

Borough Council of
**King's Lynn &
West Norfolk**



Regeneration and Development Panel

Agenda

Tuesday, 7th December, 2021
at 4.30 pm

in the

**Assembly Room, Town Hall, Saturday
Market Place, King's Lynn and available to
view at [WestNorfolkBC on You Tube](#)**



King's Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX
Telephone: 01553 616200

Friday 27th November 2021

Dear Member

Regeneration and Development Panel

You are invited to attend a meeting of the above-mentioned Panel which will be held on **Tuesday, 7th December, 2021 at 4.30 pm** in the **Assembly Room, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ** to discuss the business shown below.

Yours sincerely

Chief Executive

AGENDA

1. Apologies for absence

To receive any apologies for absence.

2. Minutes (Pages 5 - 12)

To approve the minutes of the previous meeting.

3. Declarations of Interest

Please indicate if there are any interests which should be declared. A declaration of interest should indicate the nature of the interest (if not already declared on the Register of Interests) and the agenda item to which it relates. If a disclosable pecuniary interest is declared, the Member should withdraw from the room whilst the matter is discussed.

Those declarations apply to all Members present, whether the Member is part of the meeting, attending to speak as a local Member on an item or simply observing the meeting from the public seating area.

4. Urgent Business

To consider any business which, by reason of special circumstances, the Chair proposes to accept as urgent under Section 100(b)(4)(b) of the Local Government Act, 1972.

5. Members Present Pursuant to Standing Order 34

Members wishing to speak pursuant to Standing Order 34 should inform the Chair of their intention to do so and what items they wish to be heard before a decision on that item is taken.

6. Chair's Correspondence

If any.

7. Town Centre Repurposing and Public Realm (50 minutes) (Pages 13 - 16)

To give the Panel the opportunity to comment on the Town Centre Repurposing and Public Realm proposals.

To receive information on:

- Results of the pop up survey (attached)
- Trends Analysis
- Towns Fund Public Realm proposal.

Vicky Etheridge from the King's Lynn Business Improvement District has also been invited to the meeting for this item.

8. Christmas Market Update (5 minutes) (Verbal Report)

9. Custom and Self Build Proposals for Council owned sites (30 minutes)
(Pages 17 - 21)

To consider the proposals and make any comments prior to consideration by the Cabinet.

10. Developing a Vision/Strategy for Town Centres - Feedback from Members (30 minutes) (Verbal Report)

At the last meeting Members were tasked with looking at the individual town centres in the Borough. This is an opportunity to feedback to the Panel.

11. Encouraging Coach Trips to King's Lynn - Panel Discussion (10 minutes) (Verbal Report)

12. Town Centre Caravan Site - Panel Discussion (10 minutes) (Verbal Report)

13. Local Heroes - Enhancing the Visitor Experience to King's Lynn - proposals from the Chair (5 minutes) (Verbal Report)

14. Portfolio Holder Question and Answer Session (15 minutes)

All questions to be submitted to the Democratic Services Officer in advance of the meeting.

15. Work Programme and Forward Decision List (Pages 22 - 29)

16. Date of the next meeting

To note that the next meeting of the Regeneration & Development Panel is scheduled to take place on 18th January 2022 at 4.30pm in the Town Hall, Saturday Market Place, King's Lynn.

To:

Regeneration and Development Panel: Miss L Bambridge, P Beal, F Bone, C Bower, Mrs J Collingham (Chair), C J Crofts, M de Whalley, P Gidney (Vice-Chair), B Jones, C Manning, C Morley and D Whitby

Portfolio Holders:

Councillor G Middleton – Portfolio Holder for Business, Culture and Heritage
Councillor R Blunt – Portfolio Holder for Regeneration and Development
Councillor A Lawrence – Portfolio Holder for Property

By Invitation:

Vicky Etheridge from the Business Improvement District

Officers:

Jemma Curtis, Regeneration Programmes Manager
James Grant, Principal Project Manager
Karl Patterson, Housing Development Officer
Duncan Hall, Assistant Director

BOROUGH COUNCIL OF KING'S LYNN & WEST NORFOLK

REGENERATION AND DEVELOPMENT PANEL

Minutes from the Meeting of the Regeneration and Development Panel held on Tuesday, 19th October, 2021 at 4.30 pm in the Assembly Room, Town Hall, Saturday Market Place, King's Lynn PE30 5DQ

PRESENT: Councillors J Collingham (Chair), L Bambridge, F Bone, C J Crofts, M de Whalley, P Gidney, B Jones, C Manning, T Parish (substitute for C Morley) and D Whitby.

