

Cabinet



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20th December 2012

A meeting of the **Cabinet** of North Norfolk District Council will be held in the **Council Chamber** at the Council Offices, Holt Road, Cromer on **Monday 7th January 2013 at 10.00 a.m.**

At the discretion of the Chairman, a short break will be taken after the meeting has been running for approximately one and a half hours. Coffee will be available in the staff restaurant at 9.30 a.m. and at the break.

Members of the public who wish to ask a question or speak on an agenda item are requested to arrive at least 15 minutes before the start of the meeting. It will not always be possible to accommodate requests after that time. This is to allow time for the Committee Chair to rearrange the order of items on the agenda for the convenience of members of the public. Further information on the procedure for public speaking can be obtained from Democratic Services, Tel: 01263 516010, Email: democraticservices@north-norfolk.gov.uk

Sheila Oxtoby
Chief Executive

To: Mr T FitzPatrick, Mrs A Fitch-Tillett, Mr T Ivory, Mr J Lee, Mr W Northam, Mr R Oliver

All other Members of the Council for information.

Members of the Management Team, appropriate Officers, Press and Public.



**If you have any special requirements in order
to attend this meeting, please let us know in advance**

If you would like any document in large print, audio, Braille, alternative format
or in a different language please contact us

Chief Executive: Sheila Oxtoby

Corporate Directors: Nick Baker & Steve Blatch

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A G E N D A

1. TO RECEIVE APOLOGIES FOR ABSENCE

2. MINUTES

(Page 1)

To approve, as a correct record, the minutes of the meeting of the Cabinet held on 13 December 2012.

3. PUBLIC QUESTIONS

To receive questions from the public, if any.

4. ITEMS OF URGENT BUSINESS

To determine any other items of business which the Chairman decides should be considered as a matter of urgency pursuant to Section 100B(4)(b) of the Local Government Act 1972.

5. DECLARATIONS OF INTEREST

Members are asked at this stage to declare any interests that they may have in any of the following items on the agenda. The Code of Conduct for Members requires that declarations include the nature of the interest and whether it is a disclosable pecuniary interest.

6. CONSIDERATION OF ANY MATTER REFERRED TO THE CABINET BY THE OVERVIEW AND SCRUTINY COMMITTEE OR COUNCIL FOR RECONSIDERATION

To consider matters referred to the Cabinet (whether by the Overview and Scrutiny Committee or by the Council) for reconsideration by the Cabinet in accordance with the provisions within the Overview and Scrutiny Procedure Rules or the Budget and Policy Framework Procedure Rules.

7. CONSIDERATION OF REPORTS FROM THE OVERVIEW AND SCRUTINY COMMITTEE

To consider any reports from the Overview and Scrutiny Committee, which may be presented by the Chairman of the Overview and Scrutiny Committee, and determination of any appropriate course of action on the issues so raised for report back to that committee.

8. COUNCIL TAX SUPPORT WORKING PARTY

(page 10)

To receive the minutes of the Council Tax Support Working Party held on 23 November 2012

The following recommendation has been made to Cabinet:

RESOLVED

To recommend to Cabinet that Option 3 (the scheme that meets the Government Criteria for grant funding) was the preferred Council Tax Support scheme.

9. **COUNCIL TAX SUPPORT SCHEME 2013/14**
(Appendix A – p.21) (Appendix B –*electronic only*) (Appendix C – p. 24)
(Appendix C2 – p.30)

(page 15)

Please note that Appendix B is very large – printed copies are available on request from Democratic Services

Summary:

On the 1st November the Local Government Finance Bill received Royal Assent. The Act includes a requirement for each billing authority in England to develop its own Local Council Tax Support Scheme which must be agreed by full Council before 31st January 2013 for implementation on 1 April 2013.

Conclusions:

That the Council adopt a Local Council Tax Support Scheme that meets the criteria for the transitional funding that was announced in October 2012. The scheme would enable a maximum award of 91.5% of a person's council tax liability for those people currently in receipt of 100% Council Tax Benefit.

Recommendations: Cabinet recommend to Full Council the Local Council Tax Support as set out in this report (option 3).

Reasons for

Recommendations:

Legislation requires a Council Tax Support Scheme to be agreed by full Council by the 31 January 2013 prior to implementation of the scheme on 1 April 2013.

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(Papers relied on to write the report, which do not contain exempt information and which are not published elsewhere)

Cabinet Report 16 July 2012
Local Government Finance Act
Localising Support for Council Tax – Transitional grant scheme
<https://www.gov.uk/government/publications/localising-support-for-council-tax-transitional-grant-scheme>

Cabinet Member(s)

Wards affected:

Contact Officer,

Telephone no & email:

Cllr W Northam

All

Louise Wolsey

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louise.wolsey@north-norfolk.gov.uk

DETERMINATION OF COUNCIL TAX DISCOUNTS AND LEVEL OF CHARGES FOR 2013/14 (page 10)

(page 31)

(Appendix D – p.37)

<p>Summary:</p> <p>Options considered:</p>	<p>The Local Government Finance Act 2012 includes a number of reforms in relation to council tax exemptions, discounts and the introduction of the empty property premium. The reforms give councils new flexibilities to vary council tax on second homes and empty dwellings which offer the opportunity to raise additional revenue as well as encouraging empty properties to be brought back into use. This report recommends changes to discount levels and the adoption of an empty property premium to take advantage of the new areas of discretion and recommends all discounts that will apply for 2013/14.</p> <p>The determinations and decisions set out in this paper come into effect on 1 April 2013 for the financial year 1 April 2013 to 31 March 2014. They are made by the Council under sections 11, 11A, 11B, and of the Local Government Finance Act 1992 and other enabling powers. References to the Local Government Finance Act 1992 include references to Regulations made under that Act.</p>		
<p>Conclusions:</p>	<p>The Council Tax reforms as included within the Local Government Finance Act 2012 provide greater flexibility for Local Authorities to set levels of discounts on second homes and empty dwellings to generate both revenue streams and incentives to bring empty properties back into use. The Council has to approve its determinations for each financial year. The calculation of the tax base for 2013/14 will be made on the assumption that the determinations recommended below will apply.</p>		
<p>Recommendations:</p>	<table border="1"> <tr> <td data-bbox="549 1451 683 2063"> <p>1</p> <p>(i)</p> <p>(ii)</p> </td><td data-bbox="683 1451 1449 2063"> <p>That Cabinet recommend that Council Resolve that under section 11A of the Local Government Finance Act 1992, and in accordance with the provisions of the Local Government Finance Act 2012 and other enabling powers that:</p> <p>the council tax discount for dwellings defined as being within Class ‘A’ remains at 50% for the year 2013/14 (report para.3.4);</p> <p>the council tax discount for dwellings defined as being within Class ‘B’ be reduced to 5% for the year 2013/14 with the exceptions of (report para. 3.4):</p> <p>those dwellings that are specifically</p> </td></tr> </table>	<p>1</p> <p>(i)</p> <p>(ii)</p>	<p>That Cabinet recommend that Council Resolve that under section 11A of the Local Government Finance Act 1992, and in accordance with the provisions of the Local Government Finance Act 2012 and other enabling powers that:</p> <p>the council tax discount for dwellings defined as being within Class ‘A’ remains at 50% for the year 2013/14 (report para.3.4);</p> <p>the council tax discount for dwellings defined as being within Class ‘B’ be reduced to 5% for the year 2013/14 with the exceptions of (report para. 3.4):</p> <p>those dwellings that are specifically</p>
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	(a)	identified under regulation 6 of the Council Tax (Prescribed Classes of Dwellings)(England) Regulations 2003, which will retain the 50% discount; and
	(b)	those dwellings described or geographically defined at Appendix D which in the reasonable opinion of the Head of Finance are judged not to be structurally capable of occupation all year round and were built before the restrictions of seasonal usage were introduced by the Town and Country Planning Act 1947, will retain the 50% discount.
	iii)	The council tax discount for dwellings defined as being within Class 'C' to be set at 100% for three months for the year 2013/14 (report para. 3.3)
	(iv)	The council tax discount for Class D properties to act as an incentive to bring them back into use is recommended to be a discount of 50% for a maximum of 12 months (report para.3.2)
	2	That Cabinet recommend that Council Resolve that under section 11B(2) of the Local Government Finance Act 1992, and in accordance with the provisions of the Local Government Finance Act 2012 and other enabling powers that:
	(i)	A premium is charged for properties which have been empty and substantially unfurnished for two years or more of 50% of the council tax payable in relation to that home.
	3	In accordance with the relevant legislation these determinations shall be published in at least one newspaper circulating in North Norfolk before the end of the period of 21 days beginning with the date of the determinations.
Reasons for Recommendations:		To recommend for approval the Council Tax discount and premium determinations to come into effect from 1 April 2013. To raise additional council tax revenue and to encourage properties to be brought back into use.

Cabinet Member(s)
Wards affected:
Contact Officer,
Telephone no & email:

Cllr W Northam
All
Karen Sly
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11. DESTINATION MANAGEMENT ORGANISATION (DMO) FOR NORTH NORFOLK

(page 46)

(Appendix E – p.53) (Appendix F– p.54) (Appendix G – p.58) (Appendix H – p.67)
(Appendix I – p.79)

Summary: This report is seeking the support of Cabinet to contribute seed corn funding to help establish a Destination Management Organisation for North Norfolk in line with the Council's Corporate Plan 2012-2015 to "*promote a positive image of North Norfolk as a premier visitor destination*" and Annual Action Plan for 2012/13 to "*support and facilitate the establishment of a private sector led DMO for the North Norfolk coast, broads and countryside to maintain the profile of the district as a leading tourist destination within the UK boosting levels of employment and income for the district.*" This investment over three years of £105K will draw in £280K from other sources and will lead to a higher tourism profile for North Norfolk and by implication a range of benefits for the tourism industry and residents who work in the industry.

Conclusion: VNN will bring together all of the aspects of the tourism industry – both businesses and the 'softer' offers of the coast and countryside and promote it actively to the market place, aiming to ensure that northern Norfolk grows in stature as a key destination within the Norfolk offer. In accordance with Central Government policy and that adopted by the New Anglia LEP and Norfolk Tourism as well as NNDC in its Annual Action Plan for 2012/13, this DMO will provide a major channel for communication, support and access to market, for the tourism industry. But without the funding contribution coming from the District Council, the DMO will find it difficult to establish itself as the platform for the private sector to take a greater responsibility for destination management in future years.

Recommendation: **That Cabinet authorise the release of £25K per annum over the periods 2012/13, 2013/14 and 2014/15 (£75K for three years) from the NNDC Community Fund and £10K per annum over the periods 2012/13, 2013/14 and 2014/15 (£30K for three years) from the ETDU budget as the Council's contribution to support Visit North Norfolk Coast and Countryside Ltd.**

Cabinet Member(s)	All
Ward(s) affected	All
Contact Officers	Robin Smith, Jose Socao
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12. BIG SOCIETY FUND LARGE GRANT APPLICATIONS

(page 99)

(Appendix J – p.104) (Appendix K– p.106) (Appendix L – p.108)

Summary: Applications for the third round of the North Norfolk Big Society Fund (NNBSF) have been received. Applications for grants of over £10,000 are determined by Cabinet and this report outlines the considerations and makes a recommendation in respect of an application by Sheringham and District Sports Association.

Conclusions: The applications for larger grants, referred to in this report, have been appraised against the Big Society Fund's aims to: help build strong communities in North Norfolk and to improve their social and economic wellbeing. The recommendation to approve an application by Sheringham & District Sports Association has been informed by the Big Society Fund Prospectus, the priorities identified in the Corporate Plan and other relevant considerations.

Recommendations: A grant award of up to £15,000 should be made, conditional upon the submission of substantial evidence (e.g. offers of support or grant approval letters) of the total funding package and a substantiated and viable business case. Such evidence should be to the satisfaction of the Chief Executive in consultation with the portfolio holder for Localism and the Big Society, prior to funding being awarded.

Reasons for Recommendations To ensure that the application gets the support necessary to give the project every chance of success while safeguarding sufficient funds for other projects.

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(Papers relied on to write the report and which do not contain exempt information)

The Big Society Fund Prospectus Applications to the Big Society Fund

Cabinet Member(s)	All
Ward(s) affected	All
Contact Officers	Robert Young
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13. COLLECTIVE ENERGY SWITCHING SCHEME PROPOSAL

(page 110)

Summary: This report examines the potential for the Council to run a 'Collective Energy Switching' scheme. Collective Energy Switching occurs when a group of people band together to negotiate a better deal with their gas and electricity suppliers. A third party (in this case NNDC) can set up such a group with the help of a 'specialist switching partner' and then negotiate a better tariff on behalf of the consumers they represent. The switching partner deals with the switching and energy auctioning process while the Council is responsible for promoting the scheme and assisting residents in signing up.

Options considered:	<p><i>Option 1:</i> Do nothing.</p> <p><i>Option 2:</i> To commission a collective energy switching scheme for North Norfolk. The Council will engage the services of a private sector switching specialist to manage a collective switching scheme for the Council.</p>
Conclusions:	A Collective Energy Switching Scheme would allow the Council to assist local residents to group together to negotiate potentially lower energy tariffs, therefore providing a cost effective way to reduce energy costs and address fuel poverty. In addition an income could be gained from the scheme, by negotiating a commission payment from the switching partner for each resident who switches supplier.
Recommendations:	It is recommended that delegated authority be given to the Head of Economic and Community Development to progress with a collective energy scheme (option 2), as outlined in this report.
Reasons for Recommendations:	To assist local residents in reducing their energy bills, therefore helping to address fuel poverty issues and divert spending by residents from energy to local businesses etc. To gain a potential new stream of income for the council.
Cabinet Member(s) Wards Affected:	John Lee All
Contact Officer Telephone numbers emails	Peter Lumb 01263 516331 peter.lumb@north-norfolk.gov.uk

14. REVIEW OF CCTV SERVICE

(page 117)

Summary:	Review of the CCTV service.
Options considered:	As part of the budget savings exercise a review of the current CCTV operation has been requested by Cabinet as part of the overall review of services. The final report will be presented to Members during 2013 and will include a full options appraisal covering the future management of the service and how savings could be achieved.
Conclusions:	That a politically balanced Working Party is established to consider the potential options for the future management of the CCTV service.
Recommendations:	<ol style="list-style-type: none"> 1. That Cabinet establishes a politically balanced working party to consider the potential options for the future management of the CCTV service. 2. That nominations for the working party are put forward to Cabinet.

Reasons for Recommendations:	To provide a balanced forum for discussing the various options available for the future management of the service.
Cabinet Member(s) Wards affected	Cllr Rhodri Oliver Fakenham, Sheringham, Cromer, North Walsham and Wells.
Contact Officer: telephone number: email:	Duncan Ellis 01263 516330 duncan.ellis@north-norfolk.gov.uk

15. **TOURIST INFORMATION**

(page 120)

(Exempt Appendix 1 – p. 131) (Exempt Appendix 2 – p.139)

*** The exempt appendices are not for publication by virtue of paragraph 3 of Part I of Schedule 12A (as amended) of the Local Government Act 1972**

Summary:	This paper outlines a review of the Council's Tourist Information Centres (TICs) and recommends ways of delivering the service more efficiently and effectively, providing better value for money.
Options considered:	The review included the assessment of different delivery models in partnership with Town Councils and third sector organisations. Maintaining the status quo was dismissed on the basis that a similar service can be provided at a lower cost to the Council.
Conclusions:	<p>Significant savings could be achieved throughout the service.</p> <p>The removal of the self service points and Destination Management Systems will provide the Council with savings in a function which is now hardly used.</p> <p>In addition, a relevant body has come forward with a proposal to run one of the TICs. Assuming this proposal is taken forward, a subsequent reduction of staffing levels and reduced running costs will contribute to total savings, achieved from the review, of £224,444 over five years with no anticipated impact on service.</p>
Recommendations:	<p>1. That Cabinet accepts the 'Community Right to Challenge' Expression of Interest (EOI) from a relevant body to manage the Wells TIC, noting that the EOI meets the appropriate legal requirements under the 'Community Right to Challenge' regulations.</p> <p>2. That subject to a positive outcome from a detailed evaluation of the relevant body's proposal, and the absence of any formal challenges or additional EOIs, officers and the relevant Portfolio Members for Localism and Tourist Information Centres are given delegated authority to negotiate a Service Level Agreement with a relevant body with a view to the implementation of service transfer at the start of the 2013 season.</p>

Cabinet should note that if we do receive further EOIs the organisation will undertake a procurement exercise in line with the Council's current contract standing orders.

3. That Cabinet approves the proposed reduction in TIC staffing levels.

4. That officers are authorised to terminate the maintenance and support contracts with the New Vision Group for the 24/7 kiosks and DMS systems.

Reasons for
Recommendations:

All recommendations:

To deliver Tourist Information services more efficiently and effectively, providing value for money that could produce savings to the Council with no overall loss of service.

Recommendations 1 and 2:

To embrace the Government's localism agenda to empower individuals and communities to take more responsibility for their own futures and to build a stronger civic society.

Cabinet Member(s)	All
Ward(s) affected	Cllr Tom FitzPatrick
Contact Officer:	Estelle Packham
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16. PROPOSED ACTION IN RESPECT OF STRUCTURALLY UNSOUND PROPERTIES AT STAR YARD, AND LONG TERM EMPTY PROPERTY AT NO.57 OAK STREET FAKENHAM

(page 126)

(Exempt appendix 3 – p.140)

***The exempt appendix is not for publication by virtue of paragraphs 1 & 2 of Part I of Schedule 12A (as amended) of the Local Government Act 1972**

Summary: This report outlines the longstanding concerns of local residents about the structural integrity of a traditional warehouse building in Star Yard, Fakenham and a long-term empty property at No.57 Oak Street, Fakenham and details the options available to the Council in seeking to secure an improvement in the condition of these properties and see them brought back into productive use.

Conclusions: The report proposes that the Council makes an offer to the owner of the properties to purchase both properties and undertakes a programme of minor works to prevent further deterioration in their condition and then advertise the properties for sale / redevelopment or alternatively take enforcement action to bring about a positive outcome for these properties.

Recommendations: Cabinet is recommended to:-

- 1. Provide authority for officers to make an offer to purchase properties at No.57 Oak Street and Star Yard, Fakenham based upon advice received from the District Valuer less any direct costs associated with securing the structure of the buildings, with the objective of undertaking minor works to protect the buildings from further deterioration and then seeking to advertise them for sale / redevelopment.**
- 2. In the event of the Council being unable to reach agreement with the owner of the buildings regarding the proposed purchase of the properties by the end of January 2013, Cabinet authorises officers to take enforcement action against the owner of the properties so as to bring about an improvement in their condition and appearance and see them brought back into productive use.**

Cabinet member(s): Cllr Trevor Ivory
Ward(s) affected: Lancaster North

Contact Officer, Steve Blatch, Corporate Director
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and e-mail: Steve.blatch@north-norfolk.gov.uk

17. EXCLUSION OF PRESS AND PUBLIC

To pass the following resolution:

“That under Section 100A(4) of the Local Government Act 1972 the press and public be excluded from the meeting for the following item of business on the grounds that they involve the likely disclosure of exempt information as defined in paragraphs _ of Part I of Schedule 12A (as amended) to the Act.”

CABINET

Minutes of the meeting of the Cabinet held on Thursday 13 December 2012 at the Council Offices, Holt Road, Cromer at 12.00 pm.

Members Present: Mrs A Fitch-Tillett Mr T Fitzpatrick (Chairman)
Mr J Lee Mr T Ivory
Mr W Northam Mr R Oliver

Also attending: Mrs S Arnold Mrs L Brettle
Ms V Gay Mrs A Moore
Mr P Moore Ms B Palmer
Mr E Seward Mrs A Sweeney
Mr R Shepherd Mr B Smith
Mr N Smith Mr P Terrington
Ms V Uprichard

Officers in Attendance: The Chief Executive, the Corporate Directors, the Head of Finance, the Head of Economic and Community Management, the Head of Customer Services, the Communications Manager and the Housing Services Team Leader-Strategy.

Also in Attendance: Mr N Morter and Mr P Rainsford (Members of the public), the press

74. APOLOGIES FOR ABSENCE

None received

75. MINUTES

The Minutes of the meeting held on 12 November 2012 were confirmed as a correct record and signed by the Chairman.

76. PUBLIC QUESTIONS

None received. Mr N Morter and Mr P Rainsford were present as public speakers on Agenda Item 10: Proposed Designation of Local Development Order on Land at Egmere (see Minute 79 below).

77. ITEMS OF URGENT BUSINESS

None received.

78. DECLARATIONS OF INTEREST

Member	Minute No & Heading	Nature of Interest
Mr T FitzPatrick	79 – Proposed designation of LDO on Land at Egmere	Non-pecuniary interest by virtue of renting storage space on the site.

79. PROPOSED DESIGNATION OF LOCAL DEVELOPMENT ORDER ON LAND AT EGMERE TO ACCOMMODATE ONSHORE SUPPORT FACILITIES RELATED TO OFFSHORE WIND ENERGY DEVELOPMENTS OFF THE NORTH NORFOLK COAST

At the Chairman's invitation, Mr Morter addressed the meeting and set out his concerns at the level of development proposed for this locality, the Local Development Order (LDO) following the anaerobic digester, solar farm and other proposals. Whilst initial concerns about the residential part of the parish had been alleviated to some extent after talks with Council representatives, he remained anxious that the heritage and character of the former airfield should be protected. A further consideration was traffic: the current speed limit of 60 miles per hour would need to be adjusted to 30 or 40 mph in recognition of the development that would be attracted by the LDO designation.

Mr Rainsford, on being invited to speak, referred to risk to the town of Wells, with its unique mix of port, beaches, the tidal bay and salt marshes. The proposal depended upon access to, and use of, the port of Wells and the commercial implications of traffic travelling between the port and Egmere would place significant pressure on this delicate balance. In his view, there were already insufficient powers to defend the town against this threat and the LDO would reduce the available protection even further; he feared that, without appropriate measures being taken now, the people of Wells could in a few years' time find themselves powerless to resist increasing commercial traffic.

In noting that the proposal supported the Council's Corporate Plan objectives, Mr Rainsford asked if the Cabinet could ensure that it also supported the Core Strategy in the LDF, which stated that "Wells will thrive as a local service centre and coastal resort town within the AONB. Its residents will enjoy a good quality of life and, throughout the year, visitors will be drawn by the natural beauty of the surrounding area and diversity of the town's social, environmental and economic activity. The town's unique character and that of its surrounding beaches, woodlands, marshlands and countryside will have been protected and further enhanced." Difficulties in upholding these values had become apparent within the port area because of a Permitted Development Order which transferred authority to the Harbour Commissioners, a non-elected body with no mandate to uphold the Council's Core Strategy. He wondered whether there was scope for change to this arrangement under the provisions of the Marina and Coastal Access Act 2009.

In concluding, Mr Rainsford asked that, before the proposal came to the Town Council for consultation, assurances be incorporated that the District Council had the necessary powers and intention to act at all times to protect and further enhance Wells' unique character.

Mr Fitzpatrick commented that Wells would be protected through bringing commercial activities associated with the offshore industry inland. This would benefit North Norfolk as a whole in terms of prosperity. In response to one of the concerns raised by Mr Morter, he added that the residential part of Egmore had now been excluded from the consultative proposals. Consultation was under way. For clarification, Mr Fitzpatrick pointed out that applications not covered by the LDO in the vicinity would be required to go through the normal development control process. He then moved the recommendation.

Mr R Oliver, in seconding the recommendation, stressed that consultation was the key to the proposal and he hoped that the points raised by Mr Morter and Mr Rainsford would be borne out in the conclusions.

RESOLVED:

1. To note the contents of the report and accompanying documents as they relate to the proposed designation of a Local Development Order for 30 hectares of land at Egmore, so as to accommodate new job-creating investment in support of offshore wind energy schemes off the North Norfolk Coast.
2. To authorise officers to undertake formal consultation on the proposed LDO with statutory bodies and consultees, local town and parish councils, the business community and general public during January and February 2013.
3. To request that, at the end of the consultation process, a further report is presented for consideration/endorsement by Cabinet before seeking approval of the LDO from the Secretary of State.

Reasons for the decision:

To consult on a proposal to support the Council's Corporate Plan objectives of seeking to attract new jobs and investment associated with offshore wind energy developments, through the designation of a Local Development Order where a simplified planning regime could operate.

80. CROMER COUNCIL OFFICE IMPROVEMENTS

Mr Oliver pointed out that it was now proposed to go forward with part (1) of the recommendation only. The further proposals, relating to the allocation of funding and work to remove the annexe building, would be withdrawn for the present in the interests of savings and efficiencies. He then moved the amended recommendation and was seconded by Mr W Northam.

RESOLVED:

To delegate authority to officers, in conjunction with the Portfolio Members for Resources and Customer Services, to procure the necessary building works, along with any professional input required in respect of the customer services improvement works.

Reasons for the decision:

To allow efficiencies to be realised through better staff and buildings resource use; to support the change agenda required to deliver the Council's Corporate Plan and significantly improve customer interaction with the Council.

81. CALL-IN BY OVERVIEW AND SCRUTINY COMMITTEE: NORTH WALSHAM DUAL USE SPORTS CENTRE

Mr E Seward, Chairman of the Overview and Scrutiny Committee, referred to the amendments proposed to the Cabinet decision on 12 November (Minute 73). These amendments sought consultation simultaneously on the agreements relating to all three dual use facilities and negotiations with the schools with a view to securing new or varied agreements and would help bring about the solutions that he believed were to everybody's benefit.

Mr J Lee observed that the recommendation of Overview and Scrutiny Committee had been agreed on the Chairman's casting vote. He felt that the recommendation added nothing to the original Cabinet decision, which had been taken in the interests of all North Norfolk residents and taxpayers. In moving the rejection of the Overview and Scrutiny recommendation, he expressed the hope that North Walsham residents would work with the District Council and the Voluntary Management Committee to secure the best outcome.

Ms V Gay enquired whether Cabinet Members had recently received a letter from the High School governors. The Chief Executive confirmed receipt of the letter and its circulation and that the governors had been advised of the process which needed to be followed. Ms Gay thought that the existence of differing sets of figures had led to a lack of shared understanding. In reply to an enquiry about the changing rooms, the Corporate Director stated that these were not covered by the agreement and the Council had not been requested to provide any funding towards them. Mr P Moore asked when the school would be consulted and said that the Council should not be seen to ignore the letter from the governors.

Mr T Ivory, in seconding Mr Lee, said there was little point in entering into negotiations on all three agreements at once. The North Walsham agreement was badly in need of review and this process had effectively been put back a month by the call-in. In response to suggestions that the school had not been consulted, he pointed out that the business case had in fact been put together at the school's request.

RESOLVED:

That the recommendation of the Overview and Scrutiny Committee be not supported and the decision of Cabinet on 12 November 2012 (Minute 73) be confirmed.

Reasons for the Decision:

To review the current arrangements for delivery of community sports facilities at this site and to ensure that the Council's future funding of the facility will deliver a wider package of community leisure activities within the school environment as well as affording a financial saving for the Council.

82. COUNCIL TAX SUPPORT WORKING PARTY

Mr W Northam thanked colleagues and staff for conducting meaningful discussion in a pleasant atmosphere. The conclusions reached on transitional arrangements gave

breathing space ahead of discussion next year on a scheme, taking account of further information from the Department for Communities and Local Government.

RESOLVED:

That the minutes of the meeting of the Council Tax Support Working Party held on 24 October 2012 be received.

83. PLANNING POLICY AND BUILT HERITAGE WORKING PARTY

Mr Oliver complimented all Members of the Working Party for their input into the Local Development Framework and the response to the National Planning Policy Framework on the re-use of rural buildings. He moved the minutes and the recommendation and was seconded by Mr T Ivory.

RESOLVED:

That the minutes of the Planning Policy and Built Heritage Working Party held on 12 November be received.

RECOMMENDED TO FULL COUNCIL:

That the approach outlined in the table circulated with the agenda for the re-use of rural buildings as dwellings, in response to the National Planning Policy Framework, be applied.

Reasons for the decision:

To recommend a new approach to the re-use of buildings in the countryside as dwellings, in light of the potential impact of the publication of the National Planning Policy Framework.

84. 2012/13 REVISED BUDGET

Mr W Northam introduced this item, commenting that the budget was on target, with a slight underspend. The announcement on Government grant had yet to be made and was expected next week. Without that information, it was not possible at this stage to confirm the scales of fees set out in the report and those parts of the recommendation were accordingly being withdrawn. He then referred to the recommendation on refurbishment works at the Rocket House. This had recently been considered by the Asset Management Board and, as a result of those discussions, the recommendation in respect of the lift system would be subject to prior inspection.

Mr Northam moved the amended recommendation and was seconded by Mrs A Fitch-Tillett, who was pleased to see the underspend and thanked all who had worked to achieve this.

Mr Seward welcomed the removal of the recommendation on fees and felt that the opportunity should be taken to look at these. He was particularly concerned at the proposed increase of 44% in taxi licensing fees, which, on reflection, might be considered unreasonable in the current financial climate. Mr Northam indicated that all fees would be looked at again, before being brought forward.

