

Lichfield District 2050 Strategy

Leader of the Council, Cllr Doug Pullen

Date: 14 May 2024

Agenda Item:

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Key Decision YES

Local Ward N/A

Members



Lichfield
District Council

Full Council

1. Executive Summary

- 1.1 This report presents the Council's new strategic plan – Lichfield District 2050 Strategy – for approval by Cabinet prior to being considered by Full Council.
- 1.2 This report summarises how the Strategy has been developed and includes the key findings from the public consultation on the draft strategy.

2. Recommendations

- 2.1 To endorse the Lichfield District 2050 Strategy (**Appendix A**) and the Year 1 Delivery Plan (**Appendix B**) for adoption.
- 2.2 Delegate finalising the details of the Lichfield District 2050 Strategy and the Year 1 Delivery Plan to the Leader of the Council and the Chief Executive, prior to final publication.

3. Background

- 3.1 A strategic plan sets out the medium-term ambitions and priorities for an organisation, and it is our primary strategic document. It should outline what we want to achieve and how we intend to do it. Lichfield District Council's current Strategic Plan ends in April 2024. A Strategic Plan should act as the 'golden thread', allowing all members of staff and Councillors to see the role they play in delivering against the agreed priorities. The Council is a very different Council to the one that agreed the last Strategic Plan in Spring 2020.
- 3.2 Lichfield District 2050 Strategy is a significant departure from previous Strategic Plans. It deliberately seeks to set a different tone, to be a Strategic Plan for the whole district, not just Lichfield District Council. We cannot deliver the ambitions set out in the Strategy on our own, it will require us all working together, partners, businesses, residents, and the Council. It also takes a longer-term view, rather than the normal four-year, medium-term view. This is to reflect that many of the opportunities and challenges we face do not start and end in a political term but require long-term commitment and focus. The Strategy is unapologetically aspirational and bold.
- 3.3 A strategy is only as good as the delivery plan that supports it, monitoring and tracking how the District Council and partners are delivering against the agreed priorities. A draft Year 1 Delivery Plan is presented at **Appendix B**.
- 3.4 Our Strategy sets out the vision that "together we will make Lichfield District a more confident, prosperous, active and green place to live, work and pay". To achieve this vision, the Strategy outlines four ambitions:

- Be the place where people across the UK aspire to live – Confident Communities
- Enable Lichfield, Burntwood and our villages to flourish – Prosperous Communities
- Make Lichfield District the most active in the UK – Active Communities
- Create the greenest district in the country – Greener Communities

4. Development of the Strategy

- 4.1 The Strategy has been in development for over 18 months, starting with the ‘Together We’ public consultation which ran in late 2022 and saw over 7,500 residents and businesses feedback their views and opinions on the district and future priorities.
- 4.2 Using the results of the ‘Together We’ consultation, plus data and analysis from the Lichfield District Social Progress Index that was launched in early 2023 the Strategy was drafted. In August 2023 a public consultation was launched to gather views and feedback on the draft Strategy.
- 4.3 Five online surveys were launched, respondents were able to provide feedback on any one of the four priorities they were interested in – Confident, Prosperous, Active or Green Communities - or answer a survey on the whole Strategy. Residents were also able to request a paper copy of the surveys.
- 4.4 As well as the online survey, direct emails were sent to key stakeholders offering the opportunity to meet and discuss their feedback on the Strategy, as well as encouraging stakeholders to share the link to the Strategy and surveys with their own networks. As an example, Support Staffordshire and the Chamber of Commerce both promoted the surveys through their networks.
- 4.5 A range of actions were undertaken to maximise the response to the consultation including:
- Ongoing social media posts across all Lichfield District Council(LDC) channels and traditional press releases
 - Promotion of the surveys via our resident e-news distribution lists of more than 29,500 recipients
 - Promotion of the relevant surveys to targeted distribution lists. Residents registered on our Active Lichfield mailing list were sent the Active Communities survey and contacts on our business mailing list received the Prosperous Communities survey
 - Promotion of surveys on specific non-LDC social media pages. For example, the Green Communities survey was promoted on Lichfield Litter Legends, the Prosperous Communities survey was posted on Lichfield and Tamworth Business Page, the Confident Communities survey was posted on Helping Each Other – Lichfield & Surrounding Areas and the Active Communities survey was posted on Lichfield & District Runners
 - Councillors were encouraged to share the surveys amongst their networks and with their constituents
 - Recorded and distributed a podcast, aimed at younger people.
 - Handed out leaflets in Lichfield City to promote awareness of the consultation
 - Community organisations such as secondary school and faith groups were sent links to the surveys and encouraged to promote
 - A session was held with the Lichfield District Youth Council
 - Additional targeted activities were undertaken between January-February 2024 to increase responses from younger age groups. This led to an additional 228 responses from residents aged 34 or under.

- 4.6 A total of 3,127 responses were received from the public consultation and a key message was that respondents wanted more information on how it will be delivered and funded. The proposed final version of the Strategy is attached at **Appendix A**. It has been strengthened to reflect the following key themes from the consultation:
- The importance of infrastructure, including GPs, schools, and roads. Working to lobby public sector partners to invest more in these services
 - Public transport and active travel. Challenging ourselves and our public sector partners to do more to connect our places, and to support all in our communities to access opportunities
 - Ensuring the challenges and opportunities in our villages and rural communities are represented throughout
 - Inclusion for all was a recurring theme throughout much of the feedback. We have reviewed the Strategy to ensure that all parts of our communities are represented
 - Younger respondents in particular valued the Strategy being broken down into shorter time periods and being able to see tangible deliverables towards the long-term ambitions.
- 4.7 On 3rd April 2024 a summary of the consultation results, the latest version of the draft Strategy and Year 1 Delivery Plan were considered by Overview and Scrutiny Committee. Following feedback from the Committee several changes have been made, highlighted in yellow in the attached appendices.
- 4.8 Progress on delivery against the Strategy will be reported regularly to Cabinet and Overview and Scrutiny Committee.
- 4.9 Lichfield District 2050 Strategy clearly sets out our vision and ambitions for the district. Through extensive engagement we have developed a Strategy that is bold, aspirational and will create a future that we can all be proud of.

