

25 November 2021 at 7.00 pm

Council Chamber, Argyle Road, Sevenoaks

Published: 17.11.21



This meeting will be livestreamed to YouTube here:

https://www.youtube.com/channel/UCIT1f_F5OfvTzxjZk6Zqn6g. Members of the public who wish to attend in person are requested to wear face masks and observe social distancing procedures. For health and safety reasons access may be limited and will be on a first come first served basis.

Improvement & Innovation Advisory Committee

Membership:

Chairman, Cllr. Fleming; Vice-Chairman, Cllr. Bayley
Cllrs. Abraham, Andrews, Bonin, Clayton, Eyre, Hogarth, McGregor, Nelson, Pett
and Waterton

Agenda

There are no fire drills planned. If the fire alarm is activated, which is a continuous siren with a flashing red light, please leave the building immediately, following the fire exit signs.

	Pages	Contact
Apologies for Absence		
1. Minutes To agree minutes of the meeting of the Advisory Committee held on 7 October 2021, as a correct record.	(Pages 1 - 6)	
2. Declarations of interest Any declarations not already registered.		
3. Actions from previous meeting (if any)		
4. Update from Portfolio Holder		
5. Referral from Cabinet or the Audit Committee (if any)		
6. Street Naming and numbering	(Pages 7 - 36)	Amy Wilton Tel: 01732 227280
7. Council Plan	(Pages 37 - 64)	Lee Banks Tel: 01732 227161

- | | | | |
|-----|--|-----------------|------------------------------------|
| 8. | Residents Survey Presentation | (Pages 65 - 68) | Lee Banks
Tel: 01732 227161 |
| 9. | Place Campaign for the District | (Pages 69 - 74) | Detlev Munster
Tel: 01732227099 |
| 10. | Work plan | (Pages 75 - 76) | |

EXEMPT INFORMATION

At the time of preparing this agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public.

If you wish to obtain further factual information on any of the agenda items listed above, please contact the named officer prior to the day of the meeting.

Should you need this agenda or any of the reports in a different format, or have any other queries concerning this agenda or the meeting please contact Democratic Services on 01732 227000 or democratic.services@sevenoaks.gov.uk.

IMPROVEMENT & INNOVATION ADVISORY COMMITTEE

Minutes of the meeting held on 7 October 2021 commencing at 7.00 pm

Present: Cllr. Fleming (Chairman)

Cllr. Bayley (Vice Chairman)

Cllrs. Abraham, Bonin, Clayton, Eyre, Hogarth, McGregor, Nelson, Pett and Waterton

An apology for absence was received from Cllr. Andrews

Cllr. Dickins was present via a virtual media platform, which does not constitute attendance as recognised by the Local Government Act 1972.

12. Minutes

Resolved: That the Minutes of the meeting of the Improvement & Innovation Advisory Committee held on 24 June 2021, be approved and signed by the Chairman as a correct record.

13. Declarations of interest

There were no additional declarations of interest.

14. Actions form previous meeting

There were none.

15. Update from Portfolio Holder

The Portfolio Holder, and Chairman advised that there had been minor delays in the redevelopment of White Oak Leisure Centre due to abnormal site conditions encountered. The new leisure centre was due to open in February 2022, a month later than initially planned. The nearby Orchards Academy had experienced flooding following heavy rain. There were plans to continue the improvements programme for the Sports Hall to ensure it opened as close to the opening of White Oak Leisure Centre as possible.

A consulting team for the residential led scheme on the Land East of Bevan Place in Swanley, had been introduced and West Kent Housing were keen to be part of the scheme. The new business hub was currently under construction at 27-37 High Street, Swanley. There were plans to increase the housing density of the proposed White Oak residential site at the location of the former leisure centre.

Agenda Item 1 Improvement & Innovation Advisory Committee - 7 October 2021

There was work to continue looking into projects on Edenbridge Leisure Centre and the Land East of Sevenoaks High Street.

16. Referral from Cabinet or the Audit Committee

There were none.

17. Budget 2022/23: Review of Service Dashboards and Service Change Impact Assessments (SCIAs)

The Head of Finance presented the report which set out updates to the 2022/23 budget within the existing framework of the 10-year budget and savings plan. The report presented growth and savings/ additional income proposals that had been identified which needed to be considered, and requested further suggestions from Members, before finalising the budget for 2022/23.

Informed by the latest information from Government and discussions with Cabinet, it was proposed that the Council continued to set a revenue budget that assumed no direct funding from Government through the Revenue Support Grant or New Homes Bonus. This would result in the Council continuing to be financially self-sufficient. To achieve this aim and to ensure a balanced budget position over the next 10-year period would continue to be challenging due to the ongoing financial impacts of the Covid-19 pandemic, homelessness and inflationary pressures.

The budget process would be the same as two years ago as opposed to the shortened process last year, but streamlining the process in future years was being investigated.

No changes had been made to the assumptions at this stage, and the annual budget gap included in the report was £100,000 which related to the annual savings target. It was expected however, that the gap would increase.

Members discussed the possibility of introducing advertising to the Council's website as an opportunity for income. Whilst advertising on the Council's website did not seem suitable, there were other opportunities to advertise with other Council owned assets.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That it be recommended to Cabinet that the growth proposal identified in Appendices E & F to the report (SCIA 05) (22/23)) applicable to this Advisory Committee, be considered.

18. LGA Peer Challenge

The Assistant Chief Executive presented the report outlining the Council's proposal for a Local Government Association (LGA) Corporate Peer Challenge to be held between 29 November 2021 and 1 December 2021. As well as the five core components of the challenge, two further focus areas in housing delivery and regeneration were requested.

The Peer Team would be led by a Chief Executive from another Council and support by a Peer Challenge Manager from the LGA. In addition, the team would include Leaders of other Councils and a Council Director with significant experience in regeneration. Whilst onsite, the Peer Team would meet with Members, Officers, partners and other stakeholders. Where face-to-face sessions would not be possible, remote meetings would be arranged.

Resolved: That the report be noted.

19. Stangrove Estate

The Strategic Head of Property and Commercial set out the report which sought Council's approval for a new capital project to proceed and for provision to be made within the Capital Programme for 13 new homes, a retail unit together with parking and landscaping improvements within the Stangrove Estate in Edenbridge.

The Stangrove estate had several parcels of land which were poorly used, and by developing these sites, the Council would contribute to its housing targets, but also significantly improve the Estate's public realm by providing additional car parking spaces and landscaping improvements to the open spaces. A new community shop would also be provided in response to the local communities wishes. Design and feasibility work, alongside other due diligence studies had been undertaken and a planning application for the development was submitted in August 2021. Subject to planning consent being obtained and funding being finalised it was envisaged that the new scheme would be delivered by Summer 2023.

Members considered the report. Following questions, it was clarified that funding for the scheme would come from external borrowing.

The local Member expressed concerns that the overall number of parking spaces was not a large enough increase and that properties on Greshams Way could potentially be overlooked. However, it was noted that the proposal was considered a significant improvement from the previous one.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Agenda Item 1

Improvement & Innovation Advisory Committee - 7 October 2021

Resolved: That it be recommended to Cabinet that

- a) it be recommended to Council that the capital funding of £4,312,743 be agreed;
- b) it be recommended to Council that the scheme would only progress subject to the funding gap being eliminated and planning permission being obtained, be noted;
- c) it be recommended to Council that, subject to approval of the recommendation (a) the development scheme for 7 sites within Stangrove Park, Edenbridge to provide 7 off-street, communal car parks, a new community shop, improvements to landscaping and 13 residential units at an estimated total project cost of £4, 312,743, as set out within the table above, be agreed; and
- d) subject to approval of recommendation (a) by Council, the Strategic Head of Property and Commercial, following consultation with the Head of Legal and Democratic Services and the Chief Officer Finance & Trading, be delegated authority to enter into necessary contracts for the funding of the scheme and the disposal of the residential and commercial units.

20. Farmstead Drive - Development Proposal

The Strategic Head of Property and Commercial presented the report which sought approval for funding to undertake further feasibility and design work to facilitate the submission of a planning application and to deliver the scheme subject to receiving the necessary statutory consents. The development proposal was for a site located on Farmstead Road, within the Spitals Cross housing estate in Edenbridge. As this was a new capital project that was not accounted for in the Capital Programme 2020/21, and the estimated project budget, Council approval was required.

The estate was built in the 1960s, and as such the community buildings that currently occupied the proposed development site were at the end of their economic life or required substantial refurbishment. There was the opportunity to redevelop and re-provide the community hall and its facilities and to replace the shop with modern premises, to provide new housing and public open space and parking. The sale of the residential accommodation would provide capital receipts to pay for these improvements.

Members asked questions of clarification, and were advised that local residents would be consulted following approval of the scheme from Full Council.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That it be recommended to Cabinet that

- a) it be recommended to Council that, the provision of £7,609,620 in the 2021/22 Capital Programme to deliver the scheme within the financial implications, detailed as (i) to (vi) below, be agreed;
- b)
 - i. The scheme be intended to be funded (ultimately) from capital receipts from the sale of residential units in the scheme;
 - ii. A summary of the estimated scheme funding, based on feasibility to date;
 - iii. 23 residential units would be disposed of in the open market and according to the Council's property consultant, which were expected to generate a sales receipt of £8.143m. The affordable housing units were expected to generate £1.172m and would be discounted to reflect development costs and were in line with current market practice for affordable housing;
 - iv. Until receipts from the sales of the residential units were received, short-term external borrowing be used to fund the scheme. Potential financing costs were detailed within paragraph 18 of the report;
 - v. The new retail unit would be retained by the Council, and let on market terms. The Community Hall be leased to reflect community benefit, but also to ensure future on-going liabilities be recuperated; and
 - vi. Consideration be given to the VAT implications of the project, dependant on the use of some of the elements of the project may require specific VAT treatment and further VAT advice be sought.
- c) subject to approval, of recommendation (a) by Council, authority be delegated to the Strategic Head of Property and Commercial and the Chief Officer Finance & Trading, following consultation with the Cabinet Member for Finance & Investments to proceed with the Scheme subject to final scheme viability; and
- d) subject to approval of recommendation (a) by Council, authority be delegated to the Strategic Head of Property and Commercial following consultation with the Chief Officer Finance and Trading and the Head of Legal and Democratic Services to submit a planning application and to enter into any necessary contracts to facilitate the development and construction of the proposed scheme in accordance with the Council's Contracts Procedure Rules and for the disposal of the residential and commercial units.

21. Work plan

Agenda Item 1
Improvement & Innovation Advisory Committee - 7 October 2021

The work plan was noted with the addition of a presentation on the Residents Survey at the next meeting on 25 November 2021.

THE MEETING WAS CONCLUDED AT 7.53 PM

CHAIRMAN

STREET NAMING AND NUMBERING POLICY

Improvement and Innovations Advisory Committee - 25 November 2021

Report of: Chief Officer Customer and Resources

Status: For Consideration

Also considered by:

- Cabinet - 9 December 2021

Key Decision: No

Portfolio Holder: Cllr. Fleming

Contact Officer(s): Amy Wilton, Ext. 7280

Recommendation to Improvement and Innovation Advisory Committee:

That it be recommended to Cabinet that the revised policy be adopted.

Recommendation to Cabinet:

That the revised Street naming and numbering policy be adopted.

Introduction and Background

- 1 Since the current Street Naming and Numbering policy was adopted in 2015, there has been a significant change in the requirements for, and use of, addresses. With the rise of on-line business, all aspects of daily life are reliant on logical and centralised address data. Commercial bodies are also increasingly dependent on Unique Property Reference Numbers (UPRN) (to which the addresses are linked) to accurately locate and identify individual properties. Since 2017, there has been a steady growth in enquiries seeking clarification or confirmation of addresses that may originally have been unofficially created.
- 2 The growth of deliveries by couriers in recent years has also led to an increase in enquiries about problems with confusing addresses; delivery workers unfamiliar with an area are more likely to be confused or mistaken by similarities in addresses. This requires the Council to be more stringent with applications for new addresses than might have been the case in the past, and means that many occupants should review the efficacy of signage on their properties.

Agenda Item 6

- 3 The current policy is limited in scope, and is not robust enough to support officers in some of the more complex decisions that are required.
- 4 The structure of the current policy means it is of limited use as guidance for the majority of Street Naming and Numbering applicants, who are not applying to name a new street; the information for other types of applications is too superficial. Street Naming and Numbering is a highly specialised field; most applicants have no previous experience of the process and are unfamiliar with the issues involved. Nationally there is little information available online to guide customers.
- 5 In the current policy, the cursory coverage of the constraints that need to be considered results in excess officer time spent explaining issues to applicants.
- 6 The Street Naming and Numbering function is covered by several different pieces of legislation. Two of the Acts concerned cancel each other out, so an authority has to formally adopt one of the two Acts. The 2015 Street Naming and Numbering policy mentions all legislation relating to Street Naming and Numbering, but does not explain what has been adopted by Sevenoaks District Council. The resulting confusion has had an impact on some decisions.