In reply to a question from Ms Gay regarding the revised budget for Benefits (page 89, Appendix D) and whether this was anything to do with shared services, the Head of Finance explained that the revised budget movement shown was due to one-off subsidy costs in the current year.

RECOMMENDED TO FULL COUNCIL:

1. The revised revenue budget for 2012/13
2. The revised transfers top and from reserves as detailed within Appendix D of the report.
3. A transfer of £1.398 to the general reserve.
4. The revised capital programme and associated financing as included at Appendix E including the additional sum of £37,084 to be made available to fund refurbishment works to the Rocket House as detailed, subject to prior satisfactory inspection of the lift system, and £21,000 for the replacement scanner and printer for the Planning service, both to be funded from capital receipts.

Reasons for the decision:

To agree a revised budget for the current financial year.

85. HOUSING ALLOCATIONS SCHEME

Mr T Ivory introduced the report, which responded to consultation following a briefing of Cabinet by officers. All responses had been in favour of the scheme as proposed. Mrs Fitch-Tillett praised the new scheme, which achieved long-standing aims, maximising affordable housing for local families and would bring incalculable benefits.

In reply to Mr Moore, Mr Ivory said that priority under Stage Two of the new allocations scheme would be given to local connections, above other criteria. The scheme should be seen as a positive step forward rather than a complete solution to the housing needs of local families. Mr Moore then gave an example of a case where a vacancy occurred and there was an obvious and ideal candidate for rehousing; Victory Housing Trust had, however, decided to sell the property. Whilst frustration of this kind was familiar to various Members, it was accepted that the Council had no control over such actions by the Housing Association. The solution was to build more houses.

In reply to a question from Mr Terrington, the Housing Services Team Leader – Strategy advised that a snapshot of rehoused people suggested that more opportunities would be given to applicants with local connections under the proposed scheme; statistics were not available as the new approach was not yet in use, but, after three months of monitoring, accurate figures would be supplied to Members.

Mr Seward reminded the meeting that the report was also going to Overview and Scrutiny Committee, on 18 December, when detailed questions could be put.

It was proposed by Mr T Ivory, seconded by Mrs A Fitch-Tillett and

RECOMMENDED TO FULL COUNCIL:

That the Housing Allocations Scheme be adopted.

Reasons for the decision:

To ensure that the Council's Allocations Scheme reflects the legislative and regulatory requirements for housing registers following a change in these requirements.

86. EMPTY HOMES PILOT

Mr T Ivory explained that this pilot scheme had examined how best to use the powers available to the Council to reduce the number of empty properties in the District and had enabled the authority to move into a position where a very clear policy had been developed (see Minute 87).

It was proposed by Mr Ivory, seconded by Mrs Fitch-Tillett and

RESOLVED:

1. That all required enforcement action on empty homes be directed through the Enforcement Board.
2. That £200,000 is ring-fenced to support bringing back into use properties through the use of enforcement methods including enforced sale and CPO powers.

Reasons for decision:

To act upon the conclusions drawn from the Empty Homes Pilot Scheme.

87. EMPTY HOMES POLICY 2012-15

Mr T Ivory introduced the Policy which had been tested and developed through the study referred to in Minute 86 above, which would enable cases of empty properties to be dealt with quickly and efficiently. Such a policy had not been in effect in North Norfolk before and the key to getting properties back into use would be the implementation of the right combination of powers available to the Council. It should be made clear that not all such properties were empty without good reason and a feature of the policy would be the making of appropriate enquiries.

Discussion ensued on the difficulty of defining an empty home. Although a definition appeared in the policy, this could be open to question in some circumstances. For example, homes which would not meet the definition by virtue of containing some furniture were, if unoccupied, empty as far as the local community was concerned. A further question arose as to how many items, and of what type, might constitute "furniture" as referred to in the definition.

Mr Seward pointed out that the report would be considered by the Overview and Scrutiny Committee on 18 December, when consideration could be given to policy details. He added that, if the number of the empty 887 properties which had been unoccupied for two years could be specified, a Council tax premium could be applied to those properties under the new legislation.

It was proposed by Mr Ivory, seconded by Mr Lee and

RECOMMENDED TO FULL COUNCIL:

That the Empty Homes Policy 2012-15 be adopted.

Reasons for decision:

To adopt the Empty Homes Policy, which sets out the Council's approach to bringing empty homes back into use, what support and advice will be provided to owners of empty homes and when enforcement action will be taken.

88. NORTH WALSHAM RETAIL DEMAND AND CAPACITY STUDY

Mr Ivory commented that the report was a detailed document and briefings on it had been covered well by the local media. The purpose of the study had been to obtain hard facts which would lead to the re-establishment of the vitality of North Walsham. There was at present insufficient footfall to attract larger established shops, but a major retailer, such as a new supermarket, could provide the impetus to attract more well-known brands. Cross-party support had been evident in taking this forward and further discussions would embrace all stakeholders.

Mr Seward agreed that footfall needed to be increased and that the way in which this was achieved would be crucial. The process presented real challenges for the town.

Mrs Brettle hoped that the further investigations would be more focused, and less costly, than for the similar investigation in Holt.

It was proposed by Mr Ivory, seconded by Mr Northam and

RESOLVED:

That the Council, through its property consultants (as appropriate), investigates the opportunities to provide investment and development which will support the overall vitality and viability of North Walsham Town Centre and that any relevant actions or interventions are brought to the Cabinet at the appropriate time for decision.

Reasons for decision:

To provide the information necessary to make decisions about future investment and development in North Walsham.

89. STREET NAMING AND NUMBERING FEES

Mr R Oliver hoped that the introduction of these fees would bring much needed savings in the costs of the discretionary and statutory duties carried out by the Council.

It was proposed by Mr Oliver, seconded by Mr Lee and

RESOLVED:

1. That the charges outlined in Table A are adopted on 1 January 2013 and reviewed thereafter annually.
2. That the charges are implemented on 1 April 2013.

Reasons for decision:

The introduction of fees to contribute towards the cost of the provision and maintenance of accurate address data.

The Meeting closed at 3.15 pm

Chairman

COUNCIL TAX SUPPORT WORKING PARTY

Minutes of a meeting of the Council Tax Support Working Party held on 23 November 2012 in Meeting Room 1, Council Offices, Holt Road, Cromer at 10.00 am.

Working Party: Mrs A Claussen-Reynolds, Ms V Gay, Mr W Northam, Mr R Oliver and Mr D Young.

Officers in Attendance: The Head of Finance, the Revenues and Benefits Services Manager, the Benefits Manager and the Democratic Services Officer (ED)

24 TO RECEIVE APOLOGIES FOR ABSENCE

None received.

25 DECLARATIONS OF INTEREST

None

26 MINUTES

The Revenues and Benefits Services Manager advised Members that following the request to see some of the consultation responses she had sought advice from the Monitoring Officer. He had confirmed that Members would need to demonstrate that they had a 'need to know'. The Chairman suggested that this information was published in the Members' Bulletin.

Mrs A Claussen-Reynolds commented on her request at the previous meeting for additional detail regarding reducing the limit on savings to £6000. The Revenues and Benefits Services Manager replied that there was no further information available yet as initial advice from the DCLG indicated that the Council may not fulfil the criteria for the transitional grant if they reduced the limit on savings.

The minutes of the meeting held on 24 October 2012 were agreed.

27 UPDATE ON INFORMATION RECEIVED FROM THE DEPARTMENT FOR COMMUNITIES AND LOCAL GOVERNMENT

The Revenues and Benefits Services Manager informed the Working Party that there had been no further information from the DCLG.

28 OPTIONS

The Chairman introduced this item. He informed the Working Party that an article in the Daily Telegraph had indicated that Cornwall County Council was proposing to remove the 10% council tax discount for second home owners. If approved by their full Council the changes would be levied from 1 April 2013. The Revenues and Benefits Services Manager reminded Members that this could lead to more second home owners moving to business rates. This option was available to them as long as they advertised their properties as available for let for 143 days per year. Ms V Gay

commented that there was a possibility that if councils were given local responsibility for setting business rates that they could also set their own rules.

The Head of Finance then outlined the three options for recommending a Local Council Tax Support Scheme to come into operation from April 2013:

- Option 1** Current scheme – no changes
- Option 2** The scheme that was initially developed and consulted on during the period August to October 2012
- Option 3** A scheme that met the criteria set out by the government. (for one year only) This scheme required that those who were currently entitled to 100% support under the current council tax benefit arrangements would pay no more than 8.5% of their net council tax liability.

Members discussed the options:

1. Mr D Young sought clarification on the imposition of an empty homes premium after two years and whether the premium could be imposed immediately on properties that had already been empty for this long. The Revenues and Benefits Services Manager confirmed that in theory this was the case but if the owner could demonstrate that they were trying to sell or rent the property then the premium could not be levied. She added that a joint Officer and Member group had recently been established to look at the problems and issues relating to empty homes.
2. Mr R Oliver asked what the projected income could be if an empty homes premium was levied and a pessimistic view was taken. The Revenues and Benefits Services Manager replied that it could be nil as there was an assumption that people would try to avoid paying the premium.
3. Ms V Gay asked whether there were any other authorities pursuing the option of imposing a premium on empty homes. The Head of Finance said that even if a premium was set it would not be possible to predict the income that could be generated. In response to a further question from Mrs A Claussen-Reynolds regarding the number of empty homes that would be affected by a premium, the Revenues and Benefits Services Manager said that it was a theoretical figure of 426 with a potential benefit to NNDC of £30k but less substantial enforcement costs
4. In response to a question from Ms V Gay, the Revenues and Benefits Services Manager explained that there were different definitions of an empty property. For council tax purposes it was two years or more but the Housing team applied a 6 month limit on empty homes. The Environmental Health team used yet another definition.

The Chairman reminded the Working Party that they needed to focus on choosing a council tax support scheme.

5. Mr R Oliver sought clarification on the taper rate. The Benefits Manager explained that the taper rate was applied to the amount left after additional disregards such as national insurance and income tax had been taken into account. Mrs A Claussen-Reynolds asked if examples of how the taper rate was applied could be sent to Members. The Benefits Manager agreed.
6. Mr R Oliver asked whether it would be possible to increase the taper rate to bridge the funding gap. The Benefits Manager said this could only be done if the Council consulted on the scheme again. It would impact on those earning more than the unemployed so could be viewed as unfair. The Revenues and Benefits Services Manager added that most of the people eligible for council tax support

also applied for housing benefit and it was possible that different tapers could be applied to both schemes and this could make the process very complex.

7. Mr D Young asked whether there were any examples for changing the discount on second homes to 3%. The Head of Finance said that there weren't worked examples but that it would increase proportionately. In response to a further question regarding discussions on discounts at County level, the Head of Finance said that they currently applied a different level of discount and it had been agreed that it would be beneficial if similar discounts could be applied across the region. She added that the figures shown in Appendix A were in line with these discussions.
8. The Chairman asked for further information regarding the level of discount applied by most authorities to second homes. The Head of Finance confirmed that it was 5% in most cases.
9. Mrs A Claussen-Reynolds asked for an explanation on the difference between empty dwellings and vacant dwellings. The Revenues and Benefits Services Manager explained that owners of empty dwelling needed to prove that they were undergoing major repairs. These properties were currently exempt from council tax for up to 12 months. Vacant dwellings were empty and unfurnished and were exempt from council tax for up to 6 months. Mr D young queried why a 50% exemption was proposed on empty dwellings. The Head of Finance replied that this was practical for administration purposes and provided an incentive for owners to complete the building work.

The Chairman asked Members to consider the three options before them:

- a) Ms V Gay asked whether option 1 (the current scheme) would be eligible for the transitional funding. The Head of Finance said that the DCLG would only support well designed schemes but there was a possibility that if it met the criteria it could be eligible. Mr R Oliver commented that he would be surprised if it was eligible for the transitional funding as it would not be implementing any of the Government's proposals. The Revenues and Benefits Services Manager agreed and said that although the advice was not clear it was unlikely that option 1 would be eligible for the transitional grant.
- b) Mr D Young asked what would happen if the Council chose to stay with the current scheme and ask the County Council to contribute their share of £826,000. The Head of Finance confirmed that they had been involved in discussions with the County Council. The options at county level varied considerably and this was before funding generated by the council tax reforms was applied.
- c) Ms V Gay sought confirmation that option 2 was the scheme that had been consulted on. Mr R Oliver said that he believed this option was unacceptable now and the response would be very negative if it was pursued.
- d) Mr D Young requested further detail on the scheme reductions of £304,000 outlined in option 3. The Revenues and Benefits Services Manager said that it was simply the application of the 8.5% charge - a straight cap for those previously receiving 100% discount. It did not include the second adult rebate as less than 100 people were affected by this and only a small amount would be generated. She added that the Council had been advised to keep the scheme as simple as possible as it would become complicated to administer if people's circumstances changed and a lot of factors had to be taken into consideration.
- e) Mr D Young asked whether the non-dependent deduction had been included within the calculations for option 3. The Benefits Manager said that it had not as it was not within the criteria required for the transitional funding.
- f) Mr R Oliver asked how the 8.5% discount would apply to someone currently receiving 50% council tax benefit. The Benefits Manager explained that it would apply at the beginning and they would therefore receive 41.5% discount under

- option 3. She added that the taper would apply if the applicant was not on income-related benefit and there would also be disregards to consider.
- g) Mr R Oliver asked whether people currently on 8.5% council tax benefit would have to pay full council tax under option 3. The Benefits Manager confirmed that this was the case. In response to a further question from Mr D Young as to whether people currently on a small amount of council tax benefit could see a significant increase in their council tax bill. The Revenues and Benefits Services Manager confirmed this was the case.
 - h) Mr D Young queried why the second homes discount figure in Appendix A was £158,000. He believed that it should be £253,000. The Head of Finance explained that the figure was based on the assumption that half of the second homes income would be returned to the District Council by the County Council. £253,000 would be the total if the discount was reduced to 5%, however, the Big Society Fund was ring-fenced within that total, bringing it down to £158,000. She added that it was the County's decision whether the money was returned to the District Council and how much that would be. Mr D Young responded that if the discount was reduced to 2.5% then a further £80,000 could be generated. Mr R Oliver commented that the County may not choose to give that amount back to the District Council. The Head of Finance said that a 5% discount was recommended to give second home owners an incentive to notify the Council. It was preferable to retain an element of council tax rather than risk a move by second homeowners to business rates.
 - i) Mr R Oliver said that it may be preferable to request that the County Council retained the income from second homes and not return any of it to the District Council. The Head of Finance replied that the second homes money currently funder community projects. In response to a further question from Ms V Gay as to whether there was a written agreement with the County Council regarding the return of second homes income, the Head of Finance replied that it was just an annual agreement.
 - j) Mrs A Claussen-Reynolds asked how the shortfall in funding for Option 3 could be addressed. The Head of Finance replied that the remit for the Working Party was to recommend a scheme. If they opted for Option 3 it would then form part of the budget setting process for next year.

Mrs A Claussen-Reynolds proposed that Option 3 should be the preferred scheme. Mr R Oliver seconded the proposal.

Mr D Young said that he would like to see a further reduction on the second homes discount. The Head of Finance replied that there would be further discussions at the special meetings in January regarding the setting of discounts. Mr R Oliver suggested that it would be preferable to introduce the 5% discount on second homes and then see how many homeowners opted to move to business rates. Depending on the outcome, the discount could be reviewed in a year's time.

The Chairman thanked everyone for their comments. He felt that choosing Option 3 would indicate that the Working Party had listened to the concerns raised during the consultation and that people would feel that the Council was moving in the right direction.

Ms V Gay and Mr D Young said that they felt that Option 3 was the most suitable option but they still had concerns regarding the way in which council tax reforms were being applied and it was important that second home owners weren't being subsidised. Ms V Gay added that the DCLG believed that local authorities were failing to collect money from fraud and that it was important to show that the Council had always been rigorous in their pursuit of fraud cases. The Revenues and Benefits

Services Manager agreed. She said that the Council had always done an annual single person discount review and they were one of the few authorities to do this. She added that the post of Fraud Manager was not being replaced yet as there was the possibility that this function would be moving into a central fraud unit at the Department for Work and Pensions (DWP).

Ms V Gay said that herself and Mr D Young supported the proposal to choose option 3 as the preferred scheme but they did have reservations, particularly regarding the second homes discount level.

AGREED

To recommend to Cabinet that Option 3 (the scheme that met the Government Criteria for grant funding) was the preferred Council Tax Support scheme.

29 NEXT STEPS

The Head of Finance explained a report outlining the preferred scheme would go to Cabinet on 7th January.

The Revenues and Benefits Services Manager suggested that the website was updated to provide information on the transitional scheme. Members agreed that this was a good idea.

Ms V Gay thanked the Chairman for the manner in which he had chaired the meeting.

The Meeting closed at 11.30 am.

_____Chairman

Local Council Tax Support Scheme 2013/14

Summary:	On the 1 st November the Local Government Finance Bill received Royal Assent. The Act includes a requirement for each billing authority in England to develop its own Local Council Tax Support Scheme which must be agreed by full Council before 31 st January 2013 for implementation on 1 April 2013.
Conclusions:	That the Council adopt a Local Council Tax Support Scheme that meets the criteria for the transitional funding that was announced in October 2012. The scheme would enable a maximum award of 91.5% of a person's council tax liability for those people currently in receipt of 100% Council Tax Benefit.
Recommendations:	Cabinet recommend to Full Council the Local Council Tax Support as set out in this report (option 3).
Reasons for Recommendations:	Legislation requires a Council Tax Support Scheme to be agreed by full Council by the 31 January 2013 prior to implementation of the scheme on 1 April 2013.

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(Papers relied on to write the report, which do not contain exempt information and which are not published elsewhere)

Cabinet Report 16 July 2012
 Local Government Finance Act
 Localising Support for Council Tax – Transitional grant scheme
<https://www.gov.uk/government/publications/localising-support-for-council-tax-transitional-grant-scheme>

Cabinet Member(s) Wards affected: Contact Officer, Telephone no & email:	Cllr W Northam All Louise Wolsey 01263 516081, louise.wolsey@north-norfolk.gov.uk
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1. Introduction

- 1.1 Government legislation has abolished Council Tax Benefit (CTB) from the 1 April 2013. All Councils are required to implement new arrangements to replace CTB with the expectation that government support for the new

scheme would reduce by 10%. The new scheme is called the Council Tax Support Scheme (CTS). This change is part of a wider set of welfare reforms currently being implemented. The scheme is intended to work closely within the framework of the national welfare reform.

- 1.2 Cabinet received a report at its meeting on the 16 July 2012 detailing the changes being introduced to the Council Tax Benefits (CTB) system and how the scheme would be funded in future, essentially moving from a scheme funded 100% from Department for Work and Pensions Subsidy to a scheme funded by government grant (base funding) and local discounts. Indicative base funding grants were announced earlier in 2012, the provisional figures for 2013/14 are expected in late December as part of the provisional finance settlement announcements.
- 1.3 The Government determined that pensioners should be protected from the impacts of these reforms and has developed prescribed scheme to ensure that pensioners are not adversely affected by these reforms.
- 1.4 The Government has provided a default scheme that will be applied to all Councils where the Council has not implemented its own CTS Scheme by the 31 January 2013. The provisions of the default scheme are that it broadly reflects the requirements of the existing CTB scheme and would deliver similar outcomes for recipients of CTB as they receive now. Whilst this would minimise the impacts of the changes it would mean that the Council and precepting bodies would have a loss of income equal to the cut in the Government grant in excess of 10% of prior CTB expenditure.

2. Background

- 2.1 A politically balanced working party was set up in July 2012 to consider options for a local scheme for North Norfolk District Council. It was initially proposed that Norfolk wide scheme be developed. The Norfolk Authorities and other precepting bodies have agreed that given the authorities different demographics and financial positions that it will be possible to have one scheme for Norfolk. It was agreed that the local schemes would be self-financing.
- 2.2 A draft scheme was proposed and a comprehensive consultation process with local residents took place during September and early October 2012 through a wide range of methods. These included a mail shot to over 4,000 people who currently receive CTB, drop in session, electronic and paper surveys, press and web publicity and consultation with organisations in the district that support the most vulnerable.
- 2.3 The draft scheme proposed that claimants, other than pensioners, would have seen their council tax support reduced by 30%.
- 2.4 In October 2012 the Department for Communities and Local Governments published a transitional grant scheme for Localising Support for Council Tax¹ to help fund part of the cost of a local CTS scheme for 2013/14. The Government has set aside £100m which may be applied for by billing authorities (on behalf of the billing authorities and major precepting authorities) after 31 January 2013. Payment of grant monies will be made in a single instalment in March 2103. The breakdown of the grant is as below for North Norfolk.

¹ <https://www.gov.uk/government/publications/localising-support-for-council-tax-transitional-grant-scheme>

2.5

Authority	Transitional Grant Amount
North Norfolk District Council	22,740
Norfolk County Council	147,893
Norfolk Police Authority	25,434
Total	£196,067

2.6 To apply for the grant, billing authorities must adopt schemes which ensure that;

- Those who would be entitled to 100% support under the current CTB arrangements pay between zero and no more than 8.5% of their net council tax liability;
- The taper rate does not increase above 25%;
- There is no sharp reduction in support for those entering work

2.7 The funding is described as transitional funding and therefore has to be assumed it is a one off payment for 2013/14 only. The scheme would need to be amended in the second year or funding identified elsewhere, to fill the gap in future years.

3. Council Tax Support Scheme Options

3.1 The Government's 'transitional scheme' would prevent the Council implementing some CTS options being considered in the first year, such as changes to savings limits, removal of second adult rebates allowances, and a 70% ceiling for CTS. This is because these options would result in Council Tax increases for some individuals in excess of the Government's 8.5% scheme limit.

3.2 There are three main options for the Council to consider;

- 1) Adopt the Government's default scheme and subsequent loss of revenue for all precepting bodies of at least 10%.
- 2) To develop a local scheme without recourse to the transitional grant and the conditions attached to the grant. The Council would be free to include the CTS options outlined in 3.1. The scheme would be self-financing.
- 3) To develop a CTS scheme eligible for government transitional funding but which limits the Council Tax increase to no more than 8.5% for those currently receiving 100% CTB.

3.3 Under separate legislative changes to Council Tax exemptions and discounts Councils have discretion to change the level of discount awarded to Empty Homes and Second Homes. The details of proposed changes and financial implications are included as a separate item on this agenda. The additional revenue from these changes could be used to support the loss of funding supporting a CTS scheme.

- 3.4 The table attached at Appendix A sets out the overall impacts of the three options including revenues from changes to discounts and exemptions and the Government Grant.
- 3.5 In relation to the town and parish councils NNDC will receive the base funding grant and the transitional grant which are intended to be passed to the town and parish councils. Initially the Government proposed that the local preceptors (parishes) would not have their tax base reduced by local CTS, ie two tax base calculations would be required, which would provide certainty of funding for the parishes. This proposal was changed in late November when the Government announced their response to this consultation which states that only one tax base calculation would be required, i.e. a reduced tax base for all².
- 3.6 The council tax base for parishes will now reflect the changes for the CTS scheme and the respective grant for the parishes will be allocated accordingly. It is estimated that the shortfall for the parishes will be approximately £26,000 and due to the transitional arrangements for the scheme these costs will be funded by the district.

4 Scheme Administration

- 4.1 Administration of the scheme is set out in S13a and Schedule 1a of the Local Government Finance Act 1992 and a copy of the Local scheme for NNDC is attached at Appendix B (Council Tax Reduction Scheme. S13a and Schedule 1a of the Local Government Finance Act 1992).
- 4.2 The Council may administer Housing Benefit and other welfare payments and discretionary payments alongside the administration and management of Local Council Tax Support.
- 4.3 Personal data obtained by the Council for the purposes of processing or managing Local Council Tax Support may be shared in relation to Housing Benefit, Discretionary Housing Payments or any other fund administered under section 13A of the Local Government Finance Act 1992.
- 4.4 Personal data obtained by the Council for the purposes of processing or managing Local Council Tax Support may be shared with any other body where:
- The data subject (or their representative) provides formal consent;
 - It is in the beneficial interest of the data subject to do so;
 - To prevent fraud;
 - The law permits sharing of data, (for example to prevent or detect a crime).
- 4.5 Persons in receipt of Local council Tax support shall be deemed to be in receipt of a means tested entitlement for the purposes of any council policy where entitlement under that policy was linked to the receipt of Council Tax Benefit.

5 Conclusion

² <https://www.gov.uk/government/consultations/localising-support-for-council-tax-council-tax-base>

- 5.1 It is recommended that Option 3 be adopted. This takes into consideration the feedback that was received when the scheme as outlined in 3.1 was consulted on. Feedback from the consultation supported the view that we should protect those on lowest incomes and this is reflected in the proposed option. This scheme would ensure compliance with the Governments wider aims including protecting vulnerable people, making work pay and integrating the new CTS scheme with the introduction of Universal Credit.

6. Financial Implications and Risks

- 6.1 The financial implications are detailed within section 3 and Appendix A to the report. The risk of funding shortfalls are shared across the major preceptors in proportion to their share of the Council tax bill. After taking account of the transitional grant and indicative base funding and additional revenue from the proposed reforms to council tax discounts, the costs to the major preceptors is estimated to be:

Major Preceptor	£000
NNDC	18
Norfolk County Council	120
Norfolk Police Authority	21
Total	158

- 6.2 *The Council carries the risk that the cost of any CTS Scheme which exceeds the Governments contribution and funding allocated by the Council to fund the gap, will need to be borne in part by the Collection Fund (TO CONFIRM).*
- 6.3 The Council consulted on a scheme that differs from the scheme now being recommended in that the scheme now being proposed is a more generous scheme to individuals. By recommending a scheme that is eligible for the transitional grant, this reduces the minimum a customer would be expected to pay from the consulted scheme of 30%,to 8.5%. With a significantly lower percentage that is more favorable to customers, it is considered that the risk associated any challenge to the scheme is low. Feedback from the consultation supported the view that we should protect those on lowest incomes and this is reflected in the proposed option.
- 6.4 If the Council reduces the level of benefit in payment it will have additional income to collect from some of the most vulnerable households in the District, with a risk that this money will not be recoverable. The proposed option reduces this risk from that of the original scheme consulted on. The Council will also have additional income to collect from customers who previously had an exemption or a higher level of discount, with the potential risk of failing to collect this money.
- 6.5 The estimates relating to the changes in discounts and exemptions on empty properties are based on historical data. Trends can change with a subsequent positive or negative impact on the Tax Base. Estimates for the CTS Scheme have been based on current caseload, with some provision for growth. Regulations regarding the changes and other welfare reforms changes may affect the CTS Scheme e.g. Universal Credit, have yet to be passed.

- 6.6 The annual billing processes may be adversely affected if the key scheme principles are not prescribed before January 2013 as this will limit time for testing and development of software and narrow the time for training of staff. It will also restrict available time to provide relevant information to members of the public who will be affected by these reforms.
- 6.7 One of the main changes required to enable the new scheme to operate is to update the current software on the revenues and benefits system. One-off new burdens grants have been made available and it is anticipated that these will more than cover the associated software costs.
- 6.8 The Council does hold earmarked and a general reserve which can be used as a one-off to mitigate the impact on the Council's budget of any shortfall resulting from the scheme in the short term.

7. Sustainability

No significant impact

8. Equality and Diversity

- 8.1 Consultation was undertaken to assist with the proposals for the new scheme. The Equality Impact Assessment for the scheme now being recommended is attached at Appendix C

9. Section 17 Crime and Disorder considerations

No significant impact

Financial Implications - Local Council Tax Support Scheme

£000

Estimated shortfall from introduction of Local Council Tax Support Scheme (based on indicative grant amounts) **1,094**

Option 1 - No Change, retain current scheme **Cost of Option**
1,094

Cost allocated across Major Preceptors (Based on current Council Tax)

NNDC	11.6%	127
County	75.4%	825
Police	13.0%	142
Total	100.0%	1,094

Option 2 - Fully funded scheme from reductions in support (consulted scheme) **-**

This options assumes a fully funded scheme and therefore the estimated impact would be nil as a direct impact, although there would implications in terms of funding hardship/writing off and this would have an impact on the collection fund for all the major preceptors.

