

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, 7th December, 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, P Beal, C Bower, C J Crofts, M de Whalley, P Gidney, A Holmes (substitute for C Morley), B Jones, C Manning and D Whitby.

PRESENT UNDER STANDING ORDER 34: Councillor E Nockolds

OFFICERS:

Jemma Curtis – Regeneration Programmes Manager

James Grant – Principal Project Manager

Duncan Hall – Assistant Director

Karl Patterson – Housing Development Officer

BY INVITATION: Vicky Etheridge, King's Lynn Business Improvement District.

RD69: **APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor Morley.

RD70: **MINUTES**

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

RD71: **DECLARATIONS OF INTEREST**

There was none.

RD72: **URGENT BUSINESS**

There was none.

RD73: **MEMBERS PRESENT PURSUANT TO STANDING ORDER 34**

Councillor Nockolds.

RD74: **CHAIR'S CORRESPONDENCE**

There was none.

RD75: TOWN CENTRE REPURPOSING AND PUBLIC REALM

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

The Regeneration Programmes Manager presented the results of the Pop-Up Survey, which had been included in the Agenda and explained that the results would be used to inform future Towns Fund Business Cases and assist with the Community Renewal Fund project work.

Vicky Etheridge from the Business Improvement District provided the Panel with details of the successful bid to the Community Renewal Fund which would fund pop up space, business support and digital media skills for business.

The Regeneration Programmes Manager provided detail of the Town Centre Public Realm Business Case. Information was provided on the Green Book Appraisal process, finances, and the Strategic Case. It was also highlighted that the project was informed and co-produced by the Town Deal Board Sub-Group which included the Ward Members.

The proposed project included finger post directional signage, Artwork Trail, outdoor seating, tree planters, digital signage, and improvements to the street scene at Purfleet Street.

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

Councillor Jones commented that he liked the proposals for Purfleet Street and felt that this was a good way to promote the area.

Councillor Holmes referred to the Business Confidence Survey which had been carried out in 2020 and asked if this would be re-run. The Regeneration Programmes Manager explained that there were no immediate plans to re-run this survey, but targeted surveys and engagement would be carried on going forward.

The Vice Chair, Councillor Gidney asked how the project would be managed and the Regeneration Programmes Manager explained that the workstreams would be part of the Regeneration Team workload and include input from the Tourism and Commercial Services Team. For the Artwork Trail, discussions were being held with Norfolk Museums Service.

It was also noted that this was a small-scale project compared to some of the other projects included in the King's Lynn Town Deal and larger projects may require specialist and external support.

The Chair, Councillor Collingham highlighted the challenges to bring footfall into the town and felt that it was good to have a balance between online and in person sales.

Councillor Bower thanked officers for the positive presentation and hoped that it could be replicated in Hunstanton.

RESOLVED: That the Panel supported the proposals prior to them being presented to the Town Deal Board.

RD76: **CHRISTMAS MARKET UPDATE**

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

Vicky Etheridge from the Business Improvement District provided an update on the Christmas Market in King's Lynn.

There would be 25 stall holders and the market would take place inside the vacant Argos building in the Town Centre.

Posters, banners, online and newspaper advertising had been carried out and leaflets had been distributed.

RESOLVED: The update was noted.

RD77: **CUSTOM AND SELF BUILD PROPOSALS FOR COUNCIL OWNED SITES**

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

The Principal Project Manager and Housing Development Officer presented the report which set out a proposal to deliver custom and self-build development on council owned land at Bradfield Place, Stoke Ferry. Officers gave a presentation to the Panel, as attached which included a background to Custom and Self Build and details of the proposals for the site at Bradfield Place, Stoke Ferry which had been worked up by the Custom and Self Build Task Group.

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

Councillor Crofts referred to Stoke Ferry Neighbourhood Plan and affordable housing. It was explained that options for affordable custom build housing would be explored and initial discussions had been held with Stoke Ferry Parish Council. It was noted that half of the site was allocated for housing within the Local Plan.