Proposed changes

- 7 The proposed policy aims to provide a more robust and user-friendly document that guides applicants and officers, and supports the Street Naming and Numbering function. The emphasis is to follow national guidance, tailored to issues encountered in the Sevenoaks district in recent years.
- 8 The proposed policy details the decision making process, the routes for appeal, issues of responsibility (i.e. postcodes, signage, compensation etc.).
- 9 The 2015 policy includes the fees in an appendix. To make it easier to review the fees, without having to formally review the entire policy, these have been removed from the proposed policy.

Key Implications

Financial

There are no financial implications for this report.

Legal Implications and Risk Assessment Statement.

The Council's Legal team have confirmed the legislation adopted by Sevenoaks District Council in 1986 and this has been clarified in the proposed policy.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

The decisions recommended through this paper have a remote or low relevance to the council's ambition to be Net Zero by 2030. There is no perceived impact regarding either an increase or decrease in carbon emissions in the district, or supporting the resilience of the natural environment.

Appendices

Appendix A - Proposed Street Naming and Numbering policy

Background Papers

[Current Street Naming and Numbering policy](#)

Jim Carrington-West

Deputy Chief Executive and Chief Officer - Customer and Resources

This page is intentionally left blank

Appendix A



STREET NAMING AND PROPERTY NUMBERING POLICY 2021

Contents

1. Introduction.....	3
2. Postcodes.....	4
3. Purpose of Policy.....	4
4. Legal Framework.....	5
5. Street Naming and Numbering Charges.....	6
6. New Developments	6
7. New Properties	6
8. Changes to existing properties (i.e. conversions, divisions, replacements)	9
9. New Streets.....	9
10. The Procedure for Naming a New Street	13
11. Renaming existing properties.....	13
12. Renumbering existing properties.....	14
13. Renaming an Existing Street	16
14. Discrepancies in street names	17
15. Notification	18
16. Decision and Discretion.....	18
17. Claims for Compensation	18
18. Council Responsibility.....	19
19. The National Land and Property Gazetteer (NLPG).....	19
20. Street Nameplates	20
APPENDIX A: Distribution List for Notifications	21
Appendix B: Nameplate Specification	23
APPENDIX C: Legislation.....	24

1. Introduction

- 1.1. The address of a property is an important issue; it is vital that the emergency services can locate a property quickly and efficiently. With the rise of on-line business all aspects of daily life are becoming increasingly dependent on accurate and logical address records. If an address is not registered, the owner or occupant can experience difficulty in being connected to utilities and in obtaining goods and services, such as applying for a credit. If an address is similar to others in the area there may be problems with missed deliveries, or with deliveries being made to the wrong property.
- 1.2. The Council, under the Towns Improvement Clauses Act 1847, the Public Health Acts Amendment Act 1907, and the County of Kent Act 1981, controls the naming of streets and numbering of buildings, both residential and commercial, in the district of Sevenoaks. The purpose of this control is to make sure that any new street names and building names and numbers are allocated logically with a view to ensuring that the emergency services are able to speedily locate any address, to enable the effective delivery of mail, and to minimize problems in obtaining goods and services such as utilities.
- 1.3. Anyone seeking an address for a new property (including divisions and conversions), or wishing to change the address of an existing property, should apply in writing to the Council. This includes commercial properties as well as residential ones.
- 1.4. The guidance is set out in this policy to inform developers and applicants, not for applicants to use themselves to create addresses. Sevenoaks District Council (SDC) is the sole organisation responsible for deciding the official address of any property in the District.
- 1.5. If a new property requires planning permission, we shall be unable to process any street naming and numbering application until relevant planning permission has been granted.
- 1.6. Requests for changes to existing addresses can only be accepted from the owners of properties and not tenants. Tenants wishing to change the address of the property should provide written evidence of consent from the owner or make their request to the property's owner who, if they agree, will then apply to the Council to change the address.
- 1.7. The Council is unable to issue official addresses for mobile homes unless they are registered for Council Tax and have planning permission as

Agenda Item 6

permanent dwellings. For information on addressing annexes, refer to Section 7.19.

- 1.8. It is unlawful to use a street name, or erect a street nameplate, until the name has been confirmed in writing by Sevenoaks District Council (SDC).
- 1.9. The owner is required to mark a property with the number (or name if there is no number) of the property in such a manner that is clearly visible from the highway. This sign must be erected within 28 days of the receipt of the official notification of the new address, or within 7 days of practical completion of construction for new developments. If the owner fails to mark the property as required, they will be liable to a fine not exceeding level 1 on the standard scale, and the council will cause the number (or name) to be marked on the property; the expense will be repayable by the owner to the council and will be recoverable as damages.

2. Postcodes

- 2.1. Sevenoaks District Council is not responsible for issuing postcodes; this is the responsibility of Royal Mail. However, Royal Mail will not issue a postcode for a new street or property until requested to do so by the Council.
- 2.2. Royal Mail's criteria for issuing, or refusing, postcodes is set out in the PAF Code of Practice, available on the Royal Mail website. Please be aware of the main criteria requirement:-

"A building has to be either a residential dwelling or a bone fide business address that has clear signage displaying the business name. The building should be occupied during business hours and the delivery point should be secure and easily accessible for the delivery of mail. **A letterbox on an uninhabited building, fence or gate does NOT meet the criteria to be added to PAF**".

An address will only appear on Royal Mail's website if it is in the PAF database.
- 2.3. Enquiries about postcodes are dealt with by the Royal Mail Address Management Centre; contact details on the Royal Mail website.
- 2.4. For any complaints relating to the delivery of mail, or the records held on Royal Mail's database, contact Royal Mail Customer Services.

3. Purpose of Policy

- 3.1. This policy provides a framework for Sevenoaks District Council to

administer its Street Naming and Numbering (SNN) function effectively and efficiently for the benefit of residents, businesses and visitors. It will also act as a guide for developers when considering new names for streets and give assistance to Town and Parish Councils.

3.2. The Policy defines:

- (i) Legal framework for administrating the SNN service.
- (ii) Protocols for determining official street names and numbers.
- (iii) Recommendations to prevent confusion in addresses.

3.3. The policy has been developed to meet national standards and reflects lessons learned from resolving problems previously encountered by the residents and businesses of the District. Some addresses that were without problem in the days when deliveries were made by local people who knew the area well, and any extra seconds taken to respond to an emergency call were not critical, may today find that they have difficulties.

4. Legal Framework

4.1. The Legislation adopted by SDC for carrying out naming and numbering is:

Sections 64 of the Town Improvement Clauses Act 1847 (street naming provisions)

Section 21 of the Public Health Acts Amendment Act 1907 (alteration of street name)

Section 10 The County of Kent Act 1981 (street numbers)

4.2. The Council has the responsibility to maintain a Local Land and Property Gazetteer (LLPG), which is a database of property addresses within the district of Sevenoaks. This information also feeds into the National Land and Property Gazetteer (NLPG). Within the LLPG addresses are held under the BS7666 addressing standard of

- Property number, name, or both
- Name of street by which the property is accessed
- Town
- Postcode

Agenda Item 6

4.3. The purpose of this standard is to ensure that any new addresses are allocated logically. It should also be noted that the LLPG provides geographic location information for all properties in the District.

5. Street Naming and Numbering Charges

5.1. Sevenoaks District Council charges for its street naming and numbering service. These charges are to be paid prior to any changes of address being made to a property. Changes made without contacting the Council will not be officially recognised and will not be registered with services and organisations listed in Appendix A.

5.2. Applications will be verified to ensure that an address is acceptable before payment is taken. Refunds will not be made for the street naming and numbering service if the applicant's proposed address is not agreed by Royal Mail; in these circumstances we will endeavour to find an acceptable alternative address.

5.3. If an application and payment of fees is not received, new properties may be allocated addresses, without postcodes, for the purpose of the emergency services. In this case external notifications, with the exception of the emergency services, will not be issued and properties may experience problems with services.

5.4. Fees and charges applicable for the street naming and numbering service may be reviewed during the Council's budget setting process and publicised through the Council's agreed communication channels including the website.

6. New Developments

6.1. A developer should not give any postal addresses, or postcodes, to potential occupiers (for example via solicitors or estate agents) before formal approval of new addresses has been issued by the Council, as it is likely that any plot or unit numbering system used will not meet the requirements of the Council. The Council will not be liable for any costs or damages caused by failure to comply with this.

6.2. The informal adoption of unofficial 'marketing' titles, used by developers in the sale of new properties, as addresses is not acceptable. Developers are reminded that under S.1 of the Property Descriptions Act 1991 that it is an offence to make a misleading statement about the location or address of a property.

7. New Properties

- 7.1. On all new streets, the properties will be numbered. Names can be allocated in addition to a number but not as an alternative.
- 7.2. On an existing street, any new properties will be numbered within the existing sequence. If the existing scheme cannot be continued the new property will be given the same property number as that before the infill followed by a suffix of A, B, C etc. in accordance with national address standards.
- 7.3. In circumstances where an existing street is extended the same street naming and numbering sequence will be continued, subject to the limitations of the existing numbering scheme.
- 7.4. If the existing properties on the street are not numbered a new property will be named: it is essential that the names are officially allocated so that they can be registered with the emergency services.
- 7.5. Properties in a new street will be numbered with even numbers on the right and odd numbers on the left from the start of the street.
- 7.6. For cul-de-sacs, which are not likely to be extended in future, consecutive numbering in a clockwise direction will be applied, starting with number one on the left hand side of the entrance to the cul-de-sac.
- 7.7. A proper sequence shall be maintained including the number 13. Numbers will not be omitted for superstitious or religious reasons.
- 7.8. Buildings (including those on corner sites) are numbered according to the street that the main entrance faces.
- 7.9. All new addresses will include the name of the nearest (officially named) street from which they are accessed, to enable the emergency services to find them quickly.
- 7.10. Only in exceptional circumstances, and at the discretion of the SNN Officer, will the new properties be separately numbered with the name of a terrace, row, or mews added within the existing street address.
- 7.11. On a street where the properties are named, the name of the new property should not repeat the name of the street, or that of any other property in the area, in a way that could lead to confusion with a pre-existing address. Names that imply a historic status or use, i.e. Manor, Hall, Grange, Farm (in a built-up area) will not be accepted for new properties unless they replace a property of the same name.

Agenda Item 6

- 7.12. Suggested names will not be accepted if they are likely to cause offence, or breach rules of common decency.
- 7.13. For a block of flats, it is usual to give a street number to the block. Where there are not sufficient numbers available because of existing development, or the block exceeds 10 dwellings, the block should be given a name. The following is a list of approved suffixes for block names:

Suffix	Context for Use
Court	Residential or commercial
House	
Apartments	At least four storeys with more than 10 units
Point	High block residential or commercial
Tower	
Heights	

- 7.14. Each flat will be separately numbered within the block. New blocks of flats should be sequentially numbered from the lowest floor upwards with numbers ascending from the nearest flat to the entry point in a clockwise direction.
- 7.15. Descriptive addresses for flats e.g. Flat Above or Garden Flat will not be approved.
- 7.16. Where flats are created above existing commercial premises that have an address in the street, the same naming and numbering rules as with a new block of flats will be applied. Letters will not normally be approved, however there may be circumstances where the flats are given a number and a suffix a, b, c etc. This will be reviewed on a case-by-case basis at the discretion of the SNN Officer.
- 7.17. Business properties will be allocated an address with a number within a street, or as a Unit number within a business park or industrial estate.

7.18. Where commercial premises or units have not previously been allocated a number or name (other than the trading name of the occupant), the Council will apply a number or name to provide a consistent primary identifier. This will enable the emergency services to locate the property and will avoid the need for a new address application each time the unit/building changes occupants.

7.19. Annexes will not be issued with independent official postal addresses. If the planning permission requires them to be used as ancillary to the main dwelling, then the main dwelling will be used for addressing purposes; i.e. "Annexe at...".

7.20. SDC will not issue a postal address to holiday chalets or temporary mobile homes, or to plots of land, whether for the receipt of post or services.

8. Changes to existing properties (i.e. conversions, divisions, replacements)

8.1. The Council will assume that a single replacement dwelling or unit will retain the number or name of the original property.

8.2. If the replacement dwelling requires a name change, a new application will be needed.

8.3. Where more than one property is demolished and rebuilt, it is likely that new addresses will be required, to avoid the risk of confusion with previous properties.

8.4. The merging of two or more existing properties will also require re-addressing.

8.5. When commercial properties or residential properties are converted and/or subdivided an application should be made to the Council for the new units to be given addresses.

8.6. Where a building is divided into bedsits the individual units within the building will not be given individual postal addresses, unless they each have a dedicated letterbox or delivery point. Otherwise, one main address will be given where post is delivered to one communal delivery point.

