

Appendix B - - Summary of public consultation responses and changes made to the Economic Development Strategy (final draft)

Ref	Name of Respondent and organisation	Summary of response	Response	Change made to the document
1	H Dilley – Chairman, Chevening Parish Council	<ul style="list-style-type: none"> <li>Transport infrastructure is a bigger problem than is recognised in the strategy.</li> <li>They welcome the proposed development of a business hub at Fort Halstead</li> </ul>	<ul style="list-style-type: none"> <li>Strategy and action plan will be changed to recognise need to lobby for fairer and improved public transport services. This will include train and bus operators, KCC and other providers</li> <li>The Sevenoaks District Transport Strategy deals specifically with traffic and transport issues, including infrastructure and public transport.</li> <li>Support for hub at Fort Halstead noted</li> </ul>	<ul style="list-style-type: none"> <li>Action Plan: Action 3.4 “ Support efforts to ease congestion in Sevenoaks and Swanley and improve integration of public transport ” and under How will we do this” added “Lobby for fairer and improved bus and train services in the District”</li> <li>“This has been corroborated by local parishes and other groups who are keen for us to lobby for integrated and improved public transport” (p.26)</li> </ul>
2	Westerham Town Partnership (WTP)	<ul style="list-style-type: none"> <li>Business rates: WTP feel they have above average levels of start up and 5 year fail rates and want business rates examined on this basis, including the extension of 100% small business rate relief.</li> <li>WTP would like to see better analysis of the Business rates structure</li> <li>Welcomes further support for superfast broadband in outlying rural areas</li> <li>Promote better public transport and transport integration WTP focus on poor and expensive public transport particularly cross border (Surrey) and poor interaction between bus and rail services. WTP suggest a subsidised commuter bus in all directions</li> <li>Support for business hubs and greater analysis of businesses in Westerham</li> </ul>	<ul style="list-style-type: none"> <li>Ward level analysis for start up – only available at District level</li> <li>The small business relief is a Government scheme</li> <li>Investigate levels of rate relief that can be offered – as part of an action to promote small business rate relief</li> <li>The Sevenoaks District Transport Strategy deals specifically with transport issues, including infrastructure and public transport.</li> <li>The Economic Development Strategy and action plan will be changed to recognise need to lobby for fairer and improved public transport services. This will include train and bus operators, KCC and other providers</li> </ul>	<ul style="list-style-type: none"> <li>Action 3.4 “ Support efforts to ease congestion in Sevenoaks and Swanley and improve integration of public transport ” and under How will we do this” added “Lobby for fairer and improved bus and train services in the District” and “ Improvements made to public transport as a result of major developments” .</li> <li>“This has been corroborated by local parishes and other groups who are keen for us to lobby for integrated and improved public transport” (p.26)</li> <li>Under Action 1.1 “Market</li> </ul>

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		<ul style="list-style-type: none"> <li>• Need to for better infrastructure planning for new developments to including parking considerations.</li> <li>• Need for better infrastructure planning and integration of Charman’s Farm to Westerham Town Centre to maximise benefits to the economy</li> <li>• Better support for tourism initiatives including promotion of existing accommodation providers and expansion of accommodation offer.</li> <li>• Would like support for lighting and signage upgrades.</li> <li>• Support for improved business communications more proactive support for the Town Partnership.</li> </ul>	<ul style="list-style-type: none"> <li>• The strategy now recognises the role of CIL in supporting infrastructure</li> <li>• Support for Town Partnerships has been strengthened in the action plan so that detailed local issues can be addressed</li> <li>• Draft modifications to the ADMP set out measure to mitigate travel impact. An action has been added to this plan to measured number of developments with adopted travel plans</li> </ul>	<p>Sevenoaks District as a place to invest and grown” added target 1.1F “Promote small rate relief” and Under How will we do this “Investigate level of rate relief that can be offered”</p> <ul style="list-style-type: none"> <li>• Action 1.2 “Encouraging viable and vibrant town centres through a range of partnerships” How will we do this includes “Work with town partnerships to help them progress their objectives” and “Help town partnerships access funding and support for local priorities”</li> </ul>
3	Westerham Town Council	<ul style="list-style-type: none"> <li>• Key points as outlined in Westerham Town Partnership response</li> </ul>	<ul style="list-style-type: none"> <li>• See Westerham Town Partnership response</li> </ul>	<ul style="list-style-type: none"> <li>• Not applicable</li> </ul>
4	D Vesey Hartley Parish Council	<ul style="list-style-type: none"> <li>• Strategy and action plan noted and supported Supportive of regeneration in Swanley Town Centre and New Ash Green. Expressed concerns to ensure residents and businesses in Hartley are consulted about regeneration proposals.</li> <li>• Signposting for residents to make best use of Swanley Gateway.</li> <li>• Concerns about overcrowding on trains, congestion of road networks and particularly the impact of rural roads and misuse by inappropriate heavy goods vehicles.</li> <li>• Support given for schemes to provide</li> </ul>	<ul style="list-style-type: none"> <li>• Sevenoaks District Council will work with developers to ensure that any areas impacted by any redevelopment proposals are be consulted –</li> <li>• Sevenoaks District Council will support and market the new Gateway in Swanley.</li> <li>• The Sevenoaks District Transport Strategy deals specifically with transport issues, including infrastructure and public transport.</li> <li>• See transport comments in 1 and 2 above</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy Change: We will work proactively to market the services available here. (p.31- in reference to the new Swanley Gateway)</li> <li>• Action Plan: Action 3.4 “ Support efforts to ease congestion in Sevenoaks and Swanley and improve integration of public transport ” and under How will we do this” added “Lobby for fairer and improved bus and train services in the District”</li> </ul>