PORTFOLIO HOLDERS:

Councillor R Blunt – Portfolio Holder for Regeneration and Development
Councillor G Middleton – Portfolio Holder for Business, Culture and Heritage

OFFICERS:

Duncan Hall – Assistant Director, Regeneration, Housing and Place
David Ousby – Assistant Director, Programme and Project Delivery
Lorraine Gore – Chief Executive
Alan Gomm – Planning Policy Manager

BY INVITATION:

Councillor Bubb
Sharon Edwards – Business Improvement District
Vicky Etheridge – Business Improvement District

PRESENT UNDER STANDING ORDER 34: Councillors Rust and Ryves

RD52: **MINUTES SILENCE FOR SIR DAVID AMESS MP**

[Click here to view the recording of this item on You Tube.](#)

The Chair opened the meeting and those present observed a minutes silence to commemorate the life and public service of Sir David Amess MP, send a message of love to his family and friends and a message of support to all those in politics that an attack on any of them is an attack on democracy and therefore all of us, and will not win.

RD53: **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Beal, Bower and Morley.

RD54: **MINUTES**

RESOLVED: The minutes from the previous meeting were agreed as a correct record and signed by the Chair.

RD55: DECLARATIONS OF INTEREST

There was none.

RD56: URGENT BUSINESS

There was none.

RD57: MEMBERS PRESENT PURSUANT TO STANDING ORDER 34

Councillors Ryves and Rust.

RD58: CHAIR'S CORRESPONDENCE

There was none.

RD59: DISCOVER KING'S LYNN RENEWAL PROPOSAL FOR A SECOND TERM

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The Chief Executive presented the Cabinet report and explained that the Council could place a vote for the continuation of the BID for a second term. The recommendation was that the Council continued its support of the BID and the Business Plan and the Chief Executive is instructed to vote accordingly on behalf of the Council.

Representatives from the Business Improvement District were present at the meeting and provided information on the work carried out during the past five years, plans for the second term if the ballot was successful and the priorities and objectives of the BID as set out in the Business Plan.

The Chair thanked officers for the presentation and invited questions and comments from the Panel, as summarised below.

Councillor Crofts asked if more could be done to encourage coach trips into the town centre and Vicky Etheridge explained that she had been working with the Tourism Officer at the Borough Council on encouraging visitors to the town centre. Councillor Crofts commented that the Tuesday Market Place would be ideal for coach parking as it was central and had facilities nearby.

Councillor Jones asked about improvements to the appearance of vacant units, especially when the owners could not be tracked down. He suggested that projections could go on the shop fronts to improve the appearance. Vicky Etheridge acknowledged that it was difficult

when owners could not be tracked down, but efforts were made to overcome obstacles and utilise existing business contacts.

Councillor Parish felt that a thriving regular market was important. Vicky Etheridge provided details of the monthly farmers market which was held on the Saturday Market Place and the Christmas Market which had been held for the past three years. She explained that this year the Christmas Market would be held in the vacant Argos building, which had the benefit of being indoors, in a central location and would hopefully bring visitors into the town centre.

Councillor de Whalley also felt it was important to have a thriving market and it was important to support independent and specialist businesses. He also asked if the BID could assist with improving the Ferry access to the town centre. It was explained that the work of the BID was based on the priorities which had been agreed by the levy payers and needed to be spent within the BID area.

Councillor Bambridge made reference to the Markets Informal Working Group that she had previously sat on a few years ago. She felt that this work should be revisited. She also raised concerns about the location of the Christmas Market and it was explained that work to make it look festive would be carried out and it was a central flexible space.

Councillor Bone referred to the market offer of the town and suggested that a flea market or car boot sale type event could be a good way to encourage people into the town centre. Vicky Etheridge explained that she had considered this and was in discussion with charity shops and it was possible that a recycling and upcycling event could be looked at.

Councillor Bubb addressed the Panel under Standing Order 34 and commented that there were no maps in the town centre with businesses highlighted. It was explained that digital signage was currently being looked at for the town centre.

The Chair, Councillor Collingham commented that improvements to the entrances to the town centre needed to be looked at, including the railway gates which she felt needed painting. She asked for further information on the Christmas Market and it was confirmed that the event would take place on 11th and 12th December and it was hoped that 30 stalls would be available.

Councillor Rust addressed the Panel under Standing Order 34 and felt that a downloadable and printable map of the town centre would be beneficial that people could access before they visited the town centre. She also felt that a drop off point for coach trips in the town centre was important and she made reference to the Community Renewal Fund and pop up shops.

Councillor Parish abstained from voting on recommendation (a).

RESOLVED: That the Regeneration and Development Panel support the recommendations to Cabinet as set out below:

Cabinet is recommended to:

- a) Endorse the Discover King's Lynn Business Plan 2022-2027
- b) Instruct the Chief Executive to vote in favour of the BID on behalf of the Council.

RD60: **CHRISTMAS MARKET UPDATE**

The Panel was advised that this had been covered during consideration of the previous item.

RESOLVED: The update was noted.