In response to a further question from Councillor Crofts, it was explained that issues such as maintenance of open spaces would be looked at in more detail as part of the planning application process.

In response to a question from Councillor Bambridge it was explained that the Council would procure an enabler through a tender process. It

was also confirmed that heating options would be considered and would be down to the individual custom builder.

Councillor Holmes made reference to consultation processes and plot passports. It was explained that these would be dealt with during the planning application process.

In response to questions from Councillor de Whalley it was explained that council policies such as energy efficiency and climate change would also need to be considered as part of the custom build process.

It was also explained that the role of the enabler would be to advise on lenders and ensure that the purchasers had adequate finance in place. The affordable housing provision could include shared ownership and various options were being investigated.

The Vice Chair, Councillor Gidney commented that a development theme was required, and continuity of design was important.

RESOLVED:

1. The Cabinet consider the comments made by the Regeneration and Development Panel on the Custom and Self Build Proposals for Council owned sites.

2. The Regeneration and Development Panel supported that a report be presented 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 to be reviewed at a certain point prior to any construction work being carried out to ensure that delivery of the site is viable.

RD78: **DEVELOPING A VISION/STRATEGY FOR TOWN CENTRES - FEEDBACK FROM MEMBERS**

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

The Chair invited feedback from Members of the Panel on developing a vision/strategy for Town Centres. Discussions on encouraging coach trips to King's Lynn and Town Centre caravan sites were also considered as part of this item.

King's Lynn

Councillor Jones had circulated a document to the Panel in advance of the meeting relating to King's Lynn. He made reference to the benefits a University would bring to the town centre economy.

The Chair referred to short term goals such as improving hotels and restaurants, overcoming barriers to coach travel and joint offerings with

Sandringham. She hoped that the College of Nursing and the prospect of a new hospital could improve the local economy.

Councillor Jones also made reference to the night-time offering in the town centre.

Councillor Bambridge referred to previous breakout sessions held by the Panel which looked at how people could be encouraged into King's Lynn and she highlighted some of the ideas that the Panel had explored previously.

The panel discussed how to encourage bus trips to King's Lynn and Councillor Nockolds, who was present at the meeting under Standing Order 34, explained that this was being looked at in conjunction with Vision King's Lynn.

Hunstanton

Councillor Bower presented information on Hunstanton explaining that it had suffered during the Pandemic and new approaches and adaptations was important. Tourism needed investment and pop-up shops for Hunstanton would be beneficial. Suggestions were made such as improvements to the Promenade, fountains, outside exercise equipment and children's play areas.

Councillor Beal commented that internet sales had affected the high street and other attractions were required to bring people into the town centre. He hoped that events would be brought back into the town centre as they had in King's Lynn.

Downham Market

The Chair presented information on Downham Market, as attached.

RD79: **PORTFOLIO HOLDER QUESTION AND ANSWER SESSION**

No questions had been submitted in advance of the meeting.

RD80: **WORK PROGRAMME AND FORWARD DECISION LIST**

RESOLVED: The Panel's Work Programme was noted.

RD81: **DATE OF THE NEXT MEETING**

The next meeting of the Regeneration and Development Panel would be held on 18th January 2022 at 4.30pm in the Assembly Room at the Town Hall.

The meeting closed at 6.50 pm

Bradfield Place – Stoke Ferry

Custom and Self Build

4.55 Presentation to Regeneration and Development Panel

James Grant – Corporate Projects
Karl Patterson – Strategic Housing

Borough Council of
King's Lynn &
West Norfolk



Custom and Self Build Background

Housing and Planning Act definition:

means the building or completion by -

(a) individuals,

(b) associations of individuals, or

(c) persons working with or for individuals or associations of individuals,

of houses to be occupied as homes by those individuals.

But it does not include the building of a house on a plot acquired from a person who builds the house wholly or mainly to plans or specifications decided or offered by that person.

