campaign will be to showcase Horsham Town Centre as a destination and collective leisure experience, eg. vibrant town centre events, pavement café culture, rejuvenated markets and welcoming initiatives. It is essential for Horsham to capitalise on its heritage and location, ease of access via various transport modes and provides a quality positive experience.
- 3.4 It is intended to establish a longer term co-ordinated approach to the marketing of the town by working closely with partners to devise a destination brand and develop contacts to 'talk up' Horsham and positively promote Horsham as a destination of choice. A promotional campaign needs to target neighbouring areas to entice potential customers in to the town to spend their money, consequently raising the Gross Value Added (GVA) of the town centre area.
- 3.5 The promotional campaign needs to market the Town Centre as a unique sub- regional shopping centre open 7 days per week to increase the economic impact of visitors / pedestrian footfall in the town centre. A well thought out and planned promotional campaign should aim to increase dwell time to an average of 150 minutes (currently it averages 120 mins, based on car parking use) and raising the average spend per person by 10%, e.g. from £10 to £11.
- 3.6 Proactively driving and supporting sustainable economic development within the Town Centre will lead to creating jobs and prosperity. It will secure new business growth and encourage existing businesses to establish and expand within the area, contributing to building a strong, responsive and competitive town centre economy.

4 Next Steps

- 4.1 The Cabinet members will work with other councillors, officers and key local stakeholders including Horsham Unlimited to prepare the brief for the PR and Marketing agency and to ensure the selected organisation delivers. The brief will need to require submissions to cover steps needed to encourage more visitors to the town, to increase dwell time spent in the town centre and to increase the number of transactions. It will also need to highlight potential links to a future Business Improvement District (BID) for the town and will need to link into this activity and potentially help secure funding for future promotional activity

supported by local businesses. The key objective will be to encourage visits to Horsham town and promote the town as a destination shopping and leisure experience.

5 Other Courses of Action Considered but Rejected

- 5.1 To not undertake any promotional activity will result in missed opportunities for promoting Horsham town and consequently lost revenue being generated. Without a proper marketing strategy for the town, opportunities with retailers and business will be lost to neighbouring town centres.

6 Staffing Consequences

- 6.1 The Communications team will be contributing to the development and delivery of the marketing initiative.
- 6.2 The Town Centre Manager and Economic Development Officer (Skills & Visitor Economy) will also be supporting the process and represented on project groups.

7 Financial Consequences

- 7.1 In order to start work on developing and delivering a plan for the promotion of the town centre a marketing/PR agency needs to be appointed to undertake work on the promotional campaign and a budget of £60,000 to cover design and delivery is considered sufficient.
- 7.2 Evaluation of the impact of the promotional activity will be determined by the increased footfall, reduction in empty shops, length of parking times and parking occupancy levels.
- 7.3 Future budget requirements for marketing will be determined following the outcome of the investigation into the BID process and measuring the success of the marketing campaign for 2014/15.

Appendix 1

Consequences of the Proposed Action

<p>What are the risks associated with the proposal?</p> <p>Risk Assessment attached Yes/No</p>	<p>If expenditure is not properly targeted it will not secure the benefits that are intended. Care will be needed in specifying the brief for the agency and ensuring the plan is delivered and its effects are monitored.</p>
<p>How will the proposal help to reduce Crime and Disorder?</p>	<p>N/A</p>
<p>How will the proposal help to promote Human Rights?</p>	<p>N/A</p>
<p>What is the impact of the proposal on Equality and Diversity?</p> <p>Equalities Impact Assessment attached Yes/No/Not relevant</p>	
<p>How will the proposal help to promote Sustainability?</p>	<p>N/A</p>

Report to Cabinet

23rd April 2014

By the Cabinet Member for Living and Working
Communities

INFORMATION REPORT

Not exempt



Horsham
District
Council

Horsham District Planning Framework – Evidence Base Update

Executive Summary

As part of the preparation of the Horsham District Planning Framework, it is necessary for the Council to have a clear understanding of a range of issues in relation to the environment, sport, open space and leisure provision, the economy and the number of houses required in the District. This will help ensure that the policies in the Horsham District Planning Framework are as up to date as possible and will meet the needs of those who live and work in the District.