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		additional car parking in the District	<ul style="list-style-type: none"> <li>Support for schemes to provide plans to provide additional car parking in Sevenoaks Town</li> </ul>	
5	Eynsford Parish Council	<ul style="list-style-type: none"> <li>Supports businesses to set up apprenticeships</li> <li>Wish to see the proposed inclusion of Swanley in Rail Zone 6 extended to Eynsford as it lies between Swanley and Bat &amp; Ball</li> <li>“The council supports additional and cheaper car parking in Sevenoaks town to attract more shoppers and evening visitors to support local businesses.”</li> <li>Bus network to better serve the needs to employees and businesses</li> <li>Strongly support initiatives to enable business to become more fuel efficient</li> <li>Strongly supports employment led approach to the future development of Fort Halstead</li> </ul>	<ul style="list-style-type: none"> <li>The action plan recognise links between the partners in the Supporting Young People into Employment Group in supporting delivery of the Economic Development Action Plan objectives, this will include apprenticeship campaigns.</li> <li>Members are referred to the recent review of car parking charges. Issues of car parking will be considered in a way which is consistent with the Council’s agreed policy and approach</li> <li>Members views are sought in relation to the inclusion of Bat and Ball and Eynsford in the zone 6 proposals relating to Swanley</li> <li>See transport comments in 1 and 2 above</li> </ul>	<ul style="list-style-type: none"> <li>Action Plan: LSP Supported Young People into Employment Group added as an other partner and lead agency in the action plan within action 2.2 “Improve the skills and employability of residents in the District”</li> </ul>
6	J Davies KCC – Libraries Registration and Archives	<ul style="list-style-type: none"> <li>Recognise the support that Kent Libraries can provide through the Business Information Team</li> <li>Page 15 “We do not have a Jobcentre plus within the District” Need to point out that there will be a Jobcentre presence in the new Swanley Gateway from 2015.</li> </ul>	<ul style="list-style-type: none"> <li>The action plan recognises the role of the Business Information Team as a supporting partner.</li> <li>The Jobcentre presence in Swanley Gateway is already recognised in the Strategy under Place for Growth and Improvement. Strategy now says “We haven’t had a job centre”</li> </ul>	<ul style="list-style-type: none"> <li>Action Plan: Action 2.1 “Enable businesses to access support, advice and finance”. Kent Libraries Business Information Team added as an Delivery Partner</li> </ul>

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7	G Bergh Farningham Parish Council (noted that this is a personal response rather than one of behalf of Farningham PC)	<ul style="list-style-type: none"> <li>• More detailed analysis of what causes failure of start ups.</li> <li>• Strong efforts need to be made to lobby London to pay for the leisure time it spends in Sevenoaks.</li> <li>• More emphasis should be placed on hospitality and protecting the environment, listed buildings and conservation areas. This is the only growth sector predicted by the Economic Intelligence Unit.</li> <li>• Suggests a twelve monthly review would be better than five yearly.</li> </ul>	<ul style="list-style-type: none"> <li>• An action has been added to reflect the need to support start ups and recognise barriers</li> <li>• The business support section identifies support for all businesses including start ups.</li> <li>• Actions have been added to the rural economy section which seeks to determine and address the employment issues and barriers faced by rural and tourism employers. .</li> </ul>	<ul style="list-style-type: none"> <li>• Action 2.2 “ Improve the skills and employability of residents in the District” – under target 2.2B “Reduce the number of JSA claimant”, includes the following under How we will do this:</li> <li>• “.Provide more coordinated support for business start ups and encourage entrepreneurship” and “Engage Kent Foundation”</li> </ul>
8	P Cracknell	<ul style="list-style-type: none"> <li>• Support for document’s intentions. Given the actual and growth potential of the district’s tourism, there is still a major requirement for a much higher tourism profile. As a district with the highest number of tourist destinations in the county, it would seem important for SDC to play an important role in supporting and working in partnership with private enterprise/voluntary groups to develop and deliver a coherent tourism strategy. SDAF are keen to engage and work with all relevant parties to achieve this.</li> </ul>	<ul style="list-style-type: none"> <li>• An action has been added to reflect that SDC will be working in partnership with tourism partners in 2014/15 to develop a dedicated Sevenoaks District tourism website and a strategic Destination Management Plan (2015/16) to ensure that all partners are working holistically to achieve economic benefits and tourism outcomes for the District.</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan: Action 7.1 “ Market the District as a place to work live travel and stay”, add targets 7.1A “ Destination Management Plan developed at least 75% of actions on delivered in the first year ” and 7.1B “ Increase number of users for a District Tourism web portal”</li> </ul>
9	Edenbridge Town Council	<ul style="list-style-type: none"> <li>• Edenbridge Town Council would like the Eden Centre, Edenbridge, and the Chamber of Commerce station building to be used for the provision of skills and learning.</li> </ul>	<ul style="list-style-type: none"> <li>• The Economic Development Strategy will seek to engage all appropriate partners in the delivery of the strategy</li> <li>• Support for Town Partnerships has been strengthened in the action plan so that detailed local issues can be addressed</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan: Action 1.2 “Encouraging viable and vibrant town centres through a range of partnerships” How will we do this includes “Work with town partnerships to help them progress their objectives” and “Help town partnerships access</li> </ul>