9. New Streets

9.1. **This section of the policy applies to new streets being created, not to existing streets, which may not meet the current criteria.** The current criteria have been informed by problems encountered by the emergency

Agenda Item 6

services, and by residents and businesses on existing streets.

- 9.2. A new street name will only be considered for an access that serves 10 or more properties. Where a small development comprises fewer than 10 properties with a common access drive there may be a name for the development, but the address will incorporate the name of the street from which the development is accessed (for instance 1-4 Smith Mews High Street).
- 9.3. Regardless of the size of a development the decision as to whether a new street name will, or will not, be issued is solely a matter for Sevenoaks DC.
- 9.4. As part of the SNN application, the developer will be requested to supply up to three preferred names for consideration for each new street being constructed. Wherever possible Sevenoaks DC encourages the use of names that reflect the local history, geography, or character of the area. All suggestions must conform to the guidelines set out below. When deciding, preference will be given to local community suggestions.
- 9.5. Where an area, site, or previous building has names, activities, features, wildlife etc. historically associated with it, it is usual to preserve these in street names. Where there is no information to suggest a street name from the immediate area other local aspects should be considered, and the source area should be widened, up to County level.
- 9.6. If a suitable 'local' name cannot be identified, then any name can be suggested, subject to the guidelines below.
- 9.7. Where several streets are included in a development a theme linking the names can be used to identify the area.
- 9.8. To reduce potential confusion, especially for the emergency services, new street names must avoid replicating a similar name already in use in an area. This includes phonetically similar names e.g. Churchill Road and Birch Hill Road. A variation in the suffix, for example 'street', 'road', 'avenue' will not be accepted as sufficient reason to duplicate a name (i.e. Holly Road and Holly Drive).
- 9.9. Suggested names will not be accepted if they are likely to cause offence, or breach rules of common decency.
- 9.10. Naming after a person still living will not be approved; this avoids the potential impact of any future negative publicity, which may instigate requests to change the name. Naming a road after members of the

developer’s family will also be unacceptable.

- 9.11. Street names that promote (or could be confused with) an active organization, individual or advertisement will not be permitted.
- 9.12. Names that are capable of deliberate misinterpretation e.g. Hoare Road, Typple Avenue should also be avoided.
- 9.13. Use of names with Royal connotations or any reference to the Royal family or their residences will not be permitted without written consent of the Lord Chamberlain’s Office.
- 9.14. Street names should not be difficult to pronounce or awkward to spell. To reduce delay for an emergency call they should not start with ‘The’, or end with ‘s’ (if the ‘s’ suggests either possession or a plural, such as ‘Lanes’).
- 9.15. Street names must only contain letters found in the English alphabet. Numbers, characters, punctuation or symbols will not be permitted under BS7666 addressing standards.
- 9.16. The use of ‘North’, ‘East’, ‘South’ or ‘West’ (as in Old Road East and Old Road West) is also discouraged, and is only acceptable where the street is continuous and passes over a major junction. It is not acceptable when the road is in two separate parts with no vehicle access between the two. The same restriction applies to the use of ‘Upper’ and ‘Lower’.
- 9.17. The following is a list of approved suffixes for new streets:

Suffix	Context for Use
Avenue	For residential roads
Drive	
Grove	
Lane	
Rise	
Vale	

Agenda Item 6

Suffix	Context for Use
View	
Mead	Only for exceptional circumstances. Preferably near a water course.
Row	For residential roads. Only for exceptional circumstances.
Dene	
Court	For small enclosed developments, provided it does not repeat the name of the street from which access is gained.
Mews	
Yard	
Road	For any thoroughfare
Street	
Close	For a cul-de-sac only
Crescent	For a crescent shaped road only
Hill	For a hill only
Gardens	Subject to there being no confusion with any local open space, and provided it does not repeat the name of the street from which access is gained
Place	
Square	For a square only
Terrace	For a terrace of houses but NOT as a subsidiary name within another name
Way	For a major road

9.18. Single or dual names without suffixes may be acceptable in appropriate places (e.g. Broadway), subject to the decision of the SNN Officer.

9.19. All new pedestrian ways should end with 'Walk', 'Path', or 'Alley'.

10. The Procedure for Naming a New Street

10.1. The SNN Officer will confirm the acceptability of the developer's proposal in terms of address standards, and then the appropriate Parish / Town Council will be consulted on the acceptable names. The period allowed for consultation shall be 28 working days from the date of the covering letter to the Parish/ Town Councils. The consultation period may be extended, if requested, to enable local council meetings to take place.

10.2. If the consultees accept one of the offered names, then that name will be forwarded to Royal Mail for comment. If Royal Mail agree to the name then it will be adopted, the properties within the new street will be numbered and an official plan produced. The plan will be distributed to the developer and other relevant bodies.

10.3. If no response is received from the consultees, then the SNN Officer will select one of the three offered names, the properties within the new street will be numbered, an official plan produced and distributed.

10.4. If none of the offered names are considered acceptable by the SNN Officer then the Parish/Town Council will be asked to suggest a name, if considered acceptable then the developer will be informed, the new street will be numbered, an official plan produced and distributed.

10.5. It is the responsibility of the SNN Officer to make the final decision on street names. If there is an objection or dispute about a proposed road name, the final decision will rest with the SNN Officer.

10.6. The developer will provide and install nameplates for all new streets in accordance with the SDC specification (Appendix B).

11. Renaming existing properties

11.1. In streets where existing properties are not numbered it is essential that the properties are officially allocated names.

11.2. Applicants are advised to make at least two, preferably three, suggestions for property names, stating the order of preference. It is recommended that the names should be different, rather than variations on

Agenda Item 6

a theme, to avoid the problem of similarity to an existing address; i.e. do not suggest Rose Cottage and Rose House, as the problem is likely to be with 'Rose'.

- 11.3. Names that breach rules of common decency, or promote an active organisation or individual (or appear to) will not be approved. Names deemed offensive in terms of race, faith/religion, gender, disability, age, sexual orientation or inappropriate language will not be permitted.
- 11.4. Suggested names will not be accepted if they are difficult to pronounce, or if they are similar to the name of another property, building or street name in the surrounding area, which would cause confusion. For example, duplicated house names on the same road, or within the same postcode sector, will not be permitted. A postcode sector is identified by the first five characters of a postcode e.g. TN13 3**.
- 11.5. Naming residential properties after a person still living, or organisations, companies etc. is unlikely to be approved. This avoids the potential impact of any future negative publicity that may result in a request for another change.
- 11.6. Use of names with Royal connotations or any reference to the Royal family or their residences will not be permitted without written consent from the Lord Chamberlain's Office.
- 11.7. Building names should only contain letters found in the English alphabet. Numbers, characters, punctuation or symbols will not be permitted under the BS7666 addressing standards.
- 11.8. It is the responsibility of the SNN Officer to make the final decision on property names. This is based on a case by case basis, and factors such as locality and duplicate addresses, or addresses that could cause confusion for the emergency services, will be taken into account. For more information on the decision process, see Section 16.
- 11.9. When an existing property address is changed the council will notify Royal Mail and the statutory bodies of the change, but it is the responsibility of the person requesting the changes to notify all their personal contacts. Please also note that Land Registry are informed, but will not alter the address on the Title Deeds: the applicant will need to arrange for this personally.

12. Renumbering existing properties

- 12.1. Renumbering of existing properties by developers or owners is not acceptable. Once a property has been officially allocated a number it cannot be changed or removed from the address and must be clearly displayed on the property. The owner is obliged to use this number under Section 64 of The Town Improvement Clauses Act 1847, and Section 10 of the County of Kent Act 1981.
- 12.2. Where a name has been added to a property with a number, the number must always be included; the name cannot be regarded as an alternative. The property name and number must be clearly displayed on the property by the owner and be visible from the highway. This is enforceable under Section 64 of The Towns Improvement Clauses Act 1847, and under Section 10 of the County of Kent Act 1981, where such person shall be liable to a penalty under the provisions of the Criminal Justice Act 1982 (Section 37 (2) Standard Scale Level 1 offences).
- 12.3. The purpose for the insistence on the use of the number is to aid the emergency services; it is much quicker and easier to locate a number in a sequence of numbers than a name in a random group of names.
- 12.4. In the case of an inconsistency in an address, the version of the address that is most commonly used on several databases including Royal Mail and Land Registry will be accepted. For example, a flat that is referred to as both Flat A and Flat 1 by multiple organisations: cases like this are often revealed when a customer is applying for a mortgage but has a non-registered address. In these circumstances other databases will be checked and the final decision on the official address will lay with the Council.
- 12.5. Renumbering the properties in whole or part of an existing street is to be avoided unless the benefits clearly outweigh the obvious disadvantages. On rare occasions where this becomes necessary it is usually only done as a last resort when:
- There is confusion over numbering in the street
 - New properties are built in an existing street and there is a need for other properties to be renumbered to accommodate the new properties. This is a very rare occurrence, usually caused by large-scale redevelopment.
 - The quantity of named-only properties in a street are deemed to be causing confusion for the emergency services, deliveries or visitors.

Agenda Item 6

- 12.6. Properties will not be renumbered in circumstances whereby delivery companies fail to correctly deliver goods. This is the full responsibility of the delivery company.
- 12.7. Existing residents and business owners will be consulted using the same procedure as that for renaming a street (Section 13). Royal Mail and the emergency services will also be consulted.

13. Renaming an Existing Street

- 13.1. To change a street name the Council will require a minimum of two-thirds support from the persons responsible for paying the local council tax or business rates in the affected street, as any change can be very disruptive and cause individuals to have to change all their personal address details. The consultation process referred to in this document will be implemented before any agreement is given. This is a very time consuming process and can be very emotive for those involved and will, therefore, only be contemplated as a last resort.
- 13.2. On rare occasions where this becomes necessary it is usually only done when:
- A street name is regularly confused with another street in the area.
 - There is confusion over a street's name and/or property numbering.
 - The residents are unhappy with their street name.
- 13.3. Anyone proposing to change a street name must consult all the affected occupants and obtain the written approval of two thirds of the occupants for the proposed name change. The Council will supply a form for this purpose. Only when the form is returned to prove sufficient support for the name change will the Council then start any renaming process.
- 13.4. The Council will issue official letters to all occupiers, and to the landlords of any tenanted properties (where SDC has contact details for them), seeking formal approval to the name change. In addition, the Council will consult Royal Mail, local Parish/Town Councils and relevant SDC ward member(s) on the issue.
- 13.5. The consultation process will run for 28 calendar days from when the consultation letters are sent and will be implemented before any agreement is given.

13.6. Where a street is renamed, the naming rules in Section 9 of this policy still apply when suggesting a replacement street name.

14. Discrepancies in street names

14.1. There may be instances where a road has been formally named by the Council but does not appear on Royal Mail's database (known as PAF). This is most likely in rural areas where PAF addresses may reflect historic delivery routes, or in streets that do not have any properties that receive post. We will try to resolve any discrepancies wherever possible by consulting with Royal Mail. However, Sevenoaks District Council are not responsible for Royal Mail's database.

14.2. Where the Council is made aware that a street name has possibly been recorded incorrectly or inaccurately it will:

- Check any deeds and documents that the Council has for any evidence of the street name used historically.
- Check any historical maps, department records and any other records the council hold that may provide supporting evidence, for consideration prior to making a decision
- Check existing street nameplates. Generally, these are deemed to be correct unless proved otherwise
- Check Kent County Council Highways records
- Consult with the relevant Town or Parish Council when there is a need for local knowledge, i.e. regarding pre-existing unofficial street names, or where specified streets start and finish.

14.3. If evidence comes to light that the street name currently recorded and/or on display is not correct, the Council will consider two courses of action:

- Where the error is inconsistency in spelling or composition the Council will make a decision based on the most frequent use, and earliest recorded form, of the street name.
- Where the error is more significant the Council will consult with, and ballot, the owners of the properties in the street. After the owners

Agenda Item 6

have been consulted, and taking into consideration the factors listed above, we will consider making an order to change the street name following the same procedure detailed in Section 13 of this policy.

14.4. In both circumstances the Council will write to each property confirming the address of the property (whether we change the existing name or not). We will also circulate the official address to other council departments and interested parties such as the emergency services, Royal Mail, etc. to ensure address consistency.

14.5. Where the Council considers there is not sufficient evidence to justify a change the existing name will remain unaltered, unless an application and subsequent fee is made to rename the street following the guidance for requested changes.

15. Notification

15.1. The Council will notify the organisations in Appendix A of any numbering, naming or renaming. It is the responsibility of the applicant to notify all their personal contacts, suppliers etc.

15.2. A confirmation letter and schedule (if applicable) will be sent to the applicant when the application is completed. It is advisable to keep this in a safe place with the deeds to the property, as an administration fee will be applicable for a replacement copy.

