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1st April 2021

Dear Councillor,

I hereby summon you to attend a meeting of the Town Development Committee to be held on **Friday 9th April 2021 at 3.00 p.m.** via Zoom teleconference/video-conference facility as permitted by UK Government legislation during the current Covid-19 pandemic. The log in details to join via Zoom are as follows: <https://zoom.us/> with meeting ID: 838 1775 7689 (members of the public are asked to email committee.admin@petersfield-tc.gov.uk in advance for the password and by no later than midday on the day of the meeting).

Yours sincerely,

Neil Hitch
Town Clerk

A G E N D A

1. Chairman's Comments.
2. To receive and record apologies for absence.
3. To consider the granting of a dispensation under Section 33 of the Localism Act (2011) to enable members to participate in, and vote on, an item of business on the agenda where they would otherwise have a Disclosable Pecuniary Interest and to confirm how long this dispensation may have effect.
4. To receive and record Declarations of Interest. Councillors are reminded of their responsibility to declare any disclosable pecuniary interest which they may have in any item of business on the agenda no later than when that item is reached. Unless dispensation has been granted, members may not participate in any discussion of, or vote on, or discharge any function related to any matter in which they have a pecuniary interest as defined by regulations made by the Secretary of State under the Localism Act 2011. Councillors must withdraw from the Chamber when the meeting discusses and votes on the matter.
5. To approve as a correct record and authorise the signing of the minutes of the meeting of the Petersfield Town Development held on 5th March 2021 (*previously distributed*).



6. Public Representation - Councillors to receive representation (including items that appear on the agenda) from members of the public provided they (public) have given due notice of their intention to the Town Clerk no later than 10.30 am on the day of the meeting. The maximum time limit allowed per person is three minutes, although this may be reduced if a large number of people express their wish to address councillors.
7. To receive an update from the Petersfield Strategy Group meeting held on 12th March 2021 and Petersfield Operational Group meeting held on 31st March 2021 (*attached and to follow*).
8. To receive and consider a draft tourism strategy (*attached*).
9. To receive and consider a job description for the role of Climate Change Co-ordinator (*attached*).
10. To review the Climate Emergency Policy and to prepare a Climate Action Plan for the Town Council (*attached*).
11. To review and consider the Town Development Committee's Terms of Reference (*attached*).
12. To receive and consider an update regarding the top 6 Town Development Committee projects:
 1. Crossings- subject to funding, to produce a prioritised, costed set of designs for key junctions in the town.
Lead: County Cllr R Oppenheimer and Mr R Mocatta
 2. Parking- to prepare an agreed strategy to input to East Hampshire District Council and Hampshire County Council for parking (both on and off street).
Lead: County Cllr R Oppenheimer and Mr R Mocatta
 3. The Town Centre Spine- within the next 12 months (i) produce an outline costed plan for the Town Centre Spine and (ii) hold a public consultation event on the town centre.
Lead: Mr R Mocatta
 4. Cycling and walking in the Town- to produce a Local Cycling and Walking Infrastructure Plan (LCWIP), or a similar type plan, for the Town.
Lead: Mr G Morgan-Owen
 5. Tourism – to agree a tourism strategy.
 6. Signage – new and updated heritage signage in the town.
Lead: Cllr S Dewey
13. To receive the minutes from the March meeting of the Petersfield Neighbourhood Plan Review Working Party (*attached*).
14. To receive an update from the Petersfield Climate Action Network (*verbal*).
15. To review the planning applications received by the Planning Committee on 16th March and 9th April 2021 (*attached*).

~ End ~



Meeting Notes

Petersfield Strategy Group (PSG)

As part of the Place-Making Governance for Petersfield

Date	Friday 12 th March 2021
Time	09.30am – 11.00am
Venue	Conference Call via Microsoft Teams
Attendees	EHDC – Cllr Robert Mocatta (<i>Chair</i>) EHDC – Cllr Ben Bentley EHDC – Cllr Julie Butler EHDC - Danielle Friedman-Brown (<i>Deputy Chair</i>) EHDC – Sarah-Jane Bellis (<i>Meeting Notes</i>) PTC – Steve Field SDNPA – Chris Paterson Keith Hopper Gethin Morgan-Owen
Apologies	EHDC – Cllr Jamie Matthews EHDC – Cllr David McKinney EHDC – Cllr Matthew Gass EHDC – Lewis Ford EHDC – Emma Baxter EHDC – Georgia Loud EHDC – Kirsty Cope HCC – Olu Ashiru HCC – Claire Whitehouse HCC – Cllr Russell Oppenheimer HCC – Simon Cramp PTC – Cllr Peter Bisset PTC – Neil Hitch SDNPA – Cllr Doug Jones Damian Hinds MP

Ref.	Item
1.	<p>Introductions and apologies</p> <p>Cllr Mocatta welcomed the group and apologies made.</p>
2.	<p>Notes from last meeting, actions and feedback</p> <p>The meeting notes from the last meeting were discussed and no comments were received.</p> <p>The actions from the last meeting were discussed and updates provided; a revised action log has been provided as part of these meeting notes (see below).</p> <p>Feedback</p> <p>General concern about the flouting of the restrictions and general anti-social behaviour at recreation sites and planning for re-opening on the 29th March. Cones being moved along Russell Way and groups larger than 2 gathering. Barriers at the car park removed at the weekend.</p>
3.	<p>Petersfield Place-Making Priority Projects Update</p> <p>Outline scope of the six priorities discussed with HCC. The project team is in process of being assembled and cost for the work being drafted for consideration by EHDC. Detailed briefs being drafted on each of the priority junctions / items of work, which will feed into the outline in the coming months.</p> <p>Cllr Butler explained that we must not lose sight of Durford Road crossroads, perhaps this should take priority on next brief to be drafted. Cllr Mocatta and Cllr Butler to collate thoughts and send onto Keith and Gethin ahead of drafting the brief.</p> <p>Regarding the Town Spine priority there is a working party from the TDC, looking to amend and update original town spine brief and form a business plan. Steve to forward the Town Spine brief to be shared with the group. This will link into our work at a later stage. For example, linking with the proposal of 20mph zones, issues about HCC policy and how this is lobbied for.</p> <p>ACTION: Cllr Mocatta and Cllr Butler to collate thoughts on Durford Road crossroads and forward onto Keith and Gethin.</p> <p>ACTION: Steve to forward a copy of PTC Town Spine Group to Danielle for it to be shared with the group.</p>
4.	<p>Petersfield Partners Update</p> <p>a) EHDC – LCWIP update / Re-opening the High Street Safely</p> <p>It was discussed that we must ensure that the prioritisation work is done collaboratively and at an early enough stage. For example, the point about progressing the LCWIP as regards the cycle path and walking route connecting Buriton - Petersfield which is omitted from the LCWIP. The Group would like the route to be included within the LCWIP work. Agreed that the work needs to be brought into the place-making groups.</p> <p>For LCWIP a written update was provided by Emma Baxter, please see below:</p>

Ref.	Item
	<ul style="list-style-type: none"> • LCWIP Prioritisation Work - no further forward, waiting to hear when HCC team are able to schedule the work in. • GIS / Mapping - Mat Fisk has been making progress on the mapping for the Petersfield area. This is nearing completion and will be loaded on to the public 'Where I Live' system. He will let me know when this is available. • Once the Petersfield maps have been done, he will move on to the Alton area. <p>Re-opening the High Street Safely</p> <ul style="list-style-type: none"> • Internal discussions going ahead of Re-opening on of 29 March. Focusing on recreation sites and then from 12th April – the town centre and High Streets. • Regarding the Petersfield Heath, Steve confirmed The Heath carpark has been reopened as agreed by the grounds committee last night. Concern about people using the site and usage, needs monitoring. Feeling that this should be monitored in terms of "local" use. Cllr Mocatta is going to check how this has been done at QE Country Park. Cllr Butler to monitor number of cars in carpark and parking on street on her daily walk. • EHDC can offer support with communications on recreational safety signage and communications on space, social distancing and Covid marshals for town centre/high street. <p>ACTION: Cllr Mocatta is going to check how visitor monitoring has been done at QE Country Park.</p> <p>ACTION: Cllr Butler to monitor number of cars in Heath carpark and parking on street on her daily walk.</p> <p>b) HCC – Emergency Active Travel Scheme, future updates on Schools Streets</p> <ul style="list-style-type: none"> • Cllr Mocatta met with Headteacher of Petersfield School and James Laver. Everyone is keen for School Street trial to go ahead on Hylton Street. • Query about the survey and the question about Swan Street – raise with HCC as concern about confusion. Has also been on social media. Map is clear but the written description is poor. (Please see post meeting note below). <p>A written update was provided by Claire Whitehouse, please see below:</p> <ul style="list-style-type: none"> • We sent over 1000 letters to residents, over 450 to commercial properties, and we have had a couple of requests for paper copies • Letters also sent to 41 Members/Stakeholders • We have prepared Twitter and Facebook adverts which are being distributed. Hampshire County Council on Twitter: "Active Travel in Petersfield - We're keen to get the views of the local community on proposals to maintain and enhance the current traffic restrictions. A survey about the walking & cycling improvements in the town centre has launched today @easthantsdc https://t.co/Kpie19KUNk" / Twitter