Option 3 - Scheme that meets the Government criteria for transiational grant funding

Estimated Cost 1,094

Transitional Grant (share of £100m):

NNDC	(23)
County	(148)
Police	(25)
	(196)

Scheme Reductions (as per Governments criteria) ie Council Tax generated (304)

Shortfall **593**

Cost allocated across Major Preceptors:

NNDC	11.6%	69
County	75.4%	448
Police	13.0%	77
Total	100.0%	593

Council Tax Reforms - Additional Income (Estimate):

Second Homes (retaining 5% discount) *	(262)
Empty Properties undergoing major repairs	(55)
Vacant Dwellings - 100% discount for 3 months then zero	(32)
Empty Homes Premium (150% of full charge after 2 years)	(86)
Total	(435)

Revised Shortfall after application of Council Tax Reforms **158.46**

Cost allocated across Major Preceptors:

NNDC	11.6%	18
County	75.4%	120
Police	13.0%	21
Total	100.0%	158

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What are you completing this impact assessment for? Introduction of the Localisation of Council Tax Support	Localisation of Council Tax Support The Government intends to introduce legislation to reduce the Council Tax Benefit (CTB) grant to local authorities (LA) by 10%. LAs will be required to design a local scheme or use the default scheme based on council tax benefit. Using the default scheme would give a shortfall in funding in real terms of £1.094m. This shortfall cannot in totality be funded by Norfolk County Council, the Police Authority and North Norfolk District council (NNDC). In 2011/12 The cost of CTB for NNDC was £8,200,981, of which 100% was funded by central government. The costs will also be fully funded for 2012/13. The new scheme will be funded locally and the costs have taken into account the indicative grant from government (reduction of 11.4%) and estimated growth.
At what stage are you completing the impact assessment?	The EIA assesses the proposed local Council Tax Support (CTS) scheme for NNDC. A politically balanced working party was set up in July 2012 to consider options for a local scheme for NNDC. A draft scheme was proposed. A comprehensive consultation process with local residents took place during September and early October 2012 through a wide range of methods. The draft scheme proposed that claimants, other than pensioners, would have seen their council tax support reduced by 30%. In October 2012 the Government announced 'transitional funding' for 2013/14 to help fund part of the cost of a local CTS scheme. A scheme has been developed which meets the Governments criteria to enable NNDC to apply for the transitional funding limiting the Council Tax increase to no more than 8.5% This option is being recommended to NNDC Cabinet on Monday 7 th January 2013.
Section 1 – Aims & Objectives.	
Aims The national Council Tax Benefit (CTB) scheme comes to an end on 1 st April 2013 and is to be replaced by a locally determined system of CTS. The funding available for the new scheme will be cash limited. The aim of the new support scheme is to provide financial assistance to council taxpayers who have low incomes. Persons who are of state pension age (a minimum 60 years or greater) are protected under the scheme in that the calculation of the support they are to receive has been set by Central Government. For working age applicants however the support they receive is to be determined by the local authority.	

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Number of Council Tax Benefit Recipients as at October 2012

	No of CTB Claims	%	No in receipt of full CTB	
Pension Age CTB	5925	57%	5362	90.5%
Working Age CTB	4553	43%	3152	69.0%
Total	10478*	100%	8514	81.3%

- This fig represents those people receiving or having received CTB in 2012.
- National statistics January 2011 11.38% pension age and 62% working age.

Objectives of the Scheme

The objective of the new scheme is to successfully implement a scheme of support for low- income council taxpayers which will successfully replace the existing CTB scheme. The scheme recommended to Cabinet on the 7th January 2013 is to adopt a scheme that limits a Council Tax increase to no more than 8.5% for those currently receiving 100% CTB. In accordance with Government guidance.

Administration of the scheme is set out in Sec13a and Schedule1a of the Local Government Finance Act 1992 and a copy of the scheme is attached as Appendix B to the Cabinet report)

It is anticipated that the level of support given to pension age claimants will continue at the same level or more.

The schemes will be means tested and as far as possible replicate the current Council Tax Benefit scheme. The desired outcomes are as follows;

Pension Age Claimants

- That existing pensioner claimants for Council Tax Benefit (up until 31st March 2013) are successfully transferred to the new Council Tax Support scheme;
- That all pensioners receive the level of support required by regulations set by Central Government (Council Tax Reduction Scheme (Prescribed Requirements) Regulations 2012);
- That all new pensioner claimants or existing working age claimants who rise to pension age are able to receive Council Tax

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support in line with the regulations; and

- That all pensioner claimants continue to receive the correct level of support at all times.

Working Age Claimants Working Age Claimants

- That the working age claimants who currently claim CCTB (up until 31st March 2013) are successfully transferred to the new CTS scheme;
- That all new working age claimants are able to receive CTS in line with Council policy; and
- That they continue to receive the correct level of support at all times.

There are a number of factors which will **contribute** to the outcomes of the new process namely;

- That the new CTS scheme broadly replicates the existing CTB scheme for pension age.
- That management and staff are experienced in delivering means tested support / benefit schemes; and
- That there is a comprehensive project plan, which ensures that delivery of the new scheme, will be on time and in line with legislative requirements.

The factors / forces that could **detract** from these outcomes are as follows;

- The failure of Central Government to approve the necessary legislation on time;
- The tight timescales for implementation of the new scheme;
- The failure of the Council's software suppliers to deliver the necessary changes to existing software systems to enable the correct processing of the new support; and
- The failure to deliver these significant changes to the welfare benefit system on time and within budget.

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Section 2A – Groups that may be affected by the proposed changes to CTB

The main group affected by the changes will be existing working age claimants who will see a reduction in support from 1st April 2013

Working Age – Family Type

Family Type	No of Claims	%	No in receipt of full CTB	% of no of claims
Single Households	1712	37.6%	1217	71%
Couples	414	30.4%	281	68%
Families	1044	23.0%	672	64%
Lone Parents	1383	9.0%	982	71%
Total	4553	100%	3152	69%

Approximately 69% of those people receiving CTB are not/were not paying council tax.

Section 2B – what is the potential impact on the different groups (disability, gender, race, age, faith and belief and sexual orientation)

Under the proposed scheme, everyone of working age applying for CTS must pay 8.5% of their council tax. This represents a new or increased bill payable by working age people on low incomes and/or receiving state benefits.

The impact for all groups could potentially be additional pressure on household incomes, at a time when other welfare benefits are being reduced – i.e. size restriction, benefit cap, personal independence payments. This could lead to an increase in indebtedness, unpaid council tax, rents which could lead to an increase in homelessness.

Average Band D property – Annual Charge

Band	Full Council Tax Bill	8.5%
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D	1,518.06	129.04
<p>Race - There is no differential impact due to race</p> <p>Gender - There is no differential impact due to gender</p> <p>Transgender / Transsexual - There is no differential impact due to a person being transgender or transsexual</p> <p>Disability - This policy change to Council Tax Support should not affect the overall level of support to pension age claimants – however for working age claimants where there is a disability, this could potentially reduce the level of support given as a result of the proposed maximum award of 91.5% of a person’s council tax liability for those people currently receiving 100% CTB. Disabled premiums /allowances and disregarded income rules under CTB will be applied in the same way in CTS.</p> <p>Sexual Orientation - There is no differential impact due to sexual orientation</p> <p>Age - This policy change to Council Tax Support should not affect the overall level of support to pension age claimants – however there is a differential impact due to age; for working age applicants however the support they receive would be reduced.</p> <p>Religious belief - There is no differential impact due to religious belief</p> <p>Gypsies & Travellers - The change to Council Tax Support should not affect the overall level of support to pension age claimants and there is no differential impact due gypsies or travellers</p> <p>Persons with dependants and caring responsibilities - The change to Council Tax Support should not affect the overall level of support to pension age claimants. Carers premium rules under CTB will be applied to CTS.</p> <p>Persons with an offending past - there is no differential impact due having an offending past</p> <p>Impact on children and vulnerable adults - The change to Council Tax Support should not affect the overall level of support to pension age claimants and where there are children or vulnerable adults, all protections built into the Council Tax Benefit scheme that has been</p>		

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in place since 1993 remain under the new scheme. This includes the income disregard of Child Benefit.

Across equality strands - there is **no** differential impact identified that cut across equality strands

The proposed scheme retains several types of 'premiums' which allow appropriate levels of support to be awarded for disabled people, carers and those with disabled children. The premiums reflect the additional living costs incurred by disabled people and do not specially mitigate the impact of having to pay additional Council Tax.

The LA is aware of its responsibilities in relation to:

- The child poverty act 2012 which imposes a duty to have regard to and address child poverty.
- The disabled persons (services, consultation and representation)Act 1986 and Chronically sick and disabled person Act 1971, which include duties relating to the welfare needs of disabled people
- The housing act 1996, which gives LA's a duty to prevent homelessness with special regard to vulnerable groups

Appendix 2 – Illustrative scenarios

Section 3 – Evidence and data used for assessment

DCLG have already completed and impact assessment for the implementation of CTS

www.communities.gov.uk/localgovernment/localgovernmentfinance/counciltax/counciltaxsupport

All major precepting authorities have been consulted on the implementation of the new Council Tax Support scheme.

A full consultation with the public was carried out on a draft scheme which was self-financing, proposed prior to the Government's announcement about the transitional funding. This scheme saw the removal of second adult rebate allowances, changes to savings limits increased non-dependent charges and a ceiling of 70% for CTS support. Whilst pension age claimants are protected, the authority was still, as part of the consultation process, looking to pension age claimants and pensioners generally to respond to the consultation itself.

In respect of working age claimants, it was essential to consult with the group as, being of working age, they are directly affected by any changes decided by the Council.

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The consultation process was comprehensive and encouraged a full response to the new support scheme itself (notwithstanding the fact that the authority is obliged to implement the scheme determined by Central Government for pension age claimants).

Interest groups were also be directly consulted as part of the process.

Public consultation took place during the period 27/08/2012 until 14/10/2012

Consultation Process

- Mail shot over 4,000 working age claimants currently in receipt of CTB
- Drop in sessions at the two main NNDC offices – advertised on the web /leaflets and posters
- Electronic and paper surveys
- Press and web publicity
- Consultation in the district with organisations in the district that support the most vulnerable

All the figures in the document are indicative only. They have been extracted from data held for the purposes of administering Council Tax Benefit and do not necessarily give a complete profile of people affected by the proposed scheme. The case load and its profile change as new claims and changes are received daily.

Section 4 – Conclusions drawn from the consultation process

The majority of the respondents disagreed or strongly disagreed with the initial scheme that was proposed. Comments received indicated that the 70% maximum support allowable would cause financial hardship to many of the respondents.

Section 5 – List any comments, criticisms or alternative approaches regarding the impact of the introduction of the proposed CTS scheme

With the late announcement of transitional funding officers were asked to consider a scheme that would meet the Governments

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<p>criteria to enable access to the funding, mitigating some of the effects of the initial scheme proposal .</p> <p>A review of the budgetary implications of the precepting bodies funding any funding shortfall through the use of the additional revenue receipts from the technical reforms to council tax discounts and exemptions was to be considered.</p> <p>The Debt Management policy will be reviewed to ensure it reflects the changes to the CTB scheme.</p>	
<p>Section 6 – How will the assessment, consultation and outcomes be published and communicated?</p>	
<p>The EIA will be available on the web.</p>	
<p>Completed by/date:</p>	<p>18/12/12</p>
<p>Signed off by/date:</p>	<p>Louise Wolsey</p>

Appendix 2 – EIA

Maximum Benefit restricted to 91.5% of CT liability (8.5% restriction)

Household: Single Person over 25

Income: Income Support .

The Council Tax liability is £770.14. The household currently receives £770.14 CTB per annum .

They currently pay no council tax

Under the proposed scheme they would pay £65.46 (8.5%)

Household: Couple over 25

Weekly income Total £350.92 (current disregard £131.50 DLA care and mobility)

The Council Tax liability is £1850. The household currently receives £1737.38 CTB per annum

They currently pay £112.62 ((*taper applies @ 2.16 week = £112.62 (2.16 ÷ 7 x 365)

Under the proposed scheme they would pay £269.87 to pay

(CTS annual liability £1692.75 8.5% = £157.25

CTS Annual entitlement £1692.75 - £112.62 taper = £1580.13

£157.25 + 112.62 = £269.87 to pay)

Household: Couple over 25 with 2 dependent children

Weekly income £320.60

The Council Tax liability is £1198. The household currently receive £1198 CTB per annum

They currently pay no benefit.

Under the proposed scheme they would pay £101.83 (8.5%)

DETERMINATION OF COUNCIL TAX DISCOUNTS AND LEVEL OF CHARGES FOR 2013/14

Summary:		<p>The Local Government Finance Act 2012 includes a number of reforms in relation to council tax exemptions, discounts and the introduction of the empty property premium. The reforms give councils new flexibilities to vary council tax on second homes and empty dwellings which offer the opportunity to raise additional revenue as well as encouraging empty properties to be brought back into use. This report recommends changes to discount levels and the adoption of an empty property premium to take advantage of the new areas of discretion and recommends all discounts that will apply for 2013/14.</p>
Options considered:		<p>The determinations and decisions set out in this paper come into effect on 1 April 2013 for the financial year 1 April 2013 to 31 March 2014. They are made by the Council under sections 11, 11A, 11B, and of the Local Government Finance Act 1992 and other enabling powers. References to the Local Government Finance Act 1992 include references to Regulations made under that Act.</p>
Conclusions:		<p>The Council Tax reforms as included within the Local Government Finance Act 2012 provide greater flexibility for Local Authorities to set levels of discounts on second homes and empty dwellings to generate both revenue streams and incentives to bring empty properties back into use. The Council has to approve its determinations for each financial year. The calculation of the tax base for 2013/14 will be made on the assumption that the determinations recommended below will apply.</p>
Recommendations:	<p>1</p> <p>(i)</p>	<p>That Cabinet recommend that Council Resolve that under section 11A of the Local Government Finance Act 1992, and in accordance with the provisions of the Local Government Finance Act 2012 and other enabling powers that:</p> <p>the council tax discount for dwellings defined as being within Class 'A' remains at 50% for the year</p>

		<p>2013/14 (report para.3.4);</p> <p>(ii) the council tax discount for dwellings defined as being within Class 'B' be reduced to 5% for the year 2013/14 with the exceptions of (report para. 3.4):</p> <p>(a) those dwellings that are specifically identified under regulation 6 of the Council Tax (Prescribed Classes of Dwellings)(England) Regulations 2003, which will retain the 50% discount; and</p> <p>(b) those dwellings described or geographically defined at Appendix D which in the reasonable opinion of the Head of Finance are judged not to be structurally capable of occupation all year round and were built before the restrictions of seasonal usage were introduced by the Town and Country Planning Act 1947, will retain the 50% discount.</p> <p>(iii) The council tax discount for dwellings defined as being within Class 'C' to be set at 100% for three months for the year 2013/14 (report para. 3.3)</p> <p>(iv) The council tax discount for Class D properties to act as an incentive to bring them back into use is recommended to be a discount of 50% for a maximum of 12 months (report para.3.2)</p> <p>2 That Cabinet recommend that Council Resolve that under section 11B(2) of the Local Government Finance Act 1992, and in accordance with the provisions of the Local Government Finance Act 2012 and other enabling powers that:</p> <p>(i) A premium is charged for properties which have been empty and substantially unfurnished for two years or more of 50% of the council tax payable in relation to that home.</p> <p>3 In accordance with the relevant legislation these determinations shall be published in at least one newspaper circulating in North Norfolk before the end of the period of 21 days beginning with the date of the determinations.</p>
Reasons for		<p>To recommend for approval the Council Tax discount and premium determinations to come into effect from 1 April 2013. To raise additional council tax revenue and to</p>

Recommendations:	encourage properties to be brought back into use.
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1. Introduction

- 1.1. Local Authorities are required to approve their Council Tax discount determinations each year.
- 1.2. On 31 October 2011 the Government published a consultation paper on the Technical Reform of Council Tax. The responses and conclusions to the consultation were published in May 2012 and the anticipated reforms are contained in the Local Government Finance Act 2012 which gained Royal Assent on 1 November 2012. Essentially the reforms cover the Council Tax charged on the following types of properties and come into effect from 1 April 2013:
 - Second Homes
 - Empty Properties
 - Properties undergoing or requiring major structural repair.
- 1.2. These changes offer an opportunity to raise additional revenue as well as encouraging empty properties to be brought back into use. The Government is linking these changes with the Local Council Tax Support Scheme (LCTSS) (separate item included on this agenda) to provide additional revenue streams to partly mitigate the financial impact of the LCTSS.
- 1.3. Discussions have been carried out at a County level in Norfolk to establish a common approach to discounts and exemptions for Council Tax alongside the implications of the introduction of LCTSS, the costs of which are spread across the major precepting authorities (in proportion to the share of the Council Tax bill).

2. Classes of property

- 2.1. The current regulations differentiate between three classes of property:
 - “Class A” properties are those which are not an individual’s sole or main residence, are furnished and have seasonal planning prohibition (i.e. preventing occupation for a continuous period of at least 28 days).
 - “Class B” properties are those which are not an individual’s sole or main residence, are furnished and have no restrictions with regard to occupation.
 - “Class C” properties are those which are unoccupied and substantially unfurnished on a long term basis of over 6 months (properties empty for less than 6 months are exempt from council tax).
- 2.2. In addition the new legislation identifies a further three classes of property:
 - “Class D” properties which are vacant and require or are undergoing major repair work to render them habitable which have been substantially completed for six months and the property has been vacant from that date.

- “Class E” The sole or main residence of a person which is empty while that person resides in accommodation provided by the Ministry of Defence i.e. service personnel posted away from home.
- “Class F” Are those properties which form part of a single property which includes at least one other dwelling and is being used by a resident of that other dwelling as part of their sole residence

2.3. Section 11B of the Local Government Finance Act 1992 (as amended by the Local Government Finance Act 2012) provides for an empty homes premium that Billing Authorities may charge where properties have been empty and substantially unfurnished for two years or more.

3. Council Tax reforms

3.1. The following outlines each of the reforms along with the recommendations to come into effect from 1 April 2013

3.2. Uninhabitable dwellings are now defined as Class D properties. They are properties which are vacant and substantially unfurnished where they are undergoing or have undergone within the last six months major repair work to make them habitable. Properties only fall into this class for a maximum period of 12 months. It is recommended that a discount of 50% for a maximum period of 12 months be applied to such properties as an incentive to bring them back into use.

3.3. Vacant dwellings defined as Class C properties are properties which are unoccupied and substantially unfurnished. Currently Billing Authorities provide an exemption of 100% for six months in such cases. It is recommended that this becomes a 100% discount for three months from April 2013.

3.4. Second homes fall into two distinct categories where the property is not an individual's sole or main residence:

- Class A dwellings are unoccupied and furnished and the occupation is restricted by a planning condition preventing occupation for a continuous period of at least 28 days. The discount currently applied to these properties is 50% and it is proposed that this remains the same from April 2013.
- Class B dwellings are those which are unoccupied and furnished but not subject to planning conditions. Currently the discount for these dwellings is 10%, it is proposed that this is reduced to 5% from April 2013. However in the case of tied dwellings and dwellings incapable of occupation all the year round and built before the Town and Country Planning Act 1947 will retain the 50% discount.

3.5. Empty homes premium is introduced by Section 11B of the Act which allows the Billing Authority to charge a premium of up to 50% of the Council Tax charge for properties that have been vacant for over 24 months. The intention is that the premium will act as an incentive for long term empty properties to be brought back into use. It is recommended that after two years an empty property premium of 50% is levied.

3.6. Two further classes of property are introduced by the Local Government Act 2012 and relate to the provisions in the Act regarding the empty homes premium.

- Class E exempts dwellings from empty homes premium in relation to a dwelling which would be the main residence of a person but remains empty while that person is posted away from home by the Ministry of Defence.
- Class F dwellings are also exempt from empty homes premium in relation to dwellings that form annexes in a property which are being used as part of the main residence of the dwelling of that property.

3.7. The potential additional income (districts share) that could be generated from the proposed changes to the discounts as outlined at section 3 is estimated to be £40k. The calculations are based on the latest Council tax base estimates and property numbers.

3.8. The existing arrangement whereby the County Council return 50% of its share of second homes income to the district councils is anticipated to continue for 2013/14. The County Council is proposing that 50% of any additional Council Tax raise by Billing Authorities through the exercise of the new discretion in relation to second homes should be returned to the District Council in which it was raised, this is a continuation of the current arrangement and is used to fund the Big Society Grants and related expenditure.

3.9. Changing the level of discounts will not necessarily guarantee that the additional income will be realised. The collection of council tax on empty property will be more difficult than from occupied properties (because of difficulty in identifying and locating the property owner, for example) and increasing taxes in times of economic hardship is likely to be unpopular.

4. Transition

4.1. The new discretions start from 1 April 2013 at which time all previous exemptions and discounts will cease. Detailed work is being undertaken to amend administrative and customer facing procedures to reflect this and to assist in implementing the implications of these new arrangements.

5. Financial implications and risks

5.1. The potential additional council tax collected may be less than the cost of the additional resources required to collect it. Whilst the decision for setting the discounts sits with the Billing authority the respective precepting authorities will receive the additional revenue from the changes in proportion to their size of the council tax bill. This has been acknowledge within the county wide discussions on the council tax reforms and the associated cost of collection for which it is anticipated that a sum will be returned to the districts from the County Council for

2013/14 to offset some of these costs. This is yet to be finalized and will be taken account of within the budget report to be presented to Members in February 2013.

6. Sustainability

6.1. This report does not raise any issues relating to Sustainability

7. Equality and diversity

7.1. This report does not raise any issues relating to Equality and Diversity.

8. Section 17 Crime and Disorder considerations

8.1. This report does not raise any issues relating to Crime and Disorder considerations.

North Norfolk District Council
Reduction in Council Tax Discounts for Second Homes
Schedule of Class 'B' Property Exceptions for the year 2013/14

Dwellings described or geographically defined, which are judged not structurally capable of occupation all year around and were built before the restrictions of seasonal usage were introduced by the Town and Country Planning Act 1947.

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
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Anne Standard Way, Bacton, Norwich, Norfolk

710567	Alfrada, 3	Anne Standard Way, Bacton, Norwich, Norfolk	NR12 0HE
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Coast Road, Bacton, Norwich, Norfolk.

710878	47A	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710444	Finnersterre	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0AA
710834	2	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710835	3	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710836	4	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710837	5	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710838	6	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710839	7	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710840	8	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710841	9	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710842	10	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710843	11	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710844	12	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710845	13	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710846	14	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710847	15	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710848	16	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710849	17	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710850	18	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710851	19	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710852	20	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710854	22	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710855	23	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710856	24	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710857	25	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710858	26	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710859	27	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710860	28	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710861	29	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710862	30	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710863	31	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710864	32	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710865	33	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710866	34	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710867	35	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710868	36	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710869	37	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710870	38	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710871	39	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710872	40	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710873	41	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710365	42	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710874	43	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710833	45	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710876	46	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710877	47	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710879	48	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710880	49	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710881	50	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710882	51	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710883	52	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710884	53	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710885	54	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710886	55	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710887	56	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710888	57	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710889	58	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710890	59	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710891	60	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
710892	61	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710893	62	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710894	63	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710895	64	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710897	65	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710896	66	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710898	67	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710899	68	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710900	69	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710901	70	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710902	71	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710903	72	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710904	73	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710905	74	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710906	75	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710907	76	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710908	77	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710909	78	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710910	79	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710911	80	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710912	81	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710913	82	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710914	83	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710915	84	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710916	85	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710917	86	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710918	87	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ
710919	88	Coast Road Chalet Estate, Bacton, Norwich, Norfolk.	NR12 0EZ

Mill Lane, Bacton, Norwich, Norfolk

062281	2 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
059716	3 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
763261	4 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
059157	5 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
763260	8 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
763225	7 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
762930	6 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
762797	9 New Zealand Way	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HW
710573	Crest o Cliff	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HS
710479	Resthaven	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HN
058339	1 The Warren	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HS
061605	Montana	Mill Lane, Bacton, Norwich, Norfolk	NR12 0HN

Seaview Estate, Bacton, Norwich, Norfolk

710641	12	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710642	20	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710643	29	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710645	6	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710646	11	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710647	30	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710648	Poppycott, 1	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710654	7	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710655	8	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710656	9	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710657	10	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710659	15	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710660	16	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710661	17	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710662	18	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710663	19	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710664	21	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710665	22	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710666	Brenholme	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710667	24	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710668	25	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710669	26	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710670	27	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710671	28	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710673	32	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
710674	33	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
710676	35	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
760703	34	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
763356	31	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH
062362	Seascape, 14	Seaview Estate, Bacton, Norwich, Norfolk	NR12 0HH

Watch House Lane, Bacton, Norwich, Norfolk

710777	Falaig M'Hara 2	Watch House Lane, Bacton, Norwich, Norfolk	NR12 0HL
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Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.

761175	Lisfannon	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715634	Fourwinds	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715630	Oasis	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715627	Fieldview	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715626	Hill Side	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715624	Sandilands	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715622	Munden	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715621	The Old Kit Bag	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715618	Lattice	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715617	Wylaway	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715614	Braemar	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715611	Idle Hours	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715610	Barley Break	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715609	Ynot	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715608	Everne	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715606	Lucky Break	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715605	You & I	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715604	Sea Shack	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL
715599	Seagulls	Beach Road, Eccles-on-sea, Lessingham, Norwich, Norfolk.	NR12 0SL

Bush Estate, Eccles-on-sea, Norwich, Norfolk.

756512	Amberwood	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712404	Reviellie	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712403	Bennebroek	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712397	Tresco	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712392	St Ives	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712385	Pamela	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712382	Kingfishers	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712380	Gaytime	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712379	Freaneezy	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712376	Tranquility	Abbotts Way, Bush Estate, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
012370	Alouette	Abbotts Way, Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0TA
712509	Wedgewood	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712506	Redwing	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712504	The Saltings	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712496	Blue Bay	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712495	Badgers Set	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712493	Endways	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712491	Wavelea	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712484	Dingly Dell	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712481	Sea Urchin	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712476	Dresden	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712473	Bali-Hai	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712443	Sunny Sands	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF
712438	Aingarth	Bush Drive, Eccles-on-sea, Norwich, Norfolk.	NR12 0SF

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Church Lane, Eccles-on-sea, Norwich, Norfolk.

712429	Campana	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712426	Sunray	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712425	Sunnyside	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712421	Sandsend	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712417	Majorica	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712415	Fairlight	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712414	Dunes edge	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712413	Marinville	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712410	Campanella	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712424	Sea Whistle	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY
712407	Appleby	Church Lane, Eccles-on-sea, Norwich, Norfolk.	NR12 0SY

Crowden Road, Eccles-on-sea, Norwich, Norfolk.

712472	Zermatt	Crowden Road, Eccles-on-sea, Norwich, Norfolk.	NR12 0SJ
712470	Cliff Royal	Crowden Road, Eccles-on-sea, Norwich, Norfolk.	NR12 0SJ
712468	White Lodge	Crowden Road, Eccles-on-sea, Norwich, Norfolk.	NR12 0SJ
712463	Sparetyme	Crowden Road, Eccles-on-sea, Norwich, Norfolk.	NR12 0SJ
712462	Sea Lowes	Crowden Road, Eccles-on-sea, Norwich, Norfolk.	NR12 0SJ
712455	Argus	Crowden Road, Eccles-on-sea, Norwich, Norfolk.	NR12 0SJ

Hedgehog Walk, Eccles-on-sea, Norwich, Norfolk.

712607	Orkney	Hedgehog Walk, Eccles-on-sea, Norwich, Norfolk.	NR12 0SZ
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Beach Road, Happisburgh, Norwich, Norfolk.

724151	Jeckells Hyde	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724149	The Brambles	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724148	Sea Edge	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724147	Sea Drift	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724145	Romany	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724144	Pershore	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724141	O'Meara	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724137	10	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724143	Eastward Ho, 11	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724139	14	Golden Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0QL
724045	Saltwood	Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0PP
724031	Felicity	Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0PP
061348	Forge Cottage	Beach Road, Happisburgh, Norwich, Norfolk.	NR12 0PP

Bush Drive, Happisburgh, Norwich, Norfolk.

752939	Bruins Rest	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724219	Windhill	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724215	Surf Cottage	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724213	Slide Away	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724212	Silver Sand	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724209	Scandia Two	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724208	Sand Castle	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724206	Samphire	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724205	Puffin	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724204	Linden	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724203	Leisure Hours	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724202	Kirk-Cu-Brae	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724201	Holidays	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724198	Greentiles	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724197	Fourwinds	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724196	Flamingo	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN
724192	Anon	Bush Drive, Happisburgh, Norwich, Norfolk.	NR12 0QN

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
Cart Gap Road, Happisburgh, Norwich, Norfolk			
724376	The Bungalow	Cart Gap Road, Happisburgh, Norwich, Norfolk	NR12 0QL
Rollesby Way, Happisburgh, Norwich, Norfolk			
724383		25 Rollesby Way, Happisburgh, Norwich, Norfolk	NR12 0QJ
Wroxham Way, Happisburgh, Norwich, Norfolk			
724372	Haleholm, 42	Wroxham Way, Happisburgh, Norwich, Norfolk	NR12 0RX
Hickling Broad, Hickling, Norwich, Norfolk			
713184	The Bungalow	Hickling Broad, Hickling, Norwich, Norfolk	NR12 0YW
Vale Road, High Kelling, Holt, Norfolk			
730612	Rosana	Vale Road, High Kelling, Holt, Norfolk	NR25 6RA
060747	Lynton Loft at Lynton	Vale Road, High Kelling, Holt, Norfolk	NR25 6RA
Bureside Estate, Horning, Norwich, Norfolk			
714003	Plot 1B	Bureside Estate, Horning, Norwich, Norfolk	NR12 8JP
713987	Plot 15	Bureside Estate, Horning, Norwich, Norfolk	NR12 8JP
062453	Bureville & Burevista, 9	Bureside Estate, Horning, Norwich, Norfolk	NR12 8JP
Ferry View Estate, Horning, Norwich, Norfolk			
713848	Waters Edge	Ferry View Estate, Horning, Norwich, Norfolk	NR12 8PT
062364	Cresta Cottage	Ferry View Estate, Horning, Norwich, Norfolk	NR12 8PT
062282	Ferry View	Ferry View Estate, Horning, Norwich, Norfolk	NR12 8PT
061055	Oakdale	Ferry View Estate, Horning, Norwich, Norfolk	NR12 8PT
Horning Reach, Horning, Norwich, Norfolk			
714037	The Bungalow	Horning Reach, Horning, Norwich, Norfolk	NR12 8JR
714025	Bonnington	Horning Reach, Horning, Norwich, Norfolk	NR12 8JR
Thurne Dyke, Horning, Norwich, Norfolk.			
713922	Tide & Time	Thurne Dyke, Horning, Norwich, Norfolk.	NR12 8QA
713920	Bishops Mill	Thurne Dyke, Horning, Norwich, Norfolk.	NR12 8QA
713919	Churne	Thurne Dyke, Horning, Norwich, Norfolk.	NR12 8QA
Brimbelow Road. Hoveton, Norwich, Norfolk			
714750	The Patch	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Bure Banks	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Brightside	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Willow Cabin	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Rosemere	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Bure Way	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	The Wherry	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Sunrest	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Summer Craft	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Summer Haven	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Summer Vista	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Summer Vale	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Summer Lodge	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Summerville	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Morlands	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ
	Burecroft	Brimbelow Road. Hoveton, Norwich, Norfolk	NR12 8UJ

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
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Riverbank, Ludham, Great Yarmouth, Norfolk.