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Custom and Self Build Background

- Part of the governments drive to speed up house building and diversify the market
- Growth Potential – Currently accounts for around 1 in 10 new homes in the UK; compared to 1 in 6 in Germany, France and Italy
- Evidence that custom and self-builders get on and build
- Another path to home-ownership

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Benefits & Barriers

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Benefits	Barriers
<p>Works distributed to local market (SMEs)</p> <ul style="list-style-type: none">• Design• Build• Materials <p>Home owners build the house they want and need</p> <ul style="list-style-type: none">• Environmentally Friendly• Life Time Homes <p>Architecturally interesting streetscape</p> <p>Community building</p> <p>Lower development costs for Landowner</p>	<p>Complex affordable housing issues</p> <p>Barriers to entry for land owners</p> <ul style="list-style-type: none">• Capital• Knowledge• Time

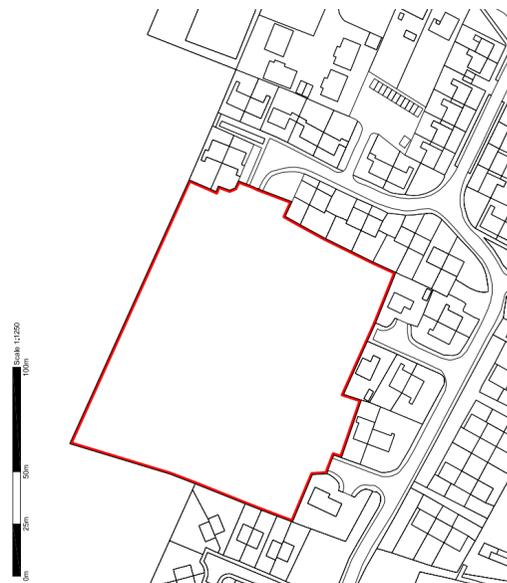
Summary

The Council's Custom and Self Build Action Plan includes an action to identify council owned land to deliver an exemplar custom/self build site in order to demonstrate to private land owners the potential for this type of development.

459 Land at Bradfield Place, Stoke Ferry was previously identified as being suitable and the council has explored various options regarding how to bring the site forward. The preferred option is to commission a specialist Custom Build Enabler to project manage delivery of the site and sale of plots.