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				funding and support for local priorities”
10	G Humble Target Your Potential	<ul style="list-style-type: none"> <li>Recognise the role of social enterprise working to support businesses in recruiting staff and the local young people in the community into employment and “Bridge the Gaps” as a Route-to-employment</li> <li>Target Your Potential wish to expand on their Route-to-Employment “Make it Happen” event in Tunbridge Wells held in partnership with which support a range of people from different ages into considering alternatives to employment from self employment to volunteering. This includes expanding a scheme into New Ash Green to complement efforts to regenerate the Village Centre.</li> </ul>	<ul style="list-style-type: none"> <li>The Strategy will harness the work of Local Strategic Partnership Supporting Young People into Employment Group, where all partners are asked to look at ways bridge gaps to employment.</li> <li>The New Ash Green Town Team has invited Target Your Potential to discuss employment and training opportunities for young people at a future Town Team meeting.</li> </ul>	<ul style="list-style-type: none"> <li>Action Plan: LSP Supported Young People into Employment Group added as an other partner and lead agency in the action plan within action 2.2 “Improve the skills and employability of residents in the District”</li> </ul>
11	Dr H Leicester Oxford Parish Councillor	<ul style="list-style-type: none"> <li>Likes the strategy but wish to acknowledge: <ul style="list-style-type: none"> <li>It is a legal requirement to make documents and data accessible. That means putting them in formats, or easily convertible into formats, which are easy to use and understand by as many people as possible. This would seem to apply to The Strategy, as it develops, to sources of supporting evidence, to council decision materials, and to any tendering documents.</li> <li>Making sources of info/data simpler</li> </ul> </li> <li>DWP have launched the “Accessible Britain Challenge”. It’s about accessible businesses (information and premises),</li> </ul>	<ul style="list-style-type: none"> <li>All Council policies are available in alternative formats on request</li> <li>An Equalities Impact Assessment has been produced for this Strategy.</li> <li>Covered under the Council’s corporate equalities policy</li> <li>The SDC Access Group, which includes Dr Leicester, is producing an action plan. This will look at the Council’s role in relation to the Accessible Britain Challenge and will engage other partners and groups as part of this process.</li> <li>An action has now been added to</li> </ul>	<ul style="list-style-type: none"> <li>Action Plan: Action 2 “Improve the skills and employability of residents in the District.” How will we do this - add “Establish Annual Entrepreneurship event” This includes, among others, the SDC Access Group as an “Other Partner”</li> </ul>

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		<p>buildings generally, and the outdoor environment too. Sevenoaks should build this initiative firmly into its Economic Development Strategy, supporting those wishing to use and visit our local amenities to the full.</p> <ul style="list-style-type: none"> <li>• Take the needs of disabled innovators and entrepreneurs into account. This is not just about expanding the workforce. It's also about individuals with knowledge and skills to build new businesses, or support others as they develop, but who are currently limited by inaccessible technologies, documents, buildings and so much more in today's society.</li> </ul>	<p>establish annual entrepreneurship/innovation training. Dr Leicester's advice will be sought in relation to this event.</p>	
12	A Bryne English Heritage South East	<ul style="list-style-type: none"> <li>• The historic environment and heritage assets of the district have a key role to play in the successful promotion and development of the tourism and rural economy sectors. A tourism and/or cultural strategy allied to the Economic Development Strategy and the Local Plan would be a useful tool to ensure appropriate enhancement of the assets and maximisation of their contribution to the economic progress of the district.</li> <li>• It should be made explicit that the development promoted through the strategy, which is welcomed in principle by English Heritage, is respectful of the historic environment and character of rural areas, and that the character and setting of towns and villages and the heritage assets within</li> </ul>	<ul style="list-style-type: none"> <li>• An action has been added to the strategy. Sevenoaks Council will be working in partnership with tourism partners in 2014/15 to develop a dedicated Sevenoaks District tourism website and a strategic Destination Management Plan (2015/16) to ensure that all partners are working holistically to achieve economic benefits and tourism outcomes for the District.</li> <li>• Respect for design of development and the Countryside and the Rural Economy is already recognised in Planning Policy (SP1 and LO8).</li> <li>• The District Council are working with the partners to submit heritage lottery funding bids to sustain and redevelop iconic heritage sites</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan: Action 7.1 " Market the District as a place to work live travel and stay", add targets 7.1A " Destination Management Plan developed at least 75% of actions on delivered in the first year " and 7.1B " Increase number of users for a District Tourism web portal</li> </ul>