760276	Mands	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716008	Touchwood Plot 5A	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716006	Leaside	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716005	Plot 5B	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716004	Rania	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716003	Plot 4A	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716002	Cedar Lodge	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716001	Terra Nova	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715999	Bluewaters	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715998	Plot 2C	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715997	Fairway	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715996	Summertime Plot 2A	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715994	Sunflowers	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715993	Pot Pourri	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715992	Royston Plot 1D	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715991	Toorak	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715990	The Willows	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715989	Swan Haven	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
715988	Tonga	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
754931	Joybelle 1G	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716000	Repps Reach Plot 2E	Riverbank, Ludham, Great Yarmouth, Norfolk.	NR29 5ND
716385	Toad Hall	Horsefen Road, Ludham, Great Yarmouth, Norfolk	NR29 5QG
060955	Woodbine Cottage	Horse Fen Road, Ludham, Great Yarmouth, Norfolk	NR29 5QG
061938	Blacksmith Barn at Beeches Farm	Horse Fen Road, Ludham, Great Yarmouth, Norfolk	NR29 5QG
062490	6 Womack Residences	Horse Fen Road, Ludham, Great Yarmouth, Norfolk	NR29 5QG

Paston Road, Mundesley, Norwich, Norfolk.

733937	7 East Cliff	Paston Road, Mundesley, Norwich, Norfolk.	NR11 8AW
733936	6 East Cliff	Paston Road, Mundesley, Norwich, Norfolk.	NR11 8AW
733934	4 East Cliff	Paston Road, Mundesley, Norwich, Norfolk.	NR11 8AW
733932	10 East Cliff	Paston Road, Mundesley, Norwich, Norfolk.	NR11 8AW
060979	8 East Cliff	Paston Road, Mundesley, Norwich, Norfolk.	NR11 8AW

River Bank, Potter Heigham, Great Yarmouth, Norfolk.

762883	Moon River Cottage	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
762518	Up River, North East	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
761764	Thurne View, North West	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
760448	Octagon Lodge	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
760269	23 Riverside	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
760231	Mill View	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
760184	Le Chalet	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
759806	Ellesmere	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
759893	Pastime	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
759787	Silver Ley	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
759786	Primrose	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
759646	Marsh View	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
759645	The Rosary	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
759644	River Holme	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
759643	St Clair	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
764919	Vespers	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
759012	Haven	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717005	Olken	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717009	Eveholme	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717052	Burton Garth	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717102	Fresh Fields	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717101	Four Winds	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717096	Manderley	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717095	Jokers Wild	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717090	Carousel	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717086	Perfick	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717084	Sunnyside	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717083	The Fens	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717082	Herwinia	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717079	Reedsmere	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717078	Bullrush	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717076	Broad View	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
717075	Willow Creek	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717074	Maissonette	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717073	Herongate	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717071	The Nook 57-58	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717067	Paddock Wood	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717065	Rand View	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717064	The Sanctuary	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717051	Crystal Haven	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717050	Down River	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717049	River Rest, 8 North West	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717048	Little Quay	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717047	Pachelbel, Plot 6	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717046	Eastcote	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717045	Dyde Down, 87 North East	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717044	Wee Ben	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717043	Fishers Haven	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717042	Dutch Tutch	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717040	Idleway	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717021	St Elmo	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717020	Rosemary Cottage	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717019	Nine	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717013	High's Mill	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717016	Restawhile, Plot 4	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
761608	River View, 27	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717068	Thurnholm, 32	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5ND
717069	Plot 37	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717081	Heron Cottage, 70	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
763336	Calypso, 82	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717093	Millway, 85C	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717106	Ambleside, 86B	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717100	Tencholme	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
755550	Rivendell, Plot 79	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717007	Bath Hurst	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717008	Melrose, 85A	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
717077	Tower View	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
766222	Deekside	North West Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
717017	Risedene	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
017014	Kalinda, 19	North East Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
057217	Windy Ridge	North East Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
058228	The Rosary	North West Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
059675	Haven	North West Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
060391	Four Es	North West Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
061826	Woodstock	North West Riverbank, Potter Heigham, Great Yarmouth	NR29 5ND
017103	Rands (56-56A)	North East Riverbank, Potter Heigham, Great Yarmouth	NR29 5NE
057220	Mildene	River Bank, Potter Heigham, Great Yarmouth, Norfolk.	NR29 5NE
057388	Patikipa	North East Riverbank, Potter Heigham, Great Yarmouth	NR29 5NE
058378	Willow Creek	North East Riverbank, Potter Heigham, Great Yarmouth	NR29 5NE
058415	Sunnyside	North East Riverbank, Potter Heigham, Great Yarmouth	NR29 5NE

Beach Road, Sea Palling, Norwich, Norfolk.

717930	Lenid	Beach Road, Sea Palling, Norwich, Norfolk.	NR12 0AL
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Clink Lane, Sea Palling, Norwich, Norfolk.

717969	Nutshell	Clink Lane, Sea Palling, Norwich, Norfolk.	NR12 0UL
717970	Seaway	Clink Lane, Sea Palling, Norwich, Norfolk.	NR12 0UL
717975	The Retreat	Clink Lane, Sea Palling, Norwich, Norfolk.	NR12 0UL
060037	2 Farmside	Clink Lane, Sea Palling, Norwich, Norfolk.	NR12 0UL
061552	Lark Cottage	Clink Lane, Sea Palling, Norwich, Norfolk.	NR12 0UL

Marram Hills, Sea Palling, Norwich, Norfolk.

761287	Venta	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718121	Cliffside	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718117	Tiny Tots	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718116	Jandola	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718115	Brambledene	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718113	Duneside	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718112	Hillcroft	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN

<u>Property Reference</u>	<u>Property Name/ Number</u>	<u>Property Address</u>	<u>Post Code</u>
718111	Stanfield	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718110	Tramore	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718109	Peddlers Peace	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718108	Splinters	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718107	Vi La Vaer	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718106	Timbers	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718105	Sea Breezes	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718104	Pot Luck	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718103	Tween Whyles	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718101	Sandy Lodge	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718100	Kia Ora	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718098	Santa Monica	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718097	Sunnyside	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718094	Linga Longa	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718093	Sea Home	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718091	Oriel	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
758355	Hazeldene	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0TY
061870	Meadow View	Marram Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN

Sand Hills, Sea Palling, Norwich, Norfolk.

718065	Little House	Sand Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718063	Grenut	Sand Hills, Sea Palling, Norwich, Norfolk.	NR12 0UN
718062	La Siesta	Waxham Road, Sea Palling, Norwich, Norfolk.	NR12 0UN
018035	Primary Guest House at The School	Waxham Road, Sea Palling, Norwich, Norfolk.	NR12 0UP

Moor Road, Sutton, Norwich, Norfolk

720253	Moorlands	Moor Road, Sutton, Norwich, Norfolk	NR12 9QN
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Seaview Crescent, Walcott, Norwich, Norfolk.

724627	Sunnyside	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724626	Golden Sands	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724625	Calm Seas	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724604	1	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724619	4	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724620	5	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724622	7	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724623	8	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724605	10	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724606	11	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724607	12	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724609	14	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724610	15	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724611	16	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724614	19	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724616	Sea Breeze, 20	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
724618	Sea Breeze, 22	Seaview Crescent, Walcott, Norwich, Norfolk.	NR12 0NL
061806	Blue Moon	Seaview Crescent, Ostend Road, Walcott, Norwich	NR12 0NZ

Hill Gap, Waxham, Norwich, Norfolk.

718087	Shangri-la	Hill Gap, Waxham, Norwich, Norfolk.	NR12 0DY
718086	Bide a Wee	Hill Gap, Waxham, Norwich, Norfolk.	NR12 0DY

DESTINATION MANAGEMENT ORGANISATION (DMO) FOR NORTH NORFOLK

Summary: This report is seeking the support of Cabinet to contribute seed corn funding to help establish a Destination Management Organisation for North Norfolk in line with the Council's Corporate Plan 2012-2015 to *"promote a positive image of North Norfolk as a premier visitor destination"* and Annual Action Plan for 2012/13 to *"support and facilitate the establishment of a private sector led DMO for the North Norfolk coast, broads and countryside to maintain the profile of the district as a leading tourist destination within the UK boosting levels of employment and income for the district."* This investment over three years of £105K will draw in £280K from other sources and will lead to a higher tourism profile for North Norfolk and by implication a range of benefits for the tourism industry and residents who work in the industry.

Conclusion: VNN will bring together all of the aspects of the tourism industry – both businesses and the 'softer' offers of the coast and countryside and promote it actively to the market place, aiming to ensure that northern Norfolk grows in stature as a key destination within the Norfolk offer. In accordance with Central Government policy and that adopted by the New Anglia LEP and Norfolk Tourism as well as NNDC in its Annual Action Plan for 2012/13, this DMO will provide a major channel for communication, support and access to market, for the tourism industry. But without the funding contribution coming from the District Council, the DMO will find it difficult to establish itself as the platform for the private sector to take a greater responsibility for destination management in future years.

Recommendation: **That Cabinet authorise the release of £25K per annum over the periods 2012/13, 2013/14 and 2014/15 (£75K for three years) from the NNDC Community Fund and £10K per annum over the periods 2012/13, 2013/14 and 2014/15 (£30K for three years) from the ETDU budget as the Council's contribution to support Visit North Norfolk Coast and Countryside Ltd.**

Cabinet Member(s)	Ward(s) affected
All	All
Contact Officer, telephone number and email: Robin Smith, 01263516236, robin.smith@north-norfolk.gov.uk Jose Socao, 01263 516303, jose.socao@north-norfolk.gov.uk	

1. Introduction

The Landscape of Tourism

- 1.1 Over the past five years there have been significant changes in the domestic tourism market away from main holidays to short breaks. North Norfolk has adapted well to these changing market trends, exploiting its relative proximity to main centres of population; its natural environment and attraction as a place to escape to and the predominance of smaller quality accommodation. There has also been a change in the way many consumers make holiday bookings – particularly independently via the Internet, but also making late bookings once in an area with mobile phones etc. This will continue to challenge the way accommodation services and attractions are promoted and accessed through the TICs.
- 1.2 It is estimated that the tourism sector was worth £397 million to the North Norfolk economy and supported 5,171 full-time equivalent jobs or approximately 22% of all employment in the district based on the Volume and Value research conducted by Tourism South East for the year 2010. Of the £397 million income to the district, just over £129 million was accounted for by 693,000 staying visitors who spent a total of over 2.4 million nights in the district during the year, with £204.6 million of income derived from the 5.4 million day visitors to the district.

The National Picture

- 1.3 Throughout the UK the structural landscape of tourism promotion and funding is being transformed. Despite the government's assertion that tourism is vital for revitalising the economy, funding for national tourism bodies has been reduced. Yet this comes at a time when domestic tourism is gaining ground and Norfolk is benefiting from the 'staycation' effect, standing to gain even more from the potential impact of sports and royal tourism, including the Olympics. ["The Legacy"]

The Regional Changes

- 1.4 The regional Tourist Board, East of England Tourism has been disbanded. Its residual tourism assets have been purchased by a new private sector organisation led by local tourism businesses, called Visit East Anglia Ltd. [VEA]. This company has been endorsed by the new Local Enterprise Partnership for Norfolk and Suffolk – New Anglia LEP. VEA are hoping to be able to bring together the key elements of sub regional promotion using its East of England Tourism assets and to contract with Norfolk and Suffolk to deliver county level promotion.

The County Level Structure

- 1.5 Faced with reducing public sector funding, the Executive of Norfolk Tourism, the county level public/private sector partnership for promoting Norfolk as a destination, has decided to outsource its tourism service delivery. As mentioned above, this contract has been won by VEA Ltd. who will be answerable to a new Visit Norfolk Board.

The Local Position

- 1.6 With the impacts of these changes dawning upon the tourism industry in the autumn of 2011, West and North Norfolk Tourism Forums together with North Norfolk District Council (NNDC) and Borough Council of King's Lynn and West Norfolk (BCKLWN) therefore commissioned a consultant to carry out consultation and research to establish the views of industry leaders and local authorities as to the need for, and desirability of, having a Destination Management Organisation (DMO) for northern Norfolk.
- 1.7 The final report from Nutt Consulting has been reviewed and discussed by a small working group of West and North Norfolk representatives from the private sector and Tourism Officers from the respective District Councils. This proposal to create a DMO has also been further discussed with a broader cross section of business leaders and representatives of the micro businesses that form the majority of the industry base in our area. The conclusion of all consultees in these processes was that the DMO should be formed. This is compatible to the pronouncement in the Government Tourism Policy to *"modernise and update local tourism bodies to become focused and efficient DMOs which are led by and, increasingly, funded through partnership with tourism industry itself."*
- 1.8 NNDC's Annual Action Plan for 2012/13 also states under its Jobs and Local Economy priority areas that the Council will *"support and facilitate the establishment of a private sector led DMO for the North Norfolk coast, broads and countryside to maintain the profile of the district as a leading tourist destination within the UK boosting levels of employment and income for the district."*

2. Visit North Norfolk Coast and Countryside Ltd (VNN)

- 2.1 As a result of those consultations and discussions, VNN is formed and registered with Companies House on 28 March 2012 (Appendix E). It is a not for profit company with charitable objects.
- 2.2 **Governance & Service Level Agreement** – The governance of the company is detailed in Appendix F. Currently, the Board of Directors of the company are representatives taken from local tourism businesses drawn from east to west of the destination. They will receive no remuneration. The intention is that through the development and implementation of a service level agreement (Appendix G for draft SLA) with the District Council, the company will deliver in partnership with the NNDC future tourism services for the district. During the currency of said agreement, NNDC will have a nominated representative (a District Council Member, possibly the current Tourism Cabinet Portfolio Holder) in the Board.
- 2.3 The primary area that the company aims to serve and work with is the coast stretching from Heacham in the west to Horsey in the east, with an inland (southern) boundary that is not rigidly defined but which is likely to include Sandringham, Fakenham, Holt, Aylsham and North Walsham dependent on which businesses want to be involved.
- 2.4 The main function of the company will be to provide a wide range of media products and activities that collectively aim to promote the area. The aim of

the company is to ensure that the many micro businesses that operate in the area have a reasonable opportunity to participate in marketing initiatives, providing that this is achieved without relying on other larger players to subsidise their promotional activities.

- 2.5 The company will aim to grow through sales, the investment achieved from the private sector. The company will seek to make optimum use of any grant funding that becomes available, but not to the extent that it unrealistically distorts the primary aims of the company.

3. Application for Funding

- 3.1 In May 2012, VNN submitted an application for grant funding in the amount of £15K with the Big Society Fund to support its set up and first year operational costs. However, this was refused by the Big Society Board and Cabinet for the reason that said Fund is primarily established to support charities and community projects and the primary beneficiaries of this application are commercial businesses.
- 3.2 Thereafter, following further discussions with Council officers, it was deemed that VNN should submit another application for grant funding but this time with NNDC's unallocated Community Fund along with the Economic Development Service budget for tourism promotion.
- 3.3 **Cashflow Forecast** – The detailed cashflow forecast and funding are in Appendix H (Financial Plan & Forecast Assumptions) which was revised following the submission of the grant funding application to take into account the further discussions that took place between VNN and the Economic Development Service. Full details of the grant funding application are in Appendix I (Economic Development Unit Application Form). The summary breakdown of funding over the three years are as follows:

Proposed DMO Capitalisation

	2012-13	2013-14	2014-15	Total
NNDC Direct Contribution	£10,000	£10,000	£10,000	£30,000
NNDC Community Fund	£25,000	£25,000	£25,000	£75,000
BCKLWN Direct Contribution	£5,000	£5,000	£5,000	£15,000
Pathfinder	£0	£7,500	£7,500	£15,000
FLAG	£0	£15,000	£15,000	£30,000
Private Sector	£50,000	£84,000	£86,000	£220,000
Total	£90,000	£146,500	£148,500	£385,000

- 3.4 By 2015/16, there will be reduced funding for NNDC Direct Contribution coming from the Economic & Tourism Development Service budget in the amount of £7.5K with no additional funding coming from NNDC Community Fund whilst private sector funding is projected to rise to £94K.

4. Project Outputs

- 4.1 The main activities that will be included in the service level agreement between NNDC and VNNC&C Ltd over the three years are as follows:

- 4.1.1 A website encompassing the whole of the DMO's area promoting a "joined up" tourism promotional message for accommodation, attractions, events, walks, cycling opportunities etc. This will be based on the NNDC's existing tourism website and will be operated in partnership with NNDC's officers.
- 4.1.2 To develop an appropriate brand for the area and work with colleague organisation[s] to ensure that there is a comprehensive "what to do" printed guide available for distribution within the area.
- 4.1.3 Commission a PR contract with a local provider to gain coverage in local, regional and national newspapers and media, and promote/organise Press familiarisation trips.
- 4.1.4 Development of an outreach programme to obtain buy in from the accommodation sector into the 'guestlink' accommodation booking system on the website

5. Options

Option 1 – To authorise the release of £25K per annum for three years from the Community Fund and £10K per annum for three years from the Economic & Tourism Development Service budget to implement and deliver the tourism marketing activities of the DMO which will be based on a service level agreement with NNDC.

Option 2 – To authorise the release of funding from the Community Fund and Economic & Tourism Development Service but at reduced amounts which will be further determined to result to a lower proportion of NNDC's contribution against the private sector's to around 30%. This will implement and deliver reduced tourism marketing activities of the DMO which will be based on a service level agreement

Option 3 – Not to authorise any release of grant funding to the DMO but merely maintain current tourism promotion activities being delivered by the Economic & Tourism Development Service.

6. Financial Implications and Risks

6.1 Options 1 and 2

The investment over three years of £105K for Option 1 or less for Option 2 will draw in £280K from other sources and will lead to a higher tourism profile for North Norfolk and by implication a range of benefits for the tourism industry and residents who work in the industry. However, even with NNDC funding, there may be a risk that the DMO may not be able to grow the level of financial support from the private sector over the first three years of activity so that the quantum of activity will need to be reduced in future years.

Option 1 however, provides the more robust and sustainable long term approach to managing and promoting the industry. The transition away from the present District Council dependency over to private sector solutions cannot be achieved through any other means.

The first option prepares the private sector to grow their capacity to take on the management of marketing North Norfolk as a counter action against increasing public sector austerity.

Over the next two years, Option 1 will also lead to the freeing up of a 0.5 FTE member of staff from other duties.

6.2 Option 3

This will perpetuate the under-resourcing of tourism product development activities and strategic tourism work that could have been delivered by the Economic & Tourism Development Service if their efforts will be mainly diverted towards maintaining the current level of marketing activities.

Recognising the increasing pressures being faced by the Council's budget over forthcoming years, there will be a continuing reputational risk on the Council of being perceived by the tourism industry as making further reductions in its funding and support for tourism that will impact adversely on a vital industry sector with damaging consequences for local economies.

Following the loss of funding to subsidise the distribution of a hard copy Holiday Guide which led to discontinuation of its production from 2013, the wide mix of marketing activity that usually takes place through the combined efforts of both public and private sector will not be fully taken advantage of. This will result to a missed potential investment of £280K over three years coming from other sources, mostly private sector that can be used to promote northern Norfolk better to a wider visitor market.

7. Procurement

7.1 Over its three year development period, the DMO has been subject to public sector procurement policy. It was back in 2009 when discussions first took place between public and private sector partners, then under the auspices of the North Norfolk Tourism Forum, to explore how the industry could collaborate more effectively over its future development. Early recognition between partners that there was no existing local structure or organisation in existence to take on the responsibility for tourism in North Norfolk, led partners to design a business model which is to become the local delivery vehicle supported by both public and private sector partners. This state of affairs has been reached through joint public and private sector consultation and agreement. The procurement process and choice of business model has been organically achieved in a full and transparent approach which has involved all sectors of the tourism industry. This has led to the establishment of the DMO in the first quarter of 2012 as mentioned in paragraphs 1.6, 1.7 and 2.1 of this report.

7.2 Although the funding contribution being requested from NNDC will be used to undertake tourism marketing activities, this will be done through partnership working and collaboration and therefore should be considered as a grant. Furthermore, the said consultation can even be deemed as analogous to a procurement process because interest from the tourism industry was solicited as to the need for a DMO. Thus, this is not a simple case of NNDC acquiring services that is normally subject to a procurement process but more of capability building exercise for the local tourism industry to start taking on the

responsibility of promoting North Norfolk as a destination with the DMO as their vehicle in partnership with NNDC. For these foregoing reasons, a formal procurement process is no longer necessary to take this forward.

8. Sustainability

There are no sustainability issues raised by this report.

9. Equality and Diversity

There are no equality and diversity issues raised by this report.

10. Section 17 Crime and Disorder considerations

There are no anticipated impacts on Crime and Disorder arising from this report.

11. Conclusion

VNN will bring together all of the aspects of the tourism industry – both businesses and the ‘softer’ offers of the coast and countryside and promote it actively to the market place, aiming to ensure that northern Norfolk grows in stature as a key destination within the Norfolk offer. In accordance with Central Government policy and that adopted by the New Anglia LEP and Norfolk Tourism as well as NNDC in its Annual Action Plan for 2012/13, this DMO will provide a major channel for communication, support and access to market, for the tourism industry. But without the funding contribution coming from the District Council, the DMO will find it difficult to establish itself as the platform for the private sector to take a greater responsibility for destination management in future years.

12. Recommendation

That Cabinet authorise the release of £25K per annum for three years from the Community Fund and £10K per annum for three years from the Economic & Tourism Development Service budget to implement and deliver the tourism marketing activities of the DMO which will be based on a service level agreement with NNDC over the next three years.



**CERTIFICATE OF INCORPORATION
OF A
PRIVATE LIMITED COMPANY**

Company Number. 8010422

The Registrar of Companies for England and Wales, hereby certifies that

VISIT NORTH NORFOLK COAST AND COUNTRYSIDE LIMITED

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by guarantee, and the situation of its registered office is in England and Wales.

Given at Companies House, Cardiff, on 28th March 2012.



**THE OFFICIAL SEAL OF THE
REGISTRAR OF COMPANIES**



Companies House
— *for the record* —

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



Appendix 2

The Governance of Visit North Norfolk Coast and Countryside Ltd (VNN)



4.1 The Board of Directors

The Board of Directors of the company will be drawn from individuals who have an understanding of the industry and have a commitment to growing the destination and the businesses within it.

The Board will consist of 8 Directors who will serve, after their initial appointment, normally for a period of three years.

During the currency of a Service Level Agreement with North Norfolk District Council (NNDC), a nominated representative from NNDC (a District Council Member, possibly the current Tourism Cabinet Portfolio Holder) will be initially appointed to the Board as one of the Directors.

The Board will appoint from within its membership a Chairman, who will be the primary spokesman for the company on most matters involving the media.

The Board can appoint individuals from within its membership to carry out particular functions or act as the company's representative on outside bodies.

Retirement and re-appointment procedures for Directors will be set out in the Memorandum and Articles of Association.

The Board will meet at least six times a year. The arrangements for voting/quorum etc. will be set out in the Memorandum and Articles of Association.

The Board of the company will be responsible for the proper management and operation of all aspects of the company. Directors of the company will not draw a salary or remuneration or expenses from the company.

4.2 The Oversight Committee

An Oversight Committee will be formed which will aim to have within its membership representatives from the various sub sectors within our industry; the various areas and sub destinations within our overall area and the various other tourism organisations within our area. The Oversight Committee will meet at least three times a year. The Directors of the company will normally attend its meetings.

This Committee would invite as its Members:

- Members of the North Norfolk Tourism Forum - we would continue to welcome a broad cross section of interested businesses drawn from the variety of industry sub sectors and from the totality of the geography of the District
- Members of the Executive of the West Norfolk Tourism Forum

- The private sector Initial Stakeholder Funders
- Officer Level Representatives from the NNDC and BCoF KL&WN
- Representatives of other organisations [public and private sector

4.3 The stakeholder funders

The company will welcome investment from individuals and/or organisations who wish to support the formation and operation of the company. A list of those investors will be made publicly available.

Stake holder funders will be able to stand for office of Director through the processes set out in the Memorandum and Articles of Association.

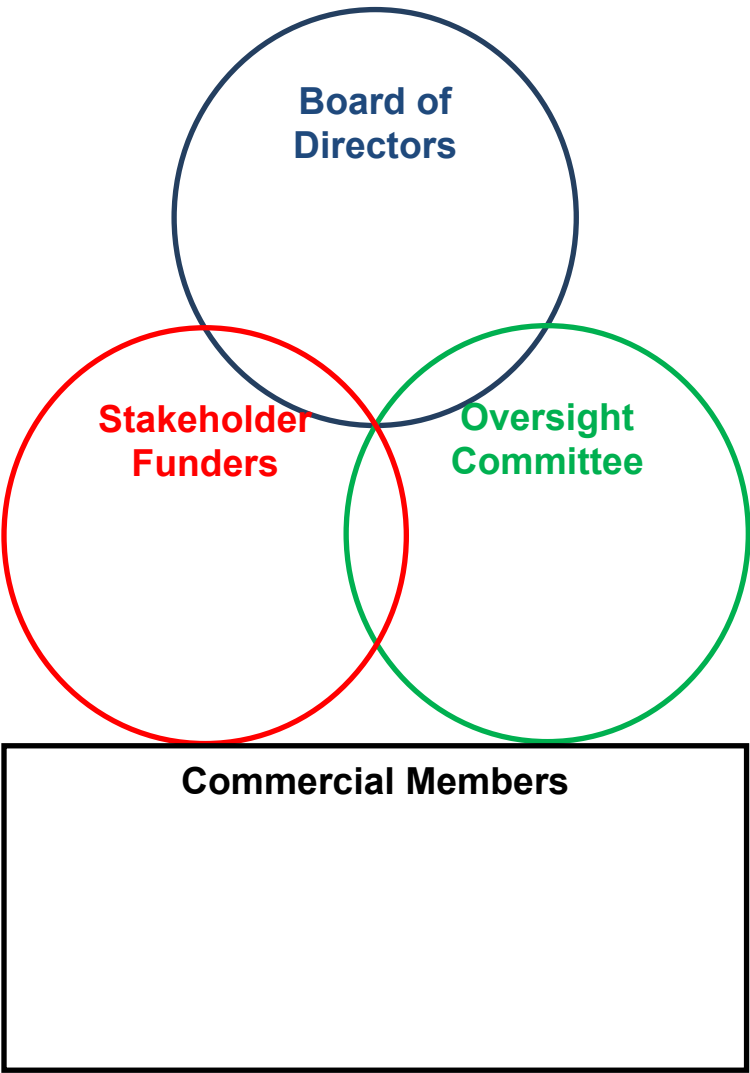
Stakeholder funders will have the right to be present at two meetings of the Board each year when the financial status of the company will be fully detailed.

Stakeholder funders will be part of the Oversight Committee.

4.4 Commercial Members

Those businesses who join the commercial membership scheme will not, in the normal course of events, have any involvement in the governance of the company, but will be able to attend any workshops, networking events and commercial members meetings that are held.

Diagram of VNN Governance Structure





Appendix 3

Service Level Agreement
between
VISIT NORTH NORFOLK COAST AND COUNTRYSIDE LTD
and
NORTH NORFOLK DISTRICT COUNCIL
for the provision of services
relating to the management of tourism destination
activities for northern Norfolk



Service Level Agreement 2013 - 2015

Organisation: Visit North Norfolk Coast and Countryside Ltd

Name: Michael Timewell

Position: Chairman

Signature: _____ Date: _____

Organisation: North Norfolk District Council

Name: Steve Blatch

Position: Strategic Director

Signature: _____ Date: _____

1 The Agreement

1.1 Statement of Intent

This document (“the Agreement”) is an operating level agreement between Visit North Norfolk Coast and Countryside Ltd. (VNN) and North Norfolk District Council (NNDC) in relation to the provision of services relating to the operation of activities embraced within the overall concept of a destination management organisation for the coast and countryside offering within the north of the county of Norfolk. This Agreement represents the intention of both parties to enter into an agreement for services. This intent is embodied in the Partnership Principles outlined below.