The Site

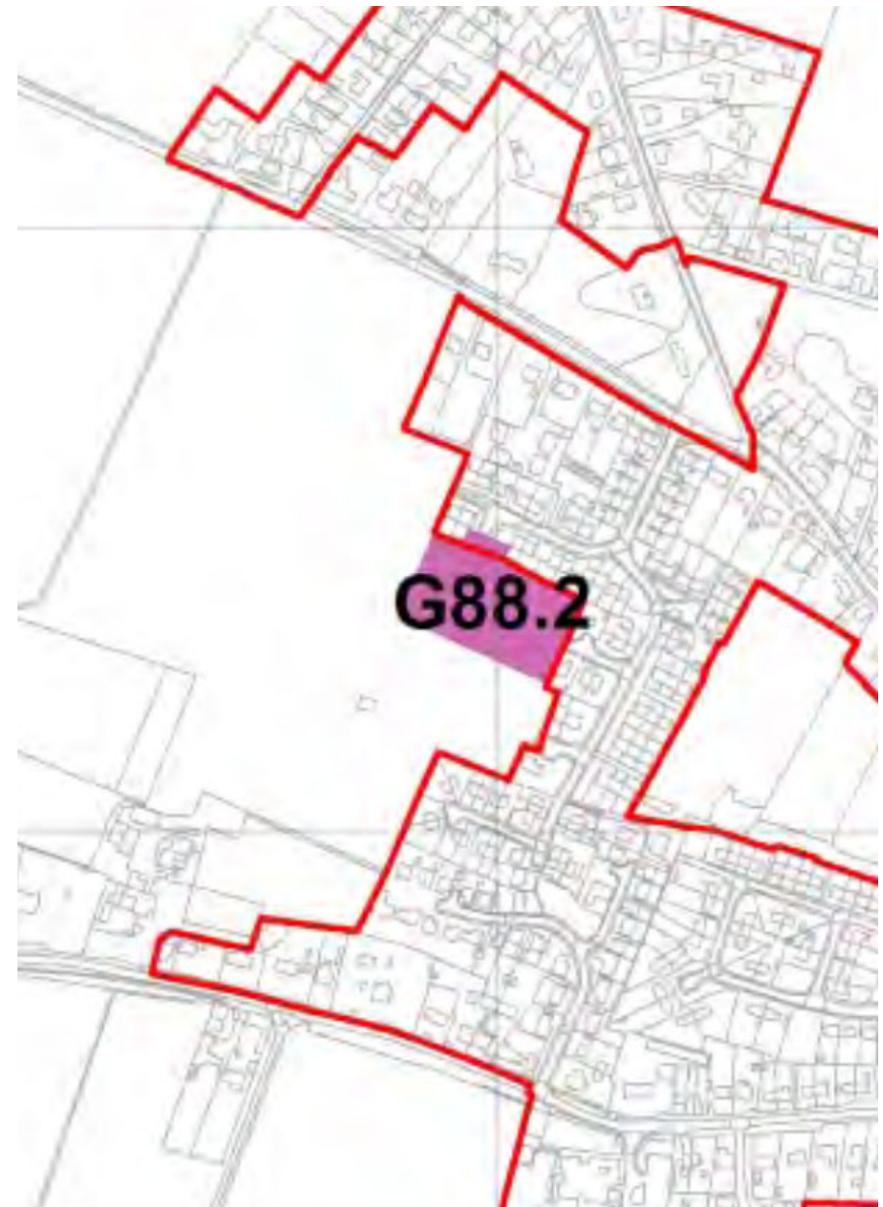
- 1.5-hectare (3.7 Ac) area of unused amenity land
- Partially allocated with 0.7ha allocated for at least 10 dwellings (Policy G88.2 Stoke Ferry - Site Allocations and Development Management Policies Plan 2016)
- Similar sized area unallocated but with the potential to deliver a further 10 dwellings
- Site to be brought forward in 2 phases
- 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



Policy G88.2 Stoke Ferry - Land at Bradfield Place

Land at Bradfield Place amounting to 0.7 hectare, as identified on the Policies Map, is allocated for residential development of at least 10 dwellings. Development will be subject to compliance with all of the following:

1. Submission of details showing how the water mains crossing the site can be accommodated within the development (including any easements/diversions) to the satisfaction of Anglian Water;
2. Safe access and visibility being achieved to the satisfaction of the local highways authority
3. Submission of details showing how sustainable drainage measures will integrate with the design of the development and how the drainage system will contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the SUDS should be included with the submission;
4. Provision of affordable housing in line with the current standards.