Ref.	Item
	<ul style="list-style-type: none"> Our Web Scheme Page is here https://www.hants.gov.uk/transport/transportchemes/atfpetersfieldimprovements and survey link is here Have your say on proposed walking and cycling improvements for Petersfield Town Centre Hampshire County Council (hants.gov.uk) (note we took on board comments re the street names and have altered this) Media coverage seen so far is here which we are monitoring also. Petersfield Infant School could see road closure trial News Petersfield Post; Temporary Town Arrangements for Covid-19 – Petersfield Town Council (petersfield-tc.gov.uk) Regarding the School Streets – We can provide update when a full site assessment has been completed after the Elections. <p>ACTION: Danielle to check with HCC that amendments to survey over Swan Street has been done, concern that is still unclear.</p> <p>Post meeting note: ATF meeting with HCC: ATF – consultation still underway until 21 March. Will take around 4 weeks to analyse and assess further action needed. Had a good response to the survey so far, and comments still coming in. Some issues with the URL link and its length and accessing the survey, HCC will try to reduce in future and will raise with their Communications Team. Swan Street mapping and questions in the survey were raised; whilst the first question was amended HCC will further amend section 1 as regards the descriptions with Swan Street.</p> <p>c) PTC</p> <ul style="list-style-type: none"> S106 money received for map boards and heritage signs. Tourism update – TIC in the library coming to an end at the end of March. Visitors who are in need of face to face or hardcopy information will be directed towards the Town Hall. Otherwise the rest will move towards digital information. Need to consider wheeled access routes to places of interest. <p>d) SDNPA</p> <ul style="list-style-type: none"> S106 money released for PTC map boards and heritage signs. Please can PTC share a map where they will be placed? They are aware of Buriton planning application, proposal for a road, which cuts across a cycleway. SDNP rangers have a list of visitor hot spots during lockdown and have been monitoring where people maybe going against restrictions. Maybe useful to share monitoring with the group. Need to consider the travel to recreation spots and how we improve active travel options instead of using the car. <p>ACTION: Steve to share map of where map boards and heritage signs will be placed with the group.</p> <p>ACTION: Chris to share with group SDNP rangers methods of monitoring lockdown visitor hot spots with the group.</p>

Ref.	Item
5.	<p data-bbox="252 219 917 257">Next steps, way forward and date of next meeting</p> <p data-bbox="252 324 1449 362">Propose to cancel 16 April meeting (purdah) and defer to 14 May meeting at 12.30pm on Teams</p> <p data-bbox="252 398 705 436">11 June 2021 at 12.30pm on Teams</p>
6.	<p data-bbox="252 515 609 553">Any Other Business (AOB)</p> <p data-bbox="252 589 1497 846">Members of the public have expressed an interest in what we discuss. Anthony Allen has put forward some interesting points about pedestrianisation and is already chair of Petersfield Society. Paul Fisher is interested in cycling around the town, lives in College Street. Cllr Mocatta, has suggested they observe the walking and cycling group meetings and share their input? Will need to check the governance for how this works, but the group will need help, how to bring it together and co-ordinate. Out of courtesy, John Palmer must be made aware of additional member invitations. Group agreed with the principle of people being involved.</p>

Action Log:

Action	Who	Red, Amber or Green	Progress
ADMIN			
Incorporate Petersfield Governance Structure into SDNPA Partnership Management Plan (PMP).	SDNPA Officer	A	Included in SDNPA Corporate Plan and in motion to include in PMP.
COVID-19 PANDEMIC			
Encourage residents and businesses to report infringements of social distancing and public gatherings to the Police via the online link circulated.	All	G	https://www.hampshire.police.uk/tua/tell-us-about/c19/v7/tell-us-about-a-possible-breach-of-coronavirus-covid-19-measures/
Numbers using The Heath carpark and parking on the road to be monitored.	Cllr Butler	A	
Check how visitor monitoring has been done at QE Country Park.	Cllr Mocatta	A	
Find out how SDNP Rangers are monitoring visitors in recreation hot spots.	SDNP	A	
DURFORD ROAD CROSSROADS			
Liaise with EHDC Traffic Team about speed watch along Pullens Lane.	EHDC Officer	A	Monitoring ongoing
PETERSFIELD PRIORITY PROJECTS			
District ward councillors to liaise with Gethin and Keith about briefing notes for each priority project.	District Ward Councillors	A	Ongoing
A copy of PTC Town Spine Group Brief to be shared with the group	PTC	A	
To share a map of where map boards and heritage signs will be placed in town with the group	PTC	A	
SOUTH DOWNS NATIONAL PARK AUTHORITY (SDNPA)			

Action	Who	Red, Amber or Green	Progress
Inform Chris (at least) one week in advance of any required updates on planning applications.	All	A	Ongoing
Promote the South Downs Dark Skies Festival 2021.	All	G	https://www.southdowns.gov.uk/dark-night-skies/festival/

Tourism Strategy

1. Background

In March 2018, East Hampshire District Council ended the contract to provide a manned tourism service in the Library, and Petersfield Town Council agreed to continue funding the service, re-opening it in May 2018 in the Library. The Town Council has renewed the contract on an annual basis, with the current contract running out at the end of March 2021. During this period, the service was monitored and a working party was set up to explore what kind of digital service could replace the current 'Visit Petersfield' website. This led to many discussions regarding what a new website and service may look like, and eventually it was decided that the service should be primarily shaped around a digital only model, removing the need for face-to-face tourism where possible.

At the F&GP Meeting in November 2020, it was resolved that "based on the report for the Tourism Information strategy, to adopt option B the 'fresh start option' (a new service to be developed and maintained by a qualified and experienced creative digital content manager) and that provision be made in the budget for 2021/2022 to deliver option B, at a cost of £33,156 for the year." Tourism is to be refocused away from face-to-face assistance to a much higher level of digital help and services to continue promoting tourism in Petersfield. As part of this new service, a new website will be written to replace the current www.visitpetersfield.com website, and provide an alternative information source for both visitors to Petersfield (whether from overseas or the UK) and the Petersfield community.

2. Aims and Objectives – set out at the June 2019 tourism working party

The overarching aims and objectives of the approved Tourism Strategy would be "to maintain and increase the social and economic wellbeing of the residents of Petersfield by marketing the special qualities /characteristics of the town so as to generate a sustainable and managed increase in the numbers of tourists, both "day" and "stay" visitors." The overarching Purpose/Aim was listed as follows:

- a. Increase spending in Petersfield by tourists.
- b. Increase duration of (their) visit including length, # hours, # days, # return visits.
- c. Increase visitor access to information

3. Vision



Petersfield Town Council has committed to funding digital tourism for the next 5 years (financial years 21-22 to 25-26), and as part of this a new website is to be built based on the 'Website Brief' (already distributed). It will replace the current Visit Petersfield website which is now over 9 years old. The vision is to build a website that is modern, dynamic, proactive, inspiring, engaging and easy to find.

Modern/Attractive

Using a website theme that resonates current trends, is vibrant, and has an 'easy to navigate' approach to finding areas of interest. The choice of theme/colour could follow or complement the current colour palette and theme design currently used by Petersfield Town Council.

Dynamic

Using graphics and pictures that change and move, as well as linking to information that provides the latest reviews and information about Petersfield. This could include 'Trip Advisor' and other feedback sites, as well as up to the minute information such as weather reports and daily radio reports etc.

Proactive

Capturing email addresses and contact details from people who wish to be kept informed of latest events, offers and information about Petersfield. This will be regulated and overseen by the Town Information & Marketing Office, who will work with local businesses, places of interest and organisations to produce relevant and current information and offers to send out to potential customers.

Inspiring

The website should be a place that is constantly being updated with relevant and interesting information that will make people want to add the site to their website favourites, and will inspire people to want to visit Petersfield. Proactive information being sent out via text, email or any other digital means must also be inspirational.

Engaging

The website should be a place that people want to re-visit time and time again to read latest reports and see latest places of interest to visit and offers from local businesses and places of interest.

4. Mission

Like the rest of the world, Petersfield has suffered from the COVID pandemic, and will need to see a speedy recovery for many of our businesses and places of interest to survive and thrive.



Our mission is to make Petersfield a place where people want to visit and stay, whether for a day or week, to experience our history, our culture, our beautiful scenery, our unique retail experience, places to eat, and our hospitality.

Our mission is to make Petersfield a place that people definitely want to visit 'this year', whether for a day or longer.

Our mission is to share our history through Petersfield Museum, Petersfield Society, Festival Hall, Physic Garden, Blue Plaque trail, Archaeology (Barrows), Historic Trails and other tours.

Our mission is to share our culture through street performances, theatre shows, and local arts and crafts.

Our mission is to share our beautiful architecture, design and scenery at The Heath and Pond, Rotherlands, Love Lane, Borough Hill and other green spaces.

Our mission is to share our unique retail experience, with a rich mixture of independent shops and chain stores, located in Lavant Street, Charles Street, The Square and High Street, and others nestled in little alleys such as Bakers Lane, Hobbs Lane, Pages Court and Folly Lane and Market.

Our mission is to share our wide variety of places to eat and drink. With so many coffee shops, cafés, pubs and restaurants, as well as a wide variety of food from different countries around the world, Petersfield is definitely a place where people can sample and experience all kinds of 'winning and dining'.

Our mission is to maintain a high sense of warmth and hospitality through our shared spaces and our community.

5. Timescale

Pre-COVID visitors

The following chart shows that in the year running up to the COVID pandemic, the Town Visitor Centre was dealing with an average of 2172 visits per month (equating to 99 contacts per opening day in the various forms shown below). Of these, 81 were face-to-face enquiries from local and overseas visitors.