1.2 Partnership Principles

In the spirit of partnering, the parties will work to develop an environment of cooperation and trust, using the following Partnership Principles:

- Be accountable – to the joint responsibilities set out in this Agreement
- Collaborate and co-operate – establish and adhere to the governance structure to ensure that service activities are delivered and actions taken on a joint basis
- Be open – communicate openly about major concerns, issues or opportunities relating to the services provided
- Be efficient – work collaboratively to identify business improvements, eliminate inefficiencies and reduce the cost of service provision
- Adopt a positive outlook – demonstrate a positive, “can do” attitude, looking at ways to improve services
- Focus on excellent customer and public service – support this Agreement through a detailed service plan, which will show how delivery will be targeted and managed

1.3 Parties to the Agreement

The main parties to this agreement are VNN and NNDC. In coordinating the project, VNN will also be required to operate with other organisations outside this agreement such as Visit Norfolk, the Borough Council of King’s Lynn and West Norfolk, tourism bodies and marketing consultants.

1.4 Term of Agreement and Termination

The term of the Agreement, which covers the services specified in Section 2, will commence on the date of its signing by the main parties and extend to 31st March 2015. The Agreement will be reviewed at the end of this period and may be open for a short extension if required. On the completion of the project elements in which the VNN are involved, the agreement will terminate.

The Agreement may also be terminated by NNDC before the agreed term as provided above by giving one month’s notice in writing to VNN in the event of breach

by NNBF/NNTF of their responsibilities in this Agreement or unreasonable delay in the performance of their responsibilities subject to the breach or delay not being put right within a period of 21 days.

1.5 Obligations

VNN will deliver the agreed services within the agreed timeframes, standards and costs, and in accordance with the policies and corporate commitments of NNDC and government. Both parties agree to act in good faith and in a reasonable and timely manner with regard to the operation of the Agreement.

2 Service Overview

2.1 Objective for the Service

The effective operational area for VNN is the coast stretching from Heacham to Horsey and inland, covering all of the NNDC local authority area but also including elements of the Borough Council of King's Lynn and West Norfolk local authority area.

The role of VNN is to bring together the cohesive coastal and countryside tourism offer and promote it to the external market and help develop the industry in terms of quality, expertise and reputation.

VNN is required to develop as the recognised destination management organisation (DMO) for the north coast and countryside and meld in with the other operational DMO's, namely those of Norwich, Great Yarmouth, the Broads and The Brecks.

VNN will be required to work with and through Visit Norfolk and support that organisation appropriately.

NNDC requires VNN to develop, review and implement a marketing strategy that will be the main focus for its activities during the operation of The Agreement.

VNN under a license agreement [Attached as Appendix A to this document) will be required to operate the content management system that underpins the NNDC's tourism website www.visitnorthnorfolk.com and in so doing use this media as the cornerstone for all promotional activity including social media, e-marketing, Apps and Android developments.

VNN is required to communicate to all known tourism businesses in the area, using the NNDC's database as appropriate, membership offers, marketing offers, and developmental opportunities.

2.2 Responsibilities of VNN

The following activities and functions are required of VNN:

a) Development and Operation of www.visitnorthnorfolk.com	<ul style="list-style-type: none"> • The operation of the content management system will be transferred to VNN. • VNN will be required to develop, edit and grow the content of the website giving particular attention to search engine optimisation requirements • VNN will be required to give appropriate content space within the website for relevant tourism initiatives, products and services offered by the NNDC
b) The development of e-marketing and social media activities	<ul style="list-style-type: none"> • By using the customer database held within the destination management system, VNN will be required to actively promote the area – using appropriate themes, geographical areas and projects for e-marketing purposes • To develop social media links and actively encourage the use of these mediums to promote interest and feedback about tourism in the area
c) Establish PR Campaign	<ul style="list-style-type: none"> • To appoint an agency or otherwise organise for an active year round public relations campaign to promote the area and attract journalistic interest in the tourism offer • Seek ways to improve the PR skills and capability within the industry
d) Develop appropriate added value marketing activities with other agencies	<ul style="list-style-type: none"> • Work with other tourism facing organisations to bring to the industry additional campaigns or marketing opportunities that can help support the destination • Work with Visit Norfolk and other public/private sector organisations to grow shared investment in developmental or marketing activities relevant to the tourism interests within the area
e) Grow on line ‘availability/bookability’ functionality	<ul style="list-style-type: none"> • To actively promote the take up of the on line “Guestlink” availability and bookability options within the destination management system • Work with and as appropriate visit accommodation providers to encourage their active adoption of this system

e) Visitor Information	<ul style="list-style-type: none"> • To work with NNDC's tourist information centre network to ensure a two way exchange of information and feedback
f) Governance	<ul style="list-style-type: none"> • During the currency of this Agreement, VNN will appoint to its Board a nominated representative from NNDC
g) Representation	<ul style="list-style-type: none"> • VNN will establish an Oversight Committee which will meet at least three times a year and its membership will be open to officers and members of NNDC as appropriate; stakeholders funders; representatives of the various tourism sub-sectors and geographical constituents of the area.

2.3 Responsibilities of NNDC

a) Development and Operation of www.visitnorthnorfolk.com	<ul style="list-style-type: none"> • NNDC will maintain its commitment to meeting the costs of providing the website and the underpinning destination management system and thus the contract(s) for the provision of these will remain with the NNDC. The data stewardship responsibilities will remain with NNDC. • NNDC will enter into a license agreement with VNN for their operation of the content management system (attached at Appendix A)
b) The development of e-marketing and social media activities	<ul style="list-style-type: none"> • NNDC will provide access to the already existing areas of activity and enable VNN to take over the development of these mediums.
c) Establish PR Campaign	<ul style="list-style-type: none"> • NNDC will support and provide information as necessary to VNN's appointed agency
d) Develop appropriate added value marketing activities with other agencies	<ul style="list-style-type: none"> • NNDC will support VNN's initiatives providing there is no conflict with NNDC's interests or potential damage to NNDC's reputation
e) Grow on line 'availability/bookability' functionality	<ul style="list-style-type: none"> • NNDC will provide its database of tourism businesses to VNN as appropriate in order to help support this initiative
e) Visitor Information	<ul style="list-style-type: none"> • NNDC will encourage an open dialogue between VNN and its TIC section
f) Governance	<ul style="list-style-type: none"> • NNDC will advise VNN of its appointee to the VNN Board

g) Representation	<ul style="list-style-type: none"> • NNDC will advise VNN of its nominees to the Oversight Committee
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2.4 Monitoring of Agreement

Monitoring to facilitate the effective operation of the Agreement is the responsibility of both parties and at a minimum is to include:

- Bi-monthly service meetings (or as appropriate) and report between VNN Chairman, Head of VNN and NNDC Economic & Tourism Development Officer to discuss achievement of outputs and outcomes, service delivery issues, improvement processes, performance and costs.

3 Service Governance

3.1 Governance Structure

All parties to this Agreement will seek to ensure that the services continue to meet the needs of the customers.

4 Monitoring and Compliance

The following table states the outputs and outcomes which will be developed, completed and achieved by VNN to monitor compliance with this agreement and capture information to inform the project and lessons learnt for continued delivery to the future.

Activity	Timescale/ Frequency	Output	Outcome
a) Development and Operation of www.visitnorthnorfolk.com	Ongoing	<ul style="list-style-type: none"> • Amended and enhanced website • Growth of unique visitors to website by 10% pa 	Raised profile and marketing coverage about the area
b) The development of e-marketing and social media activities	12 e-campaigns per annum Ongoing	<ul style="list-style-type: none"> • E- Marketing initiatives • Enhanced social media programme 	Raised profile and marketing coverage about the area
c) Establish PR Campaign	By January 2013 Ongoing	<ul style="list-style-type: none"> • Develop brand for area • Additional press releases giving exposure for local industry. Aim for £30k pa 	Raised profile and marketing coverage about the area

Activity	Timescale/ Frequency	Output	Outcome
		additional press coverage equivalent <ul style="list-style-type: none"> Press Visits – 10 pa 	
d) Develop appropriate added value marketing activities with other agencies	Ongoing	<ul style="list-style-type: none"> Local/county wide or regional partners working towards new propositions to help grow business 	Raised profile and marketing coverage about the area
e) Grow on line ‘availability/bookability’ functionality	Ongoing	<ul style="list-style-type: none"> Target at least 50 businesses pa 	More awareness amongst accommodation providers re the commercial benefits of on line availability/bookability
e) Visitor Information	Ongoing	<ul style="list-style-type: none"> At least 2 meetings pa with TIC Manager 	Improved links between information services and dmo
f) Governance	For duration of agreement	<ul style="list-style-type: none"> Appointment of NNDC Director 	Ensuring NNDC’s interests are met
g) Representation	Ongoing	<ul style="list-style-type: none"> Three meetings a year 	Growing involvement of all sectors in the development of the dmo’s activities

5 Budget

The budget allocated to VNN to deliver all the activities enumerated in Section 2.2 and their corresponding outputs and outcomes provided in Section 4 within the three-year period of this SLA, is broken down as follows:

2012/13	£35,000
2013/14	£35,000
2014/15	£35,000

An initial payment of £17,500 will be paid to VNN on the submission of an invoice at the start of this agreement with following payments made subsequently:

15th March 2013	£17,500
1st May 2013	£17,500
1st October 2013	£17,500
1st May 2014	£17,500
1st October 2014	£17,500



Appendix 4

Financial Plan & Forecast Assumptions for Visit North Norfolk Coast & Countryside Ltd



1. Membership Income

- 1.1 The proposed membership fees are broadly based around the concept that eventually we will be adopting a 1.5% of business rateable value for all business rated properties. However, as a starting point a minimum entry level of £75 per business is proposed as amounts less than that generate too high a cost in administration.
- 1.2 Equally, certainly in the early years, it is felt important that a maximum amount be stipulated and whilst there are obvious dangers in doing this in the longer term, it is recognised that this company will need to prove its worth to prospective larger organisations and a leap to 1.5% of whatever the business rates happen to be is not considered a viable approach.
- 1.3 Thus the annual membership fees are based on three propositions:

Bronze Package:

£75 plus VAT

Basic listing on website: www.visitnorthnorfolk.com

Discounted access to one off bespoke campaigns for north Norfolk focussing on relevant themes/ opportunities; Individually costed projects based on scope and type of programme.

Inclusion in at least one targeted email campaign during the year

£20 discount on a basic listing on Visit Norfolk's website: www.visitnorfolk.co.uk

Listing available for an extra £72 plus VAT

Silver Package:

£200 plus VAT

Standard listing on website: [basic listing plus additional photographs]
www.visitnorthnorfolk.com

Discounted access to one off bespoke campaigns for north Norfolk focussing on relevant themes/opportunities; Individually costed projects based on scope and type of programme

Inclusion in two targetted email campaigns during the year

Inclusion of at least six items during year using your copy in VNN's social media campaign

Inclusion of at least three news items/events provided by Member in VNN's PR programme

Basic listing on Visit Norfolk's website included in offer:

www.visitnorfolk.co.uk

Gold Package:

£350 plus VAT

Enhanced listing on website

www.visitnorthnorfolk.com [basic listing plus additional photographs plus on line bookability]

Discounted access to one off bespoke campaigns for north Norfolk focussing on relevant themes/opportunities; Individually costed projects based on scope and type of programme

Inclusion in four targetted email campaigns during the year
 Inclusion of at least twelve items during year using your copy in VNN's social media campaign
 Inclusion of at least six news items/events provided by Member in VNN's PR programme
 Basic listing on Visit Norfolk's website included in offer:
www.visitnorfolk.co.uk

All Membership packages include access to advice, support and networking opportunities through free Membership of Visit East Anglia: (saving £79 plus VAT) which includes: access to legal advice, accountancy services, preferential banking rates, discounted insurance and credit card processing rates; access to a membership e-newsletter and VEA's website.

1.4 By the end of the 4th year of trading [2015/6], these membership fees will be as summarised below:

25% of businesses with a rateable value of greater than £5k will take up Gold Membership	Circa 150 businesses @ £350 each	Generates: £41k after Visit Norfolk website fees paid
20% of businesses with a rateable value of greater than £5k will take up Silver Membership	Circa 120 businesses @ £200 each	Generates: £15k after Visit Norfolk website fees paid
10% of business with a rateable value of less than £5k	Circa 170 business @ £75 each	Generates: £13k
No assumptions made about take up from the estimated 500 or so non business rated b and b's/self catering units etc or any other sub sectors e.g restaurants/pubs etc		

1.5 These assumptions will be set out in the revised business plan in due course.

2. Sales

2.1 These refer to the income coming from website advertisements and other marketing activities of VNN.

3. NNDC Direct Contribution

3.1 This will come from the Economic & Tourism Development Service budget that relates to the funding allocated to undertake PR and marketing activities which will be part of VNN's responsibilities during such period on behalf of NNDC.

3.2 Working assumptions are as follows:

- That NNDC will continue to meet the costs of the NVG contract for the maintenance of the website.
- That NNDC will contribute £10K pa for each of the three years 2012/13 to 2014/15. In 2015/16 that £10K is reduced to £7.5K.
- That NNDC will contribute £1k pa each year to pay for the Cambridge Model Volume and Value Study.

- d. That NNDC will contribute direct to Visit Norfolk the following sums
[continued funding assures NNDC of a place on the Visit Norfolk Partnership Board]

Year	NNDC Contribution to VN	VNN Contribution to VN*
2012/13	£7.1K	£1K
2013/14	£3.55K [50/50 split with VNN]	£5.55K [£2K own DMO contribution; £3.55K shared DC contribution]
2014/15	£1.77K [25% NNDC; 75% from VNN]	£7.325K [£2K own DMO contribution; £5.33K shared DC contribution]
2015/16	£1.77K [25% NNDC; 75% from VNN]	£7.325K [£2k own dmo contribution; £5.33k shared DC contribution]

* Note: the basis for all DMO financial contributions to Visit Norfolk are about to be renegotiated once the new Board meets, so these sums are put in as a contingency at this stage.

4. BCKLWN Direct Contribution

The Borough Council of King's Lynn and West Norfolk local authority boundary includes an element of the proposed operational area of VNN. Some 25% of VNN's identified tourism businesses held on the Business Rates Data Base are within their area. The Borough Council is looking to support VNN to the sum of £5,000 each year.

5. Pathfinder

There is scope for a continuation of tourism development activities within the Pathfinder area in the east of VNN's operational area – projects centred upon local food – festivals/promotion of excellence seem to offer the greatest scope. These will be pursued in later years with an interim estimate of £7,500 for 2013/4 and £7,500 for 2014/15 being identified as possible allocations

6. FLAG

Initial discussions with FLAG staff indicate that there is scope for a project that concentrates on developing local fish/local food promotion/local supply chain development and promotional to the resident and tourist market place. These will be pursued in later years with an interim estimate of £15,000 for 2013/4 and £15,000 for 2014/15 being identified as possible allocations.

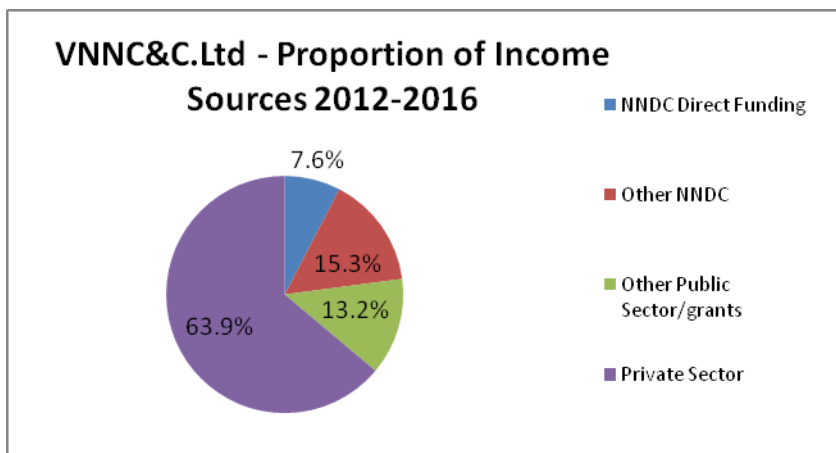
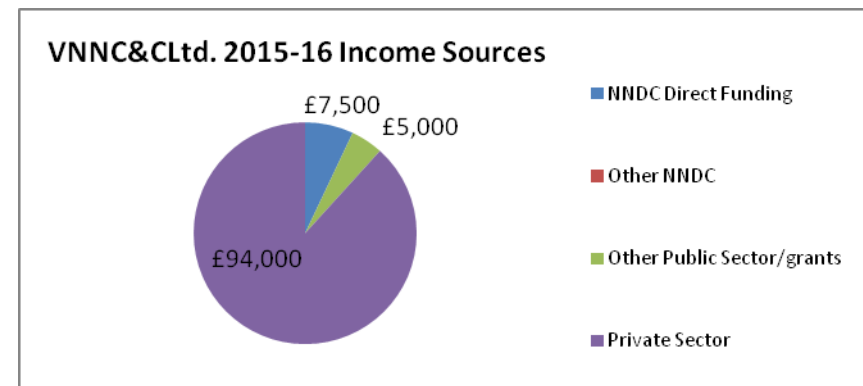
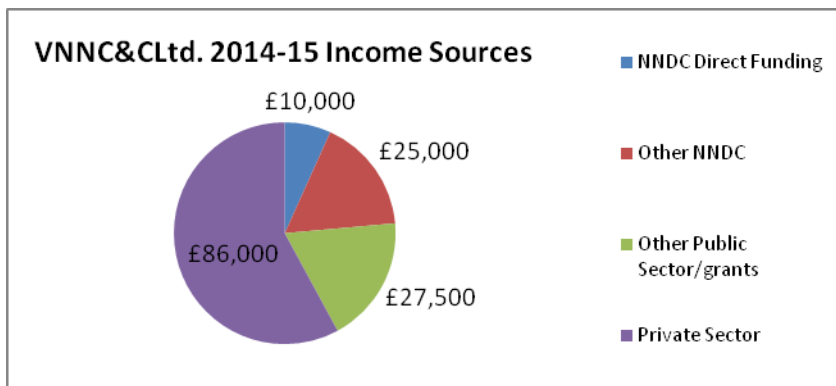
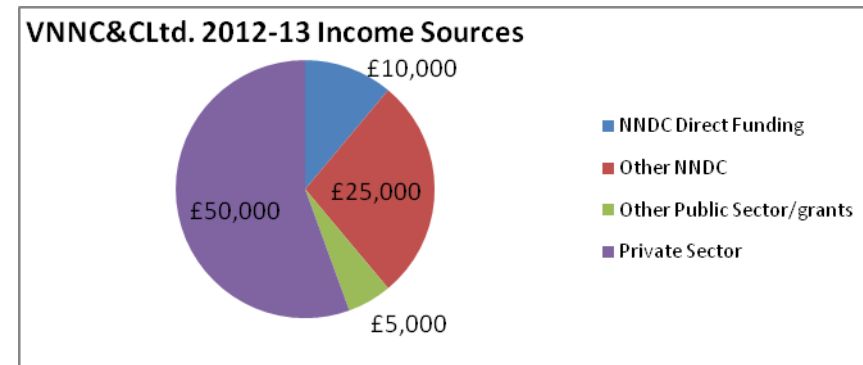
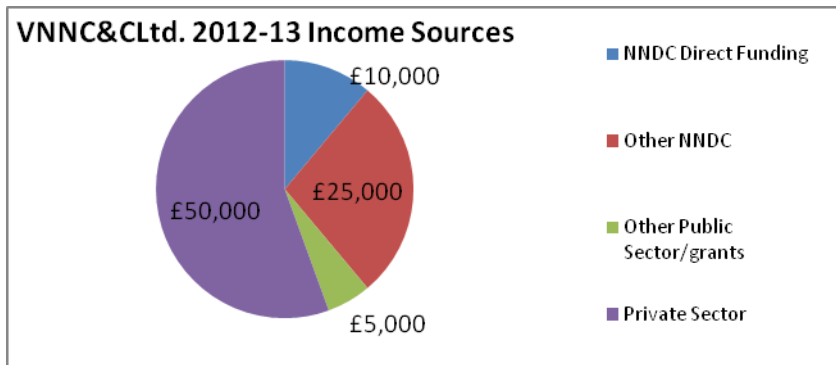
Budget Summary

Funders	Amount	%
North Norfolk District Council (NNDC)	£ 37,500	7.6%
Other NNDC	£ 75,000	15.3%
Other Public Sector/grants	£ 65,000	13.2%
Private Sector	£ 314,000	63.9%
Total	£ 491,500	

Annual Profile

Income

	2012-13	2013-14	2014-15	2015-16	Total
North Norfolk District Council – Direct Funding (NNDC)	£ 10,000	£ 10,000	£ 10,000	£ 7,500	£ 37,500
Other NNDC	£ 25,000	£ 25,000	£ 25,000	£0	£ 75,000
Other Public Sector/grants	£ 5,000	£ 27,500	£ 27,500	£ 5,000	£ 65,000
Private Sector	£ 50,000	£ 84,000	£ 86,000	£ 94,000	£ 3,14,000
Total	£ 90,000	£ 146,500	£ 148,500	£ 106,500	£ 491,500



Cashflow Forecast

Financial Year:

2012/13

	Q1		Q2		Q3		Q4		Net Accumulative Position	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
INCOME										
Private Sector Stakeholders	£100		£3,900	£3,725	£12,000	£0	£15,000	£0	£16,000	£3,725
Membership Income					£12,000	£0	£15,000	£0	£27,000	£0
Sales					£2,000	£0	£5,000	£0	£7,000	£0
NNDC Community Fund/Big Society						£0	£25,000	£0	£25,000	£0
NNDC Direct Contribution						£0	£10,000	£0	£10,000	£0
BCoKL&WN Direct Contribution					£2,500	£0	£2,500	£0	£5,000	£0
Pathfinder						£0		£0	£0	£0
FLAG						£0		£0	£0	£0
Total Income	£100	£0	£3,900	£3,725	£28,500	£0	£57,500	£0	£90,000	£3,725
EXPENDITURE										
1. Set up Costs										£0
Company Formation			£450	£474					£450	£474
Staff recruitment					£1,000				£1,000	£0
Branding development					£3,000				£3,000	£0
2. Core Costs										£0
Manager					£4,000		£8,000		£12,000	£0
Administration					£1,500		£1,500		£3,000	£0
Membership/e-marketing support					£1,500		£1,500		£3,000	£0
Website/training manager					£2,500		£4,000		£6,500	£0
Office/travel costs					£2,250		£2,250		£4,500	£0
Norfolk Tourism DMO Contribution					£1,000				£1,000	
Insurance and audit					£200		£500		£700	£0
3. Activity Costs										£0
PR					£3,000		£3,000		£6,000	£0
Annual Event							£1,500		£1,500	£0
Marketing campaigns					£5,000		£5,000		£10,000	£0
Total Expenditure	£0	£0	£450	£474	£24,950	£0	£27,250	£0	£52,650	£474
NET INFLOW/OUTFLOW	£100	£0	£3,450	£3,251	£3,550	£0	£30,250	£0	£37,350	£3,251
CUMULATIVE INFLOW/OUTFLOW	£100	£0	£3,550	£3,251	£7,100	£3,251	£37,350	£3,251	£37,350	£3,251

Cashflow Forecast

Financial Year:

2013/14

	Q1		Q2		Q3		Q4		Net Accumulative Position	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
INCOME										
Membership Income	£6,000		£6,000		£24,000		£24,000		£60,000	£0
Sales	£6,000		£6,000		£6,000		£6,000		£24,000	£0
NNDC Community Fund/Big Society	£12,500				£12,500				£25,000	£0
NNDC Direct Contribution	£5,000				£5,000				£10,000	£0
BCoKL&WN Direct Contribution			£2,500				£2,500		£5,000	£0
Pathfinder	£7,500								£7,500	£0
FLAG			£7,500		£7,500				£15,000	£0
Total Income	£37,000	£0	£22,000	£0	£55,000	£0	£32,500	£0	£146,500	£0
EXPENDITURE										
1. Core Costs										£0
Manager	£8,000		£8,000		£8,000		£8,000		£32,000	£0
Administration	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Membership/e-marketing support	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Website/training manager	£4,000		£4,000		£4,000		£4,000		£16,000	£0
Office/travel costs	£2,250		£2,250		£2,250		£2,250		£9,000	£0
Norfolk Tourism contribution	£5,550								£5,550	£0
Insurance and audit					£200		£500		£700	£0
2. Activity Costs										£0
PR	£3,000		£3,000		£3,000		£3,000		£12,000	£0
Annual Event							£1,500		£1,500	£0
Marketing campaigns	£7,500		£7,500		£3,500		£3,500		£22,000	£0
Total Expenditure	£33,300	£0	£27,750	£0	£23,950	£0	£25,750	£0	£110,750	£0
NET INFLOW/OUTFLOW	£3,700	£0	-£5,750	£0	£31,050	£0	£6,750	£0	£35,750	£0
CUMULATIVE INFLOW/OUTFLOW	£41,050	£0	£35,300	£0	£66,350	£0	£73,100	£0	£35,750	£0

Cashflow Forecast

Financial Year:

2014/15

	Q1		Q2		Q3		Q4		Net Accumulative Position	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
INCOME										
Membership Income	£6,000		£6,000		£25,000		£25,000		£62,000	£0
Sales	£6,000		£6,000		£6,000		£6,000		£24,000	£0
NNDC Community Fund/Big Society	£12,500				£12,500				£25,000	£0
NNDC Direct Contribution	£5,000				£5,000				£10,000	£0
BCoKL&WN Direct Contribution			£2,500				£2,500		£5,000	£0
Pathfinder	£7,500								£7,500	£0
FLAG			£7,500		£7,500				£15,000	£0
Total Income	£37,000	£0	£22,000	£0	£56,000	£0	£33,500	£0	£148,500	£0
EXPENDITURE										
1. Core Costs										£0
Manager	£8,000		£8,000		£8,000		£8,000		£32,000	£0
Administration	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Membership/e-marketing support	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Website/training manager	£4,000		£4,000		£4,000		£4,000		£16,000	£0
Office/travel costs	£2,250		£2,250		£2,250		£2,250		£9,000	£0
Norfolk Tourism contribution	£7,325								£7,325	£0
Insurance and audit					£200		£500		£700	£0
2. Activity Costs										£0
PR	£3,000		£3,000		£3,000		£3,000		£12,000	£0
Annual Event							£1,500		£1,500	£0
Marketing campaigns	£7,500		£7,500		£3,500		£3,500		£22,000	£0
Total Expenditure	£35,075	£0	£27,750	£0	£23,950	£0	£25,750	£0	£112,525	£0
NET INFLOW/OUTFLOW	£1,925	£0	-£5,750	£0	£32,050	£0	£7,750	£0	£35,975	£0
CUMULATIVE INFLOW/OUTFLOW	£37,675	£0	£31,925	£0	£63,975	£0	£71,725	£0	£35,975	£0

Cashflow Forecast

Financial Year:

2015/16

	Q1		Q2		Q3		Q4		Net Accumulative Position	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
INCOME										
Membership Income	£8,000		£8,000		£27,000		£27,000		£70,000	£0
Sales	£6,000		£6,000		£6,000		£6,000		£24,000	£0
NNDC Direct Contribution	£5,000				£2,500				£7,500	£0
BCoKL&WN Direct Contribution			£2,500				£2,500		£5,000	£0
Total Income	£19,000	£0	£16,500	£0	£35,500	£0	£35,500	£0	£106,500	£0
EXPENDITURE										
1. Core Costs										£0
50% Repayment of Private Sector Initial Loans	£8,000								£8,000	£0
Manager	£8,000		£8,000		£8,000		£8,000		£32,000	£0
Administration	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Membership/e-marketing support	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Website/training manager	£4,000		£4,000		£4,000		£4,000		£16,000	£0
Office/travel costs	£1,500		£1,500		£1,500		£1,500		£6,000	£0
Norfolk Tourism contribution	£7,325								£7,325	£0
Insurance and audit					£200		£500		£700	£0
2. Activity Costs										£0
PR	£3,000		£3,000		£3,000		£3,000		£12,000	£0
Annual Event							£1,500		£1,500	£0
Marketing campaigns	£7,500		£7,500		£3,500		£3,500		£22,000	£0
Total Expenditure	£42,325	£0	£27,000	£0	£23,200	£0	£25,000	£0	£117,525	£0
NET INFLOW/OUTFLOW	£23,325	£0	-£10,500	£0	£12,300	£0	£10,500	£0	-£11,025	£0
CUMULATIVE INFLOW/OUTFLOW	£12,640	£0	£2,140	£0	£14,440	£0	£24,940	£0	£13,915	£0

North Norfolk

Simply Outstanding



Appendix 4

EDU Application

by

Visit North Norfolk Coast and Countryside Ltd



Section One:- Applicant Details

Introduction

1.1 Project Name
Visit North Norfolk Coast and Countryside Ltd. [VNNC&CLtd]

1.2 Applicant Name
Michael Timewell; Chairman VNNC&CLtd

1.3 Applicant Details	
Contact Name: Robert Simmons	
Business: VNNC&CLtd	
Address: Briston Lodge, Holt Road, Briston, Melton Constable, Norfolk NR24 2HR	
Telephone Number: 01263 860441	Mobile Number:
Email Address: robert@creative-solutions.org	Website:

1.4 Legal Status	
Sole Trader	<input type="checkbox"/>
Partnership	<input type="checkbox"/>
Limited Company	<input type="checkbox"/>
Limited Liability Partnership	<input type="checkbox"/>
Company Limited by Guarantee	<input checked="" type="checkbox"/>
Registered Charity	<input type="checkbox"/>
Community Interest Company	<input type="checkbox"/>
Local Authority	<input type="checkbox"/>
Formally Constituted Industry Group	<input type="checkbox"/>
Other Not-For-Profit Organisation	<input type="checkbox"/>

1.5 Bank Details	
Bank Name:	Lloyds TSB
Address:	King's Lynn [309475] Branch, Lloyds TSB Bank plc, PO Box 1000 BX1 1LT
Account Name:	Visit North Norfolk Coast and Countryside Ltd.
Account Number:	267843368
Sort code:	30-94-75

1.6 About the Business	
Age of organisation/trading business (years):	
Under 1 year <input checked="" type="checkbox"/>	1-4 <input type="checkbox"/> 5-9 <input type="checkbox"/> 10-19 <input type="checkbox"/> 20+ <input type="checkbox"/>
Annual turnover: TBC	
What is the total value of your business?	
£99k or under <input checked="" type="checkbox"/>	£100-249K <input type="checkbox"/> £250-499k <input type="checkbox"/> £500k+ <input type="checkbox"/>
Registered for VAT:	Yes <input type="checkbox"/> No <input type="checkbox"/> Not yet –trading not started
Number of Staff employed: None currently	
Registered office/place of work: Registered Office 43 Bull Street, Holt, Norfolk NR25 6HP	
Is this business or organisation linked with or owned by any other business or organisation?	
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes please provide details:	
What markets do you currently serve:	
North Norfolk <input checked="" type="checkbox"/>	Norfolk <input type="checkbox"/> East of England <input type="checkbox"/>
UK <input type="checkbox"/>	EU <input type="checkbox"/> Other <input type="checkbox"/>

Section Two:- Project Details

2.1 Project summary – (please use a maximum of 250 words). Including how it will be managed and the key features. Also set out the other partners in the project and their roles.