Example Custom and Self Build Development



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Plot Passport

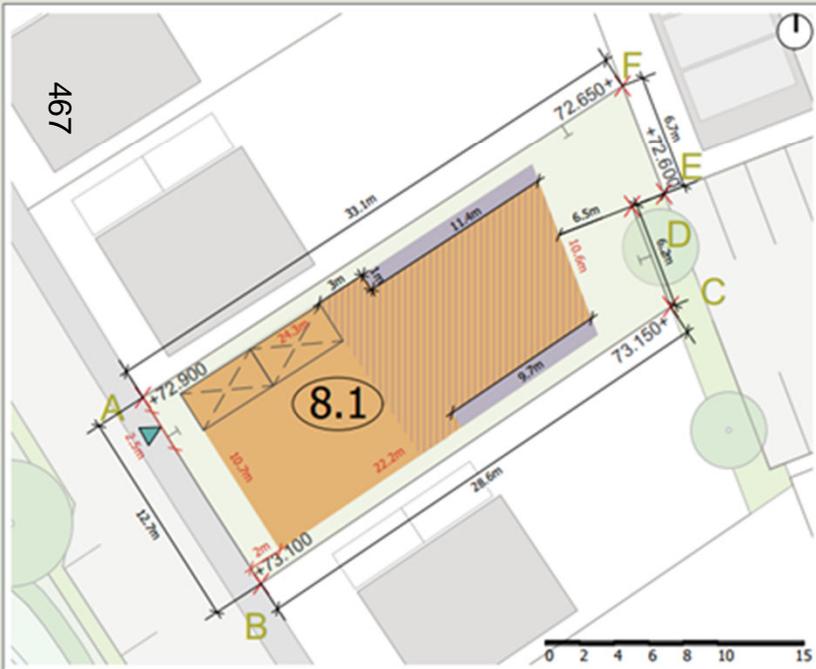
0203

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Main features

Plot Number: 0203
Unit Type: 4 / 5 Bed Detached
Local Character: Rural Lane
Plot Area: 386 m² / 0.0954 acre
Max. GIA: 180 m²

- Build zone
- Extent of plot
- CHC On-plot car parking spaces
- ▶ Vehicular access
- XX Max. building height (metres)
- / / / Rear elevation zone
- / / / Single storey zone
- T Boundary for which the purchaser has the responsibility to maintain



Coordinates - Eastings, Northings (metres)

A: 458596.690, 220870.073 B: 458603.545, 220859.349 C: 458627.322, 220875.295 D: 458625.081, 220881.081
 E: 458626.946, 220881.803 F: 458624.523, 220888.076

LONG FOUR ACRES, BRACON ASH THE DESIGN CODE

- Twitter
- Facebook
- Instagram
- Google+ Maps

MATERIAL PALETTES

PRIMARY BUILD MATERIALS

Materials have been carefully chosen to ensure freedom for the home builder, to provide variation along the streetscape, yet ensure the dwellings settle into their context.

WALLS AND ROOFS

Bricks:

Mixed stock is encouraged to ensure that there is interest within the facade. The choices range from Red's, through Buff's to Gault (grey/whites) to Charcoal tones.

Render:

Tones should be kept to within the pastel range. Bright primary colours are to be avoided and on principal elevations.

Timber Boarding:

Natural reds and weathered greys are acceptable as well as traditional black boarding techniques. There is no restriction of boarding style or elevational treatment.

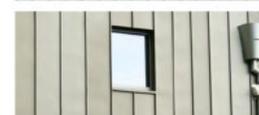
Standing Seam Metal:

Materials that mimic standing seam are to be avoided on all elevations and roofs. Dark greys, naturals Zincs and pre patenated coppers [dark red/brown] is allowed. Primary colours and imitation green copper is not permitted on any external elevation or roof.

Roof Materials:

Standing seam materials as previously outlined are acceptable along with the following;

- Black Pantiles
- Slate
- Sedum/ Green roof



Key works undertaken by project team

- Project Brief & Project Initiation Document approved by Officer Major Project Board
- Interviewed range of enablers to better understand industry, and enablers place in industry
- Visited custom and self build sites in West Norfolk & Bicester (Graven Hill - largest custom and self build site in UK)
- Taken advise from National Custom & Self Build Association on self build proposals
- Engaged Custom Build Homes is the UK's leading Custom Build specialists to undertake Demand assessment on proposed Stoke Ferry Development site

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Proposed BCKLWN Approach

- Appoint an custom & self build enabler
- Undertake preliminary design process
- Obtain outline planning consent
- Construct site infrastructure
- Market & sell development plots
- Deliver directly – or indirectly – affordable housing
- Share lessons learnt with other land owners

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Custom and Self Build Enablers