RD61: **TREE PLANTING AND DEVELOPMENT SITES**

[Click here to view the recording of this item on You Tube.](#)

The Assistant Director, Programme and Project Delivery gave a presentation on Tree Planting and Development Sites, as attached. The presentation included a summary of tree planting and future plans for tree planting across Major Housing Project Development Sites.

The Chair thanked the Assistant Director for his presentation and invited questions and comments from those present, as summarised below.

The Vice Chair, Councillor Gidney made reference to designated land, death rates and root balls. He felt that Planning Policies should give consideration to tree planting and staffing and resources should be considered. The Assistant Director explained that as many trees as possible were replaced and there were only a few sites which could not be accessed because they were in private gardens. He also provided detail on adoption of areas.

In response to a question from Councillor Jones, it was clarified that the type of trees planted was given consideration and more information was available in the Council's Tree and Woodland Strategy which was available on the website and had previously been considered by the Environment and Community Panel.

Councillor de Whalley asked if biodiversity was considered and made reference to the maintenance of sites and antisocial behaviour. The Assistant Director explained that a range of measures were considered in deciding which type of trees were planted in each location. He also explained that opportunities to engage the local community and look at ways to tackle antisocial behaviour were also looked at.

Councillor Parish felt that resources needed to be looked at.

The Portfolio Holder for Regeneration and Development, Councillor Blunt informed the Panel that a report was being prepared on Enforcement resources to ensure that they were adequate and balanced.

Councillor Ryves addressed the Panel under Standing Order 34 and felt that the scheme was not good in terms of value for money or for reducing the carbon footprint. The Assistant Director acknowledged that tree planting alone would not meet carbon net zero targets, but it all contributed and was part of the wider plan.

RESOLVED: The Panel noted the work being carried out.

RD62: **CIL CABINET REPORT**

[Click here to view the recording of this item on You Tube.](#)

Councillor Blunt presented the Cabinet Report which presented a number of changes to the present processes following the first round of grant applications for CIL funding. The proposed changes were outlined to the Panel by the Planning Policy Manager and it was explained that the changes had been agreed by the CIL Spending Panel and would simplify the process.

The Chair thanked officers for the report and invited questions and comments from the Panel, as summarised below.

Councillor Parish commented that he supported the recommendations to make the process simpler.

Councillor Bambridge asked if consideration could be given to making the pages easier to find on the website.

RESOLVED: That the Regeneration and Development Panel support the recommendations to Cabinet as follows:

Cabinet is recommended to make changes to the CIL Spending-Application process as set out in Section 3 of this report.

RD63: **TO CONSIDER HOW THE PANEL CAN ASSIST TO DEVELOP POLICY/STRATEGY ON THE LONG TERM VISIONS FOR TOWN CENTRES**

[Click here to view the recording of this item on You Tube.](#)

The Chair explained that she would like the Panel to give consideration on how they could assist to develop policy and strategy on the long term visions for the Town Centres in the Borough.

It was suggested that Members of the Panel meet informally to come up with ideas for this and they could be presented to a future meeting possibly as part of a workshop session.

Members of the Panel agreed to split into groups to give each area consideration and report back to the next Panel meeting their ideas.

RESOLVED: That The Panel consider ways to assist developing policy and strategy for King's Lynn, Hunstanton and Downham Market and proposals be presented to a future meeting,

RD64: **PROPOSALS FROM COUNCILLOR BUBB - TWO PROPOSALS FOR THE WATERFRONT**

[Click here to view the recording of this item on You Tube.](#)

The Chair invited Councillor Bubb to present his proposals.

His first idea was a touring caravan site at the Somerfield and Thomas Site in King's Lynn which would encourage people into the town centre. He explained that the existing building could be utilised to provide facilities for the site and would have the added benefit of providing facilities for the users of the Pontoons.

The Chair invited questions and comments on the proposal.

Councillor Bone liked the idea, but felt that a different location, other than in the historic core of King's Lynn should be considered. He suggested Boal Quay.

Councillor Bambridge commented that any development would need to be low level and agreed that Boal Quay would be a better site.

The Portfolio Holder for Regeneration and Development, Councillor Bunt explained that there were plans for the future of the Waterfront and suggested that Councillor Bubb provide additional information on costings so that it could be looked at in more detail.

Councillor Crofts supported the idea, but felt that a different location should be considered.

The Portfolio Holder for Business, Culture and Heritage explained that there was a need for this in the camping community, but the location needed careful consideration. He also explained that the relevant planning permissions and licences would need to be obtained, but it was worth exploring the idea further.

The Assistant Director commented that from the visitor economy and night time economy perspective the concept had potential.

Councillor Bubb then presented his second proposal which was to replace the Ferry with a transporter bridge.