The key challenge that faces our tourism industry is to provide a continuing platform to bring together all the elements of the tourism product in northern Norfolk and promote it to the market place.

That role has traditionally been left with the local authorities, however as they are facing significant reductions in their budgets they are increasingly less able to carry out this task.

The formation of Visit North Norfolk Coast and Countryside Ltd. is creating that platform and giving a vehicle for the private sector to take a greater responsibility for destination management in future years.

2.2 Project Objectives – (please use a maximum of 250 words). What does the project aim to achieve, ideally to reflect North Norfolk District Council Corporate Plan priorities?

The company has two main aims:

- To bring together the whole of the north Norfolk coastal and countryside destination and promote it to the market place as a cohesive product to rival the traditionally established Norfolk destinations of Norwich, The Broads and Yarmouth.
- As a private sector led organisation it will adopt a commercial approach to campaign activity and will increase the involvement and participation of tourism businesses in the growth of the north coast and countryside destination.

2.3 Quantifiable Targets

The Council's Corporate Plan is a strategic document, listing the priorities for council's actions for the period 2012 to 2015.

Please indicate which specific objectives/targets your project or service contributes towards.

Objective – One	2012
By increasing the number of new businesses and supporting the growth and expansion of existing businesses	
We will support businesses investing in the district through the provision of comprehensive advice about District Council support and signpost to other agencies as appropriate.	<input type="checkbox"/>
We will work with partners to develop and deliver a programme of business start-up support.	<input type="checkbox"/>
Working in partnership we will maximise the opportunities for investment in the district through the development of allocated town centre retail sites.	<input type="checkbox"/>
We will seek to maximise the opportunities for the district to benefit from investment in renewable energy developments off the North Norfolk Coast.	<input type="checkbox"/>
We will work with regional partners to realise the benefits of Rural	<input type="checkbox"/>

Growth Network status for North Norfolk.	
We will support the North Norfolk Fisheries Local Action Group (FLAG) in delivering projects from the £2.4 million funding secured for the fishing sector.	<input type="checkbox"/>
We will actively pursue all options in order to ensure the future development and operation of an Enterprise Hub for North Norfolk as a platform for improving levels of business start-up and enterprise.	<input type="checkbox"/>
Please expand on your selected objectives:	

Objective – Two	2012
Improving the job prospects of our residents by developing a skilled and adaptable workforce that is matched to business growth and development	
Through the Council's Learning for Everyone (L4E) Team we will provide information, advice and guidance to local people wishing to enter employment or improve their levels of skills and raise aspiration.	<input type="checkbox"/>
The L4E team will offer bespoke programmes of advice and support to people faced with redundancy from local companies as and when such events occur.	<input type="checkbox"/>
The L4E team will also engage with existing and new employers in the district to understand their future workforce requirements and co-ordinate provision of relevant training courses to secure employment within the district.	<input type="checkbox"/>
We will explore opportunities to work with local businesses and identify funding to support the provision of apprenticeships, training and work experience schemes with the aim of increasing the employment opportunities of young people in the district.	<input type="checkbox"/>
Please expand on your selected objectives:	
Objective – Three	2012
Reduce burdens to business by removing unnecessary red tape and bureaucracy at the local level	
We will develop a comprehensive package of support and provide information to simplify the process for businesses looking to invest in North Norfolk.	<input type="checkbox"/>
We will ask users of our training, business support and advice services for their feedback and improve future service delivery to meet business needs.	<input type="checkbox"/>
We will review our procurement policies to maximise the opportunities to source goods and services locally.	<input type="checkbox"/>
We will work with partners to roll out BDUK's £60m Norfolk Broadband Initiative across North Norfolk	<input type="checkbox"/>
We will review all of our business regulatory functions to ensure we are focused on local business need.	<input type="checkbox"/>
Please expand on your selected objectives:	

Objective – Four	2012
Promote a positive image of North Norfolk as a premier visitor destination	
We will develop and implement new marketing initiatives which use digital and remote technology to promote North Norfolk to visitors and tourists.	<input type="checkbox"/>
We will support and facilitate the establishment of a private sector led Destination Management Organisation (DMO) for the North Norfolk coast, broads and countryside to maintain the profile of the district as a leading tourist destination within the UK boosting levels of employment and income for the district..	✓
Please expand on your selected objectives: VNNC&C Ltd. is the vehicle adopted after extensive consultation with the industry and the local authority partners to provide that destination management organisation	
Objective – Five	2012
Improve access to funding for businesses	
We will support the roll-out of the Coastal Pathfinder and Fishing Sector Business Loan and Grant Schemes and consider the opportunities of extending these programmes across a larger area.	<input type="checkbox"/>
Working with the North Norfolk Business Forum, other representative local groups, regional partners and financial services companies we will seek to ensure that small and medium sized enterprises have improved access to investment finance to support business growth and development across the district.	<input type="checkbox"/>
Please expand on your selected objectives:	

2.4 Project Need – (please use a maximum of 250 words). What need(s) does this project address?

To bring together all of the aspects of the tourism industry – both businesses and the ‘softer’ offers of the coast and countryside and promote it actively to the market place, aiming to ensure that northern Norfolk grows in stature as a key destination within the Norfolk offer. In accordance with Central Government policy and that adopted by the New Anglia LEP and Norfolk Tourism, this DMO will provide a major channel for communication, support and access to market, for the tourism industry.

2.5 Project Ownership – Who will undertake the project?

VNNC&C Ltd. is a not for profit company with charitable objects, the members of the company are representatives taken from five local tourism businesses. They will receive no remuneration. The intention is that through the development and implementation of a service level agreement with the District Council, the company will deliver in partnership with the NNDC future tourism services for the district.

<p>Will the financial beneficiary be an organisation other than the applicant?</p> <p><i>Confirming Statement:</i> All income will be invested in tourism promotional activities for the area</p> <p>No <input checked="" type="checkbox"/> Yes <input type="checkbox"/></p>
<p>Will the project or any of its assets be owned by a third party?</p> <p><i>Confirming Statement:</i> The intellectual property of the current NNDC tourism website will remain with the NNDC</p> <p>No <input checked="" type="checkbox"/> Yes <input type="checkbox"/></p>

Section Three:- Project Outputs

This table shows the financial year in which the outputs of the project will be delivered.

3.1 Planned Outputs					
	Number of outputs delivered in any calendar year				
• What are your project outputs – how they improve the North Norfolk community?	2012/13	2013/14	2014/15	2015/16	Total
<p>A website encompassing the whole of the DMO's area promoting a "joined up" tourism promotional message for accommodation, attractions, events, walks, cycling opportunities etc. This will be based on the NNDC's existing tourism website and will be operated in partnership with NNDC's officers.</p> <p>The aim is to grow the number of visitors to the website and to encourage more bookings and visits to the area.</p> <p>Tourism is the largest industry in NN and it needs to flourish to help underpin so much of the coastal and rural infrastructure that all residents rely upon. All of the outputs are focused on this primary objective.</p>	<p>Website: 1 Extension and launch</p> <p>To grow the number of unique visitors to the website by 10% compared with current annual levels</p>	<p>Website: Continued development</p> <p>To further grow the number of unique visitors to the website by 10% compared with the previous year</p>	<p>Website: Continued development</p> <p>To further grow the number of unique visitors to the website by 10% compared with the previous year</p>	<p>Website: Continued development</p> <p>To further grow the number of unique visitors to the website by 10% compared with the previous year</p>	<p>1</p> <p>40% growth cf current levels</p>
<p>To develop an appropriate brand for the area</p> <p>To work with colleague organisation[s] to ensure that there is a comprehensive "what to do" printed guide available for distribution within the area</p>	<p>Develop brand</p>	<p>Develop and brand a new guide for 2014 season</p>	<p>Continue with 'what to do' guide each season</p>	<p>Continue with 'what to do' guide each season</p>	<p>1 Branding exercise</p> <p>1 annual guide</p>
<p>Commission a PR contract with a local provider to gain coverage in local, regional and national newspapers and media.</p>	<p>Press coverage equivalent to £20,000</p>	<p>Press coverage equivalent to £30,000</p>	<p>Press coverage equivalent to £30,000</p>	<p>Press coverage equivalent to £30,000</p>	<p>Press coverage equivalent to £80,000</p>

Promote/organise Press familiarisation trips	Trips engaging at least 5 regional /national journalists	Trips engaging at least 10 regional /national journalists	Trips engaging at least 10 regional /national journalists	Trips engaging at least 10 regional /national journalists	At least 35 journalists
The development of e-marketing campaigns and the development of relevant social media platforms for the local businesses and event organisers to exploit	<p>At least 6 email campaigns</p> <p>The creation/development of facebook and twitter sites</p> <p>Developing a series of outreach training sessions with local businesses and event organisers encouraging the use of social media [3 events]</p> <p>The creation and development of a app/android application</p>	<p>At least 12 email campaigns</p> <p>The operation of facebook and twitter sites</p> <p>Delivering series of outreach training sessions with local businesses and event organisers encouraging the use of social media [6 events]</p> <p>The continued development of the app/android application</p>	<p>At least 12 email campaigns</p> <p>The operation of facebook and twitter sites –growth of the number of followers by 10%</p> <p>Delivering series of outreach training sessions with local businesses and event organisers encouraging the use of social media [6 events]</p> <p>The continued development of the app/android application – grow the number of downloads by 10% cf year 2</p>	<p>At least 12 email campaigns</p> <p>The operation of facebook and twitter sites –growth of the number of followers by 10%</p> <p>Delivering series of outreach training sessions with local businesses and event organisers encouraging the use of social media [6 events]</p> <p>The continued development of the app/android application – grow the number of downloads by 10% cf year 3</p>	<p>42 campaigns</p> <p>20% increase in social media followers</p> <p>21 training events</p> <p>20% growth in downloads</p>
Development of an outreach programme to obtain buy in from the accommodation sector into the ‘guestlink’ accommodation booking system on the website.	Generate 36 visits	Generate 72 visits	Generate 72 visits	Generate 72 visits	252 visits

Note:-

- Be realistic about what can be achieved.
- The answer to this question is essential for the processing of this application and the measurement of the success of the project.

If there are more outputs please use another sheet of paper

Section Three:- Delivery Plan

3.2 Timeline		
Milestones	Timescale	
	Start	End
Project commencement	1st October 2012	
Acceptance of service level agreement by NNDC/VNNC&CLtd	By 1st October 2012	
Appointment of staff	1 st October 2012	31 st December 2012
Finalisation of plans for joint operation of website		By 1st November 2012
Development of brand		By 1st December 2012
Delivery of “what to do” guide in association with partner organisation[s]	From June 2013	For 2014 season onwards
Commencement of PR activity	From 1st November 2012	
Commencement of social media programme	From 1st December 2012	
Implementation of outreach programme		By 1st December 2012
Final completion		31 st March 2016
Notes on assumption made: That the detail activities of the company will be subject to a formal service level agreement with the District Council. The majority of milestones have targeted commencement dates but in the main they will continue after the currency of this grant application.		

Note:

- Be realistic about what can be achieved.
- The answer to this question is essential for the processing of this application and the measurement of the success of the project.

Section Four: Promotion and Publicity

Promotion and Publicity

4.1 Promotion and Publicity			
How important is it to publicise the project:			
Low <input type="checkbox"/>	Medium <input type="checkbox"/>	High <input checked="" type="checkbox"/>	
Which target audiences will the project be communicating with?			
Initially the key audience are the 2500 individual tourism businesses in the area.			
The promotion of the “offer” to join VNNC&CLtd and participate in its activities will be a cornerstone for the future sustainability of VNNC&CLtd.			
Thereafter, the main focus of activities will be to the potential visitor [both staying and day tripper]			
How will the project be publicised to local audiences?			
We will use our existing databases to email and thereafter telesales the tourism businesses; we will start with the larger players and aim to grow the take up of active participation to try to build the number of “members” to between 300 and 400. At that level, the organisation should be financially viable to largely stand on its own and will look to the DC to be a partner but no longer the major funder.			
How will the project be publicised to wider audiences?			
Once the potential market place for visitors is being addressed, we will use: website/e-marketing/social media/apps/adroid/PR and printed media. Each of these channels to market will be monitored for effectiveness and in the longer term VNNC&CLtd will concentrate on those channels that prove best value for money			
Through which medium/s will the project be advertised/promoted? As above			
Newspapers (local & national)	<input type="checkbox"/>	Magazines (consumer, specialist trade journals)	<input type="checkbox"/>
Directories	<input type="checkbox"/>	Local radio	<input type="checkbox"/>
Outdoor (billboards, posters, transport)	<input type="checkbox"/>	Direct mail	<input type="checkbox"/>
Circulars	<input type="checkbox"/>	Point of sale material	<input type="checkbox"/>
Sponsorship (e.g. sports events)	<input type="checkbox"/>	Exhibitions/trade fairs	<input type="checkbox"/>
Internet	<input checked="" type="checkbox"/>	Others	<input checked="" type="checkbox"/>
What means will you employ to ensure that any publicity given to the project will make reference to the part played by North Norfolk District Council (NNDC).			
The NNDC will be partner funder and its logo will be displayed appropriately on all material with an acknowledgement of its funding commitment.			

Note:

It is important to note that all publicity material should recognise the contributions made by the sponsoring bodies.

Section Five: Financial Plan

Application of Funds (Project Costs)

5.1 Revenue Spend		
Item	Budget	%
Salaries & National Insurance	0	
Consultants' Fee	0	
Sessional Workers	0	
Other Contracted Services	165500	46.6%
Other Costs (please specify) : Branding/company formation	3500	1.0%
Rent & Rates	0	
Heating & Lighting	0	
Equipment Cost (IT)	0	
Equipment Cost (other)	0	
Telephone & Postage		
Travel	14000	3.9%
Insurance/audit	2100	0.6%
Other Costs(please specify): NVG Licence	30000	8.4%
Recruitment	1000	0.3%
Promotion & Marketing	70000	19.7%
Events	4500	1.3%
Research V and V	2000	0.6%
PR	30000	8.4%
Web Management & Optimisation	24000	6.8%
Other Costs (please specify): Norfolk Tourism Contribution	8875	2.5%
Professional Audit & Legal Fees		
Review & Consolidation		
Final Report		
Dissemination		
Other Costs (please specify)		
Total Project Costs	£	%
	355475	

5.2 Funding Source		
Public Sector	Budget	%
North Norfolk District Council (please specify)	62000	17.1%
Other Public Sector (please specify): B C of KL and WN	15000	4.1%
NNDC Community Fund	75000	20.7%
Pathfinder	10000	2.8%
FLAG	20000	5.5%
Europe other (please specify)		
Other Public Sector (please specify)		

Private Sector		
Loans	30000	8.3%
Regional Growth Fund (RGF)		
Charities Trusts		
Other Private	52500	14.5%
Project Income	98000	27.0%
Total Project Funding	£	£
	362500	

Section Six: Supporting Statement

Financial Probity

Controls within the procurement and financial processes particularly relating to public sector funding, exist to promote good practices and not only help the prevention of fraud but also protect individuals concerned against allegations of fraud. Compliance with appropriate legal requirements and internal controls relating to EU, UK and other sources of public sector finance require consideration of the following:

- There is a duty to behave honestly;
- All individuals involved are individually and collectively responsible; and
- All project managers and beneficiaries have a responsibility to ensure project management systems are compliant with stated policies and procedures.

6.1 Financial Summary		
What monitoring controls will be put in place to ensure that EU and UK public sector interests are protected?		
Controls	Confirmed in place	To be advised
An Oversight Committee will be established that will provide all funding stakeholders regular reports both on progress on activities; a sounding board for project/activity development and an overview of the companies finances	<input type="checkbox"/>	✓
Appropriate financial monitoring [software] arrangements will be adopted providing regular management information to both the Board of the company and the Oversight Committee	<input type="checkbox"/>	✓
The company will have an 'open books' policy with regard to its financial activities allowing NNDC officers reasonable access to the day to day financial records.	<input type="checkbox"/>	✓
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
Further explanation:		

Note:

Local Procurement – we would expect that project delivery would seek to procure locally wherever practically possible to support the sustainability of the local North Norfolk economy.

Section Seven: Supporting Statements

Governance

7.1 Equal Opportunities

Does your organisation have a written Equal Opportunities Policy:

No ☐

Yes ☐

If yes, please provide an up to date copy.

Explain how, as an organisation, you comply with the relevant equal opportunities and diversity legislation: We will be developing appropriate policies over the coming months as part of the formation of the operating company

Please explain how you are addressing equal opportunities and diversity as part of your project:

7.2 Health & Safety

Does your organisation have a Health and Safety at Work Policy?

We will be developing appropriate policies over the coming months as part of the formation of the operating company

No ☐

Yes ☐

If yes, please provide an up to date copy (not more than two years old) of your Health & Safety General Policy Statement, signed and dated by your Chairman, Chief Executive, Managing Director or Company Secretary.

Note:

1. Any business employing five or more people has, by law, to prepare and bring to the attention of employees a written Health & Safety Policy Statement.
2. A short statement outlining the organisation's commitment to Health & Safety signed and dated by a senior organisation official.

7.3 Environment

Provide a description of the environmental benefits of your project:

A cornerstone of our promotional work will be explore and development the opportunities for “greener tourism” – placing emphasis on alternative transport options; car free activities once here; and environmentally sound ways of operating both tourism businesses and visitor behaviours.

7.4 Sustainability

How will the project be sustained beyond the period of grant assistance, if appropriate:

The intention is to build a strong private sector base that will be able to financially support the majority of ongoing “day to day” activity.

However, there would be opportunities for new activities – pilot projects etc. -to be adopted that the District Council may wish to provide new funding to help get off the ground

7.5 Risk Assessment

Identify key risks and rank these highest first. Assess their significance and describe steps to be taken to reduce them:

Description of risk area	Risk Level	Mitigation of risk	Impact
Failure to grow the level of financial support from the private sector over the first three years of activity so that the quantum of activity will need to be reduced in future years	<input type="checkbox"/> Low <input checked="" type="checkbox"/> Med <input type="checkbox"/> High	By adopting a low cost base for the delivery of activities throughout the initial funding period, the impact of any such shortfall should be reduced. Avoidance of high cost marketing campaigns funded through the company should be avoided, placing that risk on other parties – with the company acting as an ‘enabler’ rather than a ‘provider’. Equally, expenditure on campaigns would not be commenced unless they have passed a financial viability test and commitments of ‘given levels of income’ are achieved, prior to entering into larger commitments	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High
Entering into expenditure commitments on [for instance] a print based marketing campaign, without securing sufficient income from participants for it to meet its costs	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High	Expenditure on campaigns would not be commenced unless they have passed a financial viability test and commitments of ‘given levels of income’ are achieved, prior to entering into larger expenditure commitments	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High
The NNDC is no longer able to support and finance the tourism website.	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High	The company would need to be able to take over the operation of the website, with the agreement of the NNDC, and run it on their behalf.	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High
The relationship with the BC of King's Lynn and West Norfolk deteriorates and they are no longer able or willing to share databases/website information etc	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High	Should this occur, the company would have developed a direct relationship with the private sector businesses within the Borough and would aim to encapsulate those businesses within the North Norfolk’ family of activity’	<input checked="" type="checkbox"/> Low <input type="checkbox"/> Med <input type="checkbox"/> High

Note:

This risk assessment asks the applicant an honest view about what circumstances might stop the development and final completion of the project.

7.6 Supporting Documentation

Please ensure that your application is accompanied by your business plan which should include:

- Organisation plan
- Marketing strategy
- Financial strategy
- Notes on assumptions made

Section Eight: Applicant's Declaration and Undertaking

Applicant's Declaration and Undertaking – this must be signed

8.1 Signed Declaration by Applicant

I declare that:

- I have read and understood the guidance documents provided as complements to the Programme.
- The details provided in this Application Form are correct and I accept full responsibility for them.
- I agree to any disclosure or exchange of information about this Application Form (including the content of any declaration or undertaking) to or with other organisations or administration, evaluation and monitoring of the Programme.
- I have received no previous financial support for the investments proposed in the Application Form.

.....
Signature

.....
Job Title

.....
Organisation

.....
Date

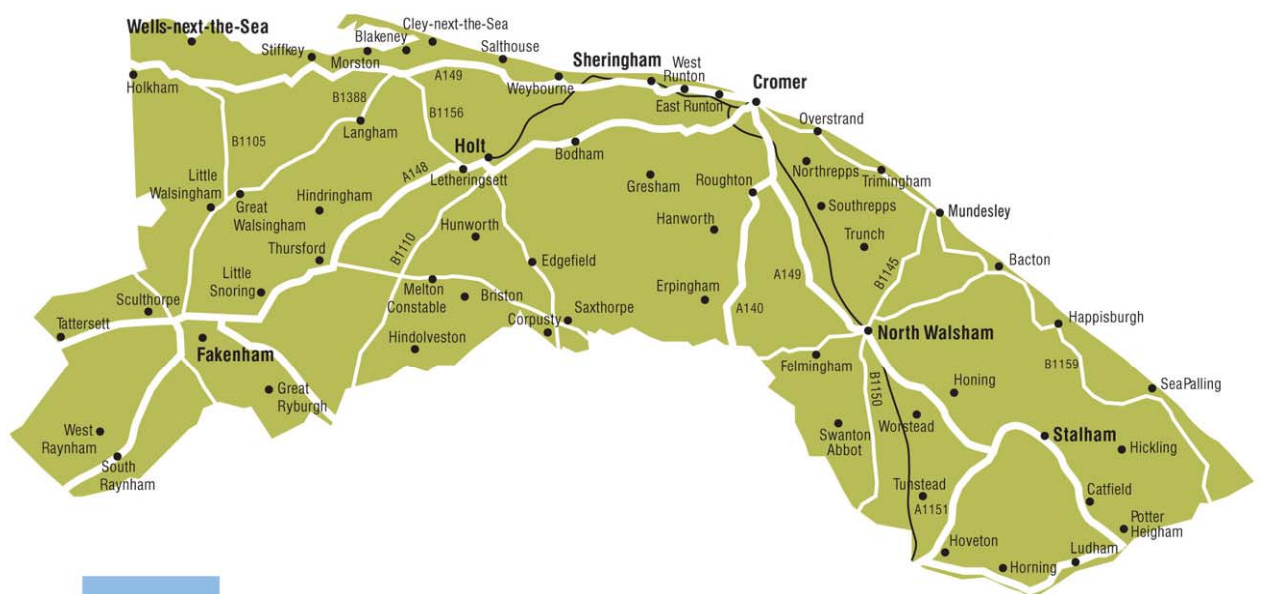
Please send a signed printed version to:

Economic and Tourism Development Unit
North Norfolk District Council
Council Offices, Holt Road
Cromer
Norfolk, NR27 9EN

Telephone Number: 01223 516086

Fax Number: 01223 516309

Email Address: julie.humphrey@north-norfolk.gov.uk



North Norfolk District Council
 Holt Road, Cromer, Norfolk NR27 9EN
 Telephone: 01263 516086
 Email: economic.development@north.norfolk.gov.uk

www.northnorfolk.org

THE NORTH NORFOLK BIG SOCIETY FUND – THIRD ROUND LARGE GRANT APPLICATIONS

Summary:	Applications for the third round of the North Norfolk Big Society Fund (NNBSF) have been received. Applications for grants of over £10,000 are determined by Cabinet and this report outlines the considerations and makes a recommendation in respect of an application by Sheringham and District Sports Association.
Conclusions:	The applications for larger grants, referred to in this report, have been appraised against the Big Society Fund's aims to: help build strong communities in North Norfolk and to improve their social and economic wellbeing. The recommendation to approve an application by Sheringham & District Sports Association has been informed by the Big Society Fund Prospectus, the priorities identified in the Corporate Plan and other relevant considerations.
Recommendations:	A grant award of up to £15,000 should be made, conditional upon the submission of substantial evidence (e.g. offers of support or grant approval letters) of the total funding package and a substantiated and viable business case. Such evidence should be to the satisfaction of the Chief Executive in consultation with the portfolio holder for Localism and the Big Society, prior to funding being awarded.
Reasons for Recommendations	To ensure that the application gets the support necessary to give the project every chance of success while safeguarding sufficient funds for other projects.

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(Papers relied on to write the report and which do not contain exempt information)

The Big Society Fund Prospectus Applications to the Big Society Fund

Cabinet Member(s) Cllr T Ivory	Ward(s) affected All
Contact Officer, telephone number and email: R Young ex. 516162 robert.young@north-norfolk.gov.uk	

1. Introduction

- 1.1 Following the first two rounds of the North Norfolk Big Society Fund, small grants totalling £112,577 have been awarded to 20 projects and large grants totalling £80,000 to 5 projects. The take-up of this grant and the implementation of funded projects are being monitored by Norfolk Community Foundation, which is administering the fund on behalf of the Council. Conditions requesting the acknowledgement of the grant source are included in each award and plaques have been provided for attaching to facilities and premises supported by the fund. Details of the geographic location of the first two rounds of grants and the amount awarded to different types of project were published in Outlook magazine in November and are included as Appendix J. The amount of funding remaining at the time of writing is £230,423, and there is one further application round before the end of the financial year.
- 1.2 The third round of applications closed on 9 November 2012. 16 applications have been received for small grant funding (totalling £107,125.24) which will be considered (alongside the applications deferred from the last round) at the Big Society Board meeting on 17th January 2013. Five applications were initially received for large grants (totalling £151,995) although two were subsequently withdrawn and two further projects, whilst very worthwhile, were considered to be inappropriate either because insufficient information was provided (relating to total project budget, the business case and project timescales); or the application did not match the overall purpose and objectives of the fund.
- 1.3 The total amount of funding requested for consideration both the large and small grants this round including deferred applications is £145,409.24. Norfolk Community Foundation sent all Members a brief summary of the applications received (for information) at the close of this round.
- 1.4 The prospectus for the grant scheme sets out the purpose of the Fund and eligibility criteria. This is attached as Appendix K. In considering grant applications, the Board and Cabinet must consider whether the project will significantly contribute towards the achievement of the Fund's purpose as well as how well it complements the priorities of the Council, identified in the Corporate Plan and Annual Action Plan.

2. Large Grants Applications

- 2.1 The Norfolk Community Foundation's assessment report in respect of the large grant application is attached as Appendix L. This assessment provides a summary of the project, an overview of its robustness and brief information about the organisation submitting the application. The NCF has not been asked to make recommendations in relation to the application but to draw attention to pertinent issues. Consideration of this application against the purpose of the North Norfolk Big Society Fund, the Council's Corporate Plan priorities and any other relevant considerations (including approved policies) is a matter for Cabinet. Relevant background information is presented in this report, together with an officer recommendation.

