
Meeting of the Cabinet – 13th September 2017

Report of the Strategic Director Place

Approval for Adoption of the Dudley Town Centre Conservation Area Management Plan (CAMP)

Purpose of Report

1. To seek Cabinet approval for the adoption of the updated version of the Conservation Area Management Plan (CAMP) for Dudley Town Centre.

Background

2. An adopted CAMP has been in-place in Dudley Town Centre since 2006. This Plan is an update of the original CAMP and is required in order to reflect the various changes in national and local planning policy and providing the basis for the effective management of the Dudley Town Centre Conservation Area. It builds on the Conservation Area Appraisal which was approved by Development Control Committee on the 13th October 2015 and sets out the long term vision for the management of the Conservation Area. This CAMP is intended to be used in conjunction with the Dudley Area Action Plan (AAP) and the supporting Dudley Urban Historic Landscape Characterisation document (UHLC).
3. The Dudley Town Centre CAMP supports the active management of the conservation area by setting out:
 - a brief summary of the conservation value of the area and the potential threats to it;
 - the tools that will be used for the future management of the area, including planning, policies, planning measures and a framework for design and maintenance;
 - how the community will be engaged in managing the area in the long term;
 - how the plan will be put into practice.
4. The CAMP is also an essential document in the acquisition of grant aid to support positive change in the conservation area. In particular, applications for Townscape Heritage grant aid from the Heritage Lottery Fund require formal adoption of a management plan and an undertaking that it will be put into practice for at least 10 years after the grant has expired.
5. The 2006 CAMP was adopted in advance of the Dudley Townscape Heritage Initiative (THI) commencing on site. Between 2009-2015 the Heritage Lottery Fund (HLF) provided a grant to Dudley of £1.95m which once combined with the match funding and private sector contributions resulted in a total project value of over £4m.

In 2017 Dudley Council was awarded a second round of external grant assistance from the HLF to deliver Townscape Heritage 2 (TH2) and this will provide a further £1.5m to Dudley Town Centre over the next 4 years.

6. The existing CAMP, in conjunction with other supporting documents and initiatives for the Dudley Town Centre Conservation Area, has not only assisted in securing external grant assistance but was a key factor Dudley winning the national Placemaking Awards for the West Midlands in 2015. The award for the best use of heritage in place-making for the work being undertaken in Dudley Town Centre, with particular reference to the HLF (Heritage Lottery Fund) funded Townscape Heritage Initiative undertaken between 2009-2015. Awards for the work undertaken within the town centre Conservation area were also awarded by the RTPI in 2015 when Dudley Council won the Planning excellence awards in the Planning and Built Heritage category.
7. This CAMP was consulted on as part of the Dudley Area Action Plan (AAP) in November and December 2015. The content of the CAMP is a reflection therefore of earlier work undertaken in consultation with communities and key stakeholders to develop Dudley's Strategic Plans and the Dudley Area Action Plan, as well as the Town Centre Conservation Area Appraisal and Urban Historic Landscape Characterisation. There has also been wide engagement with key stakeholders with interests in the regeneration of the town centre.
8. The CAMP will be regularly monitored and reviewed to ensure that it remains relevant and that it is protecting the Dudley Town Centre Conservation Area for future generations and will be aligned with the annual monitoring the Dudley Area Action Plan (AAP).
9. The CAMP also reflects the relevant policies of the Black Country Core Strategy and the Council's Dudley Borough Development Strategy and has been prepared in consultation with other Council Departments and key stakeholders.
10. A copy of the updated Dudley CAMP for adoption is set out in Appendix 1, and is available electronically on the 'Committee Management Information System' (CMIS). A hard copy of the document is also available in the Member's room in the Council House.

Finance

11. There will be no additional cost to the Council as a result of the adoption of the Conservation Area Management Plan which will enable the effective application of existing enforcement powers.

Law

12. This Dudley Town Centre Conservation Area Management Plan is produced in accordance with Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places on local planning authorities the duty to draw up and publish proposals for the preservation and enhancement of conservation areas within their districts.

Equality Impact

13. The Dudley Town Centre CAMP has been prepared in accordance with the Council's policy on Equality and Diversity, ensuring that it provides benefits for adults, children and young people alike, promoting equal opportunities for all.

Recommendation

14. It is recommended that Cabinet approve the adoption of the Dudley Town Centre Conservation Area Management Plan and support its proactive implementation throughout the lifetime of the Townscape Heritage scheme and beyond.



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Alan Lunt **Strategic Director Place**

Contact Officer: Paul Mountford
Head of Planning and Regeneration
Telephone: 01384 814186
Email: paul.mountford@dudley.gov.uk

Documents (available on the Committee Management Information System) **Appendix 1- Updated Dudley Town Centre CAMP (September 2017)**

List of Background Papers

Historic England Advice Note 1 (2016), Conservation Area Designation, Appraisal and Management <https://historicengland.org.uk/images-books/publications/conservation-area-designation-appraisal-management-advice-note-1/>

Cabinet Report dated 1st November 2006 approving the adoption of the CAMP

Dudley Town Centre CAMP, 2006

Adopted Dudley Area Action Plan (APP), March 2017,
<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/dudley-aap/>

Dudley Town Centre Conservation Area Character Appraisal, October 2015,
<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/dudley-aap/dudley-aap-sa/?assetdet3970939=277919>

Dudley Urban Historic Landscape Characterisation, October 2015
<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/dudley-aap/dudley-aap-sa/?assetdet3970939=277920>

Consultation Draft of the Conservation Area Management Plan (CAMP) for Dudley Town Centre, November 2015
<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/dudley-aap/dudley-aap-sa/?assetdet3970939=278267>