The Vice Chair raised concerns about shipping and the expense of the project and the impact the height of the bridge would have on King's Lynn. He also suggested an alternative of an underpass.

RESOLVED: The information was noted and could be considered in the future as appropriate.

RD65: **PORTFOLIO HOLDER QUESTION AND ANSWER SESSION**

No questions had been submitted in advance of the meeting.

RD66: **WORK PROGRAMME AND FORWARD DECISION LIST**

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Councillor Bambridge referred to a recent event she had attended hosted by Historic England which covered Master planning and getting communities involved in architecture and design and she felt that it would be good for the Panel to receive similar information

RESOLVED: The Panel's Work Programme was noted.

RD67: **DATE OF THE NEXT MEETING**

The next meeting of the Regeneration and Development Panel was scheduled to take place on 7th December 2021 at 4.30pm in the Town Hall.

RD68: **TOWNS FUND - VERBAL UPDATE**

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The Assistant Director, Regeneration, Housing and Place provided the Panel with an update on the Towns Fund. He provided information on the Local Assurance Framework and the Council's involvement in the Town Deal Board.

He reminded the Panel that anything that required a Council decision would come through the normal decision making process and the Regeneration and Development Panel would have the opportunity to be involved.

The Portfolio Holder for Business, Culture and Heritage confirmed he had responded to Councillor Morley on questions raised at the previous meeting relating to Governance.

RESOLVED: The update was noted.

The meeting closed at 7.06 pm

**Vision King's Lynn:
Pop-up Survey Findings:
Executive Summary**

November 2021



Executive Summary

Overview

The Vision King's Lynn pop-up survey took place online from 5th October – 24th October 2021. Respondents were invited to take part on the premise of running their own business, thinking of setting one up, or wanting to turn their hobby into a career, with a view to giving their opinions on pop-up spaces in King's Lynn. 104 respondents took part in the survey.

As with other Vision King's Lynn surveys – with which this aligns – the survey was promoted via our channels, including the Vision King's Lynn website, and in the local media. As this was delivered in partnership with Discover King's Lynn, the survey was also promoted via their channels too. We also shared it directly with our 850 Vision King's Lynn subscribers.

Key Themes

There are a number of key themes that emerge throughout the feedback:

- **A need for 'space'** – feedback clearly indicates a need for space when setting up and / or growing a business and, in particular, inside space. There is a general sense of positivity towards the idea of pop-up space being offered in King's Lynn.
- **Flexibility** – however, noting that any offering should be flexible to meet the needs of different types of businesses, such as when thinking about rental frequencies and lengths, facilities offered, and sizes of space available.
- **Location** – clearly, town centre is best, such as in / around the Vancouver area, but there were suggestions of the regeneration of empty shops for pop-up spaces - providing footfall is good.
- **Affordability** – as might be expected, affordability of spaces is important, noting financial constraints when starting / growing a business (but without compromising on location and facilities offered).
- **'A tool for business growth'** – reaching new customers and growing customer following are key requirements from participating in a pop-up scheme, and are key messages to convey to potential users in any marketing communications (as well as 'flexibility' and 'affordability').

Key Findings

A. What do, make or sell (or intend to)

1. Responses are wide-ranging, but respondents are most likely to make or sell 'arts and crafts' (33.7%).
2. Other notable mentions, albeit at a lower level, include food (14.4%), accessories (13.5%), homeware and soft furnishings (11.5%) and jewellery (10.6%).

B. Length of time trading for

3. 26% of respondents say they are not trading yet / the question is not applicable, indicating that around three quarters of respondents are currently trading.
4. A small number (8.6%) have been trading for less than a year; and 29.7% for less than 3 years.
5. However, 44.2% of respondents have been trading for 3 years or more; indeed, 10.6% for 15 years or more.

C. Average price of products sold

6. The most popular option selected by respondents is £20 or more (32% of respondents), and when asked to be more specific, responses range from £20 up to £12,000!

7. A higher percentage overall (36.9%) offer products for less than £10. This includes 15.5% of respondents say their average price is less than £5, and 21.4% £5 - £9.99.

D. Business status

8. Respondents were most likely to describe their business as a 'growing business' (32.7%).

9. 24% describe their business as a 'start-up'.

10. A 'hobby only' or 'side-line to supplement their main income' are descriptors used by 13.5% of respondents.

E. Main barrier to setting up / growing business

11. Lack of space is perceived to be the main barrier to setting up / growing a business (28.8%) - and an additional 9.6% mention a lack of **affordable** space specifically (having selected 'other – please specify').

12. The second most popular response is finance issues (23.1%).

F: Support required to develop business

13. Space is, by far, the most likely need chosen by respondents to develop their business (62.1%).

14. Other key mentions are grants (49.5%) and business support (35.9%).

15. Training is required by 9.7%.

16. The large majority require some kind of support, noting that only 10.7% say they don't need any support at all.

G: How often might like to rent pop-up space

17. When asked how often they might like to rent a pop-up space, the most popular response was once a month (26.7%).

18. One in ten of those who responded (10%) thought they might need something on a daily basis; and a further 14.4% once a week.