Alternative options	Council can choose to approve a different Strategic Plan; however, this would delay approval and adoption.
Consultation	<ol style="list-style-type: none"> 1. Consultation with residents, businesses, stakeholders and Councillors has been undertaken over the last 18 months to inform the development of the Strategy. 2. Public consultation results, the draft Strategy and Year 1 Delivery Plan were considered at Overview and Scrutiny Committee on 3rd April 2024.
Financial implications	<ol style="list-style-type: none"> 1. There are no direct financial implications arising from creation of the strategic plan. 2. All plan activities will need to be built into financial planning. 3. Costs including consultation, design and print that will be associated with the production of the plan has been met from existing budgets.
Approved by Section 151 Officer	Yes
Legal implications	There are no direct legal implications
Approved by Monitoring Officer	Yes
Contribution to the delivery of the strategic plan	The proposals recommend that a new strategic plan is adopted

Equality, diversity, and human rights implications	Due to the strategic nature of the strategic plan, completing an equalities impact assessment (EIA) is likely to have limited benefit.
EIA logged by Equalities Officer	Yes Equalities Officer confirmed not required.
Crime & safety Issues	There are no crime and safety issues arising from the production of the strategic plan.
Data assessment	The Social Progress Index has been utilised in the development of the strategic plan.
Environmental impact (including climate change and biodiversity)	Creating greener communities is one of the four priorities of the strategic plan.
GDPR / Privacy impact assessment	There are no GDPR/privacy issues arising from the production process of the strategic plan

	Risk description & risk owner	Original score (RYG)	How we manage it	New score (RYG)
A	Lichfield District 2050 Strategy is too ambitious and cannot be delivered within available resources	Likelihood: Yellow Impact: Yellow Risk: Yellow	Annual Delivery Plans to ensure delivery both in the short-term and medium-term. Continual engagement with stakeholders to reiterate this is a plan for the district not just the District Council.	Likelihood: Green Impact: Green Risk: Green
B	Lack of buy-in from residents and stakeholders to the Strategy	Likelihood: Yellow Impact: Yellow Risk: Yellow	Significant public consultation has been undertaken. Ongoing consultation and engagement on delivery plans and what has been achieved.	Likelihood: Green Impact: Green Risk: Green
C	Any change in national government leads to changes in priorities/funding for local government.	Likelihood: Yellow Impact: Yellow Risk: Yellow	Policy proposals and the manifestos of political parties will be monitored to understand the potential impact on local government. The Council will seek to influence future policy direction through submitting policy responses.	Likelihood: Yellow Impact: Yellow Risk: Yellow

Background documents	Overview and Scrutiny Committee meeting 3 rd April 2024 item 5 https://democracy.lichfielddc.gov.uk/ieListDocuments.aspx?Cid=268&Mid=3088
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Relevant web links	
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APPENDIX A - Lichfield District 2050

Introduction

Lichfield District 2050

When we say, Together We Will... we mean it. This document is a call to action; for everyone.

We cannot achieve and deliver the future we want for the district without you.

So, this strategy seeks a collective commitment to make Lichfield District the most confident, prosperous, active, and green part of the country by 2050; a place which other parts of the United Kingdom aspire to be.

We know this will require hard work and investment, not just from the District Council but from the County Council, from our Town, City and Parish Councils, our partners in the health and emergency services, our vital network of community, charity and third sector organisations who already contribute so much, and importantly from you, our residents.

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Foreword by the Leader of the Council and Chief Executive

This document is a departure from our usual four-yearly cycle of thinking about our priorities. It deliberately seeks to **set a different tone**. We are **proud of our district** and want to engage about its future and yours; to think about the district we want Lichfield to be by 2050; a place for you, your children, your parents, and future generations; for our businesses and visitors, to thrive in.

Lichfield District 2050 is a longer-term view of our shared priorities, **it is challenging, bold and aspirational**.

We are determined to shape our district based on your views. At the end of 2022, over 7,500 residents and businesses responded to the first 'Together We' consultation, providing your views and feedback on what Lichfield District should be in 2050. The views you provided through that feedback have been used to draft this strategy and you will see references to it throughout this document.

Lichfield District is the heart of England, at the centre of the United Kingdom, 35 minutes outside Birmingham and just over an hour away from London. **We have all the ingredients to be a place where people want to live, work and play**; where families can feel supported to raise children and equally protected in older life and retirement.

We want **Lichfield District** Council to be a beacon for the rest of the country, an example of what a modern, vibrant local authority is; a partner, **invested in our district, enabling, and supporting strong communities** with efficient public services that engage effectively and are contrite when we get things wrong.

Through this document, we are seeking to reconstruct our relationship with you, our residents, with our vibrant business sector and with our partners. **We are aiming high. We want to be the best**. We want Lichfield District to be recognised as a place where we take collective responsibility to create a better future for everyone.