16. Decision and Discretion

16.1. The Council's decision is final for the naming of roads, re-naming of roads, numbering or re-numbering of properties, and is at the discretion of the Head of Service Delivery in consultation with the Portfolio Holder/Ward Councillor, delegated to the responsibility of the Street Naming and Numbering Officer.

16.2. If any resident/owner or interested party wishes to appeal against a decision of the Council, they should in the first instance seek to do so through the Council's complaints procedure. If this fails to resolve the issue, they have the right to seek redress through the Local Government and Social Care Ombudsman.

17. Claims for Compensation

17.1. Mis-delivered mail or goods are the responsibility of the delivery company. Sevenoaks District Council is not liable for any claims for compensation arising directly or indirectly from the official naming of

roads, numbering or re-numbering of properties.

- 17.2. No refunds will be made for the Street Naming and Numbering process as per Section 5.2 of this policy.

18. Council Responsibility

Sevenoaks District Council is not responsible for the following:

- 18.1. Marking the address on the property. It is the responsibility of the developer / owner / occupier to ensure that the property address is marked in such a way that it can be clearly seen from the road.
- 18.2. Correspondence and deliveries not being delivered to the correct address. Any complaints should be directed to Royal Mail Customer Services, or the delivery company concerned.
- 18.3. The address being unavailable on databases used by third parties, such as retail outlets (including internet-based businesses).
- 18.4. Ordnance Survey, or other provider's, maps or plans not featuring any new properties or roads.
- 18.5. Issuing postcodes. Royal Mail will not issue postcodes to addresses such as land that are not capable of meeting their requirements for receiving post. If a property requesting a postcode does not meet Royal Mail's criteria for a postal address and a postcode is refused, we do not have the power to change this decision. Refer to Section 2.2 for further information.
- 18.6. Changing the address on Title Deeds to match the official / postal address. This can only be done by the owner, either via a solicitor or by using a form 'to change the register', available on the Land Registry website.
- 18.7. Whilst we will endeavour to do so, it is not the Council's duty to inform Royal Mail of the occupation status of the new development. Unless the SNN Officer is advised by the applicant that the property to be registered is already occupied then the postal address for a new build will be registered on Royal Mail's reserved postal address 'Not Yet Built' database and will not appear on their website.

19. The National Land and Property Gazetteer (NLPG)

Agenda Item 6

- 19.1. The NLPG is the definitive address list that provides unique identification of properties (UPRN) and conforms to the British Standard, BS7666:2006. The NLPG covers the whole of England and Wales and contains more than 30 million residential, business and non-mailing addresses and is now marketed commercially.
- 19.2. The NLPG is a comprehensive and continually updated database, created by those with local knowledge in each local authority, the body with legal responsibility for street naming and numbering of property. As local authorities are the originators of addressing information an address dataset, developed and maintained at source by users of the data, will inevitably have the highest level of currency and completeness.
- 19.3. The Council is committed to this initiative through its own Local Land and Property Gazetteer (LLPG) which, together with the other local authorities in England and Wales, makes up the NLPG. Street naming and numbering is the single most important source of address change intelligence for the Council's LLPG and therefore NLPG.

20. Street Nameplates

- 20.1. Developers are responsible for the supply and installation of street nameplates for new streets, to the Council's specification (Appendix B)
- 20.2. The Council is responsible for the replacement and repair of street nameplates in its own administrative area. Nameplates will be erected and replaced whenever required, taking into account both financial restraints and requirement.
- 20.3. The Council has powers under the Public Health Acts Amendment Act 1907 to place or replace street nameplates on private property, if required.
- 20.4. Where a street is approached only from one direction, only one nameplate will be erected and this will face the direction of approaching traffic. Where a road can be approached from both directions, nameplates on either side of the junction will be erected. Nameplate(s) will also be erected at any junction or entrance onto the street.
- 20.5. The nameplates erected within the Sevenoaks District will be as per the nameplate specification. (See Appendix B)

APPENDIX A: Distribution List for Notifications

Sevenoaks DC address data is uploaded to the National Land and Property Gazetteer (NLPG) which is the basis of the Ordnance Survey's AddressBase products. As a result, it is disseminated to all subscribers to the product, on a timescale determined by the subscriber.

SDC sends notifications of new addresses and address changes directly to the following organisations:

Internal:

Electoral Register

Land Charges

Local Land and Property Gazetteer Custodian (LLPG)

Council Tax

Business Rates

Direct Services

Customer Solutions

External:

Kent Fire & Rescue

South East Coast Ambulance

Kent Police

Kent County Council Highways

Valuation Office

Agenda Item 6

Land Registry

Appendix B: Nameplate Specification

	SDC Nameplates Specification 2010
Rationale:	98% recycled plastic, no delamination, no scrap value, polyethylene easy wipe, UV resistant for 10 years
Plates:	Composite complete with channels
Plate depth:	150mm plus (can be easily adjusted)
Lettering height:	89mm Kindersley – primary text 50mm Kindersley – ‘LEADING TO’ 50mm Kindersley – secondary text
Lettering colour:	Black
Border size: Border colour:	12.5mm (can be varied) Black
Background colour:	White non reflective
Reverse colour:	Black
Symbols:	816.1 No Through Road Symbol to be 140mm deep. Arrows may be added.
Construction:	18mm thick 95% recycled plastic board with one piece construction, screwed to posts with 50mm x M6 stainless steel security screws
Finish:	Non-reflective, anti-graffiti film – Vinyl cut – GRF to face
Fixings:	4no. 76mm anti-rotational clips c/w sheer nuts
Supports:	Solid 75 mm dia. – 1350mm long x 2
Support finish:	Recycled plastic
Support colour:	Black

APPENDIX C: Legislation

Section 64: Town Improvement Clauses Act 1847

Houses to be numbered and streets named

“The commissioners shall from time to time cause the houses and buildings in all or any of the streets to be marked with numbers as they think fit, and shall cause to be put up or painted on a conspicuous part of some house, building, or place, at or near each end, corner, or entrance of every such street, the name by which such street is to be known; and every person who destroys, pulls down, or defaces any such number or name, or puts up any number or name different from the number or name put up by the commissioners, shall be liable to a penalty not exceeding [level 1 on the standard scale] for every such offence”.

Section 65: Town Improvement Clauses Act 1847

Numbers of houses to be renewed by occupiers

“The occupiers of houses and other buildings in the streets shall mark their houses with such numbers as the commissioners approve of, and shall renew such numbers as often as they become obliterated or defaced; and every such occupier who fails, within one week after notice for that purpose from the commissioners, to mark his house with a number approved of by the commissioners, or to renew such number when obliterated, shall be liable to a penalty not exceeding [level 1 on the standard scale], and the commissioners shall cause such numbers to be marked or to be renewed, as the case may require, and the expense thereof shall be repaid to them by such occupier, and shall be recoverable as damages.”

Section 21: Public Health Acts Amendment Act 1907

Power to alter street names

“The local authority may, with the consent of two-thirds in number and value of the ratepayers in any street, alter the name of such street or any part of such street. The local authority may cause the name of any street or any part of any street to be painted or otherwise marked on a conspicuous part of any building or other erection.”

Section 10: County of Kent Act 1981

Street Numbers

(1) A District Council may allocate to the buildings in a street in their district such numbers as they think fit.

(2) Where a number has, or numbers have, been allocated to a building under this

section or user section 64 of the Towns Improvement Clauses Act 1847, the District Council may serve on the owner or occupier of the building a notice requiring him within such a period, not being less than three weeks, as may be specified in the notice, to mark the building with that number, or those numbers, in such a way as to make the mark legible from the street.

- (3) The owner or occupier of a building shall -
 - (a) Maintain the mark in such a way that it remains legible from the street;
and
 - (b) Keep the view of the mark from the street unobstructed to such an extent as is practicable.
- (4) A District Council may alter the number or numbers allocated to a building, and where they do so subsections (2) and (3) above shall apply to the altered number or numbers.
- (5) A District Council may, instead of requiring a building or premises within the curtilage of a building to be marked with a number or numbers under this section, require it to be marked with such other means of identification as they may, at the request of the owner or occupier, allow, and Subsections (2) and (3) above shall have effect accordingly.
- (6) An owner or occupier of a building who without reasonable excuse -
 - (a) Fails to comply with a notice served on him under subsection (2) above;
or
 - (b) Contravenes subsection (3) above;shall be guilty of an offence and liable on summary conviction to a fine not exceeding £50.
- (7) The following provisions of the Towns Improvement and Clauses Act 147 shall cease to have effect in the County -
 - (a) In the words introducing sections 64 and 65, the words “and numbering the houses”,
 - (b) In section 64 the words from “ shall from time to time” to “think fit, and” the words “number or “ wherever occurring’
 - (c) Section 75.

This page is intentionally left blank

COUNCIL PLAN - PROGRESS REPORT

Improvement & Innovation Advisory Committee - 25 November 2021

Report of: Chief Executive

Status: For Consideration

Key Decision: No

Executive Summary: The Council Plan was adopted in November 2018 and this report sets out the progress made against 'Our Promises'. The Council is able to demonstrate good progress against each of the five Council Plan themes; Environment, Economy, Housing, Health and Community Safety and sets out future focus areas for the remaining two-years of the Council Plan.

Portfolio Holder: Cllr. Peter Fleming

Contact Officer: Lee Banks, Ext. 7161

Recommendation to Improvement & Innovation Advisory Committee:

The progress made in achieving the promises set out in the Council Plan is noted.

Reason for recommendation: To ensure that Members are aware of the progress made against the Council Plan promises and the focus areas for further progress in the remaining two years of the plan.

Introduction and Background

- 1 The Council Plan was adopted by Members in November 2018. It sets out three promises under each of the five Council Plan themes of Environment, Economy, Housing, Health and Community Safety.
- 2 In addition to the promises set out under each theme, the Council Plan prioritised 'wellbeing'; explaining that wellbeing isn't just about access to health services, rather it is about quality of life. Steps to improve wellbeing are included in the promises under each of the five themes.
- 3 The appendices to this report summarise and provide further details on the progress made against the promises in the Council plan and, looking to the future, the further actions that the Council will take in the years ahead.

Council Plan performance

- 4 Strong progress has been recorded against each of the 15 promises included in the Council Plan. Services across the Council continue to make

Agenda Item 7

contributions through the strategies they develop, the projects they initiate and the services they deliver.

- 5 Appendix A to this report summarises particular successes over the last year. This Appendix also includes an indication of some of the additional measures that will be taken in the coming year.
- 6 Whilst a number of services were impacted by the pandemic, the Council adapted where necessary and continued to deliver on the promises that the Council Plan sets out.
- 7 Across the breadth of our promises, the Council has continued to work successfully with partner organisations and the voluntary sector to have a positive impact across our communities. Homelessness has been prevented by supporting residents to remain in their homes and to find employment. Businesses have been provided with grants that have helped them through the pandemic. And voluntary and community groups have been supported with grant funding to deliver services for residents, including those who are more vulnerable.
- 8 The Council has made positive progress on the environment and its Net Zero 2030 ambitions; associated actions and supporting strategies will deliver further progress in the years ahead.
- 9 Appendix B provides further detail for each theme and associated promises, for Member's information.

Other options Considered and/or rejected

No other options were considered in relation to this report.

Key Implications

Financial

There are no financial implications arising from this report.

Legal Implications and Risk Assessment Statement

There are no legal implications arising from this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

The decisions recommended through this paper have a remote or low relevance to the council's ambition to be Net Zero by 2030. There is no perceived impact regarding either an increase or decrease in carbon emissions in the district, or supporting the resilience of the natural environment.

Conclusions

The Council continues to make good progress in delivering against each of the promises set out in the Council Plan. The Plan is due to be renewed in 2023, and actions will continue to be taken over the next year to achieve more for our communities in line with the priorities that Members have set through the Council Plan.

Appendices

Appendix A - Summary of progress

Appendix B - Detailed progress report

Background Papers

Council Plan - https://www.sevenoaks.gov.uk/downloads/file/548/council_plan

Dr. Pav Ramewal

Chief Executive

This page is intentionally left blank

Environment

Protect natural environment

Maintain weekly rubbish and recycling collection

High standards for development

Review April 2019 – September 2021

Significant decrease NO2

Street cleaning target met, complaints low

15% increase household waste, since March 2021

40% household wastes sent for reuse, recycling or composting

£1.5M Green Homes Grant to insulate mobile homes

Net Zero Action Plan, updated 2021

Urban Design Officer post created

National Design Guide training

Noise complaints seasonal, increased 2020

Electric charge points & discounted on street parking for low emission vehicles

Weekly waste collection maintained through pandemic

Missed bin collection complaints generally low, and 98-100% missed bins put right next day

Almost all completed developments of over 10 dwellings scored positively when assessed for design quality in 'Building for a Health life' criteria

Five Conservation Area Appraisals with design guidance

Larger schemes reviewed at Design Review Panels

Variety of Countryside projects and 63 Local wildlife sites

Increase in fly tipping, over 800 so far this year

Many cars incorrectly reported as abandoned (1 in 99 reports correct)

Edenbridge Character Area assessment adopted

Looking to the future

Agenda Item 7

Ambition to be Net Zero by 2030. Planned work includes: commission of Carbon Reduction Plan.