The preparation of the evidence base is an ongoing process and the studies that have been undertaken update existing evidence that was undertaken as part of the preparation of the existing Core Strategy and General Development Control Policy documents. In addition, further studies have been undertaken where necessary. This report provides a summary of the key findings for a number of evidence base documents, many of which are a refresh of existing studies, together with how they have influenced the Horsham District Planning Framework. Other evidence based studies have already been reported.

Recommendations

The Cabinet is recommended:

- i) To note the content of these reports as part of the evidence base, which is being used to inform the preparation of the Horsham District Planning Framework.

Reasons for Recommendations

- i) To enable the continued preparation of the Horsham District Planning Framework.

Background Papers:

- Economic Growth Assessment Horsham District Emerging Findings
- Market Appraisal on Current and Potential Future Demand for Business Space
- Transport and Development Study
- Locally Generated Housing Needs Assessment
- Habitat Regulations Assessment (Appropriate Assessment)
- Flood Risk Sequential Test Paper

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- Open Space, Sport and Recreation Assessment
- Green Infrastructure Study
- Landscape Capacity Assessment
- Settlement Sustainability Analysis

Consultation: The nature of consultation has varied depending on the precise nature of each evidence base report, but includes neighbouring authorities, Environment Agency, Parish Councils, Leisure, Economic Development and Development Management

Wards affected: All

Contact Catherine Howe, Extension 5505

Background Information

1 Introduction

- 1.1 The purpose of this report is to set out an overview of a number of existing evidence base background documents which have informed the content of the Proposed Submission documentation. These documents are as follows:
- Economic Growth Assessment Horsham District Emerging Findings
 - Market Appraisal on the Current and Potential Future Demand for Business Space in Horsham District
 - Transport and Development Study
 - Locally Generated Housing Needs Assessment
 - Habitat Regulations Assessment (Appropriate Assessment)
 - Flood Risk Sequential Test Paper
 - Open Space, Sport and Recreation Assessment
 - Green Infrastructure Study
 - Landscape Capacity Assessment
 - Settlement Sustainability Analysis
- 1.2 It should be noted that there are also a number of other evidence base documents that have been undertaken and have previously been reported to Members. These are available to view on the Council's website.

2 Statutory and Policy Background

- 2.1 The National Planning Policy Framework sets a framework within which local authorities can produce their own distinctive local plans which reflect the needs and priorities of the local area.
- 2.2 In order to ensure that local plans correctly identify local needs and are as up to date as possible, the NPPF sets out the requirement for local authorities to collect a wide range of evidence to underpin and inform these plans.
- 2.3 As part of the preparation of the Core Strategy and General Development Control Policies document, the Council already has an existing evidence base which was prepared in order to inform the preparation of these documents. As part of the preparation of the Horsham District Planning Framework (HDPF), the existing evidence has been regularly reviewed and updated. Where new issues have emerged additional studies have been undertaken where appropriate. The studies and their findings have been subject to ongoing discussions with Members during their preparation. The evidence base will continue to be reviewed to ensure the most up to date position when the HDPF is submitted to the Planning Inspectorate in the summer. The documents will be available to view on the Council's website.

3 Details

Economic Growth Assessment – Horsham District Emerging Findings

Basis for the Study

- 3.1 The National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) requires local planning authorities to have a clear understanding of business needs within the economic areas operating in and across their area. As the economy of Horsham District does not operate in isolation, this Council, together with Crawley Borough Council and Mid Sussex District Council therefore jointly commissioned an Economic Growth Assessment (EGA) for the Northern West Sussex sub-region.
- 3.2 The EGA has focussed on B-use class sectors (business, industrial, storage and distribution). It has examined the current position of the local economy and the demand and supply considerations for employment land. The study also evaluates the options available for future employment growth. Various scenarios have been tested and recommendations as to the most appropriate options are provided. An emerging findings paper focussing on the key outcomes for Horsham District has now been published.