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13	Cllr C Clark	<p>them are protected and enhanced.</p> <ul style="list-style-type: none"> <li>• Page. 4 About Sevenoaks District 4<sup>th</sup> para. Add “In the large modern village of New Ash Green there is an opportunity to regenerate or redevelop the central business and shopping area to redress the problems stemming from its outdated 1960s design.”</li> <li>• Page 4. 6<sup>th</sup> para. Add “Developments such as renewable energy and leisure facilities have to be balanced against protecting the landscape and residential amenity.”</li> <li>• Page 5 Map . It should at least show the A21 and the HS1 rail line from Ebbsfleet International to Ashford (which is not named) as well as rail links to the south and west and preferably all the roads and rail lines mentioned on page 9.</li> <li>• Page 10 Key Challenges Final bullet. Reword the first sentence: “New Ash Green Village Centre struggles to provide the services and amenity that residents now require.”</li> <li>• Page 12 Add a reference to the fact that the Core Strategy is to be reviewed to bring it in line with current Government guidance and the ADMP</li> <li>• Page.15 Skills and Support 3<sup>rd</sup> para. Need to recognise that in the north of the District many young people make use of schools and colleges in Dartford and Gravesend and examples given.</li> <li>• Page 16 Transport and Infrastructure 3<sup>rd</sup> para. Add “Adequate train services on the</li> </ul>	<ul style="list-style-type: none"> <li>• All changes noted and changes made with the following exceptions: <ul style="list-style-type: none"> <li>○ Members views are sought as to whether further changes to the map are required</li> <li>○ Members’ views are sought on whether references to train services should include links to Medway Towns.</li> <li>○ Action has been amended to reflect need to lobby for improved public transport services and better integration of public transport.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• See 1 and 2 for transport actions/targets</li> <li>• All changes noted and changes made with the following exceptions: <ul style="list-style-type: none"> <li>○ Members views are sought as to whether further changes to the map are required</li> <li>○ Members’ views are sought on whether references to train services should include links to Medway Towns.</li> <li>○ Action has been amended to reflect need to lobby for improved public transport services and better integration of public transport.</li> </ul> </li> </ul>
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		<p>London to Chatham line which serve the villages in the north of the District are threatened as a result of the concentration of resources on services from the east of the County and on HS1 and there is very poor connectivity to destinations other than London, including Sevenoaks itself.”</p> <ul style="list-style-type: none"> <li>• Transport infrastructure section must mention buses. There needs to be recognition that bus services in the District are generally poor, with almost no evening buses and many bus services are designed to take people out of the District rather than into or within it, notably in Swanley, Edenbridge and New Ash Green. Bus services between centres in Sevenoaks District are very poor, particularly on the Northeast – Southwest axis. This should be reflected in a further Aim on p.17 to work with bus operators and KCC to retain and improve services.</li> <li>• Page.19 New Ash Green Village Centre Add, at the end, “... , preserving the key facilities necessary for the village and surrounding area.”</li> <li>• Page.30 change 3.7 to “Lobby for fairer and improved public transport services” and include bus operators and KCC in the ‘How’ column with improved bus services added to the outcome.</li> </ul>		
14	Cllr L Stack	<ul style="list-style-type: none"> <li>• “Overall a sensible document, but much aspiration rests on cooperation from areas outside the Councils control (transport/broadband/office to residential</li> </ul>	<ul style="list-style-type: none"> <li>• Creating new business hubs is already identified as a priority relating to Fort Halstead and recognising the need to seek other opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• “A number of consultees emphasised that there has been a strong focus on young peoples’ training and employment. There</li> </ul>



		<p>conversions)”</p> <ul style="list-style-type: none"> <li>• Most businesses are independent and small, likely to be professional services and unlikely to grow significantly. “Those not providing professional services such as retail sole traders need to be supported through national policy decisions (business taxes must be lower)”</li> <li>• Focus on creating ‘hubs’ around larger employers to create centres of excellence and drive partnership with relevant educational establishments.</li> <li>• Sevenoaks is a commuter town and this unbalances statistics.</li> <li>• “Outside of commuter population and professional services, low paid jobs in care and retail are prevalent. Low paid workers cannot afford to live in the District but increasingly anyone on less than a six figure salary or qualifying for benefits struggles too Does Sevenoaks Does Sevenoaks District ultimately accept it is mostly a rich area for rich people and put all efforts into regenerating Swanley. Swanley has the potential to be a young vibrant affordable alternative to London?”</li> <li>• Need to mention the over 50’s taking into account the issues of skills gaps and the inability to retire and lack of support and this group.</li> <li>• Need to look at community transport solutions. The car is necessary to access local employment and public transport is</li> </ul>	<ul style="list-style-type: none"> <li>• Text in the Economy section recognises that statistics are unbalanced by Sevenoaks being a commuter town.</li> <li>• Swanley is a high priority area for regeneration and focus of efforts in relation to supporting young people in education, employment and training.</li> <li>• The Strategy and action plan now reflects the need to support over 50s in retaining or access to employment.</li> <li>• The District Council’s approach to business is designed to put a team around the business and create a single point of contact. This is designed enable the business to access advice and services from the Council is a simple, speedy and effective manner.</li> <li>• Members are referred to the recent review of car parking charges. Issues of car parking will be considered in a way which is inconsistent with the Council’s agreed policy and approach</li> <li>• Innovation solutions will continue to be explored in all areas of delivery</li> </ul>	<p>needs to be a focus on getting people over 50 retrained and back to work. This is an often neglected populace whose unemployment rose dramatically during the recession” (p.23 in reference to unemployment and skills issue for over 50s)</p> <ul style="list-style-type: none"> <li>• Target 1.1A “Increase the number of businesses locating or setting up in Sevenoaks District over the plan period and “1.1B “ Increase in commercial space” includes “ Promote small rate relief and investigate other rate discounts” under How will we do this</li> <li>• Under Action 2.2 “Improve the skills and employability of residents in the District”. “Support people over 50 in retraining and access to skills and employment opportunities” added to How will we do this for target 2.2A “ Reduce the number of NEETs in line with targets set KIASS” (Kent Integrated Adolescent Support Services – KCC)</li> </ul>
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		<p>very poor in evenings, weekends and rural areas. Low paid workers of all ages are disadvantaged as are local employers who cannot attract staff.</p> <ul style="list-style-type: none"> <li>• More innovation is needs to be explored e.g. pop up shops and markets for places for growth and improvement.</li> <li>• “ If SDC can relieve the burden of red tape, manage</li> <li>• planning to facilitate business and sort out high parking charges in the retail areas that would be a good start in a practical way. Strategy is great but short term quick win tactics also need to be factored in.”</li> </ul>		
15	Cllr D Morris	<ul style="list-style-type: none"> <li>• “The Economic Development Strategy &amp; Action Plan states, ‘Land at Bevan Place is earmarked for housing.’ This should not be the case for all the good reasons mentioned in the plan in relation to the regeneration of Swanley. This site is in the High Street of the second largest town in the district and should be retained for commercial use to support the town. Residential use can be accommodated elsewhere in the area rather than one of the most high profile commercial sites in the area.”</li> <li>• “The draft Plan states that the Swanley Leisure Centre is in the Town Centre but it isn’t. It is on the Whiteoak Estate”</li> </ul>	<ul style="list-style-type: none"> <li>• The ADMP does currently list Bevan Place as a site for development of housing</li> <li>• Plans to redevelop the White Oak Leisure Centre will be carried out</li> </ul>	<ul style="list-style-type: none"> <li>• The reference to Swanley Leisure Centre being in the town centre has been removed.</li> <li>• White Oak Leisure Centre to be included under Swanley.</li> </ul>
16	E Rogers	<ul style="list-style-type: none"> <li>• No further comments to add following completion of questionnaire in August</li> </ul>	<ul style="list-style-type: none"> <li>• Not applicable</li> </ul>	
17	B Taylor	<ul style="list-style-type: none"> <li>• What does the strategy do to protect the rural nature of the District with 93%</li> </ul>	<ul style="list-style-type: none"> <li>• The LDF and Planning Policies identify policies for the rural economy and the</li> </ul>	<ul style="list-style-type: none"> <li>• Action 7.1 “ Market the District as a place to work live travel and</li> </ul>