TIC Daily Enquires 19/20												
Petersfield MONTHLY VISITOR & ACCOMMODATION STATISTICS 2019-20												
Petersfield	Personal	Personal	Personal	Telephone	Social Media	Social Media	Social Media	Social Media	Social Media	Email	Local bookings	
	Walk-in visitors	Walk-in overseas visitors	Calls received	New Twitter followers	No. Of tweets	Twitter Mentions	Facebook Likes	Facebook posts	Emails received	Total number of enquiries	Local accommodation enquiries	Telephone accommodation enquiries
April	1,786	64	60	2	94	20	8	143	33	2,210	11	6
May	1,790	77	51	8	128	31	7	109	30	2,231	8	1
June	1,635	90	57	4	137	38	12	136	29	2,138	1	0
July	1,867	170	58	1	163	19	6	100	14	2,398	3	0
August	2,123	156	54	0	165	36	5	117	16	2,672	4	0
September	1,723	106	66	0	104	16	7	141	26	2,189	3	1
October	1,705	55	62	8	102	28	6	129	22	2,117	0	2
November	1,698	40	54	7	92	22	6	85	24	2,028	1	0
December	1,400	26	47	2	73	32	5	72	27	1,684	1	1
January	1,628	31	49	26	114	21	12	164	9	2,054	0	0
February	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	0	0	0	0	0	0	0	0	0	0
Total	17,355	815	558	58	1,172	263	74	1,196	230	21,721	32	11

With the closure of the Town Visitor Centre on 31st March 2021, it would have been ideal to have been able to launch the digital service on 1st April 2021. However, this is not possible and so a period of transition with limited tourism information presence will be required. It is

noted that in the current pandemic times, tourism requirements are likely to be minimal until the government lifts the ban on movement around the country. However, officers of the council have worked on putting in place a short-term strategy as follows:

a. Short-term strategy (face-to-face) from 1st April 2021

As part of the transition, a number of temporary measures have been agreed by the F&GP Committee on 15th March 2021 to ensure that there is a provision for Petersfield residents and visitors to Petersfield. These are as follows:

- Transfer Town Visitor Centre phone number to the Town Hall phone number
- Relocate Town Visitor Centre signs to the Town Hall
- Repoint Town Visitor Heritage signs to the Town Hall
- Set up new reception area in Town Hall with Town Visitor Centre signs and leaflet dispensers
- Set up temporary tourism pages on the PTC website (including existing Visit Petersfield website)
- Take on the Visit Petersfield website and TVC Facebook page
- Liaise with the Library, Petersfield Museum, and Station community hub to maintain stocks of appropriate leaflets and information
- Continue networking with Queen Elizabeth Country Park, Butser Ancient Farm, South Downs National Park Authority and other organisations and attractions to maintain current information until new website is launched

The newly-created reception area is a spacious and welcoming space that is currently being set up to inform visitors of local events, handle Festival Hall ticket sales for events and cinema, as well as some potential long-term goals of hiring out sports equipment, and providing leaflet packs to groups of tourists.

All tourism enquiries will be monitored from 1st April 2021 with a view of assessing the reduction in tourism calls, whilst continuing to monitor other enquiries, whether they are in person, telephone or email, to understand all areas of need that we are recording, and identify any additional resources.

b. Mid- to long- digital option

The **new service** will be primarily a digital information service continually refreshed with information of relevance and interest to both the community of Petersfield, including the immediate surrounding area, and visitors to the area.

Establish

The service will promote community events, activities and places to enjoy, businesses, leisure opportunities and “traditional” tourist destinations. In addition to producing content for a vibrant and engaging website, the new service will curate relevant user generated content from the internet (e.g. Trip Advisor, Google reviews) and social networking (e.g. Facebook and Twitter). These channels are major influencers for people to gather information in advance of visiting a destination.

Integration is key, rather than repetition, to ensure efficiently curated and produced content. Using a central management system, or similar software, allows for consistent information and messaging to be provided across all digital channels and printed publications such the Town Guide, which can be produced more efficiently.

The service should seek to maintain physical information, where provided by event and visitor attractions, in a few key strategic locations, including noticeboards. To achieve this requires the development of relationships with local organisations (Station community hub, Museum, Library etc.) and businesses and to ensure the provision complements, rather than competes. Establishing a relationship with the newly refurbished museum, a visitor destination and due to re-open in 2021, is considered particularly important.

The service would be established in the calendar year 2021.

Support & Engage

The service will engage, build relationships with and promote local businesses and community organisations/activities to ensure information is easily accessible. The service would include handling enquiries, mainly digitally, but also with some telephone support and the development of self-service and cost recovery/cost sharing arrangements. The service will work with businesses, event organisers and visitor destinations to develop and implement methods to track online visitor engagements and, where relevant, potential sales, to demonstrate the relevance of the service to those organisations.

Evolve

Having established the new digital service, directly and with other partners, it will be broadened to include digital devices which will be located at our partner tourism locations and potentially throughout the town, utilising street 'totems' (see illustration below) to strengthen the offer. For example, by transitioning away from management of physical material to providing unmanned information touchpoints (digital display/interactive media), inside or outside different locations in the town (e.g. Station, Library, Museum, Ram's Walk, Town Hall) and developing advertising options with local businesses to assist with cost recovery. These opportunities will be identified by taking an agile approach to the provision of the new service, where continuous improvement is a key principle.

Steps required to achieve phase 1 of digital launch

Key Steps	Detail	Actioned by whom	Date by	Current Status
1	Choose company who will write new Visit Petersfield Website	F&GP March 2021	15 March	Cookson Designs chosen to write website
2	Job description for the 'Town Information & Marketing Officer'	Town Clerk / Projects Manager	15 March	JD for Town Information & Marketing Officer approved by F&GP
3	Town Information & Marketing Officer Job Description approved by Staff Panel	Town Clerk	16 March	Approved by Staff Panel
4	Handover of information from TVC to PTC	Project Manager/TVC	By 31 March	Complete
5	Town Visitor Centre Closes	Project Manager/TSE	31 March	Closed
6	Town Information & Marketing Officer Job Description to be evaluated by Ellis Whittam	Town Clerk	End of March	
7	Town Information & Marketing Officer interviews/presentation	Staff Panel	By end of April	
8	Meeting with Website Contractor to commence work using web-site brief as guidance (future)	Projects Manager, Events & Media Officer, Cookson	Start of April	

	meetings to include Town Information & Marketing Officer)	Designs		
9	Employment of Town Information & Marketing Officer	F&GP Committee	By end of June	
10	Training and familiarisation of Town Information & Marketing Officer + engagement with Website Contractor	PTC Officers	By end of July	
11	Engagement with Website Contractor to determine further details of the website specification and to assist in the writing of the website	TI&MO + Website Contractor	By end of August	
12	Join a newly-formed working party set up by TDC to focus and engage with the business community, involving the district council officers who oversee work with the business community	TI&MO + working party representatives	Date to be determined	
13	Final adjustments to website and launch	TI&MO + Events Officer	By end of 2021	
14	Commence digital marketing	TI&MO	By end of 2021	
15	Digital devices located in and around the town	TI&MO + Project Manager	Budget year 22-23	

Success Criteria (end results)

Success Criteria is based on increasing digital contact with the general public, whilst reducing the need for face-to-face communication. Some of this will be achieved by understanding the reasons why people who are capable of digital exploration still seek face-to-face contact. It will be important to capture the kinds of enquiries we receive in the early days from our face-to-face visitors to be able to replicate these requirements in the developing website and digital offerings.

Short-term

When the Town Hall re-opens in May or June 2021, we will endeavour to record the number of visitors for tourism enquiries, as well as record the number of hits we receive on the various TVC social media pages. If possible, Google analytics will also be applied to the Visit Petersfield website, although number of hits has not been recorded in the past.

Mid- to long-Term

Once the Town Information and Marketing Officer is onboard, he/she will work with officers to further define the tourism strategy, and carry out the ongoing updating of the current digital media platforms such as Facebook, Twitter, Instagram and the new visit petersfield website.

Based on the assumptions made that the rate of growth for obtaining information digitally online in terms of tourism has almost removed the need for face-to-face assistance, we will expect to see a rapid growth of interest in our new digital website, with visits to the website and Facebook page combined at least matching the numbers recorded in the visitor numbers shown in the TVC chart above for the year 2019-20 for the first year of the website going live, and number of contacts by email or text matching or exceeding the number of contacts within the same TVC chart.