Key Findings

- 3.3 The key findings of the study for Horsham District can be summarised as follows:
- The study identified just less than 15 hectares of available employment floorspace in the District. The identified requirement for the same employment use is 36.3 hectares. This equates to a shortfall of around 21.5 hectares of employment space.
 - There has been a gradual build up of older, poorer quality, and vacant stock which has led to an oversupply of office space across the District.
 - High quality, modern office space is limited as there are viability barriers to new development.
 - A high occupancy within existing industrial sites and low levels of new industrial development in recent years has resulted in a shortage of industrial space across all types and sizes in the District.
 - A key conclusion of the emerging findings paper is the need for the HDPF to meet the District's baseline employment and employment space needs through a range of sites and locations and new allocations to cater for the demand for business space. This includes ensuring that office space is fit for purpose.

Incorporation into the HDPF

- 3.4 The EGA has in particular informed the Economic Development Chapter and associated policies. This includes allocating a high quality business park as part of the strategic site Land North of Horsham. The policies also seek to ensure that existing employment areas in urban and rural locations are retained, through the designation of Key Employment Areas. The policies also support the redevelopment, intensification and smart growth of existing employment sites to ensure sufficient choice and that they remain suitable for modern business needs.

Market Appraisal on the Current and Potential Future Demand for Business Space in Horsham District

Basis for study

- 3.5 The Economic Growth Assessment Horsham Emerging Findings Paper identifies a gap in the local commercial property market for high quality, modern business space that would typically work in an out of town location. In order to supplement this evidence base it was considered that an appraisal of the current office market should be undertaken by an independent local commercial agent to assess the current and likely future demand for space of this nature, with particular reference to the proposed business park as part of the land to the north of Horsham strategic site.
- 3.6 The Market Appraisal provides information on past and current market conditions within Horsham District and identifies where the demand, historically has come from. It also provides information on the future pressures the District faces in terms of the supply of employment land and the changing occupier demand. In addition, the report provides comment on the effect of a lack of suitable supply of employment land in the District and the impacts this has on the demand and the influence in the market of outdated business space.

Key findings

- 3.7 The key findings of the Market Appraisal report can be summarised as follows:
- There is a strong preference for Horsham businesses to remain in the District and Horsham is an attractive and recognised office centre with a high level of demand.
 - Horsham has seen limited speculative development over the last 10-15 years which has led to the existing accommodation getting older and therefore less desirable to occupiers resulting in a limited supply of Grade A office accommodation.
 - The study identifies that the current supply of business space provides less than 15 months' supply on the last 5 years average annual take up.
 - Future supply issues could impact on the capability of demand being satisfied.
 - A lack of supply is likely to result in businesses seeking suitable accommodation outside of the District.
 - Historically, a large proportion of the demand has come from businesses already within the District; however there is increasing demand from companies not in the area who would readily relocate to Horsham if the right product was available to satisfy their business needs.
 - A business park north of Horsham benefits from a number of key locational advantages such as visibility from principal roads; excellent communications to the strategic road network; the possibility of a dedicated railway station; Gatwick by car in 15 minutes, which are key drivers on decision making processes for businesses.

Incorporation into the HDPF

- 3.8 The Market Appraisal has also informed the Economic Development chapter and associated policies. This includes allocating a high quality business park as the part

of the strategic site Land North of Horsham to help meet the identified employment needs of the District over the next 20 years.

Transport and Development Study

Basis for the Study

- 3.9 It is recognised that new development in Horsham District will result in additional journeys, and that there is potential for this to impact on the road network. In order to understand the impact of future development on the existing road network, WSP were appointed to undertake an assessment of the impact of strategic development on the transport network and to propose appropriate mitigation measures.

Key Findings

- 3.10 The study used the West Sussex County Transport Model to assess the impact of proposed development locations set out in HDPF Preferred Strategy on the highway network in 2031. The study has:
- Identified the impact of development options on existing transport infrastructure and public transport services.
 - Proposed appropriate mitigation measures, taking into account existing plans and proposals, established or emerging, from the local and strategic highway and planning authorities, together with new suggestions from the study team.
 - Provided preliminary estimates of the costs of provision and maintenance of any new infrastructure required.
 - Addressed the requirements of both West Sussex County Council as Highway Authority and the Highways Agency, both of which aim for a sustainable approach to transport with a common objective of managing travel demand to minimise congestion, delays and adverse environmental / safety impacts.
- 3.11 The key outcome of the study is that the road network has the potential to accommodate additional development, subject to a number of mitigation measures being provided. These include widening the approach to junctions and existing roads, and signalisation of a number of the existing junctions.