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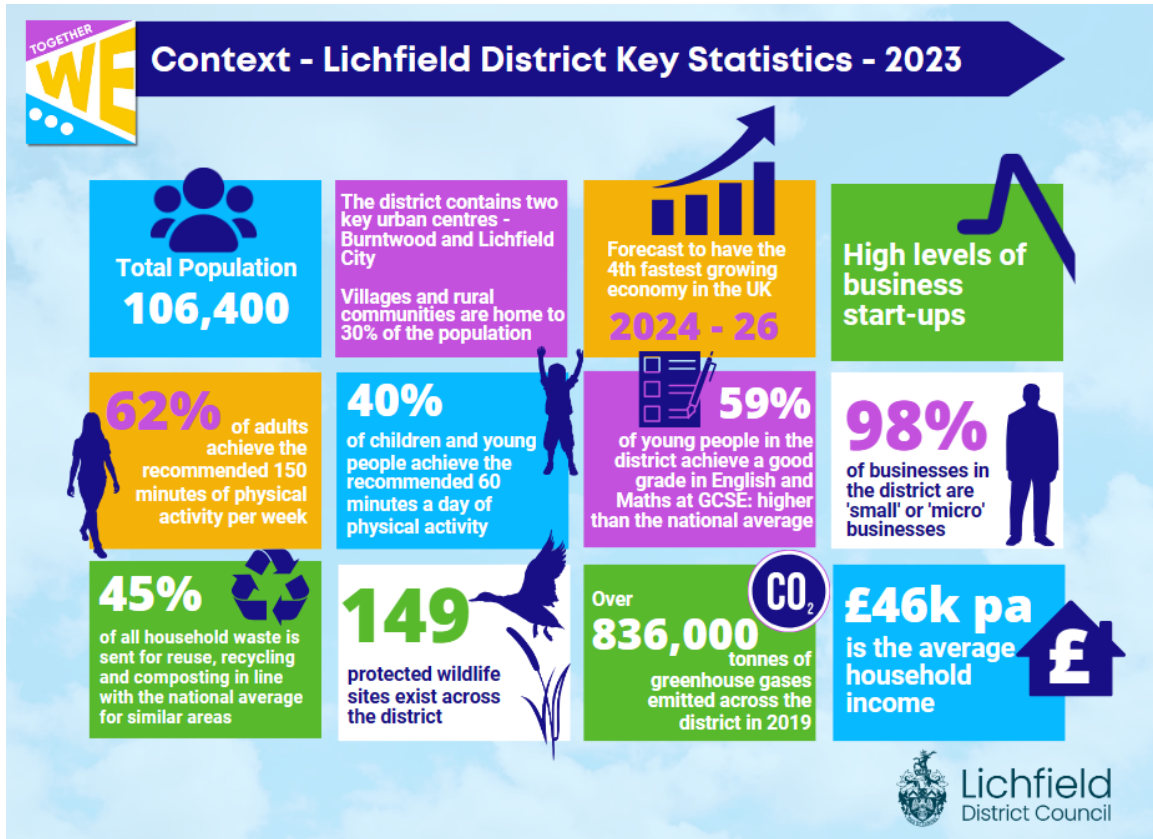
When we say, '**Together We Will...**' we mean it; this document is a **call to action, for everyone**. We cannot achieve and deliver the future we want for the district without you.

So, this strategy seeks a **collective commitment to make Lichfield District the most confident, prosperous, active, and green part of the country by 2050**; a place which other parts of the United Kingdom aspire to be. **We know this will require hard work and investment**, not just from the District Council but from the County Council, from our Town, City and Parish Councils, our partners in the health and emergency services, our vital network of community, charity and third sector organisations who already contribute so much, and importantly from you.

We have set **4 priorities, and a number of ambitious missions** through this strategy, following engagement with you. The remainder of the document outlines key actions for all four priorities, against three important milestone dates – 2028, 2038 and 2050. These milestones will help and guide us on our journey to achieving our missions. The District Council will deliver its part of this strategy through an **Annual Delivery Plan, with clear and smart quarterly objectives which we will hold ourselves to**. We will refresh this strategy every 5 years, to allow us to reflect on the progress we have made and identify the next set of key actions.

Again, without your buy-in this strategy will fail. If you **join us in committing to the priorities, we promise to listen, to hear and value your views** and to do our part to deliver the Lichfield District 2050 we believe everyone wants.

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APPENDIX A - Lichfield District 2050

Confident Communities

We will be the place where people across the UK aspire to live.

Confident communities are places that are **inclusive, resilient, and self-assured**, where **people take pride** in their living environment, **respecting and supporting one another regardless of background**. A confident community is a **cohesive, healthy, safe, prosperous, and happy place**. It **collectively tackles disadvantage, exclusion and powerlessness** and strives to provide a **high quality of life for everyone** that lives there, across all age ranges.

We want people to be more confident about, take more pride in and ownership of the future of Lichfield District. We want to increase the sense of belonging we know already exists and for everyone to be more able to express their views and contribute.

We understand that people want a clean, safe, and healthy environment, with appropriate employment opportunities close to home and good quality, sustainable, affordable housing, in the right places, that help them to be healthy and independent for longer. Good quality housing is a key priority for residents, ensuring there is a range of housing options and tenure to suit changing needs.

They want to live in a Burntwood or Lichfield with vibrant cultural, tourism and leisure options, and in rural communities that retain and celebrate their historic characteristics and are connected by decent public transport options. They want to be supported and empowered by a compassionate and caring public sector when they need it.

We also know building confident communities requires community action and active community and voluntary groups, that the arts and cultural sector has a key role to play and that a willingness to work together, with the public sector, will support our residents to thrive and increase wellbeing and a sense of aspiration.