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		<p>designated as Green Belt?</p> <ul style="list-style-type: none"> <li>• Need to clarify what we mean by stating that the rural economy plays a large part in the economic success of the District</li> <li>• Agricultural and associated food businesses do not appear in the Key Challenges and identify support.</li> <li>• Superfast broadband this is key objective for the agricultural sector</li> <li>• Are the Council to 'enhance and improve the rural economy' dependent on obtaining funding through the Leader programme. If this is not successful what other plans</li> <li>• "Is the £1.5M leader programme for Sevenoaks District? Or West Kent."</li> </ul>	<p>green belt and this is referred to in the Strategy. Actions to support the rural economy have been strengthened</p> <ul style="list-style-type: none"> <li>• The Council has a Draft Green Belt SPD</li> <li>• Actions to support the rural economy have been enhanced in the action plan</li> <li>• Broadband is a priority in the Strategy</li> <li>• The Leader funding would play a significant role in providing funding for rural businesses. However, it is hoped that engagement with landowners and estate owners will bring further rural economic benefits to local communities and this is reflected in the Strategy and action plan.</li> <li>• The Leader Funding bid is subject to confirmation and if successful, private sector investment will be sought to increase the available funds. The funds would be of benefit to business across West Kent. The action plan has been strengthened in respect of the Leader scheme</li> </ul>	<p>stay", add targets 7.1A " Destination Management Plan developed at least 75% of actions on delivered in the first year " and 7.1B " Increase number of users for a District Tourism web portal"</p> <ul style="list-style-type: none"> <li>• Target 6.1A "Successful West Kent Leader Funding Bid" and target 6.1B "Enhance the rural economy through the West Kent Leader fund by: <ul style="list-style-type: none"> <li>○ Jobs created</li> <li>○ Jobs safeguarded</li> <li>○ Start ups</li> <li>○ Business expansion"</li> </ul> </li> </ul>
18	CLA	<ul style="list-style-type: none"> <li>• Broadband, flooding, and mobile phone coverage needs to be a priority</li> <li>• Change of use through Permitted Development is an opportunity to develop farm buildings to commercial use to add to the rural economy part of the document</li> </ul>	<ul style="list-style-type: none"> <li>• Broadband, flooding and mobile phone coverage are covered in the strategy</li> <li>• The Sevenoaks District Core Strategy states that one of the ways that the Council will support the District's economy is by 'giving priority to business uses, or tourist facilities, in the conversion of buildings in the rural</li> </ul>	<ul style="list-style-type: none"> <li>• Action 6.1C 'Hold rural sector skills and worker accommodation workshop'.</li> </ul>