By March 2023, digital devices could be installed potentially in some of the main tourist attractions such as the Museum, in Information Centres such as the Library, and even on the streets as in the illustration here:



Modes of visit	Mid- to long- Strategy			
	Short-term	2022-23	2023-24	2024-25
Physical visits (Face-to-face) per day	2021-22 Aim is to reduce to less than 20 a day	2022-23	2023-24	2024-25
Telephone calls per day	Telephone line transferred to PTC main number	It is recognised that the desired strategy is for face-to-face numbers to reduce. This will be achieved by capturing details of the kind of information that people are looking for, adding this to the website and increasingly directing people to the website to discover the information they are looking for.		
Visit Petersfield website hits per day	Not known	With the introduction of a new website, telephone calls are likely to rise initially, but the plan will be to capture the details of enquiries and, where possible, update the website to make the information required available.		
		The new website will have Google analytics set up to ensure that areas of		



		interest are monitored. This will allow us to strengthen the areas that are popular even further, while considering how less popular areas can be improved, replaced or removed.
Facebook posts per day	Handover to PTC on 31 st March 2021	Items of interest and offers will be explored so that posts are relevant and, where necessary, increased from the current levels of posts.
Total Facebook likes	Currently there are 923 followers of the page	The current number of followers is less than 1000. With the appropriate information, offers to join the Facebook page, competitions etc. the number of followers should increase. As a benchmark, we should be able to have engagement comparable to facebook pages such as Home Town Festivals which currently has more than 5000 followers.
Marketing emails (outward bound marketing emails average)	As a new area, this will rely heavily on interest generated in Petersfield as a place to visit and visit again. People's interest to keep in contact will primarily be retained by our arts, festivals, and other events, as well as offers on accommodation to stay in the area.	
Marketing emails (inward bound marketing emails average)	The general level of response to a marketing email is recognised to be around 1%. With relevant information and offers/competitions, we should aim for higher than 1%.	
Twitter followers	Current number is 1390	Twitter generally serves the business community, so will require different types of information and offers that appeal. For example, the Skate Jam in July would be an ideal advert for Twitter followers.
Twitter Tweets	The number of tweets (posts) will depend upon suitable material such as offers, and interesting information.	
Instagram posts	The tourism Instagram account has 596 followers and provides information of events and competitions that are suitable for the younger generation.	

Steve Field
Projects and Office Manager

PTC CLIMATE OFFICER (Name to be discussed!)

JOB DESCRIPTION

Summary of Role

To support the Council's Climate Emergency Strategy and Climate Action Plan by leading and contributing to the preparation, implementation and monitoring of a range of sustainability projects in the Petersfield area to meet carbon reduction and green infrastructure targets.

Key Duties

- Assist the Town Council to deliver the Climate Emergency Strategy adopted in March 2020
- Engage, and maintain relationships, with the South Downs National Park Authority, East Hampshire District Council and Hampshire County Council to understand their approach to climate change issues and ensure Petersfield is appropriately represented
- Engage with and provide support to community groups seeking to take action on climate change
- Establish additional relationships with a broad diversity of partners across sectors to define creative strategies and innovative partnerships with which to address climate change.
- Support the development of a portfolio of projects to assist residents and businesses in the Petersfield area to reduce their carbon emissions.
- Work with Town Council colleagues to boost biodiversity in Petersfield through new planting projects, effective land management and reduced pollution/contamination.
- Monitor projects and provide regular written and verbal updates to the Petersfield Town Development Committee on progress with all climate-related initiatives and deliverables.
- Support Town Council officers as they build their climate change expertise, think through system-wide and supply-chain issues, and take action to reduce the organisation's climate impact.

PERSON SPECIFICATION

Qualifications and Professional Development

Educated to degree level or equivalent in Environmental Management, Climate Science or a relevant discipline. Qualifications in project management would be a bonus.

Experience and Knowledge

- At least 2 years' experience of working in a related field
- Experience in producing and implementing sustainability related policies and strategies
- Experience in project development, implementation, management and monitoring
- Experience in fundraising and the securing and monitoring of funding to time and to budget
- Experience of translating changes in policy direction into practical action including in relation to sustainability matters
- Experience of persuading, influencing and negotiating successfully with a range of stakeholders
- Knowledge of relevant legislation & concepts and principles in relation to sustainability policy
- Knowledge of the issues and procedures relating to the determination of planning applications
- Knowledge of the funding mechanisms to secure sustainability projects

Skills and abilities

- Excellent communication, interpersonal and presentation skills
- Excellent project management skills and ability to work to tight deadlines
- Ability to work on own initiative, including an ability to respond independently to unexpected problems and situations
- Excellent report writing and analytical skills
- Ability to work as part of a team
- Ability to persuade, influence and negotiate successfully with a range of stakeholders and deal with complex and contentious issues
- Ability to interpret, analyse and present complex data and/or information in a format easily understood to all audiences
- Ability to work closely with the private sector and key public sector stakeholders



Climate Emergency Strategy

Adopted March 2020
Minute number C 0905 refers
Review date: March 2021

Introduction

The Town Development Committee (TDC) set up a working party to recommend actions that the Council could take to address Climate Emergency issues. This was prompted by several members of the community questioning the Council's response to the Climate Emergency.

This paper sets out a proposed strategy for the Council to adopt.

Background

The 2018 IPCC report made it very clear that to avoid the catastrophic effects of warming above 1.5°C, carbon emissions need to be reduced to Zero by 2050 at the latest and, if at all possible, before. Whilst Petersfield generates a very small amount of overall global emissions, there is considerable public support for reducing our emissions and the way in which the town reacts to this crisis could set a standard for others to follow.

Principles

This is a huge and multi-faceted problem which will require millions of pounds of investment to address. The Council cannot hope to provide sufficient financial support to achieve this alone. However, as the community's representative body, the Council can provide leadership, information and support.

Pillars

It is proposed that the Council's strategy is based on the following five pillars (CLIMS):

- Co-operate** with other local authorities and key stakeholders
- Lead** by reducing the carbon footprint of the Council's buildings and vehicles
- Inform** the community of what they can do themselves
- Measure** the carbon footprint of the town so that it can be monitored as it reduces
- Support** community groups who want to help

Further details about the potential actions relating to each pillar are shown at the annex. At this stage, these details are provided purely as an indication of the actions that could be undertaken.

Recommendations

The working group's recommendations are as follows:

1. That this strategy be adopted by the Council.
2. That the Council supports the formation of a Petersfield Climate Action Group (PeCAN). This would be a separate organisation run by members of the community.
3. Based on the annex to this strategy, a more detailed Climate Action Plan is formed, which sets out what actions are to be taken and by when
4. The Climate Action Plan is formally adopted by the Council as part of a Climate Emergency declaration
5. The Council considers the recruitment of a Climate Emergency coordinator, initially for 2 days per week, to help manage the Climate Action Plan.

CLIMS Pillars Potential Actions, Costs and Impact

Pillar	Potential Actions	Potential Cost	Possible Community Support	Potential Impact
Cooperate	<ul style="list-style-type: none"> - Work with EHDC/SDNPA/HCC to achieve a shared space town centre prioritising pedestrians and cycles over vehicles - Work with EHDC to develop a town Local Cycling and Walking Infrastructure Plan (LCWIP) - Liaison with EHDC/SDNPA/HCC - Coordination of climate events - Learning from best practice and other Local Authorities - Joint events - Liaison with public transport providers to try and encourage electric vehicles - Liaison with other LAs - Encourage EHDC to provide free electric car parking and more charging points - Liaison with local businesses to inform and encourage best practice 	<p>Likely to be achieved by the employment of a Climate Emergency Coordinator. Approx £15k for 2 days per week.</p>	<ul style="list-style-type: none"> - Community events - Review/comment on proposed activities 	<p>Significant if efforts and resources can be coordinated effectively</p>
Lead	<ul style="list-style-type: none"> - Commit to all Council buildings being Zero Carbon by 2035 - Commit to all the Council's road vehicles being electric by 2024 - Other Council vehicles and small machinery to be electric once viable - Install electric vehicle charging points on Council property 	<p>Between £1M and £2M for the Festival Hall</p> <p>Up to £500k for Avenue Pavillion</p> <p>Up to £200k for the occupied areas of Love Lane Pavillion</p>	<ul style="list-style-type: none"> - Local expertise could help advise - Local architectural support - Provision of suitable land for solar farm 	<p>Significant demonstration of the Council's commitment and also shows the way for others</p>

Pillar	Potential Actions	Potential Cost	Possible Community Support	Potential Impact
	<ul style="list-style-type: none"> - Switch to a green energy provider for gas and electricity - Consider setting up or enabling a solar farm - Where feasible, deliver habitat restoration and take action to increase biodiversity on all Council land - Adopt a Council policy that any planning application should be subject to an objection if green infrastructure has not been considered or included - A new dwelling which is a Certified Passivhaus will be given the Town Council's 25% CIL - All Council catered events to provide only vegan food 	Likely to be facilitated by the employment of a Climate Emergency Coordinator. Approx £15k for 2 days per week.		
Inform	<ul style="list-style-type: none"> - Set up a website detailing what people can do to reduce their carbon footprint - Hold a series of climate emergency information events - Arrange training for local volunteers to advise on building retrofit and insulation (energy assessors) 	<p>Likely to be less than £10k</p> <p>Likely to be achieved by the employment of a Climate Emergency Coordinator. Approx £15k for 2 days per week.</p> <p><£20k</p>	<ul style="list-style-type: none"> - Local expertise - Local volunteers to act as energy assessors - Volunteers to staff stalls/events 	Potentially very significant as this enables people to take action themselves
Measure	<ul style="list-style-type: none"> - Contact energy providers to see if they will provide energy usage figures for the Petersfield area - Set up vehicle, cycling and pedestrian monitoring stations 	<p>Likely to be achieved by the employment of a Climate Emergency</p>	<ul style="list-style-type: none"> - Local expertise 	This would be the first move of this kind in the UK and would set the standard. It would also allow the town to observe the effectiveness of carbon reduction emissions

Pillar	Potential Actions	Potential Cost	Possible Community Support	Potential Impact
	<ul style="list-style-type: none"> - Work with EHDC to determine whether an overall carbon assessment for Petersfield can be undertaken 	Coordinator. Approx £15k for 2 days per week.		
Support	<ul style="list-style-type: none"> - Facilitate the setup of a Petersfield Climate Action Network (PeCAN or Petersfield CAN) - Provide meeting rooms for local climate groups - Act as a 'treasurer' for local climate groups - Provide office facilities (1 or 2 desks?) for local climate groups - Support local Climate groups in any bids for funding 	<p>Likely to be less than £10k</p> <p>Likely to be achieved by the employment of a Climate Emergency Coordinator. Approx £15k for 2 days per week.</p>	<ul style="list-style-type: none"> - Committed people who would be willing to devote their time 	With significant support from the community, the Council could act as a catalyst to create significant effect



Town Development Committee

Terms of Reference

1. Membership of the Town Development Committee shall be determined each year at the Annual meeting of the Council at which time the Chairman for the year will be elected.
2. Membership of the Committee shall be a maximum of:
 - 5 members of Petersfield Town Council, one of whom will be Chairman of the Committee
 - 4 co-opted members of the community
 - 1 representative from the South Downs National Park Authority
 - 1 representative from East Hampshire District Council
 - 1 representative from Hampshire County Council

All non-councillor members of the committee shall be appointed on an annual basis at the Annual meeting of the Council and any non-councillor member who wishes to stand down from the committee during their year of appointment should inform the Town Clerk and Chairman of the Committee accordingly. In the event of replacement appointments being necessary, nominations are to be recommended to Council for approval during the year.