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Agent Enabler	Manufacturer Enabler	Developer Enabler
<p>Undertake dual role</p> <p>A) Supports both the council in assessing demand, developing the scheme, obtaining consents</p> <p>B) Acts as “estate agent” offering enhanced services to buyers supporting them through the custom & self build process</p>	<p>The Borough Council work with a manufacturer that delivers custom / self-build homes.</p> <ul style="list-style-type: none"> - Supports the council with a financial / demand appraisal of the site, and co-ordinates the design / construction of infrastructure to the site - Get exclusivity of the site, resulting in all house builders having to use the manufacturers build system 	<p>The developer would acquire the site from the council and deliver a custom build development independently. The Council could impose conditions on the sale requiring the site to be delivered as custom and self-build.</p>

*Definitions created by BCKLWN Officers following interview process

Agent Enabler

Advantages	Disadvantage
<ul style="list-style-type: none">- Flexible approach that can be tailored to the specifics of the Councils goals and local custom / self-build demand- Enables the council to retain control and learn from the process	<ul style="list-style-type: none">- The council will need to undertake a competitive tender process to procure the services of an enabler- The council will be exposed to the consultancy cost associated with obtaining planning consent without the guarantee of project success

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Enabler Scope

- Feasibly, Viability, Strategy, and Concept Designs
- Design / Management of Site Infrastructure works
- Design of Affordable Housing Units (depending on delivery model) and - 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
- 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.

Affordable Housing

- Proposals for affordable housing to be provided on the site (20% in accordance with policy)
- Affordable Housing Delivery can be a barrier to custom and self-build development as custom build developers business may not include building houses.
- The Council are considering alternative delivery methods for affordable housing on custom and self-build developments to break down this barrier but ensure affordable housing is delivered on site.

LG1

Slide 19

LG0 an "exemplar site" is an example, suggest BCKLWN are aiming to create an exemplar site which can be used as a model by other land owners?