Incorporation into the HDPF

- 3.12 The outcomes from this study have in particular informed the masterplanning for the Land North of Horsham strategic development. It has also helped to inform the infrastructure policies, which will ensure sufficient infrastructure is provided to support new development. In addition, the outcomes of the study have also informed the Infrastructure Delivery Plan and development of a Community Infrastructure Levy for this Council.

Locally Generated Housing Needs Assessment

Basis for the Study

- 3.13 The National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) requires Local Planning Authorities to have a clear

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understanding of the housing needs for the District, together with the wider context of the needs of other local authorities, taking into account the duty to co-operate.

- 3.14 In order to identify the level of housing development that is required to meet local housing needs, together with that required to ensure continued economic growth within the District and wider sub region, the Council undertook a Locally Generated Needs Study, with the findings first published in 2010. This study was undertaken by the consultants GL Hearn.

Key Findings

- 3.15 The level of housing need required for the District has been kept under review since the initial study, and has for example been updated to take into account the findings from the 2011 Census. This will continue as the HDPF is progressed towards its submission to the Planning Inspectorate.
- 3.16 The most recent paper is the Position Statement 2014. This paper incorporates the latest information provided by the Council's Consultants G.L Hearn, and reflects on the issue of unmet housing need by other Local Planning Authorities in the sub-region and in London. The available evidence indicates that a figure of 650 dwellings per annum should be used for advancing the HDPF, other studies and to assist "meaningful engagement" with other Local Planning Authorities under the duty to cooperate.

Incorporation into the HDPF

- 3.17 The figure of 650 dwellings has in particular informed the Council's housing provision policy, including the proposed strategic locations for development.

Habitats Regulations Assessment - Appropriate Assessment

Basis for the Study

- 3.18 It is a legal requirement that any plan or programme considers the impact that it may have on certain internationally designated habitats and species, and where necessary mitigation measures will need to be put in place. This is known as the Habitats Regulations Assessment (HRA) or sometimes Appropriate Assessment. A preliminary HRA assessment was undertaken in 2012 by Treweek Consulting (now known as eCountability). This assessment has now been updated, taking into account the proposed strategic locations for development.

Key Findings

- 3.19 The key findings arising from the study are as follows:
- There is potential for development to harm to water quality and water levels at Pulborough Brooks Special Protection Area (SPA). A number of wording changes to the plan were suggested.
 - There is also potential for development from the plan to impact on Barbastelle flight paths. This species of bat live in the Mens Special Area of Conservation (SAC). A bat sustenance zone is recommended to ensure the feeding ground for this species is not damaged. .

Incorporation into the HDPF

- 3.20 The wording changes have been incorporated into the climate change and flood risk policies. Reference to the bat sustenance zone is also made in the document, and it will be shown on the Policies Map.

Flood Risk Sequential Test Paper

Basis for the Study

- 3.21 It is a requirement of the NPPF that flood risk is taken into account as part of plan preparation. The Council has already prepared a Strategic Flood Risk Assessment (SFRA) Final Report, which was revised in 2010. It is necessary to demonstrate that strategic sites identified in the HDPF that contain areas at flood risk are appropriate in the context of the Sequential and Exception Tests which are required as part of the NPPF. This flood risk sequential test paper has been prepared in-house as a second stage and supplement to the SFRA and to ensure we have an appropriate evidence basis for the strategic sites in the HDPF where flood risk is a relevant issue.

Key Findings

- 3.22 Some of the land in the proposed Land North of Horsham strategic development is partly within flood zone 2 and 3. The sequential test paper has therefore focussed on this area. It details how flood risk should be managed on site to ensure flood risk is not increased. The Environment Agency was consulted in the preparation of this paper and they are supportive of the approach and outcomes of the study.