3. The four co-opted members of the community are invited to join the committee on an independent basis and shouldn't use their membership of the committee for any political or other purpose that would benefit any other organisation or body.
4. At the first meeting of the Committee following the Annual Meeting of the Council a Deputy Chairman shall be elected.
5. Additional non-voting members may also be invited to the Committee where they have particular expertise and interests that will enable the Committee to undertake its work.
6. The quorum of the Committee shall be 3 town councillors.
7. The Committee will generally meet on a monthly cycle except during August and December with all meeting dates being confirmed by the Annual Meeting of the Council.

8. The minutes of the Committee are to be reported to and received by the Council at each meeting of Council.
9. The principal purpose of the Committee is to deliver the long term vision for the town as outlined in the Petersfield Neighbourhood Plan, seeking to implement specific projects that will enable the town to develop its facilities and also seeking to establish or work with mechanisms, partnerships and community groups that will implement and deliver the aspirational elements of the Neighbourhood Plan.
10. Whilst the main purpose of the Committee is to deliver the policies, projects and aspirations contained within the neighbourhood Plan, it is also incumbent on the Committee to remain sensitive to and respond to the evolving aspirations of the community.
11. The Committee will act as the co-ordinating body for the Council's Infrastructure Delivery Plan (IDP), making recommendations to Council as appropriate.
12. The Committee shall seek to develop appropriate partnerships to ensure that all potential funding sources and mechanisms are fully explored relating to the development of public facilities within the town.
13. Prior to recommending any financial expenditure to Council, all aspects of the Council's Financial Regulations and Contract Standing Orders shall have been considered. If any variation from these terms is sought, valid reasons must be minuted and approved by the Committee.
14. The Committee shall seek to liaise with neighbouring parishes regarding the development of the town and its facilities with a view to meeting their requirements and aspirations as far as is deemed reasonable.
15. The Committee Chairman shall act as a source of advice to developers and applicants regarding the interpretation of the Neighbourhood Plan and where necessary provide advice to the Council's Planning Committee on such interpretation.
16. Any co-opted member of the community found, or considered to be in breach of these Terms of Reference may have their invitation to serve on the committee withdrawn by the Council at any time.
17. The Committee will provide advice/expertise on planning and technical points relating to the Neighbourhood Plan as required to the other Town Council Committees when necessary. Council members of the Committee may be required to speak at Planning Committees of higher authorities.


Ref: Council Minutes 18th February 2016 Ref. C 0676

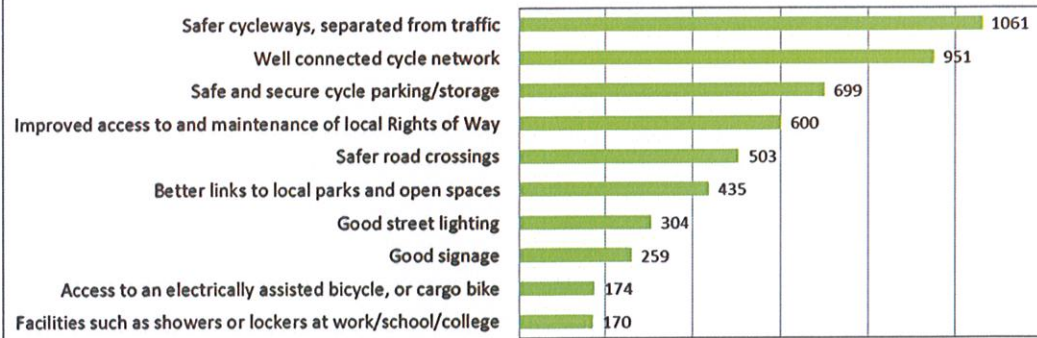
Revised: Council 24th May 2018 minute C0011 refers

Revised: Council 17th January 2019 minute C0614 refers

PNP Working Party – Consolidated List of Changes Chapters 1-2 & 4-10

Page/section (in page /section order)	Date of approval (minutes etc)	Description of the changes (including the exact location on the page, full identification of all the text to be deleted and all parts of new text/diagrams)
Chapter 1		
1.7/1.8	30 Oct 20	It was felt that an executive brief and summary related to the current review should be written and inserted as section 1.7. This should reflect how the PNP has been updated, and how the PNP has assisted with planning applications and appeals. The current section 1.7 would be renumbered as section 1.8.
Chapter 2		
2.7	30 Oct 20	In section 2.7 – replace the sentence ‘ <i>Our town centre and residential streets will be designed to give pedestrians and cyclists priority over vehicles</i> ’ with ‘ <i>Our town centre and residential streets will be designed to encourage greater use of active travel</i> ’.
Chapter 4		
4.2	27 Nov 20	Change PACA publication to April 2017.
4.3	27 Nov 20	Include Conservation Map.
4.4.1	27 Nov 20	Add “ <i>action strongly supported and that new builds are built with home working in mind</i> ”
4.2	29 Jan 21	Add “ <i>Trees make a significant contribution to the urban environment. Some policies relating to trees can be found in Section 7.</i> ”
Chapter 5		
5.1	26 Mar 21	<p>Replace Section 5.1 with –</p> <p><i>5.1 Background</i></p> <p><i>The building of the railways and the development of the old A3 as an important traffic route serving Portsmouth in both World Wars, meant that the town retained its key position as a transport crossroads, linking northward to London, west to Winchester along the A272 and east to Midhurst. Chichester is accessible via the new A3 and via the B2146 (Sussex Road) towards South Harting and into the South Downs countryside.</i></p> <p><i>The London to Portsmouth railway is an important passenger route. The station is busy at peak times with trains, buses, taxis, cars and pedestrians. Some bus services, although limited, link the town with Winchester and Bishops Waltham to the west, Chichester, Havant and Waterlooville to the south, Midhurst to the east and Liss and Alton to the north.</i></p> <p><i>The railway serves the town at Petersfield Station, with the level crossing closing to traffic causing some tailbacks. This is more frequent at peak hours. There is an alternative for cars, light vans and lorries via Swan Street under the (height restricted) bridge.</i></p> <p><i>The main spine of the town centre runs west to east, starting at the railway station, running down Lavant Street, along Chapel Street, through the Square and along High Street to the war memorial. Lavant Street is the key link to the town station.</i></p> <p><i>After much public debate, Petersfield benefited from the construction of the new A3 bypass in 1993, which at that time removed much of the through traffic. The A3 currently forms an artificial, but well defined, western edge to the town. The bypass scheme included a demonstration project where the former A3 was realigned, and its width reduced through</i></p>

