

**ECONOMY PDG**  
**12th January 2023**

**TIVERTON TOWN CENTRE MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT  
AND DELIVERY PLAN**

**Cabinet Member**                      **Cllr R Chesterton, Cabinet Member for Planning and  
Economic Regeneration.**  
**Responsible Officer**                **Mr R Marsh, Director of Place.**

**Reason for the Report:** Members will be aware that this authority has previously undertaken work with regard to regeneration and investment masterplanning for Tiverton town centre. This report seeks to provide an update to Members with recommendations in association with work being undertaken by the Coastal and Market Towns Initiative, Shared Prosperity Fund and Rural England Prosperity Fund.

**RECOMMENDATION:**

1. **That the report is noted;**
2. **That Members recommend to Cabinet:**
  - i) **A budget of up to £60k is set aside from the Brown Field Register Fund (up to £35k) and Custom and Self Build Burdens Fund (up to £25k) for the completion of the Draft Masterplan SPD and accompanying Delivery Plan;**
  - ii) **That Officer's commence the process to engage consultants to complete the Tiverton Town Centre Masterplan SPD and Delivery Plan process including commissioning assessments as required; and that**
  - iii) **The timetable for the adoption of the Tiverton Town Centre Masterplan and Delivery Plan be agreed.**

**Financial Implications:** On 2<sup>nd</sup> April 2015, Cabinet resolved to approve the appointment of consultants to complete a Tiverton Town Centre Masterplan and Investment Programme, with a suggested budget of £40,000.

The Draft Tiverton Town Centre Masterplan SPD and Delivery Plan (Draft Masterplan SPD) was accordingly progressed with completion of a Stage 1 Public Consultation.

In April 2022 the Government launched the UK Shared Prosperity Fund (SPF) to reduce inequalities and support economic development and community cohesion. Mid Devon was allocated £1,064,159 of funding over a three year period. In September 2022 the Government launched the Rural England Prosperity Fund (REPF) to build on and complement the SPF. Mid Devon was allocated £817,672 through the REPF to support capital projects for small businesses and community infrastructure over a two year period. (April 2023 – Mar 2025). The definition of 'rural' in the REPF allows funding to be applied across the whole district; including within the town centre of Tiverton.

In the Autumn of 2021, Tiverton was identified as a town that would benefit from support in its future growth through the Coastal and Market Towns Initiative (The Urban Renewal Programme). This Urban Renewal Programme is able to provide funds towards strategic and 'quick-win' projects. The Draft Masterplan SPD cannot be funded through the Urban Renewal Programme but a strategic &/or small number of quick-win projects can be.

Any amends required to the Draft Masterplan SPD, arising as a result of the SPF, the REPF, the Urban Renewal Programme or other inputs, will need to be managed and financed through the existing budget allocated for the completion of the Draft Masterplan SPD. Amends to the Draft Masterplan SPD are expected to include any strategic and quick win

projects, associated text, graphical and formatting updates. These have been informed by assessments commissioned as a result of the projects emerging through the Draft Masterplan SPD (e.g transport, viability).

The financial implications in the delivery of the regeneration projects identified within the Draft Masterplan SPD will need further consideration in light of service budget and whether they can be managed and delivered in house or will require further work to be commissioned externally. Once particular projects are developed these will be subject to financial costings and to Cabinet consideration and approval. Funding for these projects is likely to involve a range of public and private sector investment.

No other financial implications are anticipated at this time.

**Budget and Policy Framework:**

The purpose of the Draft Masterplan SPD is to have schemes identified to support the regeneration and future development of Tiverton town centre. With the support of a Delivery Plan that will sit alongside the masterplan and, in time, a business case for each of the Masterplan schemes, this will ensure each scheme will be in a state of readiness for future external funding opportunities as and when they occur. However, this report relates to strategy formulation which is currently budgeted for. No other budgetary implications are anticipated at this time.