Installation of rapid chargers to be used by taxis and private hire vehicles following a successful bid with KCC.

Continue to fund the North West Kent Countryside Partnership, and support the Darent Valley Landscape Partnership scheme.

Additional enforcement officers recruited to tackle increase in fly tipping and in particular 'professional' fly tippers.

Review reporting process for abandoned vehicles, to reduce incorrect reporting.

Continue to review larger schemes at Design Review Panels (2 more planned in coming months). Continue to work with University of Birmingham academic fellow to incorporate well-being into the local plan process.

A movement strategy is being prepared to support sustainable transport.

Economy

Regenerate market towns and enhance visitor and rural economies

Protect the economy of the District

Support new and existing businesses

27 06 21
Review April 2019 – September 2021

Agenda Item 7

The Hatchery (incubator) supported

112 projects and £3M funding from West Kent LEADER programme

Kickstart - 85 young people in post and 61 approved

Enterprise network connecting employers with schools / colleges

New Visit Sevenoaks website and social media

Darent Valley Rail Partnership - publicity and capital funding

West Kent business support programme in place

Swanley work hub site in construction

Town Centres strategy

Hatchery project - funding secured

Regeneration projects - Swanley, Sevenoaks, Edenbridge

Grants of £4.5M to support local businesses

Team around the business provided advice, guidance and signposting during pandemic

Approx. 150 business enquiries supported during lockdown

Town Centre officer appointed

Looking to the future

Finalise Economic Development Strategy.
Work hub plan for Swanley.
Funding bids to support rural businesses.
Launch of the place campaign.
Enhance tourism website.
Attend business/ marketing fairs.

To progress Swanley developments.
Develop land in Sevenoaks centre, including the market hall.
Engage land owners to re-develop Swanley and New Ash Green Shopping centres.

Team around the business to adapt to changing world of work.
Additional Restrictions Grant business development programme.
Refreshed business support programme.
Sector analysis to identify potential interventions.

Housing

Deliver Housing Strategy

22 affordable homes delivered in 2020/21

New landlords and agents engaged through pandemic

12 houses of multiple occupation brought up to standard since April

72 customers have been housed through the Housing Register so far this year.

39 new affordable homes, including 25 'genuinely affordable', will be delivered through two new sites.

Implementation of First Homes Programme.

Landlord incentive programme update and relaunch Autumn 2021.

Protect neighbourhood identity and support development of dementia-friendly towns and villages

Council's first purpose built extra care facility designed to cater for those with memory issues, and to aid navigation.

The Council is a member of the Sevenoaks Area Dementia Friendly Community Forum: raising awareness of dementia and setting up new local projects and services around the district. Examples include: Running events; Dementia services; Dementia Friendly Business Award at the Council's Community & Voluntary Awards; and 'Coping with Dementia' events for families and carers.

Continue to work with Sevenoaks Area Dementia Friendly Community Forum partners to support those living with dementia.

Prevent homelessness

Homelessness prevented or alternative accommodation secured for 183 people: target 120 for 2020/21

Significant rise in single households seeking accommodation since restrictions lifted

Approaches are lower than previous two years, but increase in complex cases

New Domestic Abuse Legislation supported through new post, Domestic Abuse Coordinator

Digital inclusion project launches December 2021 to support households in temporary/emergency accommodation.

Continue to adapt support to meet individual needs of those most at risk of homelessness.

Joint project to deliver Sevenoaks first Housing Led project for single homeless/rough sleepers or those at risk of becoming homeless or rough sleeping. Launch April

Health

Provide adaptations to people's homes

In 20/21:
56 Disabled
Facilities Grants

18 hospital
discharge
grants

29 safe and secure grants were
awarded

And 9 further clients were supported
to make their
home environment safe

Continue to support residents
with home adaptations to aid
independent living.

Provide support to tackle the non-medical reasons why people visit their GP or hospital

'One You - Your Home'
supported 274 clients with
health and housing issues

Better Care Fund provided
£100k to support older people in
Edenbridge and Swanley

Through the post pandemic
period we are working more
than ever with GPs to address
local community needs and to
pass on to other local communi-
ty support services including
One You Team and HERO
Team.

Provide first class wellbeing services

192 referrals to Sevenoaks One You
(2021/22) supporting clients to lose weight,
eat more healthily, move more, drink less
alcohol, have better mental wellbeing. 80%
of those who complete our group weight
management service lose weight.

Community Grant Scheme:
charities, community
groups and organisations
can apply for project grants
(£100-£5k)

Sencio
leisure
centre
use
above
target

In April 2021 we produced a
Partnership Health & Wellbeing
Action Plan that looks at a range of
services with Partners to address well
being services.

Community Safety

Build strong connected neighbourhoods

Over 35 projects in Community Safety Partnership Action Plan. In 2020/21:

97% actions achieved

885 Community Safety Unit tasks completed

Continue to target locations of concern to residents

The CSU will continue to work with neighbourhoods and deliver projects to build better relationships.

Develop a Community Empowerment Framework and Toolkit.

Support voluntary and community organisations to reach vulnerable and isolated residents

1,674 residents supported by 1,272 local volunteers during pandemic

Extremely positive feedback about relaunched District Voluntary Sector Forum

Family fun days restarted Summer 2021, over 20 held and 2,000+ took part

Community Grant Scheme application process simplified 2021/22, and forms moved online.

Covid impacted on performance 2019/20 and 2020/21.

LSP Community Wellbeing Fund launched 2021

Continue to support the District's Voluntary Sector Forum.

Undertake regular Barometer Survey checks of the voluntary sector, to ensure resilience and share good practice in the sector.

Community Grant Scheme process further simplified for 2022/23 in response to feed-

Protect our residents

13% reduction in victim based crime in 2020/21

4,937 enforcement actions against dangerous or illegally parked cars

Third lowest level of Anti-Social Behaviour (ASB) in Kent.

ASB complaint target met

2,690 ASB incidents, up 68% on previous year, largely due to people breaking COVID-19 guidelines.

Community Safety Unit will continue to deliver projects.

Continue with the daily briefing and work with residents and partners to deliver a safe District to work, live and play.

Review Annual Community Safety Plan & Action Plan, and Safeguarding Policy.

Promote and deliver safeguarding training to partner organisations.

This page is intentionally left blank

Council Plan Performance - Environment

Environment Promise 1 - Protect the natural environment

1. During 2020/21, Sevenoaks District Council Local Plan policies successfully protected open and green spaces in the District, ensuring that key developments in the District contributed to future open space provision.
2. Developments across the District have continued to be built in accordance with the adopted policy in the Core Strategy and Allocations and Development Management Plan. Relevant Evidence Base and supporting documents also provide development guidance, and include the Green Belt Assessment, Open Space, Sport and Leisure Study, Biodiversity Analysis of Sevenoaks District, Area of Outstanding Natural Beauty Management Plans and Kent Biodiversity Strategy.
3. Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children, the elderly, and those with existing heart and lung conditions. The primary source of air pollution within the Sevenoaks district is from nitrogen dioxide and particulate matter from road traffic, particularly arising from the three major motorways and these have a considerable flow of continental HGVs using the port at Dover and the Channel Tunnel. Local journeys, school runs, commuting to London or connection with London contribute significantly to a number of hot spots in Sevenoaks, Swanley and in several small towns along the A25 road.
4. Air quality monitoring in 2020 has shown a significant decrease in NO₂ levels at all monitoring locations. None of the diffusion tubes recorded NO₂ levels above the annual mean objective level. This may be due in part due to a reduction in traffic due to Covid-19 restrictions, but it is considered likely that compliance will continue in the future.
5. Whilst air quality has improved significantly in recent decades, and will continue to improve due to national and local policy decisions, there are some areas where additional action is needed to improve air quality further. The 2019 Clean Air Strategy sets out the case for action, with goals even more ambitious than EU requirements to reduce exposure to harmful pollutants. The District Council has implemented a number of initiatives and measures to encourage the adoption of greener vehicles including; providing owners of low emission vehicles discounted rates for on street parking permits, the installation of electrical charging points at District Council owned car parks and the procurement of electric vehicles for town centre parking enforcement. Sevenoaks District Council successfully bid to Kent County Council for funding to provide rapid chargers including some to be used by taxis and private hire vehicles.

6. In 2019 Sevenoaks District Council set out a clear ambition to reach Net Zero in carbon emissions by 2030. A 2021 report to the Cleaner and Greener Advisory Committee outlined achievements on the Net Zero actions and next steps in eight work areas. For example, 'Efficiency in Council buildings' has been progressed through implementation of recommendations from an Energy Management Survey and adoption of ideas from a staff survey. The commissioning of a Carbon Reduction Plan will also support this work, by mapping our path to Net Zero. One action is to report annually on our carbon emissions, so that we can measure our progress and the impact our actions are having on reducing these emissions. The largest source of emissions, 70% is released from petrol and diesel fuel used in Council owned vehicles that are used to deliver services such the collection of refuse and recycling.
7. In 2021, the Council secured almost £1.5 million from the Governments Green Homes Grant. The grant will be used to make residents' homes across the District greener, cheaper to heat and more energy efficient. The funding is being offered to 150 mobile home owners and the upgrades available include external wall insulation and underfloor or loft insulation. The Council estimate that when both phases of the project are complete, over the 25-year life cycle of a mobile home, 2,914 tonnes of CO2 will have been saved.
8. In terms of keeping the District clean, we are meeting our targets in terms of cleaning to the required frequency level and this has a knock-on effect for a lower than expected level of complaints.
9. The most recent Authority Monitoring Report updates on sustainable development, and green infrastructure, open space and biodiversity. For example, there were 44 domestic Photovoltaic (FIT)/Solar Panel Installations resulting in a total installed capacity of 0.19825MW, and 3 non-domestic Photovoltaic (FIT) Installation with a capacity of 0.06169 across the District.
10. There are a variety of countryside projects on-going across the District, and 63 Local Wildlife Sites are located within, or partially in the area. The Kent Downs and High Weald AONB Management Plans were adopted in 2021, and the Council continue to fund the North West Kent Countryside Partnership to carry out valuable projects across the District including habitat creation, landscape improvements, natural flood management, education, and health and wellbeing. The Council sit on the board for the Heritage Lottery funded Darent Valley Landscape Partnership scheme and work with the officers to shape and deliver the scheme.

Environment Promise 2 - Reduce waste and maintain weekly rubbish and recycling collection

11. The amount of waste being produced by households has increased during the last couple of years, and it increased by approximately 15% between April 2020 and March 2021, due to the pandemic. People have been working from home and not being able to go out, hence creating more household waste.

12. During the pandemic we have crews have worked incredibly hard to maintain our weekly rubbish collection, with very few missed waste collections. The fuel shortages in September 2021 also had a short-term impact on green waste collection services, however most missed collections were and continue to be rectified the next day. Forty percent of all household waste is sent for reuse, recycle or composting and is on track to meet our target for this.
13. The Residents Survey carried out in September 2021 told us that 91% of respondents were satisfied with the council's waste and recycling service.

Environment Promise 3 - Support high standards for new development, including design, safety, connectivity to services and transport and neighbourhood links; open up our countryside so people enjoy our footpaths and bridle paths more. Health will be a major consideration in our Local Plan.

14. Design is an integral part of the Council's planning function, and in 2019 an Urban Design Officer post was created to support this focus in both policy and development management. Examples of this work include: National Design Guide Training for planning officers and Members and the updating of five Conservation Area Appraisals with design guidance. Sevenoaks District Council have also worked with Edenbridge Town Council to adopt the Edenbridge Character Area Assessment.
15. Almost all completed developments of over 10 dwellings scored positively when assessed against the Building for a Healthy Life criteria, to assess the design quality, and larger schemes have been coming forward to Design Review Panels, with four undertaken since 2019, and two more planned in the coming months.
16. The Planning Department are also working with an academic fellow from the University of Birmingham to incorporate well-being into the local plan progress.
17. Sevenoaks District Council's Local Plan also includes policies which encourage development to reflect the distinctive local character of the area and exhibit high quality design. Three new assets have been added to the statutory list by Historic England.
18. A new Transport Strategy for the District has been produced, which facilitates improvements to transport in the District. The Council has produced a Sevenoaks District Transport Assessment (Dec 2018) and the Swanley Transport Study (May 2018) evidence base documents, to support the preparation of the emerging Local Plan. Developments continue to be in accordance with adopted policy.
19. Funding has recently been secured to prepare a Local Cycling and Walking Infrastructure Plan and Kent County Council have included two SDC cycle route schemes in a recent bid for the Government's Active Travel Fund.