19. 18.9% say they might require a pop-up space for special events only, such as Christmas.

H: How long might want to use pop-up space at a time

20. Respondents are most likely to want to use pop-up space for a weekend at a time (27.8%); and 10% might want a space for one day only at a time.

21. A notable number, however, was thinking longer-term, with 15.6% saying they might require a space for more than six months.

I: Type of facilities might need

22. Inside space is, by far, the most needed type of facility, and by the large majority of respondents (90%).

23. Other key facilities are electricity (66.7%), WiFi (53.3%) and tables (47.8%).

J: Indication of size of space looking for

24. Indications of sizes of spaces respondents are looking for are wide-ranging, with just under a third of respondents (30.4%) estimating between 5m² and 9m². Indeed, 9m² is most commonly cited, and by 20.3% of respondents.

25. However, 17.7% of respondents say they are looking for a space of 20m² or larger.

K: What would like to get from participating in pop-up scheme

26. Respondents are most likely wanting to reach new customers (80%) and grow customer following (73.3%) as a result of participating in a pop-up scheme.

27. Maximising new sales is also important to a notable number (58.9%).

L: How much would respondents expect to pay in rent for pop-up space per day

28. As might be expected, expectations of daily rent for a pop-up space are wide-ranging – from free of charge up to £100 per day.

29. The most likely expectations were of £20 and £29 per day (26.5% of respondents), although a notable number (18.1%) have much higher expectations of £50 or more per day.

30. However, *on average*, respondents would expect to pay £34.78 per day.

M: Preferred pop-up location in King's Lynn

31. As might be expected, preferred pop-up locations are in the town centre where footfall is high.

32. The Vancouver Quarter / area was the most likely specific area mentioned, by 14.1%.

33. Using empty shops, such as Debenhams and Argos, was mentioned by some (11.5%).

N: Longer-term plan

34. 40.4% of those who responded say their longer-term plan is to grow a business.

35. Starting a business is the longer-term plan for 12.4%, closely followed by moving into permanent trading premises (11.2%).

O: Whether would like to be kept informed about survey findings and opportunities to rent pop-up space in King's Lynn

36. Encouragingly, the large majority of the 85 respondents who responded to this question (90.6%, 77 respondents) would like to be kept informed about the survey findings and opportunities to rent a pop-up space in King's Lynn.

POLICY REVIEW AND DEVELOPMENT PANEL REPORT

REPORT TO:	<i>Regeneration and Development</i>		
DATE:	7 th December 2021		
TITLE:	Custom and Self Build Proposals for Council owned site		
TYPE OF REPORT:	Task Group report		
PORTFOLIO(S):	Richard Blunt, Adrian Lawrence		
REPORT AUTHOR:	Karl Patterson & James Grant		
OPEN/EXEMPT	Open	WILL BE SUBJECT TO A FUTURE CABINET REPORT:	Yes

REPORT SUMMARY/COVER PAGE

PURPOSE OF REPORT/SUMMARY:
The report sets out a proposal to deliver a custom and self-build development on council owned land at Bradfield Place, Stoke Ferry.
KEY ISSUES:
<p>The Custom and Self Build Action Plan includes an action to “Identify Council owned site to provide a pilot scheme to directly deliver custom build units.” A suitable site has been identified at Bradfield Place, Stoke Ferry, part of which is allocated for housing.</p> <p>In order to deliver a high-quality exemplar scheme, expertise and experience of this type of development is require. Therefore, it is recommended that a Custom and Self Build enabler is procured to project manage delivery of the site.</p>
OPTIONS CONSIDERED:
<p>In order to deliver the site for Custom and self-build housing, the following options have been considered</p> <p>Delivery of site project managed by a Custom Build Enabler (Recommended) A custom build enabler would bring expertise and experience of delivering this type of development and help to ensure a high-quality scheme. The enabler would be an additional cost, but their expertise should enable the development to be delivered in the most cost-effective way.</p> <p>Project Management carried out by the Council Whilst this may have the potential to be the cheapest option, the council does not have experience of delivering custom and self-build housing. Therefore, it is unlikely that this would result in the delivery of a high-quality exemplar scheme. This option would also take up significant officer capacity.</p> <p>Sale of site to a Custom Build Developer It may be possible to sell the site to a developer to deliver as a custom and self-build development. This would result in loss of control of the site, and it would be difficult to ensure that the site was delivered as custom and self-build.</p> <p>Do not deliver the site as custom and self-build housing This would result in a missed opportunity to meet an objective set out in the adopted Custom and Self Build Action Plan and deliver much needed housing on an allocated site.</p>

RECOMMENDATIONS:

It is recommended that the panel supports a report to cabinet seeking delegated authority to procure the services of a Custom Build Enabler to project manage the delivery of the site as custom and self-build housing.