Sheringham & District Sports Association

Summary of application

- 2.2 This is an application by Sheringham and District Sports Association for £25,000 towards a £113,000 project to refurbish existing floodlit tennis courts (which apparently are underused and in poor condition) and to transform these into an all-weather multi-sports facility. This would enable the Association to offer a wider range of higher quality sporting opportunities to the community.

Observations

- 2.3 There are a combination of the football, cricket and tennis clubs in Sheringham but it is understood that they have been struggling to raise sufficient income over the past couple of years. A new facility of this sort would complement what is already at this site and serve a wide catchment from an accessible location. In so doing it would help them to pull in extra income to help the Association to be more sustainable.

Corporate Plan/ AAP

- 2.4 The Corporate Plan supports the thrust of this application through the priority of empowering communities to take more responsibility for their own future and build stronger civil society. The application also aligns with the Annual Action Plan 2012/13, in particular:
- B6 “We will respond positively to communities wishing to undertake projects locally.” and
 - B7 “We will work with communities to identify the current and future social, economic and environmental needs of their population and support them to identify and implement local, innovative and creative solutions.”

BSF Prospectus

- 2.5 The application alleges strong support from local clubs and organisations with an interest in the potential new facility together with a demonstration of ‘strong local demand’. The association has so far raised £100 towards the project and it is assumed the shortfall will be made up from grants from other organisations. This application meets the general purpose of the Big Society Fund and is supported in the main by relevant information sought in the BSF prospectus. It is, however, lacking on:
- evidence of the whole life costing and the proposed sources of funding
 - a programme for implementing the project
 - a realistic cash flow forecast for any revenue implications

3. Recommendation

- 3.1 A grant award of up to £15,000 should be made, conditional upon the submission of substantial evidence (e.g. offers of support or grant approval letters) of the total funding package and a substantiated and viable business case. Such evidence should be to the satisfaction of the Chief Executive in consultation with the portfolio holder for Localism and the Big Society, prior to funding being awarded.

4. Risks

- 4.1 Cabinet is being asked to determine an application for a significant amount of funding. The operational framework within which this will operate was adopted by Council (on 22 February 2012) and the budget has been identified to cover the funding recommended. Additionally the application has been assessed by Norfolk Community Foundation (under the terms of the SLA set up for this purpose) and a summary report has been provided, which identifies the risk associated with it, as appropriate.

5. Options considered

- 5.1 Obviously a variety of options exist in relation to the determination of this application: it could be rejected, approved in full or approved for some other amount than that recommended. The recommended approach is the most appropriate under the circumstances, for the reasons set out in this report.

6. Conclusion

- 6.1 The applications for larger grants, referred to in this report, have been appraised against the Big Society Fund's aims to: help build strong communities in North Norfolk and to improve their social and economic wellbeing. The recommendation to approve an application by Sheringham & District Sports Association has been informed by the Big Society Fund Prospectus, the priorities identified in the Corporate Plan and other relevant considerations.

7. Implications and Risks

- 7.1 Cabinet is being asked to determine an application for a significant amount of funding. The operational framework within which this will operate was adopted by Council (on 22 February 2012) and the budget has been identified to cover the funding recommended. Additionally the application has been assessed by Norfolk Community Foundation (under the terms on the SLA set up for this purpose) and a full report on each has been provided which identifies the risk associated with it, as appropriate.

8. Financial Implications and Risks

- 8.1 The Big Society Fund was set up for the purpose of delivering grants to appropriate organisations for initiatives that meet the specified criteria. The approved budget for the fund in total is £450,000. Grants awarded following the first and second round plus the small grant applications of £120,409.24 for this round still to be considered by the Board total £339,986.24. There is therefore sufficient remaining in the budget to support this project. It was agreed that there would be four funding rounds and the application process is already open for the fourth round.

9. Sustainability

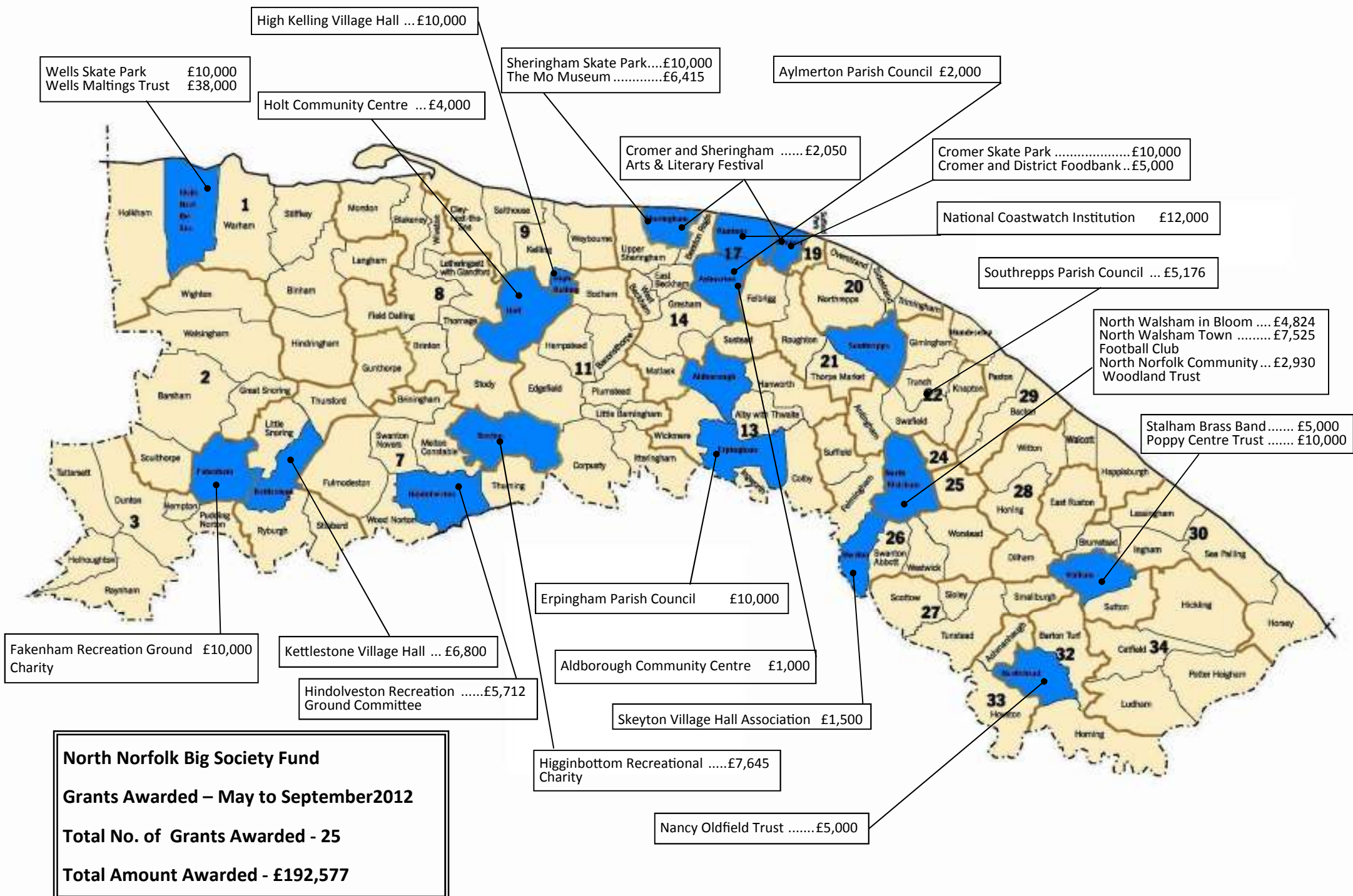
- 9.1 There are no sustainability issues raised by this report.

10. Equality and Diversity

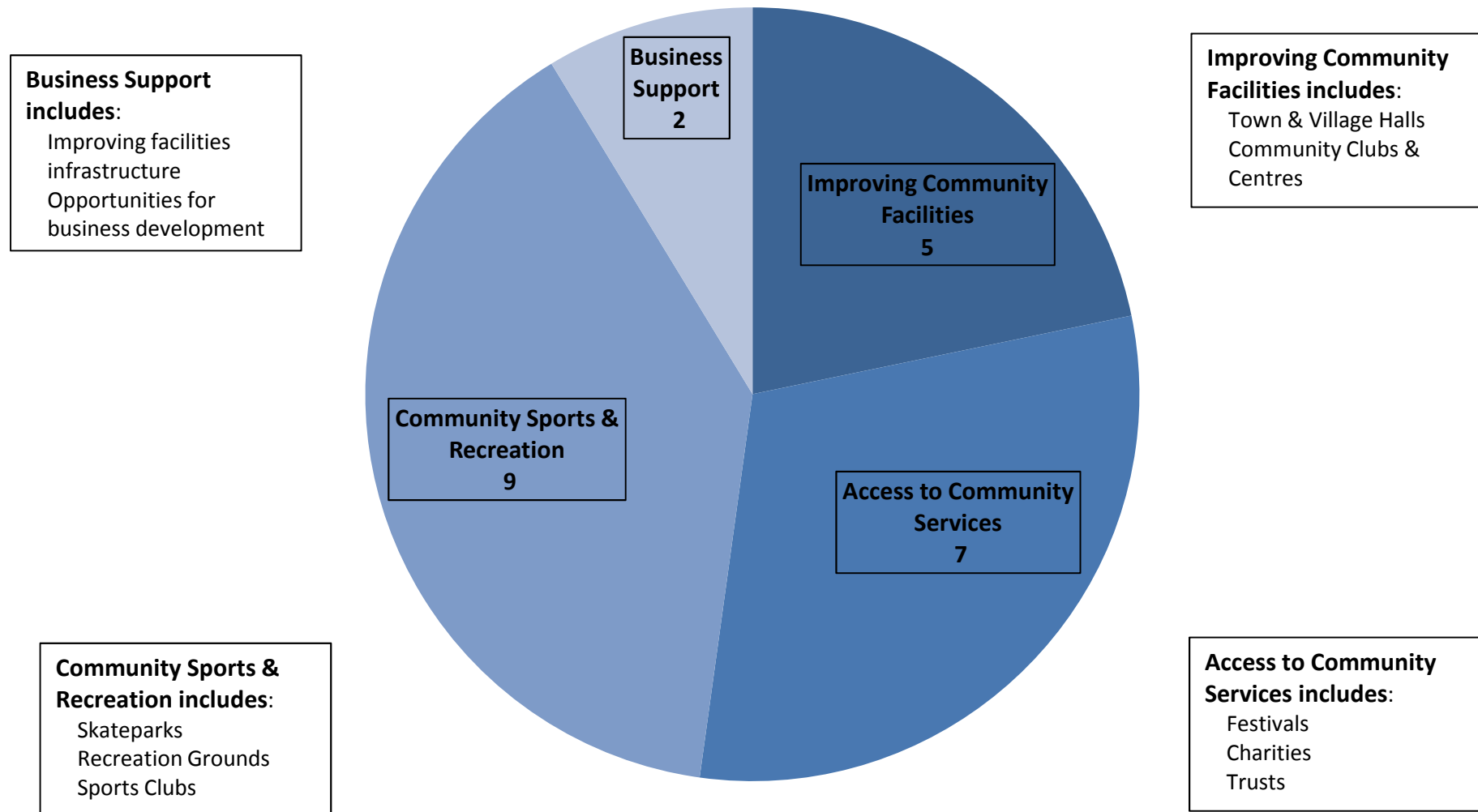
10.1 There are no equality and diversity issues raised by this report.

11. Section 17 Crime and Disorder considerations

11.1 There are no anticipated impacts on Crime and Disorder arising from this report.



North Norfolk Big Society Fund Awards - May & September 2012
No. of Awards per Theme



Trevor Ivory
*North Norfolk District Council
Cabinet Member for Localism and
the Big Society*



As Cabinet Member for Localism I am delighted that North Norfolk District Council has launched this exciting new initiative – The Big Society Fund. It will provide support to communities in the district by making grants available through the fund itself, by providing support and advice to voluntary and community organisations and by providing assistance (through town and parish councils) to help with regeneration and planning to meet the needs of neighbourhoods.

Our local communities are best placed to decide what their needs are and how they should be met and this initiative provides a real opportunity to make investment in the things that matter to them. The Council will provide support and will make funding available, but it is for communities to come up with the ideas.

The Council wants all neighbourhoods in North Norfolk to be able to thrive and I hope the Big Society Fund will be the springboard from which new and exciting ideas will be launched. I am eager to see innovative projects coming forward.

Summary

The Big Society Fund will assist communities in meeting their needs. The Fund is provided by North Norfolk District Council and is available to support community projects throughout the District. The Fund will amount to approximately £450,000 in the first year of operation and will be reviewed annually. It is intended for grants to be easy to access for a wide range of community and charitable organisations and applications will be considered throughout the year.

Applications are invited from 2 April 2012 and those submitted before 4 May 2012 will be considered at the first meeting of the Board on 21 May.

The Fund will be administered on behalf of North Norfolk District Council by the Norfolk Community Foundation.

Purpose

The purpose of this fund is to help build strong communities in North Norfolk. It aims to help communities to develop new and innovative projects which will improve their social and economic wellbeing.

What type of projects would the fund support?

The fund will be available for projects that will improve or support the wellbeing of our communities and/or deliver improvements to the local economy. It is expected that projects would be complementary to the priorities of the Council as detailed within the Corporate Plan and Annual Action Plans.

www.northnorfolk.org/council/9047.asp

Outcomes (i.e. benefits or impacts that can be recorded now and/or in the future) that we would expect to evidence as a result of investment from this fund are:

- People working together to achieve benefits that can be both appreciated by and have real positive impacts for the whole community, or sections of it that have particular needs related to the outcomes that will be delivered.
- People who feel part of their community and have a sense of belonging and responsibility for the good and long-term benefit of the wider community.
- Communities and/or local groups who feel empowered to make a difference and make improvements to the lives of those who they support in the locality.
- An increased number of people volunteering and getting involved in their local community to achieve greater levels of activity aimed at improving and sustaining opportunities for the wider community.
- Local economic benefits that can create employment and training opportunities for those most in need.

The kind of activities or initiatives that could be supported, for example, might include:

1. The provision of new or improved community facilities.
2. The establishment of new organisations or specific activities (for existing organisations) that will meet identified local needs and can evidence sustainable long-term outcomes.
3. Events which promote community involvement or innovative approaches that bring people together, that can be sustained (where appropriate) by the community in the longer term.
4. Projects that encourage specific (hard-to-reach) people or groups to become more active in the community (e.g. delivering new training or work related activities to generate economic benefits for the area).
5. Projects that generate and/or increase social enterprise activity, creating more opportunities for local employment and/or training that can create or sustain local jobs.

The following will not normally be supported by this Fund:

1. Ongoing revenue costs for administering groups or organisations, unless these lead directly to clear short-term project outputs or deliverables with a long-term exit strategy with a viable funding programme in place.
2. Ongoing revenue to meet costs such as building maintenance, cleaning, staffing and infrastructure.
3. Statutory responsibilities and regulatory functions of public bodies.

Who would be eligible to apply?

The Fund will be available for projects that support people and activities within the North Norfolk District geographical area. The following categories of organisation are likely to be eligible:

- Local voluntary organisations, charities (whether registered or not) and community groups.
- Parish and Town Councils within North Norfolk District.
- Larger regional or national charities/organisations if the funding is to deliver a specific project in North Norfolk.
- Community businesses, social enterprises and other not-for profit organisations.

Note: schools will be eligible if the project/ activity proposed relates to community oriented or supported activities that are outside the school's normal core curriculum and/or main term-time educational role (usually outside school hours).

Organisations that are routinely supported by grant funding from North Norfolk District Council will not normally be eligible unless the application can prove that the funding request is for a specific additional project and that the outcomes are over and above any existing funding agreement with the District Council.

Individuals will not be eligible to apply.

What evidence is expected to support grant applications?

Applications should include information, supported by evidence where appropriate, showing the following.

- The project outputs and outcomes and how these match the purpose of the Big Society Fund.
- The needs or characteristics of the community which the project is intended to support.
- Demonstrable support from within the community that the proposed project is expected to benefit.
- Who the expected beneficiaries are, identifying their location and other relevant characteristics.

- The governance and management arrangements of the group responsible for administering or implementing the project.
- The total project budget, including 'whole-life' costings and the proposed and alternative sources of funding.
- A programme for implementing the project (including key dates and timescales).
- A realistic cash flow forecast for any revenue implications relating to the project (detailed as appropriate to the scale and scope of the activity being funded).
- A commitment to provide evidence of the project outcomes once it is complete.

Funding commitment

North Norfolk District Council will honour funding commitments and will expect applicants to act reasonably with respect to the submission of funding applications and to be realistic in respect of their ability to spend any approved Big Society Fund monies; therefore:

- There will be no limit on the number of times that an organisation can apply but the expectation is that normally only one application will be funded in any one year.
- Grants will normally be expected to be spent within one year of the date of the letter confirming the award. A two-year funding commitment could be made to a project if more than fifty percent of the funding is committed from other sources for the equivalent period and there is a clear demonstration of project deliverables over that period, together with a sustainable funding programme.
- Any unspent grant at the end of the grant period shall be expected to be returned, unless agreement otherwise has been confirmed in writing by North Norfolk District Council.
- While there is no limit on the size of grant requested from the Big Society Fund there is an expectation that applications for grants in excess of £10,000 would need to provide substantial evidence (e.g. offers of support, grant approval letters) of the total funding package and a substantiated and viable business case, clearly demonstrating the benefits of the project.



Award of Grants

The Fund will be administered through a rolling process, with applications received at any time. Decisions on grant awards will be made in the following manner.

- Grants of £10,000 or less will be determined by a grants panel (called the Big Society Board). This Board will meet quarterly.
- Grants of more than £10,000 will be determined by North Norfolk District Council's Cabinet, normally at meetings held quarterly to coincide with meetings of the Big Society Board.
- Urgent applications, that can demonstrate the need for immediate decision on the application, will be considered by North Norfolk District Council's Cabinet at its normal monthly meeting.
- District Council Ward Members will be notified of grants being submitted which affect their locality.

Audit / Evaluation of Grant

A grant agreement, setting out any standard or special terms and conditions, will be signed confirming the award of each grant.

Branding

Grant funded projects will be expected to provide a suitable acknowledgement of the Fund such that it can be viewed by the greatest number of people in the community (commensurate with the scale and scope of the project as determined by the funder on approval of the grant).

Any building or infrastructure (including play area and green space) projects must display acknowledgement of the Fund in an open public area.

It will be made clear in all publicity, correspondence etc. that the Grant is provided by NNDC

Big Society Board

The Big Society Board has been set up to consider grant applications for bids of £10,000 or less. The terms of reference of The Board will be available on NNDC's website. Administration for the grant Fund will be provided by the Norfolk Community Foundation and The Board will be supported by an NCF director and an officer from the Foundation's grants team.

The current members of the Board are:

- | | |
|-------------------|---|
| Cllr Trevor Ivory | – Cabinet Member for Localism and the Big Society |
| Cllr John Wyatt | – Member of the Council |
| Cllr Philip High | – Member of the Council |
| Cllr Ben Jarvis | – Member of the Council |
| Cllr Steven Ward | – Member of the Council |

Further information and making an application

To find out more about the North Norfolk Big Society Fund please go to www.northnorfolk.org where you will also find a link showing you how to apply.

If you would like to receive this document in large print, Braille, alternative format or in a different language, please telephone 01263 516162 and we will do our best to help.



The North Norfolk Big Society Fund Prospectus



Name of Group: Sheringham & District Sports Association		
Status: Unincorporated club or association		Established Date: August 1987
Contact: Trish McLaren		£ Requested: £25,000.00
Panel: NORTH NORFOLK BIG SOCIETY FUND Dec 2012 Large grant Assessed By: Jenny Bevan	Organisation Size: F/T Staff: 0 P/T Staff: 0 Volunteers: 50	Total Project Cost: £113,000.00
		District: North Norfolk Sub district: Sheringham and surrounding villages

Number of beneficiaries: 500	Primary beneficiaries: People in Rural Areas
Primary issues: Sport and Recreation	Primary age groups: Children (5 - 12)

Organisation purpose:

To provide facilities for the local community to participate in sporting and recreational activities.

Application summary:

To resurface the tennis court to create a multi-use sports facility.

Financial information:

Annual expenditure – £23,063

Free reserves - £1,700

Income – Total income from the year ending December 2011 £24,439, primarily from hire of the grounds and pavilion, plus bar takings.

Referee comment:

Lesley Jane Ward, Chartered Legal Executive. "It will provide floodlit training and playing facilities in Sheringham for adults and children. There are currently no other floodlit all-weather facilities available in Sheringham. This will be of huge benefit to the community."

Monitoring objectives:

- To increase access to sport for the local community

Recommendation:

This application is presented for consideration.

Sheringham and District Sports Association manages the Sheringham Recreation Ground on behalf of North Norfolk District Council. A 20 year lease is held on the site, of which 18 years is currently remaining. The grounds comprise a pavilion and playing areas, and host the town's football and cricket clubs, East Coast Warriors Youth Football Club as well as other community users.

The Association is keen to refurbish an underused floodlit tennis court (comprising 3 courts in a fenced enclosure) to create an all-weather multi-sports facility that can be used for a variety of sports all year round. The current tennis court surface is beginning to deteriorate, and it is proposed that rather than replacing it like for like, it is replaced with a Multi-Use surface that will be suitable for tennis, football, basketball, netball and hockey – the latter three sports not being available previously. There is reportedly no all-weather, all year round outdoor sports facility available locally, the nearest being c. 5 miles away which for many is prohibitive due to cost and availability of public transport. Many local sports teams have been forced to train at other venues during the winter months, and by making provision for them locally it is expected that this will increase hire income. A petition has shown strong local support, and the Association is also in touch with local schools and other community groups to develop interest for the new facility – including potential for private hires for eg. birthday parties.

It is reported that Sheringham has lost its only other floodlit facility due to the new Tesco development, and other local sports facilities are oversubscribed.

A contractor has not yet been selected, however 5 quotations have been sought showing the cost ranging from £86,056 - £109,797 excluding VAT, which will be payable. These will be further investigated prior to a final decision, and it is hoped that some negotiation may be possible to reduce the cost. Quotes include the new

ASSESSMENT REPORT

sports surface plus rebound fencing, lights and tennis nets – the new facility will also be made disabled accessible with a double entry gate. To date only £100 has been raised towards this cost and £25,000 is requested from this fund. The Association is in the process of making an application to Sport England for £50,000 which will be submitted in January. The group are also exploring whether there will be any obligation placed on Tesco to support new sports facilities, and additionally are working with their local councillor to seek a further capital grant from NNDC.

It has been confirmed that planning permission is not required for the resurfacing works. There is a slight question mark over whether the perimeter fencing may need permission as it is likely that it will exceed 2m in height. The applicant has been asked to investigate this further, and it should be possible to confirm this prior to the meeting.

NORTH NORFOLK BIG SOCIETY FUND Dec 2012 Large grant

Collective Energy Switching Proposal

Summary: This report examines the potential for the Council to run a 'Collective Energy Switching' scheme. Collective Energy Switching occurs when a group of people band together to negotiate a better deal with their gas and electricity suppliers. A third party (in this case NNDC) can set up such a group with the help of a 'specialist switching partner' and then negotiate a better tariff on behalf of the consumers they represent. The switching partner deals with the switching and energy auctioning process while the Council is responsible for promoting the scheme and assisting residents in signing up.

Options considered: *Option 1:* Do nothing.

Option 2: To commission a collective energy switching scheme for North Norfolk. The Council will engage the services of a private sector switching specialist to manage a collective switching scheme for the Council.

Conclusions: A Collective Energy Switching Scheme would allow the Council to assist local residents to group together to negotiate potentially lower energy tariffs, therefore providing a cost effective way to reduce energy costs and address fuel poverty. In addition an income could be gained from the scheme, by negotiating a commission payment from the switching partner for each resident who switches supplier.

Recommendations: **It is recommended that delegated authority be given to the Head of Economic and Community Development to progress with a collective energy scheme (option 2), as outlined in this report.**

Reasons for Recommendations: To assist local residents in reducing their energy bills, therefore helping to address fuel poverty issues and divert spending by residents from energy to local businesses etc.
To gain a potential new stream of income for the council.

Cabinet Member(s) Wards Affected:	John Lee All
Contact Officer: telephone number: email:	Peter Lumb 01263 516331 peter.lumb@north-norfolk.gov.uk

1. Introduction

- 1.1 Collective energy switching occurs when a group of people band together to negotiate a better deal with their gas and electricity suppliers. Generally the larger the number of people taking part, the lower the tariff can be negotiated. A third party (e.g. a Local Authority or community group) can set up such a group with the help of a 'specialist switching partner' who then negotiates a favourable tariff on behalf of the consumers they represent by carrying out a 'reverse auction' to the energy market. The tariff is then presented back to the group of consumers for them to decide whether to switch energy provider or not.
- 1.2 It is estimated that many residents are not on the best tariff for them, and could therefore be paying more than they need to on energy bills. Therefore there is the potential for residents to make significant savings through collective switching, at no upfront cost. A round of collective switching scheme run by Norwich City Council, which has just concluded, offered average annual savings of £171 for residents signing up for the scheme, with £501 the highest annual saving.
- 1.3 For Local Authorities, these schemes are a low/no cost option to help people lower their fuel bills and address fuel poverty. For each person the specialist switching partner switches to the new tariff, a referral fee is paid by the energy supplier, which means there is no cost incurred by the Council for entering into an agreement with the switching partner. In addition, a proportion of the commission is paid to the Council meaning that the scheme also has the potential to generate an income.
- 1.4 The supplier provides an online system for people to sign up through, carries out the negotiation process with energy suppliers, and arranges the actual switch of supplier for the customers. The Local Authority is required to publicise the scheme, and can also provide support for those residents without access to the internet in signing up to the scheme. To date, collective switching has only been available to residential consumers due to the complexities associated with the business energy market, where long-term energy contracts often have a release fee. At least initially, a scheme in North Norfolk would only be able to target residential consumers.
- 1.5 This report sets out the potential for a Collective Switching Scheme in North Norfolk.

2. Collective Energy Switching and Energy Box funding bid

- 2.1 Collective Energy Switching schemes are endorsed by the Department of Energy and Climate Change (DECC) who are encouraging uptake of the schemes by Local Authorities and have providing a funding competition for 'innovative' collective switching schemes. The Sustainability Assistant, supported by the Housing, Health & Wellbeing Team Leader, has submitted a funding bid to this competition, which if successful would provide £18.5k of funding to cover the set-up and advertising costs of a Collective Energy Switching scheme for North Norfolk, in addition to an expansion of the 'Energy Box' pilot scheme to the entire district. The Energy Box is a box of information on energy and fuel poverty containing advice and guidance on how to cut energy bills and make improvements to thermal comfort in the

home, targeted at providing this information to residents without access to the internet. The scheme was trialled in Fulmodeston Parish Council in mid-2012. The Energy Box is the 'innovative' element of the switching scheme as it is used to promote the scheme and to raise the profile of the scheme in rural areas.

3. Opportunity for a Switching Scheme in Norfolk

- 3.1 At the time of writing no decision has been received from DECC, however they have indicated that funding agreements would likely be received before the end of December. If the bid is successful it is envisaged that the project be carried out as set out in the bid document (Peter Lumb can be contacted on x6331 for a copy of this), including the expansion of the Energy Box scheme.
- 3.2 If the bid is not successful, it is still considered that NNDC could benefit from running a collective energy switching scheme, although the Energy Box scheme would likely not be viable without external funding and therefore the scheme would need to operate separate from this.
- 3.3 If a Collective Switching scheme is considered an option, this could either be run internally, or by joining in with another scheme in the region or nationally.

4. Opportunities for a joint scheme with other Councils

- 4.1 There are a number of schemes which NNDC could explore joining, by using the switching partner and infrastructure of a Council or organisation with an existing scheme, or by jointly procuring one. At present these include:
 - King's Lynn & West Norfolk Council and Breckland Council are engaging in a joint effort to set up a scheme. The Sustainability Assistant has been involved in these discussions, meaning there is potential for NNDC to join in with this scheme, potentially sharing procurement and communications efforts.
 - Norwich City Council, who have already successfully completed a first round of energy switching, using 'iChoosr' as their specialist switching partner. Norwich City Council have expressed an interest in other authorities in Norfolk (whose schemes also use 'iChoosr') aligning auction dates with Norwich in order to gain additional bargaining power. Norwich have also stated that the 'Big Switch and Save' logos developed for their scheme can be used by other authorities in Norfolk in order to improve recognition of switching schemes county-wide. Appendix A contains a link to the relevant Norwich City Council cabinet report dated Sept. 2012 along with relevant media coverage.
 - Peterborough City Council are one of a few authorities nationally who have set up a scheme which is being expanded to other authorities. Several local authorities in the Eastern region have joined this scheme, however there is an up-front fee required to join which would mean that the financial returns would be significantly diminished, in addition to there being a loss of control over the running of the scheme. Therefore it is not recommended to join this scheme.

5. Options considered

5.1 **Option 1: Do nothing**

5.2 **Option 2: To commission a collective energy switching scheme for North Norfolk. The Council will engage the services of a private sector switching specialist to manage a collective switching scheme for the Council.**

6. Conclusion

6.1 Collective energy switching has significant potential to assist local residents in reducing their energy bills, to address fuel poverty issues, to divert spending by residents from energy costs into local businesses, and to act as a positive but low to no-cost or even income-generating initiative for the council.

