

Agenda Item 10

Committee: Planning

Date Of Meeting: 12th November, 2008

Title of Report: Core Strategy – progress report

Report of: Andy Wallis
Planning and Economic Regeneration Director

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This report contains	Yes	No
Confidential information		✓
Exempt information by virtue of paragraph(s) of Part 1 of Schedule 12A to the Local Government Act 1972. (If information <u>is</u> marked exempt, the Public Interest Test must be applied and favour the exclusion of the information from the press and public).		✓
Is the decision on this report DELEGATED?	✓	

Purpose of Report:

To update Members on progress on the preparation of the Core Strategy, including seeking their advice on the choice of a slogan for use in publicising the Core Strategy.

Recommendation(s):

1. Members note the report, including the current position we have reached in relation to the preparation of the Core Strategy; and
2. Members confirm whether the slogan 'Your Sefton – your future' is acceptable as a slogan used to promote the preparation of the Core Strategy in all correspondence and on the Council's Local Development Framework web pages.

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Corporate Objective Monitoring

Corporate Objective		Impact		
		Positive	Neutral	Negative
1	Creating A Learning Community		√	
2	Creating Safe Communities	√		
3	Jobs & Prosperity	√		
4	Improving Health & Well Being	√		
5	Environmental Sustainability	√		
6	Creating Inclusive Communities	√		
7	Improving The Quality Of Council Services & Strengthening Local Democracy		√	
8	Children & Young People		√	

Financial Implications

CAPITAL EXPENDITURE	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
REVENUE IMPLICATIONS				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Departments consulted in the preparation of this Report

None

List of Background Papers relied upon in the preparation of this report

Minute 18, Planning Committee, 16th May, 2007

Minute 15, Cabinet, 17th May, 2007

1. Background

- 1.1 In May 2007 we reported to Planning Committee & Cabinet that work had started on the preparation of the Core Strategy for Sefton. This will be the first of a series of Development Plan Documents (DPDs) that we are producing that will ultimately replace our Unitary Development Plan (UDP). It will set out the vision, strategy and core policies for the 'spatial' development of Sefton over the next 15 to 20 years.
- 1.2 Members will be aware that progress on the preparation of the Core Strategy has slipped, as was explained in the report on the 2008 Local Development Scheme which was considered by the Committee in July 2008. In addition, with the publication of a revised PPS12 earlier this year, the preparation process has been slightly modified. In particular, we do not now formally 'start' our preparation of the Core Strategy until we consult formally on the Sustainability Appraisal Scoping Report, (see paragraph 2.5 below).

2. Progress to date

- 2.1 As part of the preparatory work that has taken place on the Core Strategy, a working group of key Members (including the Planning Committee's three party spokespersons), and representatives of the Sefton Borough Partnership, has been set up to guide the preparation of this document.
- 2.2 A number of background studies have been commissioned and are nearing completion on issues including housing, employment, retailing and flood risk, so that we fully understand the supply and demand issues. Consultation on a number of these is likely to commence before the end of the year.
- 2.3 At the same time we have started discussions with a wide range of potential stakeholders including the Environment Agency & United Utilities, the PCT, the Port and others to understand what issues they have and how the Core Strategy can help them deliver their plans and strategies.
- 2.4 Discussions have also taken place in each Area Committee area, to build up a picture of the key issues and opportunities within those areas. We have also met the 10 parishes collectively, and are starting to meet individual parishes to discuss matters that concern them.
- 2.5 We have also produced our Sustainability Appraisal scoping report. We intend to carry out the statutory consultation on this before Christmas so that we can use this to test our Core Strategy objectives as we develop options for meeting our social, economic and environmental needs during the next 15 – 20 years (the Plan period).
- 2.6 Once we consult on the Sustainability Appraisal scoping report, this will mark the official start of Core Strategy preparation.

3. Next Steps

- 3.1 We are currently preparing a Statement of Community Involvement for the Core Strategy, which will set out how we intend to engage with local communities, businesses and landowners as well as with the stakeholders already identified. As indicated in the July report referred to above, we intend to consult on the 'Issues & Options' in spring 2009, and on the Preferred Options in autumn 2009.

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- 3.2 We are also making sure our Core Strategy web-site is regularly updated. However, we need to start raising the profile of the Core Strategy to a wider audience. We are therefore thinking of adopting a logo and slogan that will appear on all correspondence sent by the Planning department, and which will also be used on the web. Having looked at what other Councils have done, we think something along the lines of 'Sefton's Core Strategy: Your Sefton – Your future' or 'Our Sefton – Our future' would start to convey that the notion that the Core Strategy is about how Sefton will change over the next 15 – 20 years, and also indicate that we want people to contribute to its development. However, if Members have any better ideas, please let us know!