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			area'. Recent changes to permitted development rights allow agricultural buildings to be converted to a range of different uses, including shops, offices and residential, subject to conditions set out in legislation.	
19	Cllr P Fleming SDC	<ul style="list-style-type: none"> <li>• “There are a number of issues with Bat and Ball being in Zone 6 not least rail heading and lack of infrastructure around the station and the fact that the other stations on that line are also not designed for large volumes of traffic that zone 6 may encourage.”</li> </ul>	<ul style="list-style-type: none"> <li>• Members views are sought about the inclusion of Bat and Ball within zone 6</li> </ul>	<ul style="list-style-type: none"> <li>• Not applicable</li> </ul>
20	S Green Montreal Estate	<ul style="list-style-type: none"> <li>• No farming enterprise, dairy, woodland or arable can work without buildings fit for purpose. If a farming business is unable to build appropriate facilities it can not succeed</li> <li>• Montreal has identified renewable energy as a 21<sup>st</sup> century income stream through harvesting our 1000 acres of wood on a sustainable basis, and through photovoltaic on our new barn roofs. It is estimated our woodland could heat 200 homes. Before they implement this strategy they are building a district heating system for our properties at coakham. Renewable energy is the way forward and estate owners can assist Sevenoaks district council with their renewable energy policies. This will be covered elsewhere on the agenda.</li> <li>• In order for the country side continue to be maintained, the rural economy needs</li> </ul>	<ul style="list-style-type: none"> <li>• The Sevenoaks District Core Strategy states that one of the ways that the Council will support the District’s economy is by ‘giving priority to business uses, or tourist facilities, in the conversion of buildings in the rural area’. Recent changes to permitted development rights allow agricultural buildings to be converted to a range of different uses, including shops, offices and residential, subject to conditions set out in legislation.</li> <li>• An action has been added to the Strategy to take into account the need to involve land/estate owners in solutions to renewable energy</li> <li>• Actions have been added to the rural economy section and will involve land/estate owners</li> <li>• An action has been added to reflect</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy changed – 93% green belt – “it is important that opportunities in the rural area and our planning policy supports this process”</li> <li>• Action Plan: New target added 4.1B “Work with partners to bring forward energy efficiency schemes” Under How will we do this added “Work with landowners to encourage energy efficiency schemes “</li> <li>• Action7 “ Market the District as a place to work live travel and stay”, add targets 7.1A “Develop Destination Management Plan for Sevenoaks District to enhance the visitor experience and maximise the benefits of</li> </ul>

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		<p>council support and engagement. Future plans are linked to planning.</p> <ul style="list-style-type: none"> <li>• Tourism: Major landowner estates are within 30 miles of Central London and less than 80 miles from France. Montreal Estate is getting many business enquiries about our land and redundant buildings</li> </ul>	<p>that SDC will be working in partnership with tourism partners in 2014/15 to develop a dedicated Sevenoaks District tourism website and a strategic Destination Management Plan to ensure that all partners are working holistically to achieve economic benefits and tourism outcomes for the District. Land/estate owners will be engaged as part of this process</p>	<p>culture attractions” and 7.1B “Develop District Tourism website portal for the Sevenoaks District</p>
21	E Barham	<ul style="list-style-type: none"> <li>• Concerns that CIL and S106 are “deal breakers” for rural building conversions. Many are listed and demolition is not an option. Need to explore flexible approach to costs that go alongside the buildings. Also need identified for little flats for workers, students etc. as offer of accommodation could compensate for the lower wages.</li> </ul>	<ul style="list-style-type: none"> <li>• The Sevenoaks District Core Strategy requires an affordable housing contribution to be paid or affordable units to be provided on site where a development results in a net increase in the number of dwellings. However, the policy also allows for contributions or on-site provision to be reduced where an independent assessment of viability demonstrates that the development would not be viable if the policy requirement was met.</li> <li>• The Council has been charging the Community Infrastructure Levy since August 2014 and subject to some exemptions and ‘reliefs’ it is a mandatory charge. CIL will ensure that new developments continue to make a contribution towards funding the infrastructure that they place additional demand on. In order to introduce the charge the Council was required to prepare evidence on the infrastructure required to support planned</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan: Target 6.1C added to action plan “Hold rural sector skills and worker accommodation workshop</li> </ul>

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			<p>development in the District and the viability of development, in order to support the preparation of a Charging Schedule. Two rounds of consultation and an examination by an independent inspector on the Charging Schedule were undertaken, where interested parties had the opportunity to challenge the Council’s proposed charging rates.</p> <ul style="list-style-type: none"> <li>• CIL legislation allows for existing on-site in-use floorspace to be subtracted from the floorspace proposed as part of the development. Therefore, if a building can be shown to have been in a continuous lawful use for at least 6 months within the past 3 years then CIL would only be payable on any new floorspace created as part of the conversion. In some instances, the CIL payment due may be zero as a result of this provision.</li> <li>• A 100% relief is also available through CIL legislation for social housing, which includes ‘assured agricultural occupancy’ tenure where this is provided by a registered social landlord or private registered provider of social housing.</li> </ul>	
22	N Watson	<ul style="list-style-type: none"> <li>• The District has a very restricted housing supply. The private rented sector will grow from 9% in 2001 to 37% in 2025. It will take around 19 years for a single person to</li> </ul>	<ul style="list-style-type: none"> <li>• An action has been added to the Strategy to look at barriers to rural employment</li> <li>• See comments at 18,20 and 21. As</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan: Target 6.1C added to action plan “Hold rural sector skills and worker accommodation workshop”</li> </ul>