20. A Movement Strategy is currently being prepared which will look at how people, goods and services move through and around the district. The Strategy will set out the Council's priorities for movement within the district and how SDC can provide, not only infrastructure, but behavioural change to support sustainable transport.

Council Plan Performance - Economy

Economy Promise 1 - Build on the District's thriving economy through the regeneration of our market towns, and by enhancing both the visitor and rural economies.

21. Sevenoaks District Council's Economic Development Strategy 2018-21 includes a key theme area relating to growth and investment in the district with an ambition to regenerate key market towns.
22. The Submission Version of the Local Plan includes policy EMP1 – Supporting a Vibrant and Balanced Economy. The Local Plan seeks to retain employment sites to support a vibrant and balanced economy. It also supports the development of new allocations and other new employment units for small to medium businesses in suitable locations.
23. The Economic Development (ED) team continue to deliver actions in the current Strategy and at the end of 2019, prior to the Pandemic, 85% of the actions in the current ED Strategy were on target and all actions remain on track to be delivered by the end of the Strategy period.
24. The ED team and Planning Department have recently commissioned a joint Town Centre Strategy, which will provide a strategy for the town and local centres of Sevenoaks, Swanley, Edenbridge, Westerham and New Ash Green. The strategy has multiple purposes, including:
 - To provide up to date town centre and retail evidence for Local Plan policies and sites, to develop a clear vision for town centres, a strategy to achieve the vision and governance structure to ensure the strategy is implemented.
 - To inform an update of the Economic Development Strategy, which sets out the major priorities for economic development in the District over the next three years, with a particular focus on town centre management.
 - To assist with lobbying and securing support and funding for town centre improvements in the District and to assist with regeneration plans for Council-owned sites.
25. Planning Officers continue to work with landowners and developers on any new development proposals, ensuring that they meet the economic requirements set out in the current adopted Core Strategy and Allocations and Development Management Plan.
26. The Council are also currently working on an update to the Settlement Hierarchy. This includes analysing population figures, public transport provision and carrying out an audit of the services and facilities in each settlement across the District, with the help of town and parish councils, in order to help determine the sustainability of each settlement. This will then form part of the emerging Local Plan evidence base and help to inform the plan and site allocations, including policies to support the visitor and rural economies and

town and local centres. We are looking to adopt this document towards the end of 2021 or early 2022.

27. The Council also supports the delivery of the West Kent Priorities for Growth which was updated in October 2021. The West Kent Partnership is an economic partnership between Sevenoaks, Tonbridge & Malling and Tunbridge Wells councils. The Partnership has also commissioned consultants to refresh the original Case for West Kent to review how the economy has changed, to identify future trends and to look at how successful the authorities have been in securing external funding.
28. One area of focus for the Partnership is the development of a network of business hubs to capitalise on the expected demand for hybrid working models for both corporates and start-up businesses. The District is in the process of developing 27-37 High Street, Swanley for a new co-working space which is part-funded by the Getting Building Fund. The aspiration is to create a network of hubs across the West Kent area, including those delivered by the private sector for example the successfully funded Hatchery project which was supported by the Council.
29. Through the West Kent Partnership, a number of business support programmes are delivered across the District in conjunction with the Kent & Medway Growth Hub. This includes regular bespoke 1:1 business support and an earlier access to loan finance scheme.
30. Land based and rural businesses have benefitted from 12 years of LEADER grant funding to help encourage innovation and diversification in the rural economy. Since 2006, £3m of grant funding to 112 projects has generated £8m of investment into West Kent and created over 100 jobs.
31. As an example of a project supported in the District, Westerham Brewery which was founded in 2004, brought back brewing to the historic town after the closure of the Black Eagle Brewery in 1965. The micro-brewery, producing craft beer for the local market, was looking to expand and LEADER funding helped towards increasing fermentation and storage capacity and improved efficiency with a new malt system, elevator and cask racking machine.
32. The West Kent Enterprise Adviser Network works with schools and colleges across the District, linking them to local businesses and supporting the development of their career strategies, world of work experiences, careers information and bringing forward a local pipeline of talent.
33. As an example of their work, Knole Academy students on the International Baccalaureate (IB) Film Studies course, participated in a public realm business challenge facilitated by the Councils Enterprise Coordinators.
34. The Council is a Gateway organisation for Kickstart West Kent which provides employers with grant funding to employ a young person for 25 hours a week for

6 months. As of 31 October 2021, 85 young people had started in post and a further 61 posts had been made available and approved.

35. Community Development officers have also worked closely with a partner IMAGO, to deliver an Employability project to enhance the skills of Young Carers. This is a pilot project with six sessions based on CV writing, interview skills, UCAS applications and a mock interview. The participants at the end of the course will also be given opportunities that will help develop themselves for future employers.
36. The Visitor Economy has been supported in a number of ways by the Economic Development team:
 - Launch of a new Visit Sevenoaks District website with a new focus on both visitor and local interactions. New sections include outdoor activities, walking, cycling, fishing, golfing, and arts and culture. An events section is also included as well as more comprehensive information on accommodation options. There are also plans for integrating the site with new projects around green spaces and sustainable transport including the Kent AONB EXPERIENCE programme.
 - Growth of social media initiatives, including the Instagram account which now has over 400 followers.
 - A new Brand Book for the District is being developed to showcase Sevenoaks to a much wider audience and dedicated campaigns are currently being implemented with an initial focus on the regional tourism market.
37. The development and realisation of the Darent Valley Community Rail Partnership (DVCRP) has been another key focus. Set up and funded by the Council, Sevenoaks and Swanley Town Councils and the local parish councils, the partnership is also supported by Southeastern and Thameslink with further support from the Community Rail Network. The initiative is led by a Rail Officer in the team funded from DVCRP budgets. The key focus for the initiative is to deliver:
 - Attractive, well-used stations which encourage more visits by rail to the area and use by locals.
 - Better connected access to local attractions and the countryside.
 - Artworks to promote each station.
 - A joined up movement strategy for the District including cycle routes.
 - More sustainable tourism.
38. Specific Projects delivered under the DVCRP include:
 - The creation of a dedicated Darent Valley website to improve information about rail travel and access to stations and local activities.
 - Working with local councils on access problems and enhanced cycle routes.

- Producing a Thameslink Guide linking the Darent Valley with other routes using Thameslink services.
 - Creating a food and drink trail with support from Visit Kent.
 - New planters and improved signage.
39. A significant role in the current and future regeneration of Shoreham and Eynsford stations developing partnerships with Thameslink and the Rail Heritage Trust. This combined with the renovations to Swanley and Bat & Ball stations could provide a platform for further investment. The four Victorian stations could be promoted as an attractive destination in their own right. The officer has also helped secure significant funding from Govia Thameslink Railway ('GTR') for future projects.
40. The Economic Development team runs a regular Business Board, Visitor Economy Forum and Rural Landowners Group to ensure the voice of the local business community is heard. Local intelligence generated at the meetings helps to inform strategy.

Economy Promise 2 - Protect the economy of the District by preserving and making better use of existing employment sites and by redeveloping previously used land.

41. We continue to protect our existing employment allocations, as set out in the Allocations and Development Management Plan. Employment sites will be retained in existing use to support a vibrant, flexible and balanced economy of the District.
42. The Council are currently working on developing the emerging Local Plan, including a new Call for Sites that is currently open, in order to identify sustainable sites for employment provision throughout the District.
43. The Council is also progressing a series of regeneration schemes including:
- 27-37 High Street Swanley – development of a disused community facility for a business hub and 17 new residential units. Completion is planned for July 2022.
 - Bevan Place, Swanley – feasibility work is being undertaken on a mixed-use scheme, with active frontages to assist in activating this part of the High Street.
 - Swanley White Oak Leisure Centre – the provision of a new £20m leisure centre to open in early 2022.
 - Farmstead Drive, Edenbridge – proposed development of 33 units (30% affordable with a new convenience store, play area and parking).
 - Stangrove Estate – proposed development of 13 residential units, a community store, much needed parking and amenity improvements.

- 96 High Street, Sevenoaks – feasibility work on repurposing a former art-deco building.
 - Land to East of the High Street, Sevenoaks - the Council is preparing a feasibility study and development plan, for the redevelopment of fragmented land parcels, to deliver a mixed-use scheme with education and other civic services.
44. The Town Centre Strategy currently being developed for Sevenoaks, Swanley, Westerham, Edenbridge and New Ash Green will aim to ensure these centres remain vibrant and take advantage of new trends and the changing nature of the retail and leisure. A draft strategy for internal review is on track for production by the end of December.

Economy Promise 3 - Support new and existing businesses through our “Team Around the Business” approach, excellent customer service and supporting local employers to promote mental and physical wellbeing at work.

45. The “Team Around the Business” approach supported a number of businesses during the Covid pandemic and as the economy has begun to recover by providing advice, guidance and signposting to other business support organisations.
46. More than 6,000 grants totalling £18m were disbursed by the business rates team to provide vital financial support to local businesses during the pandemic.
47. Local authorities were allocated funding from Government under the Re-Opening High Streets Safely and Welcome Back Fund schemes equating to £214,212. The funding has been used to appoint a dedicated part-time Town Centre officer. The fund supported a range of initiatives including 500 business packs with advice on how to re-open safely, signage and safety guidance in the town, three social media campaigns with a focus on shopping locally and a planned Christmas Campaign.

Council Plan Performance – Housing

Promise 1 - Deliver actions in the Sevenoaks District Housing Strategy, “Wellbeing Starts at Home” to provide a good mix of decent and affordable housing.

48. Housing and health are intrinsically linked. The home where we live and the location of that home has a massive impact on our overall health and wellbeing. Good housing policy that is strongly underpinned by planning creates strong and healthy communities. Our Housing Strategy’s overarching aim is to try to meet the District’s housing need. The strategy has three strategic priorities:
 - provide a good mix of decent and affordable housing across tenures;
 - improve the quality and use of the existing housing stock;
 - and meet the needs of vulnerable and low-income households.
49. The number of affordable homes delivered in 2020/21 was 22 homes, with a further 10 units at Quinton Court, Sevenoaks delivered in May 2021. Two "genuinely affordable" homes were delivered. Two major developments have also been granted planning permission - Broom Hill, Swanley and the Tesco's site, Sevenoaks. These will deliver 39 new affordable homes, including 25 "genuinely affordable" homes, in future years.
50. The Council’s company, Quercus Housing, is acquiring a block of 15 flats in Swanley to add to the nine flats it already owns in Westerham. The flats will be available at LHA rates/80% of market rent rates to residents on the housing list. Work is ongoing on a potential purchase to create 17 self-contained housing units.
51. The Council have funded and embarked on a 5 year programme of local needs surveys via Action with Communities in Rural Kent. This is providing needs data at parish level which complements the LHNS place-making area data. The Kent Rural Housing Protocol was updated and launched in February 2021. Research into the need for additional provision will also be informed by the Council’s targeted review of Local Housing Needs, which commenced in Summer 2021.
52. The Council has worked with Action with Rural Communities in Kent, and Tonbridge and Malling, and Tunbridge Wells Borough Councils to develop and launch the Kent Community Housing Hub in 2020. Funded through the Community Housing Fund, its aim is to promote community led housing.
53. In response to legislation and priorities set out in the District Council’s Housing Strategy, a new Tenancy Statement was adopted in 2020.
54. The Housing Team continue to engage new landlords and agents, with customers housed in private sector landlord (PSL) properties throughout the pandemic. In Autumn 2021 a refreshed and rebranded landlord incentive programme will be launched to further support this housing option. The most

recent data reports 11 customers in PSL and nine in Bed and Breakfast accommodation.

55. In 2021, Sevenoaks District Council secured a Green Homes Grants to fund a modern retrofit programme to a number park homes. This has resulted in positive housing and health benefits for residents, including a significant reduction in 'fuel poverty' with a number stating that their fuel bills have significantly reduced. The Council will continue to look at funding streams and new technologies, and also offer top up monies towards energy efficiency measure for private and owner occupiers under the ECO and LA Flex scheme.
56. Improving the quality and use of existing stock is also a priority. For example, 12 Houses of Multiple Occupancy (HMO) units have been brought up to an approved standard in the year. With the assistance of the Health and Housing Co-ordinators and the 'One You, Your Home' advisor, more inspections of homes are also being undertaken.
57. In the current financial year, up to September 2021, 72 customers had been housed through the housing register.
58. Between September 2020 and August 2021 the number of people on the Housing Register's Band A 'urgent need to move' list decreased by 59%. The other Band lists showed different levels of increase over the same period (Band B 13%, Band C 51% and Band D 26%).
59. Since 2019, local Essential Workers have been a priority group in the Housing Register Allocations Policy. A number of Local Lettings Plans have also given priority to this group.