		<p><i>the town centre running from north to south. This also included the enhancement of Dragon Street and High Street to make this area more attractive.</i></p> <p><i>Since these changes both A3 traffic and through traffic have increased, particularly so since the Hindhead Tunnel was constructed. Traffic has also increased on the link access to the A272 towards Midhurst and the eastern side of the town. There are an increasing number of ‘rat-runs’ that result in vehicles travelling through residential areas at excessive speeds. The town also experiences heavy goods vehicles, using satellite navigation, diverting from their A3 principal route onto these minor roads. The overall result is more noise, pollution, increased danger to pedestrians and cycle users and disruption to local traffic.</i></p> <p><i>There are other serious deficiencies that require attention. These can be termed ‘hotspots’ and they concern junctions, regular breaking of speed limits in residential areas near schools, lack of crossings for pedestrians and cyclists, footways with inadequate capacity, disjointed sections of infrastructure for cycling (both on-street and off-street). The railway line and busy roads (Pulens Lane, Dragon St, College St and Tor Way) limit east-west routes across the Town and so discourage cycling and walking by residents of some neighbourhoods. Some new housing developments lack comfortable cycling and walking links.</i></p> <p><i>Opportunities to address these deficiencies are appearing as central and local government is starting to recognise that cycling and walking can contribute to lower congestion, more attractive places, better air quality, cheaper travel and better health. Walking and cycling are beginning to be seen as transport modes in their own right and an integral part of transport networks, but with each having separate needs.</i></p>																						
5.2	26 Mar 21	<p>Insert the following text and diagrams as part of Section 5.2:</p> <p><i>In March 2020 EHDC undertook their “Active Travel Survey”. This was an online survey which received 1,422 responses. The full results can be found in the LCWIP version 1.2, August 2020. The responses from Petersfield residents to Question 8 are shown below.</i></p> <div><p>Which of the following would encourage you to walk more often?</p><table><thead><tr><th>Factor</th><th>Count</th></tr></thead><tbody><tr><td>Good quality pavements</td><td>209</td></tr><tr><td>Improved access & maintenance of local...</td><td>198</td></tr><tr><td>Safer road crossings</td><td>191</td></tr><tr><td>Unobstructed pavements</td><td>156</td></tr><tr><td>Reduced traffic speeds</td><td>155</td></tr><tr><td>Better links to local parks & open spaces</td><td>140</td></tr><tr><td>Good street lighting</td><td>140</td></tr><tr><td>Access to more public toilets</td><td>51</td></tr><tr><td>Good signage</td><td>46</td></tr><tr><td>More seating along the way</td><td>32</td></tr></tbody></table></div> <p><i>The responses to Question 11 are shown below. These are from the whole of East Hampshire, but it was reported that 26% of the responses were from Petersfield residents and that for many questions, including this one, that there was little variation in responses by location.</i></p>	Factor	Count	Good quality pavements	209	Improved access & maintenance of local...	198	Safer road crossings	191	Unobstructed pavements	156	Reduced traffic speeds	155	Better links to local parks & open spaces	140	Good street lighting	140	Access to more public toilets	51	Good signage	46	More seating along the way	32
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5.3	27 Nov 20	GAO1 could be reinforced by adding <i>“and to encourage these modes and reduce motor vehicle usage”</i> .																						
Page 35 GAP 2	29 Jan 21	“In the future consideration should be given to widening the scope of the supporting policies under GAO3 to add cycle parking, including covered cycle parking.”																						
5.3.1 P36	27 Nov 20	Change word ‘wheelchair’ to ‘wheelchairs’ In white text, add to the 1 st paragraph, add the wording ‘highway boundary’																						
5.3.1 P36	29 Jan 21	Add the following sentence to the end of the 3 rd paragraph: <i>“LTN 1/20 should be followed when designing cycle routes and cycle facilities.”</i>																						
5.3.2 GAP 4	27 Nov 20	In 3 rd paragraph, include the word ‘direct’ and add <i>“where motor vehicles will no longer be dominant”</i> .																						
5.3.2 GAP 5	27 Nov 20	Add to text <i>“Tesco multi-storey car park would be appropriate when capacity is required”</i> .																						
Annex D Page 119	27 Nov 20	Add <i>“cycle parking throughout the town”</i> .																						
GAP 7	27 Nov 20	Add <i>‘provision to increase electric charging points’</i> .																						
5.3.3	27 Nov 20	Change ‘Heather Rd’ to ‘Heath Rd’.																						
5.3.4 Page 39	27 Nov 20	In ‘Getting around’ remove words ‘associated adjustment’.																						
5.3.4 Page 39	29 Jan 21	The paragraph beginning <i>“These improvements...”</i> the last sentence should be replaced by the following: <i>“The new arrangements should ensure that a priority cycle and pedestrian east-west route is maintained through the area.”</i>																						
Chapter 6																								
6.1	29 Jan 21	Para 1: After <i>“museum”</i> add: <i>“with a substantial educational dimension”</i> .																						
6.1 P 40	29 Jan 21	Add Tree Wardens and PeCAN group to list.																						
6.2	29 Jan 21	Review wording of TIC and include ‘visitors and community’ and ‘information advances’. Remove reference to Kings Arms and consider use of Festival Hall in light of changes being proposed.																						
6.3.1	29 Jan 21	Add ‘PTC Newsletter’?																						
6.3.1	29 Jan 21	Include consideration for wellbeing.																						
6.3.1	29 Jan 21	Remove Police Station as this is now part of museum.																						
6.3.1	29 Jan 21	Change ‘will’ to ‘should be strongly supported’.																						
6.3.1 3 rd paragraph	29 Jan 21	Add to CP 5: <i>“such as the Petersfield Town Council Town Development Committee which formally co-opts community voluntary experts”</i> .																						
Chapter 7																								
7.1	26 Feb 21	Petersfield Tree cover has received particular attention with the introduction of the i-Tree survey and an award was won for the work. This revealed the extent and diversity of Petersfield’s tree population, and also indicated that it could be significantly improved and enhanced.																						
7.3.1	26 Feb 21	(Wish List) Aim to introduce management plans for all our green spaces at top of 7.3.1 or below																						

Page 51	26 Feb 21	Find out latest status of Rotherlands Management Plan and replace 2017, and any reference to an active volunteer group
7.3.1	26 Feb 21	Add Goodyer Meadow to table 6
7.3.3. NEO Page 52	26 Feb 21	Check whether there is a later Southdowns integrated landscape character assessment
7.3.4 page 53	26 Feb 21	Include additional ref to Shipwrights Way
Page 56	26 Feb 21	Update reference to Buckmore Farm as development in progress
Page 57	26 Feb 21	Amend to <i>"Frenchmans Road had been identified by the community as an area in particular need of re- development. A mixed residential and industrial area, it occupies a prime location next to the station that could be better utilized. People felt that the re-development of this area should be a priority."</i>
7.3.2	26 Feb 21	Add to first paragraph <i>"The town's outdoor spaces are an essential part of the fabric of people's lives, which were particularly well used during the Covid pandemic and access to them therefore needs to be maintained and improved"</i> .
7.3.4	26 Feb 21	Replacement for paragraph 4 - <i>There is no suitable east/west cycle link and the feasibility of the former Petersfield to Midhurst Railway line being used for cycling and walking purposes is currently being investigated by the SDNPA and local cycle groups. This route has been named "The Rother Valley Way". If it proves to be a worthwhile project then the route would need to be developed and protected.</i> New Paragraph 5 - <i>The construction of A3 bypass partially restricted pedestrian and cycling access to the countryside and to villages (Stroud, Ramsdean, and East Meon) on the western side of Town. The need for an additional footbridge has been identified. EHDC's LCWIP identified a potential cycling commuter route between Stroud and Petersfield Station.</i>
Page 53	26 Feb 21	NEP 6 – Add mention of Rother Valley Way as a protected route
7.3.4	26 Feb 21	(Wish List) - The text in Section 7.3.4 should be improved/re-written to recognise that for cycling (as opposed to recreational walking), the focus should be on links to local communities rather than on links to the countryside. In addition, the policies in Section 7 should be reviewed in light of this.
7.3.5	26 Feb 21	Include wording from "new pesticide policy"
Chapter 8		
8.1	26 Feb 21	Update stats. Send paragraph to EHDC and ask them to update information
8.1	26 Feb 21	Add long term impact of COVID home and local working affecting changes in demand for office units. For the avoidance of doubt, the business employment referred to in this chapter should be considered separately from any employment relating to Retail, which is dealt with in Chapter 9.
8.2	26 Feb 21	This may improve the supply of small business units.
8.3	26 Feb 21	BO1 Chart – re-clarification of what we mean by "employment".
8.3.1	26 Feb 21	BP1 page 59 <i>"Planning permission will be supported"</i> .
8.3.1	26 Feb 21	Page 59 third paragraph on white background – action check with EHDC whether there is any further analysis of an update on the 6 hectares. Also find out about demand on business premise vacancy rates
8.3.2	26 Feb 21	BP6 – review following updated figures from EHDC

8.3.3	26 Feb 21	BP7 – amend cycling to read “cycling access”
8.3.3 Page 62	26 Feb 21	Section 8.3.3. BP7 add “The railway line hampers access from residential parts of south and central Petersfield to the business, industrial and retail establishments within the area surrounded by Bedford Road and Winchester Road. There is potential to improve access for pedestrians and cyclists using the existing tunnels under the line and the existing footbridge.”
Chapter 9		
9.1 para 1	26 Mar 21	Para 1 Retail heart should include Rams Walk
9.1 para 1	26 Mar 21	Para 1 - The growth of on-line sales, and closures due to the Covid lockdowns, has affected this process: “This process could continue with standard shops being replaced with quality, niche retail outlets, but the effects of Covid combined with a shift to online shopping may also result in an overall reduction in retail provision.”
9.1 para 2	26 Mar 21	Amend second sentence: “The demand for retail space has historically been high with agents reporting a shortage of small units for rent (400-500sq feet). However, again, demand is likely to reduce in some sectors due to the shift online.”
9.1 para 4	26 Mar 21	Amend to: “The majority of visitors to the town centre shops come 2-5 times per week. The main competition is from Guildford, Chichester, Portsmouth / Southsea and Southampton with Waterlooville and Havant also acting as local retail centres”
9.1 para 5	26 Mar 21	Amend “There are seven pubs” to “There are several pubs ...”
9.2 para 1	26 Mar 21	Remove reference to ‘outdoor equipment/clothing’
9.2 para 3	26 Mar 21	Amend final sentence to: “The development of a small performing arts space in a converted building in the centre should be encouraged if there is sufficient demand in an era of on-demand home television.”
9.3.1	26 Mar 21	Check whether SDNPA development plan (superseded JCS) has any reference to retail floor space. Action: Chris Paterson.
General	26 Mar 21	Lots of Policy references for JCS which will need to change simply to Development Plan without reference to specific numbers. However, they will need to be checked to ensure the policy does exist. In some cases, specific policy number references will need to be included. Action: ??
9.3.1	26 Mar 21	Need to check whether Development Plan says anything about retail floor space in Petersfield. Action: Chris Paterson
9.3.1	26 Mar 21	Figure 6 – aspiration to include Bakers Lane and Hobbs Lane as Primary frontage
RP2 Pg. 66	26 Mar 21	Amend ‘Planning permission will ...’ to ‘Support will be given to development proposals that ...’
Chapter 10		
10.1	26 Mar 21	Can we get new figures for visits/trips? Action: Steve Field
10.3 TO2	26 Mar 21	Amend to “Support the provision of information for visitors to the town”
10.3.2 TP2 & TP3	26 Mar 21	New draft required given changes that are in train. Action: Steve Field

01 April 2021

Dear Councillor

I hereby summon you to attend a meeting of the Planning Committee that will be held on 16th March 2021 in the Council Chamber, town Hall, Petersfield at 6.30pm, and via Zoom teleconference/video-conference facility as permitted by UK Government legislation during the current Covid-19 pandemic. The log in details to join via Zoom are as follows: <https://zoom.us/> with ID: 853 0756 8782 (members of the public are asked to email committee.admin@petersfield-tc.gov.uk in advance for the password).