Incorporation into the HDPF

- 3.23 The findings from this study have been incorporated into the policies relating to flooding and the masterplanning of the Land North of Horsham strategic development.

Open Space, Sport and Recreation Assessment

Basis for the Study

- 3.24 As part of the preparation of the Horsham District Planning Framework, it is necessary for the Council to have a clear understanding of the level of sport, open space and leisure provision in the District and to identify whether there are any deficiencies in provision or whether there are areas which need specific protection. In response to this, the Council has reviewed and updated an existing assessment of sport, open space and leisure provision (the PPG17 Assessment) which was published in 2005. This update was undertaken by Kit Campbell Associates

Key Findings

- 3.25 The provision of allotments, bowling greens, built sports facilities, village and community halls, play provision for children, golf courses, green spaces, sports pitches, tennis courts and youth activity areas have been examined. The study identified that there is generally good provision of these facilities across the District,

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but some deficiencies do exist. The nature of the deficiency varies in type and location across the District.

Incorporation into the HDPF

- 3.26 The Open Space, Sport and Recreation Assessment makes recommendations on the basic level of open space, sport and recreation facilities that should be provided in different settlements across the District. It also suggests standards for provision that should be provided as part of new development. This information has been used to inform the preparation of a specific planning policy which seeks to ensure these facilities are protected and enhanced.

Green Infrastructure Study

Basis for the Study

- 3.27 It is a requirement of the NPPF that Local Plans plan positively for the creation, protection, enhancement and management of networks of green infrastructure. This is defined in the NPPF as 'a network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities'. It includes parks and gardens, natural and semi-natural green space, green corridors, the water environment and river corridors, amenity green space, outdoor sports facilities, children's and youth play areas, cemeteries and church yards, residential gardens and accessible countryside.
- 3.28 In order to ensure that the network of green infrastructure is delivered, this Council is preparing a Green Infrastructure Strategy to ensure that this is delivered. This work is being undertaken in-house.

Key Findings

- 3.29 The Key Strategic Infrastructure Assets for the District are identified in the study, in the northern, central and southern parts of the District. Key assets include ancient woodland, protected landscapes, river valleys and key recreation routes such as the Down's Link. The document also identifies areas which lack green infrastructure and where opportunities for enhancement exist. It also identifies possible mechanisms by which the strategy will be delivered. As the strategy is a living document, this information will continue to be updated and in the long term provide more detail on costs, including how funding will be secured for the creation and long term management of improvement areas.

Incorporation into the HDPF

- 3.30 The HDPF contains a number of policies which make specific reference to Green Infrastructure, in order to ensure that the network of green spaces can be provided.

Landscape Capacity Study Update

Basis for the Study

- 3.31 A core principle of the NPPF is to ensure the intrinsic character and beauty of the countryside is recognised, and that the communities within it are supported and

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continue to thrive. The District has a rural character, with a number of smaller villages and towns and the main town of Horsham in the North East. It is recognised that some development will be required in the future in order to ensure that the District can continue to grow and thrive. It is however also important to protect the character of the countryside. This study was therefore undertaken to look at the capacity of the landscape around the villages and towns in the District to accommodate housing and in some instances employment development. The landscape capacity of the broad areas of search for strategic development was also considered as part of the study.

- 3.32 The study has been undertaken in-house by the Council's Landscape Architect. It was published on the Council's website as part of the HDPF Preferred Strategy Consultation. Following feedback the Council has received on this study, further work is being undertaken to provide greater distinction as to the capacity of the landscape of the District for smaller scale development (up to around 100 homes), larger scale development (100 – 500 homes) and strategic scale development (500 homes or more). The study also provides an indication of the measures that may be required to mitigate the landscape impacts of development.

Key Findings

- 3.33 Overall the study shows that the landscape of the District is generally high quality and many areas are sensitive to development, even though there are not necessarily any specific landscape designations. There are however some areas within the District which have a greater landscape capacity for development at both a strategic and smaller scale development.