Housing Promise 2 – Protect neighbourhood identities and support the development of dementia friendly towns and villages

60. The Council considers cognitive impairment in both its existing housing schemes and new developments. Emily Court, for instance, which is the District's first purpose-built extra care facility, was designed to cater for those with memory issues and to aid navigation. When designing new housing developments, the Council must create housing that encourages public interaction and in easy-to-navigate physical environment that feels safe.
61. The Council is a member of the Sevenoaks Area Dementia Friendly Community Forum and works closely with partners to support those living with dementia. The Forum has been extremely successful over the years in raising awareness of dementia and setting up new local projects and services in towns and villages around the district, some of which include:
 - An annual 'Run, Walk or Push against Dementia' Running events with over 500 participants per year;
 - Forget-Me-Not Dementia services such as cafes, singing groups and cinema screenings;

- Dementia Friendly Business Award at the Council's Community & Voluntary Awards;
- 'Coping with Dementia' events for families and carers.

Housing Promise 3 - Prevent homelessness and support residents to build a future for themselves

62. In March 2020, the Government wrote to all local authorities asking them to urgently accommodate all rough sleepers and focus on the provision of adequate facilities to enable people to adhere to the guidance on hygiene or isolation, including for those who are at risk of sleeping rough.
63. Our Housing Team worked with local accommodation providers to deliver on this request across the District and have been working with the HERO team to create positive outcomes when COVID-19 restrictions were lifted.
64. Our Housing Advice Team have continued to provide positive outcomes to prevent homelessness. For the past year, the team have supported 183 people with a positive outcome where homelessness was prevented or alternative accommodation secured.
65. Many single households returned home or stayed with friends during the pandemic, however, the Council has seen a significant rise in friends and families no longer willing to accommodate them. Whilst this has begun to reduce the Council is seeing an increase in complex cases from households experiencing domestic abuse, mental health, substance misuse or multiple complexities.
66. In December 2021, a digital inclusion project will be launched to support households in temporary/emergency accommodation. This is in partnership with Compaid and supported by KCC Helping Hands. The project will provide 1-2-1 digital support and access to equipment and data.
67. The Council is also working with West Kent Housing Association to deliver Sevenoaks first Housing Led project for single homeless/rough sleepers or those at risk of becoming homeless or rough sleeping. This holistic support and accommodation project will be launched in April 2022.

Council Plan Performance – Health

Health Promise 1 - Provide adaptations to people's homes to prevent hospital admissions from falls and accidents. Prevent delays to hospital discharge by adapting homes quickly so people can be supported to return to independent living as soon as they are clinically ready.

68. Sevenoaks District Council's Private Sector Housing team work to support Sevenoaks residents to live independently. Disabled Facility Grants provide for major adaptations to people's homes such as stair lifts and flush floor showers. During 2020/21 there were 56 grants, totalling £387,692 provided to residents. This has enabled more residents across the District to live more independently. So far this year a further 43 grants have been completed.
69. Safe and Secure Grants are also administered by our Private Sector Housing Team. There have been 29 of these grants in 2020/21 totalling £33,235. There have also been £6,547 worth of Peabody Handyperson Service works for the year that includes 49 key safes, 15 beds and mattresses, 2 grab rails, 1 rubbish clearance and a property deep clean.
70. The West Kent Hospital Discharge Programme supported by the Better Care Fund is a partnership project between Sevenoaks District Council, Peabody Home Improvement Agency and the Maidstone and Tunbridge Wells NHS Trust. During 2020/21, 18 Hospital Discharge Grants were awarded, totalling £14,817 worth of work that enabled people to return safely to their own homes.
71. During 2020/21, nine clients have been supported with goals surrounding "adequate housing" or to "be safe in your environment". These would have been supported with home adaptations to maintain safe and independent living.

Health Promise 2 - Provide support to tackle the non-medical reasons why people visit their GP or hospital, helping them to make and sustain the changes needed to lead healthier lives.

72. So far this year there have been 192 referrals to the One You service. Fifty three per cent of these referrals have decided to get involved in the service and have completed their initial appointment.
73. The One You service delivered by Sevenoaks District Council supports residents to improve their health and wellbeing by making changes to their health behaviour i.e. weight, diet, physical activity, alcohol consumption and subsequently their mental wellbeing. The support provided by the Sevenoaks District Council One You service is completely free of charge and support is available either on a one-to-one or group basis.
74. Following the initial consultation with the One You service, the client is able to select which behaviour(s) they would like to change and how they would like to

be supported to do this. Some statistics from Quarter 1 and Quarter 2 in 2021/22:

- We have delivered our Alcohol Identification and Brief Advice Intervention to 19 clients with an “Increasing Risk” (or higher) Alcohol Use Disorders Identification Test (AUDIT) score.
- 97.4% of clients in our one-to-one lifestyle improvement service will receive support to improve their diet i.e. eat more fruit and vegetables, reduce the consumption of high fat/sugar foods and/or increase the consumption of high fibre foods.
- 61.1% of clients in our one-to-one lifestyle improvement service are encouraged to set goals to increase their physical activity.
- 66.7% of clients in our one-to-one lifestyle improvement service are supported to improve their mental wellbeing.
- 66.7% of clients in our group weight management service “complete” our 12-week intervention and 83.3% of those demonstrate weight loss.
- 73.7% of clients who receive one-to-one weight management support lose weight at the end of their engagement with the service.

75. The Better Care Fund (BCF) is one of the most ambitious programmes across the NHS and local government to date. It creates a local budget to encourage the NHS and local government to work more closely together, placing people’s wellbeing as the focus of health and care services.
76. During 2020/21 Better Care continued to provide around £100,000 of funding for a partnership project aimed at supporting older people in Edenbridge and Swanley. The Your Home project is a partnership project between Sevenoaks District Council and Age UK Sevenoaks and Tonbridge. It provides a service for older people who are referred by GPs as needing more general support. The project employs one Your Home Advisor, who aims to remedy health and housing related issues, reduce demand on GPs, promote independence for customers and provide financial assistance in overcoming obstacles within the home environment.
77. Your Home Service continue to support clients across the Sevenoaks District in combating social isolation. Over the last year Your Home Advisors have held appointments with over 274 clients despite lockdown restrictions. Most of these clients set goals centred on adaptations within the home to ensure personal safety.
78. A success from the last year is that the Local GP commissioning of Social Prescription services; Involve & Imago, has presented the opportunity to redeploy our Your Home advisors from the Health Team into the Private Sector Housing team, allowing them to support the home adaptation, hoarding and filthy/verminous property work particularly for residents aged 50+.

Health Promise 3 - Deliver first class wellbeing services, supporting residents to make healthy choices, and linking them to our core services such as leisure and housing.

79. The Council is demonstrating its commitment to leisure in its investment in a new leisure centre in Swanley.
80. The Community Grant Scheme, funded by Sevenoaks District Council, supports projects that help the health and wellbeing of our residents. Charities, community groups and organisations can apply for grants between £100 and £5,000. From those that applied for funding in 2020/21 over 70% of targets were met or exceeded. This is despite the challenges created by the pandemic. The flexible approach by both the Council and the projects resulted in the following successes:
- DAVSS exceeded all targets and supported a record number of residents experiencing domestic violence.
 - Eden Christian Trust Youth Hub supported young people by altering their approach and taking their service out onto the streets. In addition, they introduced the 'Your Space' initiative that provided essential mental health support.
 - West Kent Mediation exceeded their targets by adapting to provide online mediation. This supported the increased numbers of referrals for neighbourhood and other disputes arising as a consequence of lockdown.
 - North West Kent Volunteer switched their befriending system online and created a buddy system.
81. The Health & Wellbeing Action Plan was relaunched in April 2021. 77% of the actions are on target, ranging from reducing smoking in pregnancy, tackling underage alcohol consumption, promoting healthy lifestyles and supporting good physical and mental health.

Council Plan Performance - Community Safety

Community Safety Promise 1- Build strong and connected neighbourhoods where residents feel proud of where they live and have a sense of belonging.

82. The Sevenoaks District Community Safety Partnership achieved 97% of actions set out in the Community Safety Strategy Action Plan during 2020/21. The 2020/21 Action Plan focused on Domestic Abuse, Serious and Acquisitive Crime (including Organised Crime Groups, Emerging Trends and County Lines, which is a type of criminal exploitation where gangs and organised crime networks groom and exploit children to sell drugs), Anti-Social Behaviour including Environmental Crime, Safeguarding, Substance Misuse, Doorstep Crime and Scams including Cyber Crime.
83. This year the Sevenoaks Community Safety Unit (CSU) carried out 885 daily tasks to address reports over the previous 24-hours, and made follow-up visits and calls to residents who reported issues and concerns.
84. The Community Safety Partnership continues to target repeat locations of concern to local people. The Partnership has over 35 projects in their action plan and schemes to address specific local community safety issues.

Community Safety Promise 2 – Support the District’s voluntary and community organisations to reach vulnerable and isolated residents.

85. Sevenoaks District Council partnered with ‘Care for our Community’, a community initiated group, to create and deliver a new volunteering programme to help those most in need during the pandemic. Working with town and parish volunteer leads and 1,272 local volunteers the scheme helped over 1,674 residents with food shopping, prescription collections, someone to talk to, and dog walking. We have worked with partners West Kent Mind, Age UK and the NHS First Responder Service to deliver certain aspects of these requests as well.
86. Some volunteers have created community groups that have supported lonely residents with extra Christmas meals over the Christmas period and started litter picks, for example the Clean Up Sevenoaks campaign. We are incredibly grateful to our volunteers across the District and hope that the creation of community groups continues.
87. We re-established a Voluntary Sector Forum inviting all members of the voluntary and community sector to meet online, initially weekly from March 2020, progressing to fortnightly and now monthly. These sessions are chaired by a voluntary sector member and have enabled members to engage in a safe and friendly environment, sharing experiences and information and offering much needed support to each other. They also provide an excellent opportunity to have expert speakers on a multitude of topics such as digital inclusion;

funding streams; mentoring; co-production; and Rural Services Network and members have benefited from these.

88. We have received extremely positive feedback from the sector about the benefits of the Forum. The Forum has undertaken one barometer survey and a second is currently underway. The barometer survey measures the health of the voluntary sector, their immediate and longer-term concerns, issues and plans. Identified issues have been shared and actions to address them devised and implemented.
89. SDC run 24 Family Fun Days each year: four Days for Easter and 20 for the summer. Working with Town and Parish Councils, who hold the days on their land, we work with Play Place to deliver the Family Fun Days. They are free for families, run from 10am-2pm, and include everything from crafts and games, to sports and face painting in a friendly, safe environment. This year we ran 20 over the summer holidays and more than 2,000 people attended.
90. The Local Strategic Partnership (LSP) Wellbeing & Community Fund was introduced in 2021 in response to the pandemic, to help deliver on the four priorities of the LSP. There were two rounds held in May and September and local communities and voluntary groups were able to apply for a small amount of revenue or capital funding to deliver local initiatives to ensure the most vulnerable were supported.

Community Safety Promise 3 - Protect our residents by making sure that all of our policies, partnerships and teams are working together to safeguard people and communities.

91. Coronavirus has had a big impact on crime and Anti-Social Behaviour (ASB). Certain crime types have seen a decrease such as shoplifting, vehicle crime and burglary linked in with lock down measures. ASB saw an increase with people not adhering to COVID-19 guidelines with some large gatherings in towns, villages and beauty spots.
92. During 2020/21, there were 1,651 reports of victim based crime between 1 January 2021 and 31 March 2021. This is a decrease of 238 crimes compared to same period last year. At the end of the financial year, Sevenoaks District had the third lowest number of reported victim based crimes in the County.
93. During 2020/21, Sevenoaks District had the third lowest level of ASB in the county, with 2,690 recorded incidents to Kent Police. During the last three years Sevenoaks District has maintained low numbers of ASB incidents at no higher than the second lowest in the county.
94. Higher risk food inspections are meeting our targets although there has been a slight dip in premises that are broadly compliant with food hygiene law. This is likely to be related to the increase in new food businesses that opened during the pandemic.

95. All safeguarding reports continue to be passed on to the relevant agencies. There is a Safeguarding Group at Sevenoaks District Council, and all members of the group have undergone training and meet regularly. The group has grown over the past year to encompass representation from services.
96. Within the group, there are a number of Designated Safeguarding Officers who are able to respond to concerns around safeguarding, both external and internal. In addition, a number of staff have been trained as Mental Health First Aiders to guide and signpost staff to help and support which is available to them.

RESIDENT SURVEY 2021

Improvement & Innovation Advisory Committee - 25 November 2021

Report of: Chief Executive

Status: For Consideration

Key Decision: No

Portfolio Holder: Cllr. Peter Fleming

Contact Officers: Daniel Whitmarsh, Ext. 7414

Lee Banks, Ext. 7161

Recommendation to Improvement & Innovation Advisory Committee:

The 2021 Resident Survey results are noted.