Yours sincerely,

Neil Hitch
Town Clerk

AGENDA

1. To receive and record apologies for absence.
2. Approval of minutes – to approve the minutes of the meeting of the Planning Committee held on the 23rd February 2021.
3. To consider the granting of a dispensation under Section 33 of the Localism Act (2011) to enable members to participate in, and vote on, an item of business on the agenda where they would otherwise have a disclosable pecuniary interest and to confirm how long this dispensation may have effect.
4. To receive and record Declarations of Interest. Councillors are reminded of their responsibility to declare any disclosable pecuniary interest which they may have in any item of business on the agenda no later than when that item is reached. Unless dispensation has been granted, members may not participate in any discussion of, or vote on, or discharge any function related to any matter in which you have a pecuniary interest as defined by regulations made by the Secretary of State under the Localism

Act 2011. Councillors must withdraw from the Chamber when the meeting discusses and votes on the matter.

5. Chairman's Comments.
6. Public Participation. To suspend Standing Orders to enable members of the public to make statements on any planning application appearing on the agenda with a time limit of 3 minutes for and/or 3 minutes against an application. Only one statement for or against an application will be permitted.
7. Planning applications – to consider and make comments on the under mentioned applications received from the Planning Control Manager.

<u>Plan no.</u>	<u>Particulars of Application and Name of Applicant</u>
SDNP/21/00190/HOUS	RETROSPECTIVE APPLICATION FOR REAR/SIDE EXTENSION FOLLOWING REMOVAL OF CONSERVATORY (AMENDED PROPOSAL) 23 Dickins Lane, Petersfield Mrs S Sanguinetti
SDNP/21/00191/HOUS	SIDE AND REAR TWO-STOREY AND SINGLE STOREY EXTENSIONS FOLLOWING DEMOLITION OF EXISTING GARAGE, GARDEN ROOM, UTILITY ROOM AND CONSERVATORY 61B Heath Road, Petersfield Mr & Mrs Barkworth
SDNP/21/00257/TCA	TREE 2 – HAWTHORN – TO BE REMOVED TREE 3 – PRUNUS – TO BE REMOVED TREE 4 – HAWTHORN – TO BE REMOVED Antrobus House, 18 College Street, Petersfield Mr D Smith
SDNP/21/00436/HOUS	SINGLE STOREY SIDE EXTENSION FOLLOWING DEMOLITION OF EXISTING ATTACHED SINGLE STOREY GARAGE AND STORE 13 Rother Close, Petersfield Anne Banford
SDNP/21/00456/HOUS	LOFT CONVERSION INSERTION OF ROOF LIGHTS AND WINDOW TO SIDE ELEVATION 24 Whittington Road, Petersfield Mr & Mrs Davies
SDNP/21/00463/TPO	HORNBEAM – REDUCE HEIGHT TO FINISHED CROWN HEIGHT OF 25 METRES TO PROVIDE 10M CLEARANCE BETWEEN BUILDINGS AND TREES DUE TO EXCESSIVE LIGHT LOSS. CUT BACK OVER EXTENDING BRANCHES INTO THE GARDEN BY 2/3 METRES TO FINISHED BRANCH

LENGTH OF APPROXIMATELY 4-5 MERES. (FURTHER
DETAILS WITHIN APPLICATION) TREE TO REAR OF 27
GRENEHURST WAY
Land On The East Side of Grenehurst Way, Petersfield
Mrs J Lawson

SDNP/21/00465/HOUS REPLACEMENT GARAGE FOLLOWING DEMOLITION OF
SINGLE GARAGE AND CAR PORT
2 Queens Road, Petersfield
Mr & Mrs Bateman

SDNP/21/00654/HOUS SIDE DORMER TO REPLACE ROOF WINDOW
24 Lynton Road, Petersfield
Mr G Douglas

SDNP/21/00660/FUL CHANGE OF USE FROM PUBLIC HOUSE (SUI ENERIS) WITH
ANCILLARY LETTING ROOMS TO BOUTIQUE HOTEL (C1
USE) WITH ANCILLARY BAR/CAFÉ
The Old Drum, Chapel Street, Petersfield
Mrs M Salovieva

SDNP/21/00757/HOUS REPLACE DAMAGED WALL WITH NEW AND NEW DOOR,
INFILL EXISTING DOOR ON SOUTH ELEVATION
Little Tilmore, Tilmore Road, Petersfield
Dr A Davis

SDNP/21/00777/TCA T1 – SPECIES – CONTORTED WILLOW
Works – remove and replace the willow with an ornamental
cherry tree. This willow has grown too tall into the electricity
cables, it is out of scale with the street and house. We are in the
process of removing roots from the waste drainage system, and it
has also caused a problem for Southern Water who also have
recently established (on 23rd January) that roots are blocking their
drains outside 1 Weston Road.

T2 – SPECIES ASH
Works – crown reduction as indicated in the photos. This hasn't
been cut back for a long time and has got too big, needs tidying
up to allow more light into the garden area.

T3 – SPECIES – OAK
Works – removal of tree as within 3m of the house. Not
intending to replace due to proximity to the house.

T4 – SPECIES – WILLOW
This Willow is dead and will be removed.

1 Weston Road, Petersfield
Mrs L Casey

SDNP/21/00792/TPO	<p>T1 OAK TREE, LOWEST LIMB (SOUTH EAST SECTOR) OVERHANGING PROPERTY FENCE TO BE REMOVED BACK TO FENCE LINE ALSO TO REMOVE 4 SMALL DIAMETER BRANCHES, ALL DUE TO SHADING WHEN IN LEAF AND OVERHANGING PROPERTY BOUNDARY Land adjacent 14 Woodlark Gardens, Petersfield</p>
SDNP/21/00956/FUL	<p>CONSTRUCTION AND PART RETENTION OF FARM TRACK INCLUDING CULVERTS AND NEW ACCESS ON TO THE CAUSEWAY Horse Chestnut Farm, The Causeway, Petersfield Mrs N Blake</p>
SDNP/21/01029/TCA	<p>HAWTHORN HEDGE BETWEEN TWO PROPERTIES THAT INCLUDES ONE DAMSON TREE -- REDUCE BY 1.7M BECAUSE OF SHADING AND UNATTRACTIVE OUT-OF- CONTROL GROWTH.</p> <p>ORNAMENTAL CHERRY IN FRONT GARDEN OF 36A COLLEGE STREET -- REMOVE TWO TRUNKS THAT ARE LEANING AND THREATENING THE OLD FLINT WALL, LEAVING THE ONE UPRIGHT TRUNK IN POSITION 36A College Street, Petersfield Ms L Heigl</p>
SDNP/21/01125/TCA	<p>BEECH PE-0286/7 REDUCE RADIUS OF 11M TO NORTH BY 5M LEAVING RADIUS OF 6M REDUCE RADIUS OF 10M TO SOUTH, EAST AND WEST BY 4M LEAVING RADIUS OF 6M REDUCE HEIGHT OF APPROXIMATELY 20M BY 4M LEAVING 16M ALL REDUCTION WORK WILL REQUIRE CUTTING INTO 1000MM DIA WOOD MAXIMUM</p> <p>REASON: Primary fork at base is suspect and could fail. Reduction work is recommended for safety. In Risk Assessment terms, likelihood of the fork failing is low but the severity of consequences is severe in terms of injury and damage that could result and in terms of loss of a very high value amenity tree.</p> <p>Central Car Park, Winton Road, Petersfield Mr A Skeet</p>

8. To receive notification from East Hampshire District Council that Tree Preservation Order (EH1154)20 – Oakfield, Love Lane, Petersfield was confirmed without modification by the Council on the 24 February 2021.
9. To received notification from West Sussex County Council on their Soft Sand Review of the Joint Minerals Local Plan – Planning Inspector's Report. The Planning

Inspector's Report and the associated schedule of modifications are available on www.westsussex.gov.uk.mwdf.

10. To received information from Chichester District Council on The Chichester Local Plan.
11. To received notification from South Downs National Park Authority that they are consulting on an amended draft parking Supplementary Planning Document (SPD) (full title – Guidance on Parking for Residential and Non-Residential Development) and a Consultation Statement. The consultation will run for a period of six weeks, starting on Thursday 4th February 2021, all comments must be received by Thursday 18th March 2021. The Parking and SPD and related documents are available to view on the SDNPA website.