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Confident Communities

By 2050 we will be a district where...

- Regeneration in Lichfield city centre and Burntwood has had a positive impact on residents across the district
- Housing growth has been controlled, easing pressure on our existing towns and villages by building new homes in the right places, with critical roads, utilities, schools, and health infrastructure delivered first, not last
- Housing inequalities have been challenged and options that meet everyone's needs, for now and the future are available
- New housing permitted is designed in a way that compliments and enhances our district, whilst also protecting and recovering our environment
- People are empowered to influence and control the decisions that matter to them, across all age ranges
- Decision-making and funding are delegated to local communities to unlock community power
- Our communities are connected to support a sense of belonging, through influencing transport authorities and providers, and through the introduction of alternative modes of transport
- Wellbeing and community cohesion is consistently prioritised in all our activities, working effectively with leisure and cultural venues to do so
- A vibrant local voluntary and community sector is supported and invested in

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Confident Communities

Key Milestones - by 2028 we will...

- Champion an 'infrastructure first' approach to growth and development across the district, working with partners to make sure the right infrastructure is in place to support our communities
- Have in place arrangements with the voluntary and community sector to provide better signposting to community support, ensuring we aren't duplicating effort
- Implement an effective Design Code, developed with residents, ensuring that housing developments in the district meet residents' expectations on design, quality, and sustainability
- Complete the city centre regeneration of Lichfield on the Birmingham Road Site
- Bring back into use more of the 500 empty properties in our district, for the benefit of families and communities
- Have worked with private rental landlords and registered social landlords to increase the supply of safer, healthier, and affordable rental properties
- Achieve 40% affordable housing on council owned sites and encourage developers to strive for the same target. The Birmingham Road Site will act as an exemplar site for good quality affordable housing
- Adopt a new Local Plan – to deliver much-needed housing within the district, including the consideration of a new urban settlement, to assist in alleviating existing pressures within our main towns and village areas.

Key Milestones - By 2038 we will...

- Be working towards the delivery of an ambitious new Local Plan
- Fully embed locality working across the district and devolved maximum powers to our locality partnerships. Influenced our partners to also devolve powers and funding
- Have delivered the regeneration of Burntwood, through a new town centre
- Regularly exceed our affordable homes target.

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Prosperous Communities

We will enable Lichfield, Burntwood and our villages to flourish

A prosperous community is one with economic wellbeing, where traditional and new business sectors succeed side by side and where innovation is commonplace and improves opportunity for all people and all areas of a place.

We want Lichfield District to be recognised as a place where business succeeds, for our entrepreneurs and businesses to thrive and for our local workforce to share in the wealth they generate.

Whilst we know our average household income in the district is high compared to other parts of the UK, we also recognise that economic inequality is not just a regional issue, it occurs between neighbourhoods. Some of our neighbourhoods are amongst the most income deprived in England, and in 2019, 8.4% of the local population was identified as income deprived.

We want to ensure the district has a diverse and resilient economy, providing a range of varied job opportunities and progression for our residents. We want to ensure that we have a vibrant economy that supports our young people to have the very best start in life. We want to make sure our residents, both young and old, can thrive in the district and achieve the aspirations they have for themselves and their families.

Key to creating prosperous communities is connectivity, both digital and physical connectivity for our urban and rural communities. We will work with partners to look at how we can better connect our places, challenging public transport providers and partners who look after our roads to do better for our district, and maximise opportunities for active travel.

We want to be the place to set up and grow a business successfully, to provide an environment where our natural entrepreneurs and micro-businesses flourish and are enabled to grow at a pace which is safe for them. We will work with private and public sector partners to invest in new units to help businesses grow sustainably and encourage more sustainable rental rates. Our ambitious new Local Plan will clearly define employment land opportunities across the district.

It is vital we continue to enhance the vibrancy of our town centres, rural communities and the city centre and further improve their local and national reputations as great places to work, live and visit. In the 'Together We' consultation you told us what you wanted to see more in the district, 26% of respondents wanted to see more retail space, 17% wanted to see more leisure options and 15% wanted to see more creative spaces.

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Prosperous Communities

By 2050 we will be a district where...

- Investment in regeneration creates sustainable, vibrant high streets in Lichfield city centre and Burntwood
- Infrastructure to support business growth programmes and provide incentives is making a difference
- Economically active people, including younger people, are attracted, and retained through targeted incentives
- Current key sectors have been nurtured to grow through investment and support that benefit local employment
- There are a range of transport options in place that help to connect our places
- Individuals' business-ready skills, knowledge and experiences are improved to enable sustainability of new enterprises
- Investment from new markets and sectors has been attracted (e.g., digital, technology, knowledge, data, and green economies) into our district, creating new employment opportunities
- Retail, Hospitality, and Leisure providers are supported to be attractive career choices for people
- Training providers and statutory bodies are challenged to provide the skills local business needs so they can recruit locally
- Public sector partners are encouraged to utilise the social value levers they have available to them
- Ultimately, we will have improved the prosperity of our residents, by increasing skills levels and access to better jobs.

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Prosperous Communities

Key Milestones - By 2028 we will...

- Be concluding delivery of the targeted Action Plan for Burntwood
- Have delivered temporary 'Meanwhile' activities on the Birmingham Road Site, including vibrant new incubator retail, office, food and beverage space alongside outdoor theatre and cinema
- Successfully have used the new cinema for Lichfield city centre, including food and beverage space, as a catalyst to regenerate the whole Birmingham Road Site
- Enjoy a vibrant, young, new residential zone on the Birmingham Road Site, with public open space as places people choose to gather
- Have supported delivery of infrastructure such as GP, schools, and roads, to be in place to meet our growing needs
- Worked with public transport providers to improve the offer across the district

Key Milestones - By 2038 we will...