The Policy Framework consists of both statutory documents that have to be adopted or approved by the Council, as well as locally determined policies and strategies that form an integral part of the decision making process. Once adopted, the Tiverton Town Centre Masterplan and Delivery Plan would have Supplementary Planning Document (SPD) status and be a material consideration for planning decision making purposes. No direct impacts on the policy framework are anticipated at this time.

**Legal Implications:** The process for preparing and adopting the Draft Masterplan SPD will need to comply with the Town and Country Planning (Local Planning) (England) Regulations 2012 and the Council's Statement of Community Involvement. Whilst the Draft Masterplan SPD will not form part of the Development Plan, it will be a material consideration in the determination of planning applications relating to the town centre.

The Delivery Plan will include a target set of key milestones / completion dates. These will be kept under review and will be reported back to Members [as appropriate, dependent upon the project](#).

There are no legal implications arising from this information report.

**Risk Assessment:** Failure to support the regeneration of Tiverton town centre would in itself lead to deterioration in commercial activity, a less vibrant centre, less coordinated development and uncertainty over essential infrastructure; this being recognised by the SPF, the REPF and the Urban Renewal Programme. The Draft Masterplan SPD will be focused on mitigating risk to aid regeneration.

Previous work commissioned by Devon County Council (DCC) and undertaken by Hardisty Jones Associates has previously identified Tiverton as the 8<sup>th</sup> most vulnerable town (on a combined vulnerability matrix) within the County. Intervention to support the continued economic prosperity of the town is therefore necessary.

As projects arising from the Draft Masterplan SPD are developed an assessment of risk will be undertaken as part of project development.

**Equality Impact Assessment:** Equality issues continue to be considered as part of the ongoing preparation of the Draft Masterplan SPD. An equality impact assessment will be made available at the time of consultation.

**Relationship to Corporate Plan:** The Draft Masterplan SPD will provide guidance on the planning and delivery of development within Tiverton town centre. It will contribute towards the delivery of the 4 key priorities that relate directly to the Corporate Plan 2020-24 including housing delivery, caring for the environment, supporting a thriving economy and local communities.

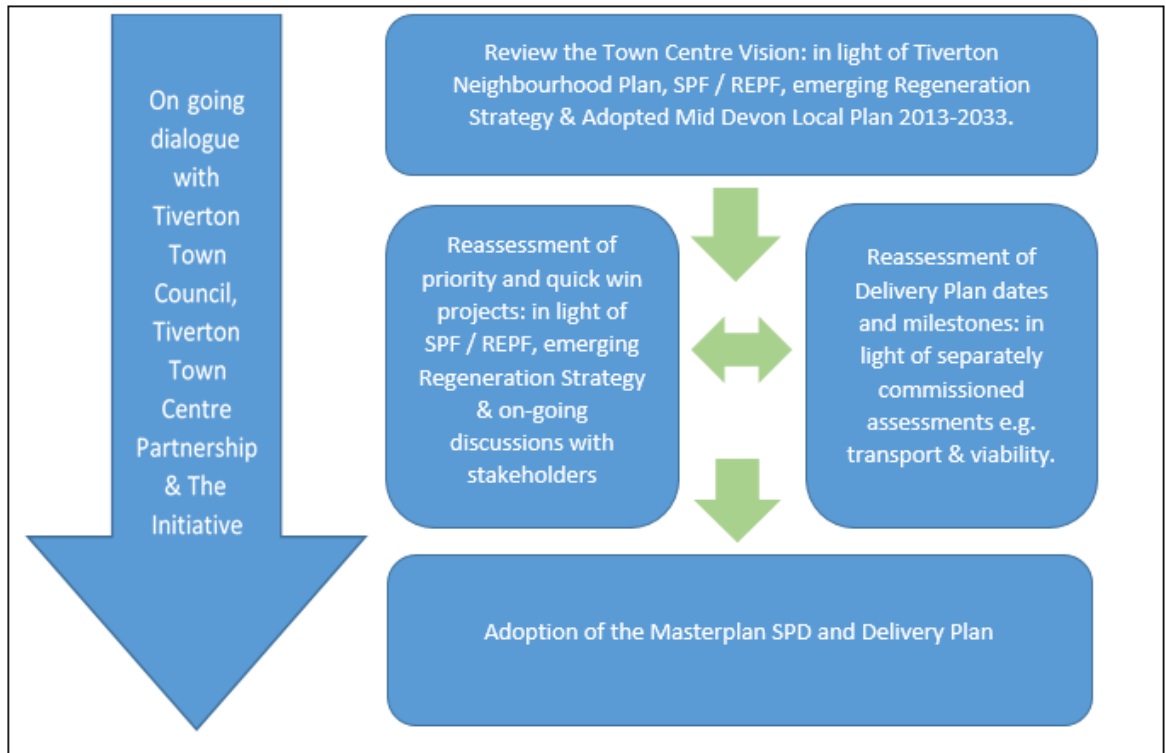
**Impact on Climate Change:** The Draft Masterplan SPD and projects therein will provide a valuable opportunity to put the Council's commitment to the Climate Change declaration at the heart of recovery and investment plans. Opportunities exist to encourage sustainable travel options, exploration of low carbon construction and tree planting. On a more fundamental level revitalising Tiverton town centre and encouraging local residents to 'buy local' and undertake trips by more sustainable means including walking and cycling will assist in reducing the area's carbon emissions.