The project will be reviewed at a certain point prior to any construction work being carried out to ensure that delivery of the site is viable.

REASONS FOR RECOMMENDATIONS:

To enable delivery of custom and self-build housing on an allocated site

To fulfil Action 9 of the Custom and Self Build Action Plan

To generate a land receipt for the site

REPORT DETAIL

1. Introduction

In recent years, custom and self-build housing has gained increasing focus from Government and in 2016 the Council set up the Custom and Self Build Task Group to explore how the Council should respond to this agenda.

In November 2018 the Council adopted a Custom and Self Build Action Plan which set out its ambitions in respect to self-build and custom house building in the Borough. This includes an action to identify council owned land to deliver an exemplar custom/self-build site in order to demonstrate to private landowners the potential for this type of development.

Various sites owned by the Council were explored and Land at Bradfield Place, Stoke Ferry was identified as being the most suitable with the potential to deliver up to 20 custom/self-build plots.

Various options regarding how to bring the site forward have been explored and the preferred option is to commission a specialist Custom Build Enabler to project manage delivery of the site and sale of plots.

2. Proposal

The site is partially allocated with 0.7ha allocated for at least 10 dwellings (Policy G88.2 Stoke Ferry - Site Allocations and Development Management Policies Plan 2016) and a similar sized area unallocated but with the potential to deliver a further 10 dwellings. 20% Affordable Housing would be delivered on site although the method of delivery is to be determined.

The unallocated section of the site was previously a preferred allocation within the Local Plan Review. However, any future allocations within the village will now be made within the parishes Neighbourhood Plan. Opportunities to obtain planning permission for custom and self-build housing on this land will continue to be explored.

In order to commence development without a significant delay, it is likely that the site would need to be brought forward in 2 phases. This would enable the success of the first phase to be reviewed prior to committing to any development of the second phase.

Initial viability appraisals suggest that delivering serviced plots for custom and self-build will provide a greater return to the Council than disposing to a speculative developer.

A demand assessment for custom and self-build in Stoke Ferry was commissioned in 2020 and this identified 86 individuals interested in building their own home in Stoke Ferry. Whilst this is encouraging, it is anticipated that interest from a wider range of potential buyers will grow when the site has planning permission and the plots can be actively marketed locally.

Following advice received from the National Custom and Self Build Association (NaCSBA), it was clear that to successfully deliver a high-quality custom and self-build development, expertise and experience of this type of development would be required. Therefore, officers met with a number of Custom and Self Build Enablers in order to understand how they operate and how they could assist with the delivery of Bradfield Place.

Whilst there are different types of Enablers, it was previously agreed by the Custom and Self Build Task Group that an agent/consultant enabler would be most appropriate to assist with Bradfield Place, Stoke Ferry. This would enable the council to retain control of the development and give plot purchasers sufficient choice regarding how their home is delivered.

It is envisaged that the enablers' role would include the following

- Feasibility, Viability, Strategy, and Concept Designs,
- Design / Management of Site Infrastructure works,
- Design of Affordable Housing Units (depending on delivery model),
- Submitting outline planning application
- Development of design code and plot passports/strategy for Custom / Self Build building plots,
- Development of legal pack for sale of plots
- Marketing strategy / Marketing of plots,
- Management of plot reservations,
- Engagement with Mortgage services providers/development of lender panel for plot purchasers,
- Assisting/signposting plot purchasers through the process of engaging professionals and contractors,
- Overseeing of plot construction and support self-builders through build

Whilst it is inevitable that the enabler would use sub-contractors for some of this work, they would act as the overall project managers. This will ensure that all aspects of the project are tailored for custom and self-build development as well as the draw on officer's capacity being kept to a minimum.

3. Issues for the Panel to Consider

No relevant issues

4. Corporate Priorities

The development will help to increase the supply of suitable housing in appropriate locations by delivering housing on an allocated site

It will also meet action 9 of the council's Custom and Self Build Action Plan - Identify Council owned site to provide a pilot scheme to directly deliver custom build units.

5. Financial Implications

The development will generate a land value for the site and initial viability appraisals suggest that this would exceed the amount that could be generated by selling the site to a speculative developer. There will be upfront costs for design work and the provision of infrastructure such as roads and utilities to service the plots. However, the costs of development will be significantly less than a traditional development as the costs of building the homes will be taken on by the plot purchasers

6. Any other Implications/Risks

The project will take up some officer resource, but this should be minimised by passing project management to a custom and self-build enabler

7. Equal Opportunity Considerations

None

8. Environmental Considerations

The development of housing has an inevitable environmental impact, from habitat loss, the consumption of materials, and the use of carbon created during the properties manufacture and use. Custom and Self Build Homes offer an opportunity to minimise the environmental impact of development.