- Have opened up Market Street / Bird Street Car Park to new retail outlets and views of the Minster Pool and Cathedral
- Have fully delivered Burntwood regeneration.

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Active Communities

We will make Lichfield District the most active in the UK

The evidence for the benefits of being active is overwhelming; it prevents a range of illnesses, improves our wellbeing, and helps people to manage certain health conditions better. Being active and living a healthy lifestyle was important to most respondents of the 'Together We' consultation, who identified better facilities and more group activities as things that would help them be more active. For older people, a healthy lifestyle can have a significant impact on staying independent for longer. Supporting and encouraging children and young people to be more active and have a healthy lifestyle has wide-ranging impacts, including essential key skills such as teamwork, resilience and creating good habits for life.

We know around 38% of adults and 60% of children and young people in our district are not active for recommended weekly levels and we want to change this. We want the very best sports and leisure facilities in our district. But it's not just about sports, we also need to encourage more community gardens, farms, and allotments, and to work with our schools to maximise the benefits of clubs and activities they offer.

Active communities are places where everyone can access the activities and facilities that suit them, whether they are a competitive athlete, or someone who is starting out to get moving and improve their wellbeing, and everything in-between. We will empower and encourage everyone (our partners, including the voluntary and community sector, and our communities) to set up and grow more local community sports and leisure provision, creating a vibrant network of activities and facilities across the district.

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Active Communities

By 2050 we will be a district where...

- Physical activity has increased, with people being more active, more of the time, showing a demonstrable improvement in the levels of activity undertaken
- The social and wellbeing benefits of living a healthy lifestyle are celebrated and built on
- Barriers to participation for people experiencing inequality for health, socio-economic or gender reasons are reduced
- Annual large-scale physical activity events, including walking, running, cycling, and swimming, across the district are delivered and appeal to a wide-range of people
- Physical activity as an effective preventative and treatment option for long-term conditions, mild depression and anxiety is embedded
- Advice and guidance on leading a healthy and active lifestyle is systematically available and targeted to the right people
- The full potential of our parks and green spaces is activated for health and wellbeing
- A network of high-quality leisure and recreational facilities and community groups exists to provide equitable, affordable access for all.

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Active Communities

By 2028 we will...

- Deliver a new leisure centre in north Lichfield, at Stychbrook Park
- Regularly utilise our parks and green spaces as key locations for active lives, park sports, health walks etc
- Introduce a small grants scheme to help fund new initiatives that will improve health and wellbeing
- Champion more family focused opportunities that engage the whole family
- Introduce a new Residents Advantage Card scheme, providing discounts off arts and entertainment, leisure, sports, and other activities
- Invest in and introduce new leisure facilities across the district – inc. adventure golf, climbing wall, padel tennis, obstacle course racing
- Build stronger links with the district GP surgeries and schools to work together to increase and sustain participation among all groups with targeted interventions
- Have a vibrant network of local community groups and clubs that support residents to be more active
- Utilise our locality partnerships to harness the power of local communities to support health and wellbeing more effectively

By 2038 we will...

- Increase and value the amount of green space in the district to promote healthier lifestyles
- Be nationally renowned for the quality of offer at our local authority run leisure centres
- Increase activity levels of adults and children
- Reduce the participation gap between different groups that currently face inequalities.

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Green Communities

We will create the greenest district in the country

There is no denying, we need nature, and in Lichfield District we are fortunate to have access to significant green space. Healthy green spaces can clean our air, water, soil, and future-proof farming. Restoring nature is vital for our future and economy, whilst providing invaluable spaces for wildlife to thrive and people to enjoy. 96% of respondents to the 'Together We...' consultation said the environment was important to them. For children and young people in our district, this is a real priority.

Climate change is the most critical challenge we face. We recognise a need to radically re-think how the district works and lives to become carbon neutral by 2050. We will lead by example as a District Council, transforming our own operations. We will influence and encourage our partners, businesses, and residents to do their part, and work alongside them to reduce and reverse the implications of climate change we already experience. This will include working in partnership to create greener homes across the district, supporting sustainable development and encouraging new and emerging green industries.

Green communities are committed to the whole of the environment not just climate change; they have strong wildlife recovery, vibrant biodiversity, development that protects and enhances nature, and networks of sustainable travel routes connecting communities. We will work to incorporate consideration for the climate and environment across all our operations and agree priorities for nature recovery locally where we will map and outline projects to create and improve habitat for nature and wider environmental goals.

We will work with residents and businesses to reduce the amount of waste produced by the district, whilst increasing the amount that is reused or recycled. 77% of respondents to the 'Together We...' consultation felt recycling and waste disposal was an environmental issue of most concern. We will change and adapt how we collect and dispose of our waste, seeking opportunities to make our operations carbon neutral, and innovative approaches to generate energy from our waste.

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Green Communities

By 2050 we will be a district where...

- Carbon neutrality is achieved district-wide, reducing the impact and implications of climate change on the district
- Housing across the district, both new and old, supports our ambitions to be the greenest district in the country
- Nationally, we are renowned for enhancing and protecting our natural environment
- Lowland heathland and associated habitats connecting Cannock Chase to Sutton Park are restored
- Two new nature reserves, a series of pocket parks and wildlife ponds have been introduced
- Living green spaces on roofs, walls and bus stops have been introduced and increased
- The tree canopy across the district has been extended and more street trees are introduced to our urban areas
- River Restoration has been explored and introduced, connecting rivers and waterbodies back to floodplains
- Species with local provenance have been reintroduced i.e., white-clawed crayfish, water voles, other scarce species.