## 1.0 BACKGROUND

- 1.1 Work on the Draft Masterplan SPD commenced in 2017. The intention of the masterplan was to set a basis for enhancing the economic prospects of the town including the look and environment of the town centre. Its scope was broader than a purely spatial plan; to include wider issues such as the role and function of the town centre, Tiverton's identity and its unique selling points.
- 1.2 Initial public consultation on the Draft Masterplan SPD was carried out between 30<sup>th</sup> April and 10<sup>th</sup> June 2018. Its purpose was to inform the scope of the contents of the masterplan and shape the draft document for future consultation. The material included a number of suggestions for key town wide initiatives and options for development. A summary of consultation feedback was presented to Cabinet on the 22<sup>nd</sup> November 2018 including the emerging themes from the public consultation.
- 1.3 The results of the initial public consultation then proceeded to inform the developing Draft Masterplan SPD and quick-win proposals including the Pannier Market / Fore Street proposal which was paused following concerns raised by Tiverton Town Council in recognition that the opportunities in this location could receive further consideration through the wider masterplanning process.
- 1.4 An update report was presented to Cabinet on the 6<sup>th</sup> August 2020 setting out the process to develop a long term town centre plan which would include a range of outputs including prioritisation of strategic interventions and also, crucially, short term interventions that could make a meaningful and lasting contribution towards town centre regeneration. This was followed by a presentation to Members at Informal Cabinet on the 22<sup>nd</sup> December 2020 with a broad description and outline of key intervention sites (that had an emphasis towards Mid Devon District Council assets) including a prioritised action and delivery plan for each site. The same list of projects was then presented at a Ward Member Briefing on the 8<sup>th</sup> January 2021, a Town Council Briefing on the 13<sup>th</sup> January 2021 and a Tiverton Town Centre Partnership meeting on the 27<sup>th</sup> January 2021. The summary of key findings (Table 1) and summary update of key projects for inclusion in the Draft Masterplan SPD (including some new and amended projects, Table 2) was presented at Cabinet on 13<sup>th</sup> May 2021.