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		<p>save for a deposit. Pressure is so much higher with lower wages. Redundant farm buildings should be used for housing. In addition building buy to let houses – aim to build 6 per year and landowners could work with Council to let houses</p>	<p>above, there is the opportunity to convert agricultural buildings to residential use through permitted development rights, subject to conditions set out in the legislation. Under national planning policy (the NPPF), the development of new residential buildings in the Green Belt would be inappropriate development, for which ‘very special circumstances’ would need to be proven to justify the development</p>	
23	W Alexander	<ul style="list-style-type: none"> <li>• Change of use for rural agricultural buildings “imperative”. Between 8 landowners, 150 employed by estates – those employed on estates 300 at £25,000 per year which equates to £10.5million in salary.</li> <li>• Modern conversion exceeds required standards for modern buildings. The cost of conversions is greater than new build.</li> <li>• Landowners can support the Council’s objective to make more commercial space available and greater emphasis needs to be given to this in the Economic Development Strategy</li> <li>• Estate owners hope there is a will to look at lower limit for business rates</li> </ul>	<ul style="list-style-type: none"> <li>• See comments at 18, 20, 21 and 22. The Sevenoaks District Core Strategy states that one of the ways that the Council will support the District’s economy is by ‘giving priority to business uses, or tourist facilities, in the conversion of buildings in the rural area’. Recent changes to permitted development rights allow agricultural buildings to be converted to a range of different uses, including shops, offices and residential, subject to conditions set out in legislation.</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan:</li> <li>• Target 1.1A “Increase the number of businesses locating or setting up in Sevenoaks District over the plan period and “1.1B “ Increase in commercial space” includes “ Promote small rate relief and investigate other rate discounts” under How will we do this</li> <li>• Target 6.1C added “Hold rural sector skills and worker accommodation workshop”</li> </ul>
24	B Thomas	<ul style="list-style-type: none"> <li>• Rural tourism attracts 10% of the jobs in the District and 4 million visitors.</li> <li>• It is unrealistic to expect the private sector to do Visit Kent work. The Council needs to take a role in attracting visitors</li> <li>• Need for young people to have skills and</li> </ul>	<ul style="list-style-type: none"> <li>• LSP Supporting young people into employment group to include rural skills focus</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan:</li> <li>• LSP Supported Young People into Employment Group added as an other partner and lead agency in the action plan within action 2.2 “Improve the skills</li> </ul>

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		training in retail, catering, filming and wedding industry.		and employability of residents in the District” <ul style="list-style-type: none"> <li>• Action7 “ Market the District as a place to work live travel and stay”, add targets 7.1A “Develop Destination Management Plan for Sevenoaks District to enhance the visitor experience and maximise the benefits of culture attractions” and 7.1B “ Develop District Tourism website portal for the Sevenoaks District</li> </ul>
25	National Trust	<ul style="list-style-type: none"> <li>• Difficulty in getting seasonal catering staff. It links to difficulty in rural accommodation</li> </ul>	<ul style="list-style-type: none"> <li>• Link to support from LSP Supporting Young People into Employment Group</li> </ul>	<ul style="list-style-type: none"> <li>• Action Plan: LSP Supported Young People into Employment Group added as an other partner and lead agency in the action plan within action 2.2 “Improve the skills and employability of residents in the District”</li> </ul>
26	E Ecclestone St Clere Estate	<ul style="list-style-type: none"> <li>• Communication and rural broadband: The estates’ in the District could be a catalyst for community solutions for rural broadband solutions. Need to work with KCC as need to prevent finding solutions leading to an area being taken out of the scoping for BDUK areas</li> </ul>	<ul style="list-style-type: none"> <li>• Set up broadband meetings with landowners</li> <li>• An action has been added to the Strategy which recognises the need to set up a land/estate owner broadband group.</li> </ul>	<ul style="list-style-type: none"> <li>• To help solve this problem in the most rural areas of the District we should engage the landowners to try and find an effective solution (p.27- in reference to broadband in rural areas)</li> <li>• Action Plan: Target 3.6 “Increase the number of communities accessing superfast broadband” now includes “ Support local communities in finding alternative broadband solutions”</li> </ul>



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				under the How will we do this section. This target includes land/estate owners as an other partner.
27	A Colgrain	<ul style="list-style-type: none"> <li>Keeping the woodland industry going is important. Estates are increasingly using wood burners Local woodland owners can work together. Montreal Estate can produce fuel for 200 homes. Need to consider roles in relation to this industry and possibly apprenticeships. Using woodlands as a reliable supply of energy generation</li> </ul>	<ul style="list-style-type: none"> <li>An action has been added to the Strategy to take into account the role that land/estate owners have in relation to renewable energy solutions, especially wood burning.</li> <li>The Sevenoaks District Core Strategy supports small scale and community-based renewable energy developments where such development does not adversely affect the openness of the Green Belt and is consistent with AONB policy. National Planning Practice Guidance has recently been published in relation to solar farms. This encourages local authorities to favour developments on previously developed and non agricultural land and to take account of the impacts on the landscape and heritage assets. The NPPF also states that ‘when located in the Green Belt, elements of many renewable energy projects will comprise inappropriate development. In such cases developers will need to demonstrate very special circumstances’</li> </ul>	Action Plan: New target added 4.1A “Successful planning permissions for renewable energy schemes in the District 4.1B “ Increase the number of businesses taking up energy efficiency measures (Annual survey)
28	H Warde	<ul style="list-style-type: none"> <li>Produced in Kent is blooming but Sevenoaks District is not. Westerham</li> </ul>	<ul style="list-style-type: none"> <li>An action has been added to promote local produce and support food</li> </ul>	<ul style="list-style-type: none"> <li>Action Plan:</li> <li>Target 6.1C added “Hold rural</li> </ul>