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Green Communities

By 2028 we will...

- Identify and agree the location of two sites suitable to develop new nature reserves
- Introduce a green corridor between Burntwood and Lichfield contributing towards both sustainable and active travel
- Have a robust district-wide Carbon Reduction Plan in place and being delivered with our partners
- Increase the rate of recycling in the district to more than 65%, whilst reducing our overall waste
- Introduce a food waste service and have in place plans to generate more energy from our waste
- Create a live digital dashboard on our environmental performance, so that we can encourage all to do their bit to tackle climate change
- Articulate our strong commitment to sustainable housing and development, environmental protection, and enhancement through our new Local Plan
- Introduce a number of green streets, which include additional street trees, bee bricks and bird boxes
- Have electric charging points available on key off-street car parks

By 2038 we will

- Deliver the first new nature reserve in the district
- Have reduced or mitigated the council's carbon emissions to a net zero position by 2035
- Have supported the re-introduction of Lichfield Canal
- Enable more green corridors for commuting and travel.

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

CONFIDENT COMMUNITIES – We will be the place where people across the UK aspire to live					2028 Milestones							
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Infrastructure first	Work with voluntary and community sector	Effective Design Code	City Centre Regeneration	Bringing empty properties back into use	Supply of safe, healthy, and affordable rental properties	Affordable housing on council owned sites.	New Local Plan
Launch LDC's 2024-27 Community and Voluntary Sector Funding programme, making a positive impact on our communities	Funding programme launched, and quarterly monitoring of outcomes	Quarterly monitoring of outcomes	Quarterly monitoring of outcomes	End of year report on outcomes								
Work with the Community Foundation to deliver the Councillor Community Fund 2024-25 that will award small grants to local community groups	Launch of the fund	Applications will be processed, and awards will commence	Awards will continue	End of year evaluation								
Establish a food partnership network, bringing together partners to tackle food poverty and collaborate	Initial priority actions agreed and commenced			End of year review of the partnership								
Work with CASES to deliver a joined-up advice and signposting service	Joint Action Plan developed			Delivery of several priority actions								

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

CONFIDENT COMMUNITIES – We will be the place where people across the UK aspire to live					2028 Milestones							
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Adopt a Lichfield District Design Code, a Supplementary Planning Document (SPD)	Statutory public consultation	Results of the consultation	Adopt and launch									
Demolition of the MSCP and retail units complete		Demolition works started	Demolition works complete									
Development of meanwhile use on the BRS site		Landscaping on site starts										
Cinema and plaza construction underway	Preferred contractor selected		Cinema construction starts, plaza complete	Marketing of food and beverage units to have started								
Old Ford Site sold, and development work started	Final bids submitted BRS design code approved	Preferred bidder identified		Sale and planning application approved Development works to start								

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

CONFIDENT COMMUNITIES – We will be the place where people across the UK aspire to live					2028 Milestones							
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Infrastructure first	Work with voluntary and community sector	Effective Design Code	City Centre Regeneration	Bringing empty properties back into use	Supply of safe, healthy, and affordable rental properties	Affordable housing on council owned sites.	New Local Plan
				Marketing of further zones to have started								
Engage with the owners of 80 empty properties, both commercial and residential, focusing on those that have been vacant the longest, to understand the barriers and blockages and work with them to bring as many as possible back into use	Engage with 20 empty properties	Engage with 20 empty properties	Engage with 20 empty properties	Engage with 20 empty properties								
Using intelligence from engaging with empty property owners to develop a new empty property strategy				New strategy and action plan in place								
Lobbying of registered providers of social housing to increase the supply of affordable rental properties, and to agree tangible actions to move forward	Quarterly review meetings in place											

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

CONFIDENT COMMUNITIES – We will be the place where people across the UK aspire to live					2028 Milestones							
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Infrastructure first	Work with voluntary and community sector	Effective Design Code	City Centre Regeneration	Bringing empty properties back into use	Supply of safe, healthy, and affordable rental properties	Affordable housing on council owned sites.	New Local Plan
Develop a plan of further actions to increase the supply of affordable rental properties				Plan in place								
Lobbying of registered providers of social housing to improve the conditions and maintenance of properties, and to agree tangible actions to improve	Quarterly review meetings in place											
Improved inspection rates for private rental complaints	Additional capacity in place to address this											
Developed and launched a new Homelessness and Rough Sleeping Strategy 2025-2030	Development of the strategy			Strategy approved								
LWMTS to intervene to deliver more temporary accommodation across the district				Additional units delivered								
Complete the first year of our Local Plan Delivery Plan, including a call for sites and update several pieces of key evidence	Call for sites to conclude. Publish	Progress evidence and preparation	Undertaken Issues &	Report on Options consultation								

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

CONFIDENT COMMUNITIES – We will be the place where people across the UK aspire to live					2028 Milestones							
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Infrastructure first	Work with voluntary and community sector	Effective Design Code	City Centre Regeneration	Bringing empty properties back into use	Supply of safe, healthy, and affordable rental properties	Affordable housing on council owned sites.	New Local Plan
	schedule of sites	of first consultation	Options consultation									
Launched our new Strategic Infrastructure Group to monitor s106 and community infrastructure Levy (CIL)	First meeting of SIG to convene	Publish Infrastructure Funding statement	Hold bidding round for CIL monies	Allocation of CIL monies to projects and monitoring of delivery								
Implemented a new approach to major developments to agree more S106s 'up front' with a focus on securing the right infrastructure investment	New approach 'goes live'											
Lobbying of key infrastructure partners to ensure the views of the district are heard, with key specific lobbying priorities to be agreed	Ongoing											
Implementing Social Value and Contract Management Strategies across the Council to support confident communities through supply chain commitments	Development of strategies	Approval of strategies		Embed and deliver the strategies								

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

Several key outcome performance measures have been identified, and where in place, an initial baseline has been provided. During the first half of 2024/25, appropriate targets will be established.