<End>

01 April 2021

Dear Councillor

I hereby summon you to attend a meeting of the Planning Committee that will be held on 6 April 2021 in the Council Chamber, town Hall, Petersfield at 6.30pm, and via Zoom teleconference/video-conference facility as permitted by UK Government legislation during the current Covid-19 pandemic. The log in details to join via Zoom are as follows: <https://zoom.us/> with meeting ID: 841 3590 2556 (members of the public are asked to email committee.admin@petersfield-tc.gov.uk in advance for the password).

Yours sincerely,

Neil Hitch
Town Clerk

AGENDA

1. To receive and record apologies for absence.
2. Approval of minutes – to approve the minutes of the meeting of the Planning Committee held on the 16 March 2021.
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4. To receive and record Declarations of Interest. Councillors are reminded of their responsibility to declare any disclosable pecuniary interest which they may have in any item of business on the agenda no later than when that item is reached. Unless dispensation has been granted, members may not participate in any discussion of, or vote on, or discharge any function related to any matter in which you have a pecuniary interest as defined by regulations made by the Secretary of State under the Localism

Act 2011. Councillors must withdraw from the Chamber when the meeting discusses and votes on the matter.

5. Chairman's Comments.
6. Public Participation. To suspend Standing Orders to enable members of the public to make statements on any planning application appearing on the agenda with a time limit of 3 minutes for and/or 3 minutes against an application. Only one statement for or against an application will be permitted.
7. Planning applications – to consider and make comments on the under mentioned applications received from the Planning Control Manager.

<u>Plan no.</u>	<u>Particulars of Application and Name of Applicant</u>
SDNP/21/00401/HOUS	SINGLE STOREY REAR EXTENSION FOLLOWING DEMOLITION OF EXISTING GROUND FLOOR WC. INTERNAL ALTERATIONS AND NEW WINDOWS TO THE REAR ELEVATION. NEW ROOFLIGHT INTO ENSUITE BATHROOM AND FLUE FOR LOG BURNING STOVE. NEW BRICK UPSTAND TO EXISTING BASEMENT WINDOW TO FIT SAFETY GRILL OVER (AMENDED PLANS RECEIVED) 43 Sussex Road, Petersfield Mr S Ockford
SDNP/21/00590/HOUS	TIMBER SUMMERHOUSE/SHED FOLLOWING DEMOLITION OF EXISTING SHED 37 Noreuil Road, Petersfield Ms G Albury
SDNP/21/00613/HOUS	SINGLE STOREY EXTENSIONS TO FRONT AND REAR The Rope Walk, 46A College Street, Petersfield Cornelia Kennington
SDNP/21/00750/HOUS	CONVERSION OF ROOF SPACE TO HABITABLE ACCOMMODATION WITH TWO DORMERS TO THE REAR AND ROOF LIGHTS TO THE FRONT 9 Woolner Avenue, Petersfield Mr s Ross
SDNP/21/00919/HOUS	NEW CONCRETE VEHICULAR HARD STANDING AND NEW EXTERNAL PLATFORM LIFT AND HANDRAILS 24 Highfield Road, Petersfield Miss M Parker
SDNP/21/00952/FUL	ALTERATIONS TO FORM PARAPET ROOF ABOVE PART OF FIRST FLOOR TO FACILITATE PROVISION OF NEW STUDIO FLAT Windsor Court, 1 Windsor Road, Petersfield Mr Graver

SDNP/21/00992/FUL	CHANGE OF USE OF THE CAR SHOWROOM TO USES WITHIN ONE OF USE CLASS E, USE CLASS B8 OR SHOWROOM WITH ANCILLARY TRADE COUNTER AND STORAGE White Rose (Petersfield) Ltd, Station Road, Petersfield Mr A Baker
SDNP/21/01047/HOUS	SINGLE STOREY SIDE EXTENSION AND REMOVAL OF CHIMNEY AND INSTALLATION OF 1 FIRST FLOOR VELUX ON THE NORTH ELEVATION 40 Heath Road, Petersfield Mr & Mrs Warton
SDNP/21/01136/HOUS	SINGLE STOREY EXTENSION TO FRONT ELEVATION. DORMER WINDOW TO REAR ELEVATION 29 Moggs Mead, Petersfield Mr J Moore
SDNP/21/01175/TPO	OAK (T2) – FELL BECAUSE OF EXCESSIVE ROTTING AT WEAK UNION, AT START OF CROWN BREAK. PROPOSAL TO REPLANT X 1 FIELD MAPLE (ACER CAMPESTRE) AT 6FT IN HEIGHT 59 Durford Road, Petersfield Mr A Foley
SDNP/21/01232/CND	REMOVAL OF CONDITION 3 OF SDNP/15/03090/FUL AND REMOVAL OF CONDITION 2 OF SDNP/16/05326/FUL Horse Chestnut Farm, The Causeway, Petersfield Mrs N Blake
SDNP/21/01331/HOUS	SINGLE STOREY REAR AND SIDE EXTENSION 141 Rival Moor Road, Petersfield Mr & Mrs King
SDNP/21/01366/HOUS	RAISE ROOF HEIGHT TO FRONT EXTENSION TO CREATE ACCOMMODATION AT FIRST FLOOR LEVEL, INCLUDING TWO DORMER WINDOWS Annexe 28 Dragon Street, Petersfield Mr Osborn
SDNP/21/01367/LIS	LISTED BUILDING CONSENT – RAISE ROOF HEIGHT TO FRONT EXTENSION TO CREATE ACCOMMODATION AT FIRST FLOOR LEVEL, INCLUDING TWO DORMER WINDOWS Annexe 28 Dragon Street, Petersfield Mr Osborn
SDNP/21/01379/LIS	LISTED BUILDING CONSENT – CONVERSION OF EXISTING DETACHED SINGLE GARAGE TO RESIDENTIAL ANNEXE, CONVERSION OF REAR CARPORT INTO RESIDENTIAL

ACCOMMODATION. SINGLE STOREY EXTENSIONS AND
EXTERNAL COVERED STAIRCASE TO EXISTING STUDIO
INCLUDING TWO DORMER WINDOWS AND MINOR
FENESTRATION CHANGES AND INTERNAL ALTERATIONS
10 Winchester Road, Petersfield
Ms L Palmer

- | | |
|--------------------|--|
| SDNP/21/01427/TPO | <p>T1 OAK – REDUCE LOWER LIMBS GROWING TOWARDS
TILMORE ROAD UP TO A HEIGHT OF 7 METRES, FROM 11
METRES BY 3 METRES LEAVING A LENGTH OF 8 METRES.
T2 OAK – REDUCE HEIGHT BY 13.5 METRES BY 2.5 METRES
LEAVING A FINISHED HEIGHT OF 11 METRES AND
REDUCE THE WIDTH BY 2.5 METRES FROM 8 METRES
LEAVING A WIDTH OF 5.5 METRES.
T3 OAK – RE-POLLARD TO PREVIOUS PRUNING POINTS
REDUCING HEIGHT BY 6 METRES
23 Kimbers, Petersfield
Mr S Sole</p> |
| SDNP/21/01433/HOUS | <p>LOFT CONVERSION TO FORM 2 BEDROOMS AND SHOWER
ROOM USING VELUX WINDOWS TO THE FRONT AND
REAR ELEVATIONS AND ALSO TO FIT PV SOLAR PANELS
TO THE FRONT ELEVATIONS
12 Crafts Lane, Petersfield
Mrs H Jolly</p> |
| SDNP/21/01453/TCA | <p>PRUNE BRANCHES TO CLEAR BT LINES – SEE ATTCHED
SUPPORTING DOCUMENTS AND PHOTOGRAPHS
9 The Avenue, Petersfield
Miss R Allsopp</p> |
| SDNP/21/01461/HOUS | <p>EXTENSIONS TO REAR AND SIDE FOLLOWING PARTIAL
DEMOLITION OF EXISTING SIDE EXTENSION
3 White House Gardens, Petersfield
Mr & Mrs Conran</p> |
| SDNP/21/01471/HOUS | <p>SINGLE STOREY SIDE EXTENSION, NEW PORCH TO SIDE
79 Woodbury Avenue, Petersfield
Mr & Mrs Binks</p> |
| SDNP/21/01482/TCA | <p>CHERRY TREE – CROWN REDUCTION OF APPROX 3
METRES LEAVING A HEIGHT OF APPROX 8 METRES – AS
PER SKETCH AND DETAILS ATTACHED.
15 College Street, Petersfield
Mr d Mcintosh</p> |
| SDNP/21/01509/HOUS | <p>REPLACEMENT DETACHED GARAGE, INCORPORATING
ROOMS WITHIN THE ROOF SPACE
8 Ramshill, Petersfield
Mr & Mrs N Handslip</p> |

SDNP/21/01531/TPO T1 BIRCH – REDUCE IN HEIGHT BY 5 METRES AND
SELECTIVELY BY UP TO 2 METRES ON LATERAL SPREAD
TO LEAVE A BALANCED CROWN. FINISHED HEIGHT WILL
BE 10 METRES AND SPREAD 5 METRES
29 Heathfield Road, Petersfield
Mr Sampson

8. To receive extracts from the decisions of East Hampshire District Council's Planning Committee notified up until 31st march 2021.
9. To receive information from Chichester District Council on the timetable agreed for the Chichester Local Plan Review.
10. To receive notification from Hampshire Highways of the following carriageway repairs:-

Road: Along the A272 Winchester Rod, Stroud from A3 to the junction of Ridge Common Lane.

Start of Works: Currently to start of Wednesday 31st March 2021 and are expected to last for up to 1 night, during which time the road will be closed to through traffic from approximately 20.00 to 6.00 hours. The road will be open outside of these hours.

<End>