6.2 It is recommended that delegated authority be given to the Head of Economic and Community Development to progress with set up of a collective switching scheme, ideally working with another Council or group of Councils to minimise costs of set-up. King's Lynn & West Norfolk Council and Breckland Council are currently at a similar stage to North Norfolk in investigating a scheme, are geographically nearby and existing contacts within the Norfolk Climate Change Task Force can be utilised to deliver it, and therefore a joint scheme with these Councils should be explored as a priority.

7. Implications and Risks

7.1 Option 1 (do nothing): The Council would not be able to support households in North Norfolk to collectively switch energy supplier, meaning that many residents would continue to purchase energy on an individual basis, potentially at a higher price, and therefore would increase the risk of households being in fuel poverty. If other local authorities offer the scheme and we do not, there is a reputational risk that residents consider the Council not to be supporting local communities.

7.2 The benefits of Option 2 (running a Collective Energy Switching scheme) are as follows:

- The Council will be able to assist residents in reducing energy costs.
- The Council will be able to expand on its fuel poverty and energy initiatives currently targeted at residents, for instance the Stay Warm and Cosy scheme, Warm and Well and the Town and Parish energy events. There are opportunities to link these schemes together to deliver additional net benefits, for instance by generating referrals between the schemes.
- The agreed referral fee (anticipated to be between £4 and £12 per referral) will provide income for the Council.

7.3 The risks of Option 2 (running a Collective Energy Switching scheme) are as follows:

- Negative publicity associated with the Council operating this scheme, or if residents have a bad experience from use of the scheme. However a supplier with experience in running these schemes will be selected to minimize this risk. In addition numerous similar schemes have been run elsewhere in the UK, the schemes are endorsed by Central Government, and anecdotally Norwich City Council have received no negative publicity from their own scheme.

- There may be negative publicity from the fact that the Council is gaining financially from running the scheme, however financial savings to the resident are likely to be far greater than the amount of commission gained by the Council (based on the scheme run in Norwich, average savings to resident are £156, with commission to Council of approximately £4 to £12). Income over and above that which would cover the costs of the scheme can be recycled into further fuel poverty/sustainability projects.
- There is a risk that uptake is too low to ensure sufficient income to cover the costs of the scheme. However this can be counteracted by ensuring sufficient publicity of the scheme. Costs of the scheme are primarily staff time, and with agreement reached with the staff and managers involved this should not be an issue. Costs of the scheme will be covered either by DECC funding or the Sustainability Team budget.
- The Request for Quotation (RFQ) to be adapted for NNDC's use is replicated from an RFQ used by numerous other Councils throughout the UK. However, procurement risks will be investigated as part of the procurement process, by ensuring that the proposals are compliant with the Council's standing orders as to contracts, that it is also compliant in terms of the Public Contracts Regulations 2006, and that the procurement route is cleared with NNDC's in-house lawyers.

8. Financial Implications and Risks

8.1 Resources required for a Collective Energy Switching scheme are dependent on the model the council adopts, for instance how residents without the internet are dealt with and the amount, type and cost of publicity used. Any non-staff costs will either be covered by DECC funding or by the Sustainability Team budget, which has approximately £4k remaining this financial year. Staff resources will be factored into individual teams' workloads to ensure no loss to other services. Below is a more detailed summary of the financial implications and risks.

- Project Management: This would include determining timescales, liaising with the supplier, and leading on the development of communications. The Council's Sustainability Assistant would project manage the scheme, and this would be factored into existing requirements.
- Communications: This could include press releases or adverts in local newspapers, website links, Outlook articles, flyers included within Council mailouts (e.g. Council tax letters), and promotional or launch events involving local third sector groups. The Sustainability Assistant would be able to produce text for the Comms. team to adapt for press release and content for the Web team as under the usual procedures. Costs of other promotion activities would be subject to the availability of the Sustainability Team budget.
- Staffing: It is estimated that of residents signing up for Collective Energy Switching, up to 20% may require support in signing up to the website (i.e. those without internet access, those with accessibility issues). However it should be noted that for Norwich City Council's scheme only 4% of residents required this support. Therefore, outside of the project management responsibilities, the most significant input in terms of staff time is assisting these residents in signing up to the website. The Housing, Health and Wellbeing Team Leader has agreed that Housing staff will be able to assist with these residents.

- Financial resources: The switching partner would not charge for providing the service, as their costs are met by a referral fee per resident from the supplier. Income would be generated by the scheme, which cannot be estimated with accuracy until a supplier is appointed, but as a rough estimation based on similar Council's schemes, would attract an income of between £2,000-6,000.
- Procurement: The costs of procurement are estimated at £500 to £2,000, however this may vary depending on the cost to advertise the Request For Quotation, and whether any external procurement staff input is required (currently King's Lynn and West Norfolk Council are providing some staff support to NNDC). Procurement costs may be reduced if joining another Council's existing scheme or if procuring as part of a group of Local Authorities.

9. Sustainability

- 9.1 The project will contribute to a greater awareness of energy and utility costs among residents in the district. In addition it will provide an opportunity to engage residents on energy reduction measures, will compliment other energy and fuel poverty initiatives run by the Council, and could help establish or improve NNDC's role as a trusted body relating to energy and fuel poverty matters.

10. Equality and Diversity

- 10.1 There are equality issues which relate to those without internet access not being able to access the scheme. However the provisions set out in section 2.1 should be able to counteract any such effects and ensure equal provision for all residents.

11. Section 17 Crime and Disorder considerations

- 11.1 There are no crime and disorder considerations.

APPENDIX A: Further Information

Report to Norwich City Council's Cabinet on the Norwich 'Big Switch & Save':
<http://www.norwich.gov.uk/CommitteeMeetings/Cabinet/Document%20Library/27/REPCabinetCollectiveEnergySwitchingScheme20120912.pdf>

Report to Breckland Council's Cabinet on proposed collective switching scheme

<http://democracy.breckland.gov.uk/documents/s24796/committee%20report%20-%20Collective%20Energy%20Purchasing.pdf>

In addition here is the link to Ed Davey's encouragement of, and £5m funding for Energy Switching schemes:

<http://www.localgov.co.uk/index.cfm?method=news.detail&id=107041>

A link to the Local Authority competition which NNDC has entered a bid to:

http://www.decc.gov.uk/en/content/cms/funding/funding_ops/lacomp/lacomp.aspx

The local press coverage of the Norwich scheme:

http://www.eveningnews24.co.uk/news/could_thousands_of_norwich_families_be_in_line_for_cheaper_electricity_bills_1_1511821

REVIEW OF CCTV SERVICE

Summary:	Review of the CCTV service.
Options considered:	As part of the budget savings exercise a review of the current CCTV operation has been requested by Cabinet as part of the overall review of services. The final report will be presented to Members during 2013 and will include a full options appraisal covering the future management of the service and how savings could be achieved.
Conclusions:	That a politically balanced Working Party is established to consider the potential options for the future management of the CCTV service.
Recommendations:	<ol style="list-style-type: none"> 1. That Cabinet recommend to Full Council the establishment of a politically balanced working party to consider the potential options for the future management of the CCTV service. 2. That nominations for the working party are put forward to Full Council.
Reasons for Recommendations:	To provide a balanced forum for discussing the various options available for the future management of the service.

Cabinet Member(s) Cllr Rhodri Oliver	Ward(s) affected; Fakenham, Sheringham, Cromer, North Walsham and Wells.
Contact Officer, telephone number and email: Duncan Ellis (Head of Assets and Leisure), 01263 516330, duncan.ellis@north-norfolk.gov.uk	

1. Introduction

- 1.1 As part of the ongoing budget savings exercise Cabinet has requested that a review of the current CCTV service be undertaken to investigate the potential options for the future of the service. CCTV is a discretionary service and at present the full system consists of 49 cameras covering Fakenham, Sheringham, Cromer, North Walsham and Wells-next-the-Sea.
- 1.2 The objective of the review is to identify savings and to provide a comprehensive report regarding the future provision of the service, shared working options and possible options for attracting additional income into the existing service.

- 1.3 Due to the nature of the review in considering the future of the service it is likely that the level of public interest and media coverage concerning this assessment will be very significant. The project plan involves full stakeholder consultation including local businesses and organisations who currently contribute towards the service.
- 1.4 With this in mind it is felt that the project needs to be flexible and allow Members, should this be necessary, to address media issues or public concerns in an appropriate and timely way. Following consultation with the Portfolio holder it is considered that the best way to steer this review is to constitute a politically balanced working party.
- 1.5 Cabinet is therefore asked to recommend to Full Council that a working party be established to oversee the review process and to consider the future operation of the CCTV service with a view to reducing the current cost of provision.

2. Proposed timescales

- 2.1 If approved the current project plan allows for 4 meetings of the working party, starting in January 2013 and running through to June 2013. The timetable assumes presentation of the options appraisal report to Overview and Scrutiny in June, with final reports to Cabinet and Full Council following on in July 2013.
- 2.2 The Terms of Reference and purpose of the working party will be as follows:
 - to identify savings and consider the options for the future provision of the CCTV service; and
 - to steer the process while the review is being undertaken.

3. Conclusion

- 3.1 Cabinet has requested that, as part of the budget savings exercise and the overall review of services, the future options for the operation of the CCTV service be considered.
- 3.2 Due to the nature and potential sensitivity of this review it is felt that the best way to steer the process is to establish a politically balanced working party and nominations for this are therefore requested.

4. Implications and Risks

- 4.1 The implications and risks will be considered as part of the final report once all of the potential options have been identified. It should however be noted that at this stage there is a reputational risk associated with managing the review process, but it is felt that the constitution of the working party will help to mitigate against this and provide a forum for addressing any potential issues.

5. Financial Implications and Risks

- 5.1 The purpose of the review is to identify savings, however until the review has been completed and all of the potential options for the future provision of the service have been identified it will not be possible to quantify the extent or

level of savings. There will be a full appraisal included within the final report that will address all financial implications and risks.

6. Sustainability

- 6.1 There are no sustainability issues arising directly from this report.

7. Equality and Diversity

- 7.1 There are no equality and diversity issues arising directly from this report. A full Equality Impact Assessment (EQIA) will accompany the final report to support the identified options where appropriate.

8. Section 17 Crime and Disorder considerations

- 8.1 There are no anticipated impacts on crime and disorder arising from this initial report. However the overall review will potentially impact on this area and therefore the final report will address all relevant issues in this regard. The police will be included as part of the consultation process being one of the key stakeholders.

TOURIST INFORMATION

Summary: This paper outlines a review of the Council's Tourist Information Centres (TICs) and recommends ways of delivering the service more efficiently and effectively, providing better value for money.

Options considered: The review included the assessment of different delivery models in partnership with Town Councils and third sector organisations. Maintaining the status quo was dismissed on the basis that a similar service can be provided at a lower cost to the Council.

Conclusions: Significant savings could be achieved throughout the service.

The removal of the self service points and Destination Management Systems will provide the Council with savings in a function which is now hardly used.

In addition, a relevant body has come forward with a proposal to run one of the TICs. Assuming this proposal is taken forward, a subsequent reduction of staffing levels and reduced running costs will contribute to total savings, achieved from the review, of £224,444 over five years with no anticipated impact on service.

Recommendations: **1. That Cabinet accepts the 'Community Right to Challenge' Expression of Interest (EOI) from a relevant body to manage the Wells TIC, noting that the EOI meets the appropriate legal requirements under the 'Community Right to Challenge' regulations.**

2. That subject to a positive outcome from a detailed evaluation of the relevant body's proposal, and the absence of any formal challenges or additional EOIs, officers and the relevant Portfolio Members for Localism and Tourist Information Centres are given delegated authority to negotiate a Service Level Agreement with a relevant body with a view to the implementation of service transfer at the start of the 2013 season.

Cabinet should note that if we do receive further EOIs the organisation will undertake a procurement exercise in line with the Council's current contract standing orders.

3. That Cabinet approves the proposed reduction in

TIC staffing levels.

4. That officers are authorised to terminate the maintenance and support contracts with the New Vision Group for the 24/7 kiosks and DMS systems.

Reasons for
Recommendations:

All recommendations:

To deliver Tourist Information services more efficiently and effectively, providing value for money that could produce savings to the Council with no overall loss of service.

Recommendations 1 and 2:

To embrace the Government's localism agenda to empower individuals and communities to take more responsibility for their own futures and to build a stronger civic society.

Cabinet Member(s) Cllr Tom FitzPatrick	Ward(s) affected All
Contact Officer, telephone number and email: Estelle Packham 01263 516079 estelle.packham@north-norfolk.gov.uk	

1. Introduction

North Norfolk District Council has always recognised the importance and value of the tourist sector to the local economy and community. This is reflected in the long-standing role of the Council as a provider of various Tourist Information Centres (TICs) for which there is an ongoing commitment to support. Currently there are four TICs within the district; the year round North Norfolk Information Centre in Cromer and three seasonal TICs in Wells, Holt and Sheringham.

Our Corporate Plan recognises that, with continuing reductions in overall income, we have the need to deliver our services far more efficiently and effectively than ever before. As part of the ongoing need to assess future council expenditure Cabinet requested a strategic review of Customer Services, including the assessment of different delivery models in partnership with Town Councils and third sector organisations for the future provision of the TICs.

2. Current Provision

The North Norfolk Information Centre (NNIC) in Cromer is our only year round centre and is designed and promoted as a general information hub with tourist information being a key part of the information services provided. This is different from the three seasonal TICs whose purpose is to provide tourist related information only.

Each centre is staffed by a total of three advisors working on a rota basis to cover the hours required. Two of the three advisors are on duty at any one time. This equates to 2.2 FTE at Cromer; 1.3 at Sheringham and Wells; and 1.1 at Holt. All staff are on permanent contracts except for two staff at Sheringham whose contracts expired at the end of the 2012 season.

Each centre houses a self service information screen which is available 24 hours a day all year round. The centres also make use of a Destination Management System (DMS) which provides the staff with the capacity to book accommodation (featured in our accommodation brochure) on behalf of our customers and access tourist related information.

3. Review of Service

3.1 Potential working partnerships

In carrying out the review, the Head of Customer Services has had discussions with the Town Councils at Sheringham, Wells and Holt and other third sector groups that have worked with us in the past mainly in relation to the delivery of tourist information.

3.2 Technology

The 24/7 self service kiosks located at each the TICs allow customers to access tourist related information outside of centre opening times. Recent analysis including a customer survey and reporting figures indicate that these are no longer significantly utilised, probably the result of better access to the internet.

Each TIC also makes use of a Destination Management System (DMS), which allows the TIC advisors to access tourist related information and to book accommodation that is featured within the Council's accommodation guide. Recent analysis of the reports from the system shows that this is rarely used by the TIC assistants for booking accommodation, with only a handful of bookings per centre per season, and better tourist related information is available using standard internet search engines.

Also the Council is ceasing production of the North Norfolk accommodation guide with effect from 2013, this being an important element in the use of the technology.

3.3 Customer volumes and staffing

The staffing arrangements at both the Cromer NNIC and the Sheringham TIC remain appropriate because of the continuing high volume of visitors and, in fact, at peak times the Cromer centre has to call on additional support staff.

The comparative volumes are lower at Wells and significantly lower at Holt and therefore necessitate a revision of the current staffing arrangements at these centres.

The volumes at Holt are significantly lower than those at Cromer but, as much of the footfall at Cromer is for information other than tourism and for other self service transactions, it is difficult to compare the two centres.

However the volumes at Holt are also much lower than those at Sheringham (typically some 40% lower over the season) and, as Sheringham offers a similar service to Holt, it is difficult to justify current levels of staffing at Holt.

4. Findings

4.1 'Community Right to Challenge' Expression of Interest

A 'Community Right to Challenge' Expression of Interest (that provides opportunities for community ambitions in running local services under the 2011 Localism Act) has been received by a relevant body and officers are satisfied that the proposal in principle details the information required in an Expression of Interest. This includes:

- Financial resources
- Capability of providing the service
- Ability to promote or improve the social, economic or environmental well-being of the area
- Capacity to meet the needs of the service and users moving forwards

The full proposal can be found in **confidential Appendix 1**.

A service specification for this particular service will be drawn up and provided within a detailed Service Level Agreement to progress the 'Community Right to Challenge' process. The service specification will include:

- The safeguarding of any staff terms and conditions that may be transferred
- Appropriate staffing levels to meet service and user needs
- Minimum opening hours
- Minimum levels of customer service standards
- Standards of training
- Consistent levels of information, marketing and branding that meet the area wide needs of the North Norfolk tourist information services
- Maintain satisfactory levels of accessibility
- Location of where the service is provided

4.2 Staffing

The current staffing levels are considered appropriate for Cromer NNIC and the Sheringham TIC but there is scope for changing how these are arranged to cover the hours over the season.

The staffing of the Wells TIC needs revision but this would be superseded by a relevant body's proposal, if accepted.

The customer volumes at Holt do not justify the current staffing provision and the arrangements therefore need to be revised.

Initial discussions have been had with the staff concerned, to advise of the likelihood of potential changes, prior to any formal consultation, which will include UNISON.

4.3 Technology

The low usage of the kiosks does not justify the service and maintenance costs.

Similarly the low and decreasing number of accommodation bookings, the discontinuation of the Council's accommodation brochure and the increasing availability of tourist information via the Internet mean that the DMS is no longer justified.

5. Financial Implications and Risks

5.1 Financial Appraisal

In addition to service improvements and community benefits it is likely that savings will be made. Please see **confidential Appendix 2** for further financial information.

5.2 Reputation

Clearly the TIC service is considered a key part of the Council's tourism offer. As such, there may be a perception that the Council is not fully committed to the provision of tourist information services if the above findings are implemented.

However, the proactive approach that is proposed seeks to protect the service now and in the future in the light of financial constraints. On the basis that Town Councils and local community groups have been involved in the review, officers believe that this will mitigate negative perceptions around the proposal.

5.3 Health and Safety considerations (Potential lone working)

A lone working risk assessment has been undertaken by the Corporate Health & Safety Team. Officers have concluded that the proposed arrangements are in line with the Council's existing policy and will comply with relevant legislation.

6. Sustainability

There are no major sustainability issues arising from this report.

7. Equality and Diversity

The proposals will not reduce customer access to the TICs.

8. Section 17 Crime and Disorder considerations

There are no anticipated negative issues.

9. Conclusions

Significant savings could be achieved throughout the service

The removal of the self service points and Destination Management Systems will provide the Council with savings in a function which is now hardly used.

In addition, a relevant body has come forward with a proposal to run one of the TICs. Assuming this proposal is taken forward, a subsequent reduction of staffing levels and reduced running costs will contribute to total savings, achieved from the review, of £224,444 over five years with no anticipated impact on service.

10. Recommendations

- 10.1 That Cabinet accepts the 'Community Right to Challenge' Expression of Interest (EOI) from a relevant body to manage the Wells TIC, noting that the EOI meets the appropriate legal requirements under the 'Community Right to Challenge' regulations.
- 10.2 That subject to a positive outcome from a detailed evaluation of the relevant body's proposal, and the absence of any formal challenges or additional EOIs, officers and the relevant Portfolio Members for Localism and Tourist Information Centres are given delegated authority to negotiate a Service Level Agreement with a relevant body with a view to the implementation of service transfer at the start of the 2013 season.

Cabinet should note that if we do receive further EOIs the organisation will undertake a procurement exercise in line with the Council's current contract standing orders.

- 10.3 That Cabinet approves the proposed reduction in TIC staffing levels.
- 10.4 That officers are authorised to terminate the maintenance and support contracts with the New Vision Group for the 24/7 kiosks and DMS systems.

Proposed action in respect of structurally unsound property at Star Yard, and long-term empty property at No.57 Oak Street, Fakenham

- Summary: This report outlines the longstanding concerns of local residents about the structural integrity of a traditional warehouse building in Star Yard, Fakenham and a long-term empty property at No.57 Oak Street, Fakenham and details the options available to the Council in seeking to secure an improvement in the condition of these properties and see them brought back into productive use.
- Conclusions: The report proposes that the Council makes an offer to the owner of the properties to purchase both properties and undertakes a programme of minor works to prevent further deterioration in their condition and then advertise the properties for sale / redevelopment or alternatively take enforcement action to bring about a positive outcome for these properties.
- Recommendations: Cabinet is recommended to:-
1. Provide authority for officers to make an offer to purchase properties at No.57 Oak Street and Star Yard, Fakenham based upon advice received from the District Valuer less any direct costs associated with securing the structure of the buildings, with the objective of undertaking minor works to protect the buildings from further deterioration and then seeking to advertise them for sale / redevelopment.
 2. In the event of the Council being unable to reach agreement with the owner of the buildings regarding the proposed purchase of the properties by the end of January 2013, Cabinet authorises officers to take enforcement action against the owner of the properties so as to bring about an improvement in their condition and appearance and see them brought back into productive use.

Cabinet member(s):

Ward(s) affected: Lancaster North

Cllr Trevor Ivory

Contact Officer, telephone number, and e-mail:

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Tel:- 01263 516232

1.0 Introduction

- 1.1 Public concern has been expressed over the past two years about the deteriorating condition and long-term empty status of some traditional buildings in Star Yard, and a former retail / residential property at No.57, Oak Street, Fakenham.
- 1.2 Officers have, in the period since the summer of 2010, met with the owner and undertaken regular inspections of the properties with the objective of securing some improvement in the condition of the properties and in seeking to encourage the owner to advertise the properties for sale for redevelopment.
- 1.3 However, despite such requests, no action has been taken by the owner to either improve or advertise the properties for sale and, due to their continued deterioration, it is now felt that the Council needs to take a more direct approach in seeking to bring about an improvement in their condition - either through enforcement action or negotiating with the owner to purchase the properties in order that a programme of minor works can be undertaken at the properties before they are advertised for redevelopment.

2.0 Background

- 2.1 In the summer of 2010 local residents in Star Yard, Fakenham expressed concern about the condition of a traditional brick and flint “warehouse” building in the centre of their small residential “yard” off Oak Street in Fakenham. (See attached site plan and photos).
- 2.2 At that time, officers in the Environmental Protection Team inspected the property and established that emergency works were required to one of the brick piers between two of the “garage/storage” units to prevent partial collapse of the building. As the owner of the property was not in a position to undertake or commission the required works within a reasonable period of time, the District Council arranged for the works to be carried out and invoiced the owner of the property for the cost of the works.
- 2.3 Subsequently, in the summer of 2011, local residents in Star Yard / Oak Street again raised their concerns about the condition of the Star Yard warehouse building and the nearby long-term empty retail/residential property, No.57 Oak Street (see attached plan and photos), which was in the same ownership, with Fakenham Town Council and the District Council.
- 2.4 In response to these concerns, in October 2011 officers and local members (Cllrs Claussen-Reynolds and Reynolds) met with the owner of the properties to establish his future intentions for the properties. At this meeting the owner was advised of the Council’s continued concerns about the structural condition of the Star Yard warehouse building, as well as the public concern which existed about the negative appearance of the property at No.57 Oak Street, which was a prominent building on a principal access road into Fakenham town centre. Officers asked the owner of the properties to undertake remedial works to make the properties safe / improve their condition and appearance and asked him to consider his future intentions for the properties, which it was recognised would require significant investment to bring them back into productive use. Officers also suggested to the owner of the properties that he seek professional advice as to the level of investment required to bring the properties back into use and/or his options for seeking to advertise the properties for sale / redevelopment.

3.0 Current Position

- 3.1 In the period since October 2011 officers have undertaken regular inspections of both properties. Given ongoing concerns, particularly about the condition of the Star Yard warehouse, in May of this year officers commissioned independent structural surveys of the properties in order that the Council could gain an understanding of the extent and cost of works required to make the properties safe, as well as obtaining some understanding of the level of investment which would need to be made to the properties, particularly No.57 Oak Street, to bring them back into a condition allowing them to be brought back into use.
- 3.2 Officers have sought to discuss their continued concerns about the condition of the properties with the owner, but have not been successful in securing any works to the properties. Over the past three months therefore officers have considered the options available to the Council in seeking to take enforcement action to bring about some improvement in the condition of the properties and in seeking to encourage the owner to advertise the properties for sale. However, as with much enforcement activity relating to empty property, the processes involved are often long and complex and subject to appeal and challenge, during which time the condition of the buildings continues to deteriorate. With regards the Star Yard buildings, the condition of the property is now of such concern that officers feel they may need to commission further emergency works to the building due to fears that parts of the building might be at risk of collapse.
- 3.3 Whilst the Council is able to seek to recover the costs of such emergency works from the owner of the property, either through invoicing the owner for the cost of the works and/or through attaching a land charge to the property allowing recovery of any monies at the point the property might be sold; the carrying out of emergency works only will not address the more fundamental issue of the uncertainty which nearby residents and the wider community experience from the long-term poor condition and vacancy of these properties.
- 3.4 It is therefore felt that the Council might be more successful in achieving a positive outcome in respect of these properties if it were to seek to purchase the properties from the current owner, undertake a minor programme of works to secure the properties and then advertise the properties for sale / redevelopment, thereby seeking to recover the costs (in whole or part) of the purchase / emergency works.
- 3.5 Officers have therefore sought advice from the District Valuer with regards the value of each of the properties given their current condition, potential for improvement, conversion or redevelopment and the District Valuer's advice is contained within the Exempt Appendix to this report. Also contained within the Exempt Appendix are other costs which the Council would need to consider if it was to decide to make an offer to acquire the properties. These costs include the costs of minor works to secure the properties whilst they were advertised for sale, any costs of clearing the properties of their existing contents were they not to be emptied of their contents by the current owner in advance of any sale to the Council, and agents / auction costs which would be incurred by the Council in the onward sale of the properties for use / redevelopment.
- 3.6 Given the location of the properties, particularly the Star Yard warehouse building which stands at the centre of a small residential yard, it is recommended that, whatever course of action the Council resolves to take with regards the properties, that the Council should seek a meeting with local residents in the immediate vicinity of the two properties so as to inform the local community of the Council's position and proposed actions and invites comments from local residents about the future use / redevelopment of the properties.

4.0 Financial Implications and Risks

- 4.1 There are a number of financial and potentially reputational risks to the Council with regards the action the Council takes in respect of these properties, as summarised below:-
- 4.2 Given the condition of the Star Yard warehouse building, it is felt that the Council is very likely to have to take action to reduce the risk of the building suffering from collapse. If this proves to be the case, the owner of the property will be invoiced for the costs and a land charge applied to the property in the expectation that the Council's expenditure will be recovered in the future. However, commissioning such emergency works does not provide any long-term positive outcome for the local community in terms of improving the condition / appearance of the property or securing its redevelopment or beneficial use.
- 4.3 The Council has considered its ability to take enforcement action against the owner of the properties to bring about an improvement in their condition. Given that the Council has not enjoyed any significant success in its discussions with the owner of the property over the past couple of years, consideration has been given to the likely costs of such action relative to the benefits of such an approach - ie costs of pursuing formal enforcement action in terms of the timeliness of any positive outcome and the likely costs involved for the authority in building and presenting a case, and in possibly having to incur expenditure in the short-term in meeting the costs of any works identified as being required but not actioned by the owner – ie action by the authority in default of any improvement or other notice being served.
- 4.4 It is in this context that consideration has been given to whether the authority should offer to purchase the two properties from the current owner, as this course of action may provide greater certainty of outcome within a reasonable period of time. Such an approach however is not without financial and reputational risk to the Council. The Council would assume responsibility / liability for the properties in the short-term and would need to commission works to secure / undertake improvements to the properties and then incur costs in arranging for the future sale of the properties for redevelopment. As well as the direct costs to the authority of the above, the Council would also incur staff costs associated with taking on direct responsibility for the properties, over and above the costs of taking enforcement action.
- 4.5 However, given the condition of these properties, their proximity to adjoining properties and lack of confidence in the ability of the owner to commission and take forward positive action, it is believed that the Council taking direct action through seeking to purchase and then advertise the properties for sale / redevelopment presents the best outcome for the local community. It will be important that any purchase price considered therefore does not exceed the District Valuer's valuation figure net of the likely cost of any works to be carried out.
- 4.6 A schedule of possible costs associated with the Council seeking to acquire the properties at Star Yard and No.57 Oak Street, Fakenham is provided in the Exempt Appendix. It should be noted at this stage that these costs represent best estimates as formal quotations have not yet been taken for possible works.

5.0 Sustainability

- 5.1 The re-use / redevelopment of existing vacant / under-used property is highly sustainable. Both the properties at Star Yard and No.57 Oak Street, Fakenham make a contribution to the local environment / townscape and are considered worthy of retention / redevelopment as a matter of principle and therefore their improvement represents a sustainable course of action.

6.0 Equality and Diversity

6.1 This report does not raise any equality and diversity issues.

7.0 Section 17 Crime and Disorder considerations

7.1 There are no known Crime and Disorder issues relating to the properties referred to in this report. However, long-term empty properties do detract from the appearance and character of an area and are a potential source of anti-social behaviour and therefore actions which seek to reduce the number of long-term vacant properties and buildings of a poor condition reduce the likelihood of such issues.