Louise Gayton, 2021-11-25T08:59:18.495

LG1 Need to finish sentence

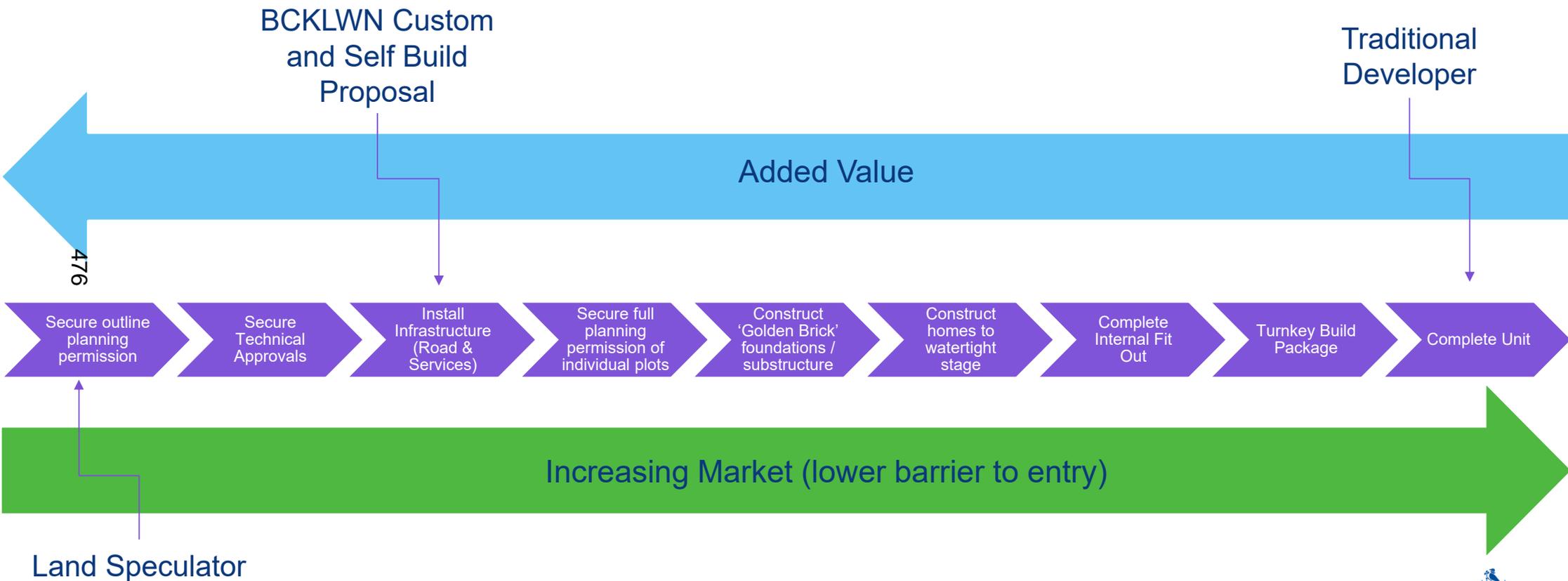
Louise Gayton, 2021-11-25T08:59:36.043

Bradfield Place – Financial Appraisal

- A preliminary appraisal was undertaken prior to the Covid 19 Pandemic
- The original development appraisal represented a potential profit marginally greater than selling the undeveloped land, however the risk of development, market changes since to original appraisal, and the costs of the authority undertaking the works, needs to be fully considered
- Developments costs, especially materials, have increase significantly since December 2019 – especially in the last few months, due Covid 19, Brexit, and labour shortages. Experience from our major housing programme, taking advice from our partners Lovells, indicate costs increases of 10 – 12%
- Land value / house prices have also increased, with many people – now working from home – wanting to be away from larger cities and in larger homes
- As part of the report to cabinet a reappraisal of the development to ensure scheme viability, along with potential risks, will be developed
- Re-appraisals will take place throughout the scheme, once a specialist enabler has been appointed, to monitor viability and ensure project success

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Adding value through development



Custom and Self Build Task Group

It is recommended that the Custom and Self Build Task Group endorses a report to Cabinet {via Regeneration and Development Panel} 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.

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Agenda Item 7 - 22nd September, 2021

AGREED: That the Custom and Self Build Task Group endorses that a report be produced 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 to be reviewed at a certain point prior to any construction work being carried out to ensure that delivery of the site is viable.

Any Questions?

- Thank you for your time -

Downham Market Visit by part team R&D

Strengths

- **Rail link to Cambridge**
- **Central bus terminal**
- **Good sports facilities provided by Alive Leisure**
- **Two central fully licensed social clubs**
- **Heritage Centre**
- **Historic Town Hall with performance space**
- **Post Office/Public Library/Police Station**
- **Interesting, well kept public realm**
- **Markets on two days**
- **Adequate Parking – some free**

Strengths cont'd

- **Lively footfall even on a Tuesday in November – good number of independent shops**
- **Two supermarkets in town + Lidl to open out of town**
- **Public moorings on the Ouse relief channel plus more close by at Denver**
- **Housing close to rail station**
- **Health Centre**
- **Efficient by-pass**

Weaknesses

- **Run down retail offering**
- **Upper storeys of some shops in poor condition**
- **Some facilities in need of enhancement**
- **Economy – spending power of hinterland**
- **Ease of travel to Cambridge for shopping diverts trade from town**

Opportunities

- **Increased frequency of rail links**
- **Longer trains – ease of travel**
- **Increase parking at station**
- **New housing development - >400 homes NE and South of town**
- **Working from home – people need only intermittent access to office eg in London or Cambridge**

Threats

- **Cambridge and London**
- **Proximity to KL means some facilities lacking eg night clubs; cinema**
- **No half hourly rail service as yet**
- **Town fail to present better**
- **Town Council**

Recommendations

- **Apply to Townscape Heritage Lottery for funding to refresh shop fronts**
- **Further develop as commuter destination eg video marketing; virtual marketing**
- **Improve play area The Howdale – tired metal structure**
- **Inspire local community with pride in their town eg through a “Dickens” themed Christmas or other market**
- **Relocate some Borough meetings to the town where and when appropriate**