Incorporation into the HDPF

- 3.34 This information has been used in conjunction with other evidence base documents to help inform the selection of development locations. In addition, the document may also be of assistance to communities preparing neighbourhood plans, when considering the sites they may wish to bring forward for development.

Settlement Sustainability Analysis

Basis for the Study

- 3.35 The District has a network of towns and villages, some of which act as hubs for other settlements. In order to meet Core Principle five of the NPPF, a priority for the District is to ensure that this settlement pattern and character is retained and to ensure that development that takes place in each settlement can meet local needs. This is a continuation of the existing principles of development identified in policy CP5 of the Core Strategy, which then resulted in the designation of Category 1 and Category 2 settlements.
- 3.36 Category 1 and Category 2 settlements were based on an assessment of the services and facilities in each village or town, together with travel to work patterns. An in-house study has been undertaken to update some of the data in the 2005 study, taking into account emerging evidence, including the role certain villages in the District play in meeting the needs of residents in terms of the range of employment, services, facilities and the community networks that these settlements

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provide. This was informed using questionnaires to Parish Councils, who were able to provide feedback on the nature of local services and facilities for a number of settlements.

Key Findings

- 3.37 The outcome of this study has shown that within the District:
- Horsham town has the greatest range of services and facilities as well as local employment opportunities. It is the main town for the District.
 - Within the District there are a number of smaller towns or large villages which are able to meet the day to day needs of their residents and those in smaller settlements but also rely on larger towns or each other for employment or district level services. Storrington, Billingshurst and Southwater are included in this category.
 - There are a number of medium villages e.g. Ashington or Slinfold, which can meet some day to day needs (e.g. have a local primary school and a small local shop). These settlements are however reliant on travel to larger settlements to meet a large number of their needs, e.g. employment, secondary school etc.
 - Some small villages have the ability to meet a very small amount of their day to day needs, but are generally heavily reliant on other settlements to meet most of their needs.

Incorporation into the HDPF

- 3.38 In order to ensure that development can take place in the most sustainable locations, whilst enabling settlements to be able to continue to grow and meet their needs, this information has been used to inform the development hierarchy policy in the HDPF.

4 Next Steps

- 4.1 The evidence base documents and papers will be kept under review until the HDPF is submitted to the Planning Inspectorate. This will help to demonstrate that there is a sound basis for the policies in the Horsham District Planning Framework. In some instances, the evidence base documents will also have a wider corporate benefit and will be used by officers within the authority more generally, including the preparation of leisure strategies and working towards the future provision and upgrades to facilities across the District, as well as informing comments which are made on planning applications.

5 Outcome of Consultations

- 5.1 The preparation of the various evidence base documents has required ongoing consultation as part of their preparation. The precise nature of this consultation has varied depending on the study in question, but consultees have included neighbouring authorities, Parish Councils, the Environment Agency, Highway Agency and other departments within the Council.

6 Other Courses of Action Considered but Rejected

- 6.1 One course of action that could have been taken would have been to continue to rely on the existing assessments, or not to undertake the relevant studies. As it is a requirement of the NPPF to undertake a range of evidence base studies it was considered that this existing evidence or lack of information would not be sufficient to inform the preparation of the Horsham District Planning Framework and without the appropriate evidence there is a risk that the plan would not be found 'sound'.

7 Staffing Consequences

- 7.1 There are no direct staffing consequences arising from this report.

8 Financial Consequences

- 8.1 Agreement for the funding of these studies has already been sought, and no further financial costs are anticipated other than those which would be incurred in printing any copies of the study that may be required.

Appendix 1

Consequences of the Proposed Action

What are the risks associated with the proposal? Risk Assessment attached Yes/No	No specific risks have been identified in relation to this report.
How will the proposal help to reduce Crime and Disorder?	N/A
How will the proposal help to promote Human Rights?	N/A
What is the impact of the proposal on Equality and Diversity? Equalities Impact Assessment attached Yes/No/Not relevant	The impact of the HDPF on equality and diversity is being assessed as part of the Sustainability Appraisal work on this document.
How will the proposal help to promote Sustainability?	The report will help to ensure that housing, services and facilities and employment needs are provided in the District, as well as ensuring that the environment of the District is protected and enhanced.