## 2.0 INTRODUCTION

- 2.1 Since the masterplanning work commenced there have been a number of changes on the ground including the construction and opening of the Premier Inn, the refurbishment of the multi storey car park, an overhaul of the pedestrian signage (soon to be installed), as well as strategic commitments through the Adopted Mid Devon Local Plan 2013-2030 and climate change declaration that will put climate issues at the heart of the town centre's role, function and regeneration. Furthermore Tiverton, as with all towns, has been affected by the pandemic and there is a need to be mindful of this in the development of future plans.
- 2.2 Town centre regeneration has arguably never had more significance. In response to this a number of funding opportunities have been made available through various funding programmes.
- 2.3 Mid Devon has been awarded £1,064,159 over a three year period under the SPF. This is to support economic development and community cohesion, subject to the approval of a locally agreed Investment Plan. The SPF will be the main funding mechanism for local economic interventions over the next three years, with the SPF Investment Plan identifying project priorities. In addition to this Mid Devon has been allocated £817,672 through the REPF to support small business and community infrastructure capital projects over a two year period (April 2023 – Mar 2025). Together they will form the strategic framework for local investment (See Economy PDG Report, 10 November 2022).
- 2.4 In addition to the SPF and REPF is the Urban Renewal Programme; a programme of funding secured by Devon County Council and introduced previously at Economy PDG. Tiverton has been identified as a town that would benefit from its support. The Urban Renewal Programme recognises that good practice in town centre regeneration is driven by a strong local governance structure made up of local stakeholders (local businesses, education providers, the District and County Authorities) to deliver change through a locally formulated and widely owned vision for the town.
- 2.5 An advisory group (including 2 MDDC Councillors) relating to Tiverton was established in 2022 in order to consider matters relating to the town – including how to support the continued economic prosperity and growth of the town whilst also addressing existing structural economic challenges. From the work, potential 'quick win' opportunities were identified which would allow the Town Council the opportunity to deliver initiatives to support the town centre in the short term, whilst medium and long term issues were identified which are to be logically considered and progressed through the masterplanning work which is the subject of this report.
- 2.6 The Masterplan SPD will build upon the issues identified in the Coastal and Market towns work by identifying a wider range of strategic and quick-win projects that will be developed into a state of readiness within the Masterplan SPD and Delivery Plan, so that future funding opportunities can be seized, as and when they arise. In so doing, the Masterplan SPD will also be required to build upon the SPF and REPF Investment Plan and inform and support the specific projects which are to be progressed and delivered.
- 2.7 A brief summary of the actions to update the Draft Masterplan SPD are set out below:



### 3 Draft Tiverton Town Centre Masterplan SPD and Delivery Plan.

3.1 The Officer report to Cabinet on 6<sup>th</sup> August 2020 provides detail about the role of the Draft Masterplan SPD, the form that it should take and work required. The details in that report continue to remain relevant including:

- the suite documents required:
  - a) Tiverton Town Centre Regeneration Masterplan SPD;
  - b) Tiverton Town Centre Regeneration Delivery plan (including priority actions);
  - c) Public Realm Strategy and Facilities Plan;
  - d) Concept plans for proposed development sites;
  - e) High level viability for each proposed development site;
  - f) Regeneration and Vitality Strategy;
  - g) Branding and Marketing; &
  - h) Tiverton Town multimodal and movement study.
- A review of the town centre vision to ensure climate change and other regeneration aspects are adequately reflected;
- The emerging key themes and any updates or additions as required;
- The geographical area; &
- Prioritisation and identification of quick win projects.

3.2 Future reporting of this work will formally be through the Planning Policy Advisory Group and Cabinet with regular updates being provided to the Economy Policy Development Group throughout the coming months.

3.3 Below is an indication of work required for the completion of the Draft Masterplan SPD and Delivery Plan comprising a list of projects, including those arising through the SPF, REPF and the Urban Renewal Programme. Also, critically, an indication of key milestones for its adoption.

### Review of the Town Centre Vision

- 3.4 Visioning took place as part of the first stage of the masterplanning work. The Adopted Neighbourhood Plan has since set out a comprehensive vision and set of objectives for the town. The objectives are strongly focused towards physical issues (characteristic of a Neighbourhood Plan) with less emphasis on learning and skills, business incubation, innovation and growth or the visitor economy. A review of the Draft Masterplan SPD vision is required to reflect the Neighbourhood Plan, SPF, Urban Renewal Regeneration Strategy and more general economic events and updates.