Reason for recommendation: To ensure Members are aware of resident views in relation to the District and the services the Council provides.

Introduction and Background

- 1 During September 2021, the Council employed Lake Market Research Ltd, an independent research company, to carry out a resident survey on behalf of the Council.
- 2 The purpose of the survey was to understand residents' satisfaction with their local area and the Council's service and to evaluate the effectiveness of the Council's communications.
- 3 A number of the core questions were taken from the LGA's 'LG Inform' project, a tool developed by the LGA as a benchmarking data service for local authorities.
- 4 The data was collected by way of a telephone survey of 300 Sevenoaks District residents. Collectively they formed a representative sample of the District population.
- 5 Research took place from 6 to 26 September 2021. Some telephone calls took place during evenings and at weekends.
- 6 The research was conducted under the Code of Practice of the UK Market Research Society, which means that all of the answers residents gave remain strictly confidential and anonymous.

Agenda Item 8

Headline Results

- 7 Set out below are the results of three of the main measures arising from the Resident Survey.
- 81% of residents are satisfied with the way in which Sevenoaks District Council runs things. This is compared to 79% when last measured in 2015 and higher than the national benchmark from the LGA of 68%.
 - 63% of residents believe that Sevenoaks District Council provides value for money. This is compared to 59% when last measured in 2015 and higher than the national benchmark from the LGA of 49%.
 - 86% of residents have trust in Sevenoaks District Council. This is compared to 74% when last measured in 2015 and higher than the national benchmark from the LGA of 64%.
- 8 Comparative data from the Local Government Association (LGA) is provided from their national resident survey. The LGA also conduct their survey by telephone and dates to June 2021.

Results presentation

- 9 A presentation will be provided to Members at the Improvement & Innovation Advisory Committee which will summarise a wider set of the data from the Sevenoaks District Council Resident Survey.

Other options Considered and/or rejected

There were no other options considered or rejected in relation to this report.

Key Implications

Financial

There are no financial implications arising from this report.

Legal Implications and Risk Assessment Statement

There are no legal implications arising from this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

The decisions recommended through this paper have a remote or low relevance to the council's ambition to be Net Zero by 2030. There is no perceived impact

regarding either an increase or decrease in carbon emissions in the district, or supporting the resilience of the natural environment.

Conclusions

The Council's 2021 Resident Survey was conducted during September 2021 and has provided a strong set of results in respect of the Council's performance. A presentation will be provided for the Advisory Committee which will summarise a wider set of data.

Appendices

None.

Background Papers

None.

Dr. Pav Ramewal

Chief Executive

This page is intentionally left blank

Place Campaign for the District

Improvement & Innovation Advisory Committee - 25 November 2021

Report of: Strategic Head of Property and Commercial

Status: For Consideration

Key Decision: No

Portfolio Holder: Cllrs. Peter Fleming & Lesly Dyball

Contact Officers: Strategic Head of Property Ext. 7099

Recommendation to Improvement & Innovation Advisory Committee:

The report be noted.

Reason for recommendation: To update Members on the emerging Place Campaign being prepared for the District.

Introduction and Background

1. In 2020 the Council prepared an “insights Study” to identify key issues affecting the District and identifying strengths and opportunities it needed to capitalise. This study set the scene for the development of a “Place Campaign” which would ultimately create a brand for the district.
2. Place branding should support the Council’s key corporate objectives, firmly linked to economic development and the support it provides to local businesses. A successful place branding campaign should:
 - Promote the Sevenoaks district as a visitor destination
 - Attract new businesses and inward investment
 - Attract new people/families to live in the district
 - Support regeneration projects
 - Promote civic pride amongst existing residents
 - Encourage local people to spend more time and money in the district
3. Place branding, destination marketing, all those things that bring people and money into an area will be vital to our relationship with businesses. Also, and of equal importance, is economic growth. Place branding is important because it helps us to:
 - Create jobs and opportunities for our residents
 - Support the growth of our business base

Agenda Item 9

- Support local services through increased business rates
 - Support the visitor economy and a vibrant local cultural offer
 - Change the reputation of an area
 - Make our places better, which is at the heart of everything we do
4. Following a competitive tendering process, Pillory Barns, a Kent based marketing company, was commissioned to prepare a Place Campaign.
 5. An iterative and consultative process was adopted and a Steering Group consisting of internal and external stakeholders was established to review and provide comment on emerging ideas and processes.
 6. Placemaking activity is built around four pillars - live, work, invest and visit.
 7. Creating a place brand that encompasses each of these pillars ensures that the district can showcase everything the Sevenoaks district has to offer to various audiences.
 8. Effective place branding turns a location into a desirable destination for residents, businesses and visitors alike. Embedded with the stories, the sentiments and selling points unique to our district, the Sevenoaks place brand will help to sell the district's potential far and wide.

Process to Date

9. The first steps took place prior to the Place project being awarded, with an insights research project conducted by Pillory Barn in late summer / early autumn 2020. This consisted of desk research and interrogating existing data, reports and strategic context - as well as conducting new interviews with key figures across the district - to provide an overview of the district's overarching strengths, weaknesses, opportunities and threats, and to start to form an idea of its identity and developing themes.
10. By reflecting on the 'zeitgeist' of the period, with particular consideration of how things had changed during the Covid-19 pandemic, Pillory Barn highlighted emerging trends which would impact the district's narrative. The insights process (with Cabinet Members, Senior Management Team, business representatives and district stakeholders) provided the opportunity to gain a deeper understanding of how the Council could start to communicate a stronger economic development story.
11. Following the re-appointment of the Pillory Barn, the next step was the creation and deployment of an in-depth yet flexible online survey to establish how people see and feel about the district, carried out in spring 2021. This survey was fronted by an introductory video by Cllr Peter

Fleming, and sent to a list of businesses, residents, and key stakeholders. Significant consideration was given to the methods of surveying and measuring the appropriate content and data capture options. From the 76 survey responses, the key words, sentiments and themes of the place brand campaign became clear, which chimed with the findings of the initial insights process and SWOT analysis. Using the data and feedback gathered, Pillory Barn started to create a 'place story', brand identity and values, and a creative suite in summer 2021. Pillory Barn regularly engaged with a Steering Group to ensure the development of the brand reflected their feedback. Key findings included:

- 61.6% of those surveyed commented on the nature, green spaces and wildlife associated with the Sevenoaks district. This comes across most strongly in the design through the supporting textures and shapes used (e.g. nature, running water, birds and tree rings.)
- 36% of people commented on the connectivity and community of the district, so it is only fitting that this comes through as one of the core brand values and part of the emerging brand narrative.
- 32.8% of people recognised the role heritage and history plays in Sevenoaks. Again, this is one of the brand values, as well as acknowledged through imagery, the rich and historic colour palette and headline font, which is traditional and elegant.
- 19.2% of responses mentioned the beauty of the district, which ties into the natural spaces as well as the visually pleasing design. It is also one of the five brand values.
- 16.6% of people saw Sevenoaks as an entrepreneurial, business location, which will be key within our work and invest pillars. It is also one of our brand values and will come through in future case studies.
- When asked which colours come to mind when they think of the district, 85.5% selected green and 35.5% selected blue. We have taken this on board to use them as lead colours for our creative concept, which are complemented by a vibrant supporting palette.

12. The final brand has been refined based on early feedback and testing, and awaits approval and 'adoption' by the council in Winter 2021/22. Once adopted, a suite of creative collateral will be available for promotional campaigns, advertising, posters, and online/print content for use across the district. The brand will ensure everyone is on the same page when speaking to the district's potential and that messaging and visuals are consistent.

Brand Values and key outputs

13. The proposed place brand showcases the core brand values - **historic, entrepreneurial, connected, vibrant and beautiful**, which while will be

Agenda Item 9

complemented by wider messaging, reflects what the Sevenoaks district has to offer.

14. The principle strap line: “So much more” is proposed and reflects the core brand values and unique and undiscovered attributes of the district. It also provides significant collateral for various publicity campaigns.
15. A “Brand Book”, which includes the brand narrative, logo, colour palette, imagery and how to use the brand, has been prepared and this will be outlined in a presentation to the Committee. The aim is to share Sevenoaks’ identity in a fresh, exciting and aspirational way to potential new visitors, house-hunters and businesses, and to ensure all messaging reflects where Sevenoaks is today and where it aspires to go.
16. Other achievements/outputs to date include:
 - Brand book, including brand narrative, logo, colour palette, imagery and how to use the brand (to be presented at the Committee meeting).
 - Design, development and content population of a brand web portal ready for the official launch test site can be viewed here.
 - Compiling imagery of the district, including stock images, business imagery and a professional photo shoot.
 - Filming and editing a video to showcase what the district has to offer, the emerging place brand and values.
 - Submitted our content for the Kent Annual Property Market Review which draws upon the brand guidelines.
 - Commission of an illustrated tourism map for Sevenoaks (for digital and print media and for PR/merchandising purposes. Regarding the print media, the map will form the base template of the reverse side of a pamphlet, whereby the text side will be themed and can be updated on a seasonal basis.

Next Steps and activity plan

17. The next steps of the Place Campaign are outlined below and the short-term activities outlined below will be used to test the brand. This test launch (“beta” launch) will then be reviewed and revised accordingly before medium- to longer-term activities are undertaken:

Short term (<6 months)

- Autumn PR campaign to complement the social media launch to promote Sevenoaks district as a place to visit. Content created around ‘48 hours in Sevenoaks’ targeting national travel media, and Kent/Sussex/Surrey/Essex media.

- Autumn “beta” launch of the place brand on social media scheduled for the end of September.
- Autumn/winter city event - promotional market-style stand or stall in Canary Wharf showing the best of Sevenoaks, highlighting harvest, food and drink and other products. Media and business invites lunchtime through to evening.
- Inflight campaign - targeting international audiences from the USA/Canada by exploring promotional opportunities with Jet Blue magazine and Ink Global. Editorial options and investigating advertising partnerships.
- Ambassador and stakeholders’ toolkit of the brand and December launch event promoting the brand and coming 2022 season.
- Christmas campaign - early seeding in of seasonal content promoting visits to Sevenoaks for the autumn and festive period (high quality imagery, high quality of life promotion to the media).
- Print advertising in high end press and in-flight, social media ad campaign and boost, paid search campaign for web in December.
- Inward investment collateral (digital and print) based on findings from “The Case for West Kent”.
- Winter seasonal promotional video.
- Update the tourism website with the brand book guidelines.
- Design and print of a festive tourism leaflet for Sevenoaks with one of the new maps.

Medium term (6-12 months)

- 2022 season second stage video promotion and PR campaign for Easter 2022.
- Influencer trip and endorsement - key travel, entrepreneur and lifestyle influencers to be invited to discover the district for a joint campaign.
- Summer launch campaign event - London train station takeover/stand to promote summer in Sevenoaks, and **Seven things to do** in the district.
- Local business takeover - collaboration digital campaign or event with local artists, food/drink producers and/or hospitality to give guests and customers a bigger taste of Sevenoaks life.
- Attendance and potential offers at key B2B trade events and lifestyle expos.

Long term (to be developed further subject to approval)

- An interactive digital version of the illustrated map for the web portal.
- Consider near-Europe trade events and expos for Sevenoaks (to be determined based on ongoing Covid-19 restrictions and Brexit reactions to ensure good value and positive impact).

Agenda Item 9

18. The Brand Book, the activity programme and budget needs to obtain further approval. In this regard it is intended to undertake one final round of consultative review following the “beta” launch (test launch) with the Steering Group, Sevenoaks Business Forum, and Sevenoaks Visitor Economy Forum. The Brand book will then be updated where appropriate and submitted to Cabinet early next year.

Other options Considered and/or rejected

19. None

Key Implications

Financial

20. The short-term activities highlighted in Section 18 have an estimated budget of £45,300 which is within the Economic Development team’s 2021/22 year budget. The additional medium and long term activities are yet to be budgeted and would only progress once funding is confirmed.

Legal Implications and Risk Assessment Statement

21. There are no legal or risk implications related to this report.

Equality Assessment

22. The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users at this point, but further assessments will be undertaken as the strategy begins to take shape.

Conclusions

23. Developing a strong place brand for Sevenoaks will support the wellbeing and economic development of the district, and the council’s key corporate objectives to promote the district as a visitor destination and attractive place to live, work and do business.

Appendices

A presentation will be given at the Committee meeting.

Background Papers

Pillory Barn (2020): Insight Report. Sevenoaks District Council.

Detlev Munster, Strategic Head of Property & Commercial

Improvement and Innovation Advisory Committee Work Plan 2021/22 (as at 15/11/2021)

25 November 2021

- Council Plan
- Street Naming & Numbering
- Residents Survey Presentation
- Place Campaign
-

24 February 2022

-

Summer 2022

-

Autumn 2022

This page is intentionally left blank