In 2008, The National Custom & Self Build Association (NaCSBA) estimated that 25,000 self-built homes would save perhaps 100,000 tonnes of CO2 a year compared to conventional alternatives.

Feedback from the council's demand assessment identified two key figures in relation to environmental sustainability:

- Of those surveyed 24% of people, when asked about their preference on the features they with their home to possess, stated that an Eco Development was important to them.
- 14% of those survey noted that their main reason for Custom Building was to create an energy efficient home with low monthly bills

9. Consultation

Consultation with the local community will commence once an enabler has been identified.

10. Conclusion

The delivery of an exemplar custom and self-build development at Bradfield Place would provide the opportunity for individuals to design and commission their own home and demonstrate to other landowners the potential of this type of development.

Working with a custom build enabler will ensure that the council has the necessary experience and expertise to deliver such a scheme

11. Background Papers

Custom and Self-Build Action Plan

REGENERATION AND DEVELOPMENT PANEL WORK PROGRAMME 2021/2022

DATE OF MEETING	TITLE	TYPE OF REPORT	LEAD OFFICER/ ATTENDEE	OBJECTIVES AND DESIRED OUTCOMES
8th June 2021	Appointments to Task Groups and Informal Working Groups	Operational	Democratic Services Officer	
	Nominations to Outside Bodies	Operational	Democratic Services Officer	
	Local Plan		Alan Gomm	To Consider the plan prior to submission to Cabinet
	Towns Fund Update	Update	Jemma Curtis	
	Rules and Regulations for Camp Sites	Opposition Members item submitted by Councillor Parish	Stuart Ashworth and Alan Gomm	To receive an update from officers
	Local Cycling and Walking Infrastructure Plan	Update	Duncan Hall	
20th July 2021 – Special Meeting	Town Deal Prioritisation			To note the proposals
27th July 2021	Panel Discussion/Breakout session – Strategically looking at car park locations and how people access the Town Centre.		Panel Discussion	Opportunity for the Panel to discuss the issue and come up with ideas.
	Portfolio Holder Q&A Session (if required)			
	Arrangements for Panel Meetings	Cabinet Report	Honor Howell	To consider the report and make any appropriate recommendations to Cabinet
7th September 2021	Portfolio Holder Q&A Session (if required)			

	Opposition Members Item – Start up units/short term rentals	Request from Councillor Rust	Duncan Hall and Vicky Etheridge	
	Update on the Business Improvement District		Vicky Etheridge	
	Update on the Medworth Incinerator	Request from the Chair and Vice Chair	Alan Gomm and Hannah Wood Handy	To receive an update.
	To consider how the Panel can assist to develop policy/strategy on the long term visions for Town Centres	Request from the Chair	Chair and Vice Chair	To discuss how the Panel could proceed – potential to set up some Informal Working Groups.
19th October 2021	Portfolio Holder Q&A Session (if required)			Questions to be submitted in advance of the meeting.
	CIL Report	Cabinet Report	Stuart Ashworth	To consider the report and make any appropriate recommendations to Cabinet
	Tree Planting on Council Development Sites	Update	David Ousby	To receive an update on what has been planted so far, survival/replacement rates and plans for future sites.
	Discover King's Lynn – Renewal Proposals for a Second Term	Cabinet Report	Lorraine Gore	To consider the report and make any appropriate recommendations to Cabinet.
	To consider how the Panel can assist to develop policy/strategy on the long term visions for Town Centres	Request from the Chair	Chair and Vice Chair	To discuss how the Panel could proceed – potential to set up some Informal Working Groups.
	Christmas Market Verbal Update	Request from the Chair	Portfolio Holder	
	Towns Fund Verbal Update		Duncan Hall	

	Councillor Bubb to present his ideas for the Waterfront		Councillor Bubb	The Chair invites Councillor Bubb to present two ideas for the Waterfront.
7th December 2021	Portfolio Holder Q&A Session (if required)			Questions to be submitted in advance of the meeting.
	Custom and Self Build – Proposals for Council owned site	Task Group Report	Duncan Hall	To consider a recommendation from the Custom and Self Build Task Group
	Town Centre Repurposing and Public Realm		Jemma Curtis and Vicky Etheridge (BID)	To look at the Trends analysis, pop up survey results and Towns Fund Public Realm proposal
	Christmas Market Update	Verbal Update		
	Developing a Vision/Strategy for Town Centres	Feedback from Members	Panel Members	To receive feedback from Members
	Encouraging Coach Trips to King's Lynn	Panel Discussion		
	Town Centre Caravan Site	Panel Discussion		
	Local Heroes – Enhancing the Visitor Experience to King's Lynn	At the request of the Chair		
18th January 2022	Portfolio Holder Q&A Session (if required)			Questions to be submitted in advance of the meeting.
	Update on the Nar Ouse Enterprise Zone	Update	Matthew Henry and Jemma Curtis	Update on the Nar Ouse Enterprise Zone and outcome of the ICI feasibility study.
	CITB Update			Request from Councillor Morley