CONFIDENT COMMUNITIES – Outcome Performance Measures	Baseline
Increase the number of voluntary and community sector organisations in the district	Estimated 542 voluntary organisations delivering in the district. Source: Support Staffordshire , 2021
Increased satisfaction with the district as a place to live	Baseline to be established in 24/25
Increased % of residents who feel they can include decisions on things that matter to them	Baseline to be established in 24/25
Decrease in the average waiting time on the Housing Register	2022-23 average waiting time was 166 days. Source: LDC
Increase in the number of major planning applications where S106s are agreed in advance	Baseline to be established in 24/25
Achieve the AMR % of affordable homes delivered on new housing sites	Annual Monitoring Return(AMR) requires a minimum of 28% in 2023-24. The %age changes each year per the dynamic model. %age to be reviewed in 24/25 as evidence is updated and work on the Local Plan progresses
Defined programme of social / public value activities including the monitoring of contractual social value commitments	Baseline to be established in 24/25

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

PROSPEROUS COMMUNITIES – We will enable Lichfield, Burntwood and our villages to flourish					2028 Milestones					
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Action Plan for Burntwood	'Meanwhile' activities on the Birmingham Road Site	Birmingham Road Site regeneration	Residential zone on the Birmingham Road Site	Infrastructure	Public transport
Engaged with stakeholders to develop Burntwood masterplan and capital bids put forward as part of MTFS	Commission masterplan		Draft masterplan and capital implications understood	Capital funding bids put forward						
Demolition of the MSCP and retail units will be complete and development of meanwhile use will have started	Demolition contract award and preparation/mobilisation of demolition site	Demolition works and landscaping on site start date	Demolition complete							
Cinema and plaza construction underway	Preferred contractor selected		Cinema construction starts, plaza complete	Marketing of food and beverage units to have started						

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PROSPEROUS COMMUNITIES – We will enable Lichfield, Burntwood and our villages to flourish					2028 Milestones					
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Action Plan for Burntwood	'Meanwhile' activities on the Birmingham Road Site	Birmingham Road Site regeneration	Residential zone on the Birmingham Road Site	Infrastructure	Public transport
Old Ford Site sold, and development work started	Final bids submitted BRS design code approved	Preferred bidder identified		Sale and planning application approved Development works to start Marketing of further zones to have started						
Launched our new Strategic Infrastructure Group to monitor s106 and community infrastructure Levy (CIL)	First meeting of SIG to convene	Publish Infrastructure Funding Statement(IFS)	Hold bidding round for CIL monies	Allocation of CIL monies to projects and monitoring of delivery						
Implemented a new approach to major developments to agree more S106s 'up front' with a focus on securing the right infrastructure investment	New approach 'goes live'									

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

PROSPEROUS COMMUNITIES – We will enable Lichfield, Burntwood and our villages to flourish					2028 Milestones					
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Action Plan for Burntwood	'Meanwhile' activities on the Birmingham Road Site	Birmingham Road Site regeneration	Residential zone on the Birmingham Road Site	Infrastructure	Public transport
Lobbying of key infrastructure partners to ensure the views of the district are heard, with key specific lobbying priorities to be agreed	Ongoing									
Utilise the regeneration of Lichfield City centre to lobby public transport providers for improved services	Engage SCC									
Develop and install interactive wayfinding and discovery strategy across Lichfield District and Lichfield city centre to attract new visitors		Design	Installation	Promotion						
Launch a new visitor economy campaign, including a refreshed events calendar in partnership with visitor economy organisations to attract new visitors		Launch								

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

Several key outcome performance measures have been identified, and where in place, an initial baseline has been provided. During the first half of 2024/25, appropriate targets will be established.

PROSPEROUS COMMUNITIES – Outcome Performance Measures	Baseline
Increase the number of business start ups	440 Births of New Enterprises 2022 (Source)
Improve business survival rates	39.4% businesses survived 5 years after birth. 2017 – 2022 (Source)
Increased adult skills levels	RQF/NVQ L2+ adult qualifications – 89.8%, 2022 Source Nomis RQF/NVQ L4+ adult qualifications – 58.8%, 2022 Source Nomis
Improved educational attainment of young people	Key Stage 2 - % of pupils achieving expected standard in reading writing and maths – 63%, 2022/23 Average Attainment 8 Score – 48.5, 2022/23
Increased resident earnings	Average gross resident-based earnings £35,714 - 2021

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

ACTIVE COMMUNITIES – We will make Lichfield District the most active in the UK					2028 Milestones								
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	New leisure centre	Utilise our parks and green spaces	Small grants scheme	More family focused activities	New Residents Advantage Card scheme	New leisure facilities	Build stronger links with GP surgeries and schools	Network of community groups and clubs	Power of local communities
Leisure centre construction work commenced	Detailed cost plans developed	Work onsite started											
Delivering and developing our Active Lichfield Health and wellbeing programme in local communities and with partners tackling health inequalities	Quarterly monitoring	Quarterly monitoring	Quarterly monitoring	Quarterly monitoring									
Developed a proposal for an active communities small grants scheme and submitted as part of MTFS process				Proposal developed and submitted as part of MTFS									
Hello Velo – pop up street velodrome in Lichfield and Burntwood	Annual Hello Velo delivered												