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		<p>Brewery is 2<sup>nd</sup> biggest in Kent. Need to explore how we can better support food businesses by having more flexible business rates. Also need housing for people for six months of the year.</p>	<p>businesses by working with Produced in Kent and delivering a Produced in Sevenoaks campaign and series of media messages.</p> <ul style="list-style-type: none"> <li>• An action has been added to the Strategy</li> </ul>	<p>sector skills and worker accommodation workshop”</p> <ul style="list-style-type: none"> <li>• Target 6.1E “Produced in Sevenoaks campaign developed and case studies and key messages disseminated”</li> </ul>
29	J Silve, West Kent College	<ul style="list-style-type: none"> <li>• Document does not mention West Kent College</li> </ul>	<ul style="list-style-type: none"> <li>• Name of West Kent College was left out of the main document. At the time of drafting the College was known as K College and was in a period of change. They were left out until the situation was clarified.</li> </ul>	<ul style="list-style-type: none"> <li>• West Kent College now added to the strategy, p.24</li> </ul>
30	Sevenoaks Town Council	<ul style="list-style-type: none"> <li>• Sevenoaks Town Council welcome the opportunity to comment on this document, and are in general support of the aims and aspirations set out within it. Sevenoaks Town Council wished to thank the staff at Sevenoaks District Council, and the Portfolio Holder for their work in drafting it.</li> <li>• Throughout the document the proposal to extend Zone 6 to Bat and Ball is highlighted, Sevenoaks Town Council requested that this proposal be extended to encompass Sevenoaks Mainline Station.</li> <li>• the reference to “team around the business” is vague, and the Town Council would request that a named individual or central email address be provided for the convenience of new/prospective businesses</li> <li>• Sevenoaks Town Council requested a specific reference to the redevelopment of Sevenoaks Community Centre and the</li> </ul>	<ul style="list-style-type: none"> <li>• Noted</li> <li>• Members views were sought regarding the zone 6 inclusion.</li> <li>• Email and contact details to be included in the ‘Team Around the Business’ promotional material when the scheme is finalised.</li> <li>• Sevenoaks Community Centre can be included in the ‘Places for Growth and Improvement’ section</li> <li>• There is a commitment to work with tourism partners to develop a destination management plan and to provide networking for tourism businesses. This should include networking with town centre partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>• Details of the zone 6 proposals have been added to the Strategy.</li> <li>• Team Around your Business features within the document.</li> <li>• The tourism section of the Strategy has been strengthened and provides more detail regarding key developments to support tourism outcomes and its impact on the local economy.</li> </ul>

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		<p>positive impact this would have on the wider regeneration plans for Bat and Ball</p> <ul style="list-style-type: none"> <li>• It was noted that Knole were anticipating a double of their visitors as part of their restoration project, and that more should be done to capitalise on this influx of visitors to the town, which could benefit Town Centre retailers.</li> </ul>		
31	Riverhead Parish Council	<ul style="list-style-type: none"> <li>• No consumer groups have been consulted except ‘young people’ at several locations. A survey around people who are shopping in town would have been welcome.</li> <li>• Cycling facilities should be included.</li> <li>• Under places for growth and improvement, attracting further high street names should not be a target. Small specific retailers should be encouraged.</li> <li>• Traffic issues to be considered when planning permissions granted to developers, especially in the busy London Road”</li> <li>• The specificity of each town should be enhanced. A study on the businesses/trade (independent or not) they type of market and the architectural particularities of each town should be added.</li> </ul>	<ul style="list-style-type: none"> <li>• This is a strategic document which covers the whole district and further consultation will be required when taking forward some of the actions in various localities. A survey of all businesses was undertaken and the response helped to shape the draft document. Every effort was made to reach as wide a variety of groups as possible.</li> <li>• P33 of the document refers to Marks and Spencer and Waitrose saying they ‘should help Sevenoaks town to remain an important shopping centre in the future, attracting further high street names as well as boosting football to the benefit of the smaller, independent traders’. Members views are sought.</li> <li>• Again, this is a strategic document and any more localised actions would need to look at the locality in more detail. There are actions under inward investment to encourage viable and vibrant town centres through a range of partnerships and to market the District as a place to work live travel and stay.</li> </ul>	<ul style="list-style-type: none"> <li>• We make reference to the Sevenoaks District Transport and Cycling Strategy in the document, saying that it identifies a number of schemes that promote sustainable forms of transport.</li> <li>• Action 3.4 supports efforts to ease congestion in Sevenoaks and Swanley.</li> <li>•</li> </ul>

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32	National Farmers' Union	<ul style="list-style-type: none"> <li>• Agriculture and horticulture have not been given specific and targeted consideration</li> </ul>	<ul style="list-style-type: none"> <li>• Further consultation will be taking place with rural land owners and businesses to make sure views relating to the rural economy and agriculture are added. Further consideration can be given to this but the comments have been received very recently.</li> </ul>	<ul style="list-style-type: none"> <li>• Actions have been added following a consultation with rural regarding a Produced in Sevenoaks campaign, rural sectors skills and rural worker accommodation workshops, enhancing the rural economy through Leader and renewable energy schemes (woodburning), which address some of the issues raised by the NFU.</li> <li>• A section dedicated to the Rural Economy has been added to the Strategy to highlight the importance of this sector.</li> </ul>
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**NOTE: Page numbers given by respondents refer to the Public Consultation draft. This differs to the page numbers in the new Final Draft presented to Members**