	Guildhall Future Governance Options	Cabinet Report	Duncan Hall	To consider the report and make any appropriate recommendations to Cabinet.
1st March 2022	Portfolio Holder Q&A Session (if required)			Questions to be submitted in advance of the meeting.
12th April 2022	Portfolio Holder Q&A Session (if required)			Questions to be submitted in advance of the meeting.

To be scheduled

- King's Lynn Port
- Heacham Beach Development opportunities
- Hunstanton Masterplan Update
- Southgates Masterplan Progress
- LCWIP Final Version
- Repurposing of Existing Buildings – Councillor Gidney
- Waste Disposal Discussion

FORWARD DECISIONS LIST

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
16 November 2021	Gambling Act – Statement of Principles	Non	Council	Environment Assistant Director – S Ashworth		Public
	Enforcement Policy on Fly Tipping and Public Nuisance	Non	Council	Environment Assistant Directors – J Greenhalgh and M Chisholm		Public
	Review of Corporate Business Plan	Key	Council	Leader Chief Executive		Public
	Commercial Team Service Plan	Non	Cabinet	Environment Asst Dir – S Ashworth		Public
26	Update to the Major Project Board terms of reference	Non	Cabinet	Leader Asst Dir Property & Projects – M Henry		Public
	CIL Report- application for grant for 3G and Coaching Academy	Non	Cabinet	Regeneration & Development Asst Dir S Ashworth		Public
	Lynnsport - 3G Pitch and coaching academy	Non	Cabinet	People & Communities Chief Executive		Public
	Request for the review of Parish Council numbers	Non	Council	Leader Chief Executive		Public
	Community Infrastructure Levy (CIL) – Consideration of lessons learnt from the first round of grant applications for CIL funding	Non	Cabinet	Development Asst Dir – S Ashworth		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
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14 December 2021						
	Council's Insurance Tender	Key	Cabinet	Finance Asst Dir – M Drewery		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
11 January 2022						
	Hackney Carriage and Private Hire Licensing Procedures and Conditions Review	Non	Council	Environment Assistant Director – S Ashworth		Public
	Review of Governance of Council Companies	Non	Cabinet	Leader Chief Executive		Public
	Custom and Self Build Site – Stoke Ferry	Non	Cabinet	Regeneration and Development Assistant Director - D Hall		Public
	Members Allowances Independent Review	Non	Council	Finance Chief Executive		Public
	Asset Management – Land and Property Disposals	Key	Cabinet	Property Asst Dir Property and Projects		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the

						authority)
	Balloon and Lantern Policy	Non	Cabinet	Corporate Services and Environment Asst – M Chisholm		Public
	Corporate Enforcement Policy	Non	Council	Development Asst Dir J Greenhalgh		Public
	Notice of Motion 7-21 – Councillor Kemp – Equalities	Non	Council	Leader Asst Dir B Box		Public
	Review of Legal Services	Key	Council	Leader Chief Executive		Private - Contains exempt Information under para 3 – information relating to the business affairs of any person (including the authority)
28	Appointment of External Auditors	Key	Council	Finance S151 officer		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
8 February 2022						

	Budget	Key	Council	Leader S151 Officer Asst Dir Resources		Public
	Capital Programme	Key	Council	Leader S151 Officer Asst Dir Resources		Public
	Treasury Management Strategy	Key	Council	Leader S151 Officer Asst Dir Resources		Public
	Capital Strategy	Key	Council	Leader S151 Officer Asst Dir Resources		Public
	Derelict Land & Building Group	Non	Council	Regeneration & Development Asst Director – Duncan Hall & S Ashworth		
29	Lynnsport One	Key	Council	Project Delivery Asst Dir Companies & Housing Delivery – D Ousby		Private - Contains exempt information under para 3 – information relating to the business affairs of any person (including the authority)
	Procurement Strategy	Non	Cabinet	Finance Asst Dir Resources		Public
	Housing Delivery Test Action Plan	Non	Cabinet	Development & Regeneration Asst Director S Ashworth		Public
	Five Year Housing Land Supply assessment	Non	Council	Development & Regeneration Asst Director S Ashworth		Public
	Guildhall Future Governance Options	Non	Council	Business, Culture and Heritage – G Middleton Asst Director – D Hall		Public

Date of meeting	Report title	Key or Non Key Decision	Decision Maker	Cabinet Member and Lead Officer	List of Background Papers	Public or Private Meeting
15 March 2022						