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

ACTIVE COMMUNITIES – We will make Lichfield District the most active in the UK					2028 Milestones								
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	New leisure centre	Utilise our parks and green spaces	Small grants scheme	More family focused activities	New Residents Advantage Card scheme	New leisure facilities	Build stronger links with GP surgeries and schools	Network of community groups and clubs	Power of local communities
Delivery of Community Games in partnership with Inspire Activity	Annual Community Games delivered												
Provide more opportunities for families to be physically active together	Consultation on demand and gaps	Produce a programme of activities	Quarterly monitoring	Quarterly monitoring									
Scoped out options for implementing a Residents Advantage Card			Options developed										
Adventure golf delivered		Delivered by Q2											
Climbing wall delivered				By end of year									
Padel tennis			Delivered by Q3										

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

ACTIVE COMMUNITIES – We will make Lichfield District the most active in the UK					2028 Milestones								
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	New leisure centre	Utilise our parks and green spaces	Small grants scheme	More family focused activities	New Residents Advantage Card scheme	New leisure facilities	Build stronger links with GP surgeries and schools	Network of community groups and clubs	Power of local communities
Delivery of Getin2it Programme for young people, offering positive activities and opportunities, in partnership with partners and schools	Ongoing												
Delivery of UKSPF Us Girls programme designed to increase and sustain young women’s participation in sport and physical activity in underserved communities	Ongoing												
Delivery of Getin2it Volunteer Programme	Ongoing												
Making funding available via LDC’s 2024-27 Community and Voluntary Sector Funding programme, making a positive impact on our communities	Funding programme launched, and quarterly monitoring of outcomes.	Quarterly monitoring of outcomes	Quarterly monitoring of outcomes	End of year report on outcomes									

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

Several key outcome performance measures have been identified, and where in place, an initial baseline has been provided. During the first half of 2024/25, appropriate targets will be established.

ACTIVE COMMUNITIES – Outcome Performance Measures	Baseline
Increase adult physical activity rates	Participation Baseline – Adults – Inactive (less than 30mins per week) 24.2% Fairly Active (30-149mins per week) 14.2% Active (at least 150 mins per week) 61.6% Source: Sport England Active Lives Survey November 2021-22
Increase physical activity rates amongst children	Children- Less active (less than 30mins per day) 32.8% Fairly Active (An average of 30-59mins per day)25.3% Active (An average of 60+mins per day) 41.8% Source: Sport England Children & Young People’s activity data November 2021-22
Increased usage of parks and green spaces	4.2m visitors to Beacon Park in 2022-23 (Source: internal visitor reporting) Baseline to be established in 24/25
Increase usage of our arts and culture attractions	Baseline to be established in 24/25

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

GREEN COMMUNITIES – We will create the greenest district in the country					2028 Milestones								
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Two new nature reserves	Greenway	Carbon Reduction Plan	Increase recycling rate	Food waste service	Digital dashboard	New Local Plan	Green streets	EV charge points
Identified and agreed several LDC-owned sites to put forward as a biodiversity offset sites / future habitat bank		First tranche agreed											
Scoped out potential locations for new nature reserves				Locations scoped									
Work to ensure that Lichfield Greenway between Lichfield and Burntwood is opened to walkers and cyclists	Start clearance works	Lease Agreement in place	Complete clearance works										
LDC revised organisational carbon reduction plan in place and being delivered	Plan in place	Quarterly monitoring	Quarterly monitoring	Quarterly monitoring									
District-wide climate event held bringing together residents, businesses and community groups and begin our district wide climate change strategy			Climate event held	First draft District Strategy									
District-wide recycling campaign to encourage behaviour change and increase recycling rates	Ongoing	Ongoing	Ongoing	Ongoing									
Develop a plan for implementing food waste collection by March 2026				Robust plan in place									

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

GREEN COMMUNITIES – We will create the greenest district in the country					2028 Milestones								
Year 1 2024/25 Actions	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Two new nature reserves	Greenway	Carbon Reduction Plan	Increase recycling rate	Food waste service	Digital dashboard	New Local Plan	Green streets	EV charge points
Our environmental digital dashboard will be launched, displaying LDC carbon emissions to inform and direct future initiatives	Initial carbon emissions dashboard published	Addition of further environment metrics	Data updates	Data updates									
Development of a new Local Plan	Call for sites to conclude. Publish schedule of sites	Progress evidence and prepare for first consultation	Undertaken Issues & Options consultation	Report on Options consultation									
Utilising Biodiversity Net Gain as an opportunity for investment in street trees, bee bricks and bird boxes				First green streets in place									
Working with County Council to have a county-wide EV strategy in place that meets the districts needs				Strategy in place									
Agreed best use of LDC EV capital monies				Agreed plan									

Appendix B – Draft Lichfield District 2050 Strategy Year 1 Delivery Plan

Several key outcome performance measures have been identified, and where in place, an initial baseline has been provided. During the first half of 2024/25, appropriate targets will be established.

GREEN COMMUNITIES – Outcome Performance Measures	Baseline
Increase recycling rates	44.3% (of household waste sent for reuse, recycling, or composting) 2022/2023 (source)
Reduce LDC carbon emissions	1030.43 tCO ₂ e 2021 (Source: Internal Carbon Baseline Calculations)
Reduce District-wide carbon emissions	Not available. Baseline to be established in 24/25