### Project Updates and Additions

- 3.5 The Cabinet Report of 2020 set out the emerging themes for inclusion in the Draft Masterplan SPD. Projects arising from those themes will form the structure of the Delivery Plan. The priority projects are those that will directly contribute to meeting the objectives of the SPF / REPF and Urban Renewal Regeneration Strategy and in supporting the Neighbourhood plan. They will lead directly to strategic economic benefits including the regeneration of land and buildings for the delivery of new and safeguarded economic activity, jobs and public realm. Quick win projects are not those that are strategically important across the wider area; they will be unique to Tiverton to support its vitality. Both however, will align with the principles of the Draft Masterplan SPD.
- 3.6 The geographic area for the town centre masterplan has been given full consideration previously and there is no intention to make changes at this point in time. Prioritisation of projects within that geographic area will be informed by a number of issues including the extent of Council land ownership, third party land owner willingness to deliver development and / or land assembly. Quick win projects need to consider the longevity of their benefits.
- 3.7 All priority and quick win projects will be developed closely between Officers, Cabinet and Ward Members, with input from the Town Council, the Tiverton Town Centre Partnership Group and other stakeholders. This will involve both informal discussions with partner organisations as well as formal opportunities to respond as part of the consultation on the Draft Masterplan SPD.
- 3.8 A summary update of key projects for inclusion in the Draft Masterplan SPD, including projects identified through the SPF / REPF and the Urban Renewal Programme are set out in **Appendix 1**.

### Engagement of Consultants

- 3.9 Amends will be required to the Draft Masterplan SPD and Delivery Plan to reflect the SPF, the REPF, the Urban Renewal programme or other inputs. It is expected that this will result in text, graphical and formatting updates. Importantly, it is expected that the projects arising through the Draft Masterplan SPD will need to be informed by independently commissioned assessments. These will include, for example, transport and viability assessments. It will ensure that projects arising are in a state of readiness to seize funding opportunities as they arise.

### Delivery Plan

- 3.10 The Delivery Plan will sit alongside the Draft Masterplan SPD as an addendum. It will list the priority and quick win projects with a set of key milestones and completion dates. These will be kept under review and will be reported back to Members on an annual basis.

- 3.11 In appraising the Delivery Plan ongoing engagement with private land owners to better understand the extent of their ambitions will also be undertaken; this with the aim to achieve a comprehensive and meaningful regeneration of Tiverton town centre.
- 3.12 A provisional timetable for the next stages in the production of the masterplan is set out as follows:

Action	Date
Landowner meetings (private sites)	On-going
Review of MDDC assets inc consultation with Informal Cabinet	Feb 2023 / March 2023
Engage Consultants	March / April 2023
Finalisation of draft masterplan inc assessment as required	June / July 2023
Committee Approval (for Stage 2 consultation)	Summer 2023
Stage 2 Public Consultation	Autumn 2023
Adoption	Winter 2023

#### 4.0 Conclusion

- 4.1 It is envisaged that the Draft Masterplan SPD will be available for consideration at the Cabinet's meeting in June / July 2023. This will be following the engagement of consultants, a full and detailed review of the Draft Masterplan SPD including specialist assessments as required to ensure that the projects identified within it are worked up into a state of readiness should funding opportunities become available. The Draft Masterplan SPD will progress through a Stage 2 public consultation for adoption towards the end of 2023. In parallel with this work stream, Officers seek authority to identify and undertake informal discussions with private landowners to understand their aspirations and willingness to identify sites, not in Council ownership, within the Draft Masterplan SPD. Future reporting of this work will formally be through the Planning Policy Advisory Group and Cabinet with regular updates being provided to the Economy Policy Development Group throughout the coming months.

<b>Contact for more information</b>	Christie McCombe, Area Planning Officer <a href="mailto:cmccombe@middevon.gov.uk">cmccombe@middevon.gov.uk</a>
<b>Background Papers</b>	Cabinet: 2 <sup>nd</sup> April 2015; 28 <sup>th</sup> September 2017, 8 <sup>th</sup> March 2018, 22 <sup>nd</sup> November 2018; 6 <sup>th</sup> August 2020; 13 <sup>th</sup> May 2021.  Economy PDG: 10 <sup>th</sup> Nov 2022; 12 Jan 2023.
<b>Circulation of the Report</b>	Councillor Richard Chesterton Cabinet Member for Planning & Regeneration; Leadership Team