



## NEIGHBOURHOOD CIL APPLICATION FORM 2020

### What's Neighbourhood Community Infrastructure Levy (CIL)?

Neighbourhood CIL is intended to help address the demands of a new development on the local area. This neighbourhood proportion is up to 25% of CIL receipts in areas with an adopted Neighbourhood Plan and up to 15% (capped at £100 per existing council tax dwelling) in areas without a Neighbourhood Plan. Therefore, if development occurs in an area, funds will be collected for the community to use to mitigate any impacts they have identified

At Solihull, a bidding system is open to communities to attempt to secure funding for projects that will benefit the local area. The fund total will be released annually, in April, and these funds will be open to bids until 1<sup>st</sup> September 2020. Solihull MBC aim to fund the most appropriate projects (for an area), to ensure this, a screening application form will enable officers to best allocate funding. The funding will be become available once the ward allocation pot reaches £10,000.

### Completing this form:

A set of guidance notes on our website [www.solihull.gov.uk/cil](http://www.solihull.gov.uk/cil) is available to assist with the completion of this application form, together with guidance around how we make decisions on how funding is distributed and what is expected following the completion of a successful bid. If you need any further advice, please contact the CIL team on 0121 704 8008 or [cil@solihull.gov.uk](mailto:cil@solihull.gov.uk)

#### IMPORTANT: THE FOLLOWING CRITERIA IS MANDATORY IN ORDER TO BID FOR NEIGHBOURHOOD CIL

- Project should be classed as Infrastructure/meets the demands development places on an area
- Projects should not require on-going maintenance
- The body applying should be:
  - o Formally constituted
  - o Has a bank account requiring two unrelated signatories
  - o Has at least two unrelated management committee members if they are an unincorporated organisation or voluntary group
  - o Demonstrates good financial management procedures including records of income and expenditure (or to be partnering with a delivery body who has these structures in place

N.B you may be asked to provide evidence of the above when submitting an application.



**PART 1: ABOUT YOU/YOUR ORGANISATION**

Name of organisation applying:	Visit Knowle Ltd
Address:	[REDACTED]
Contact Phone Number:	[REDACTED]
Contact Email Address:	[REDACTED]

**Which Neighbourhood fund would you like to bid from?**

Dorridge & Hockley Heath <input type="checkbox"/>	Shirley East <input type="checkbox"/>
Knowle <input checked="" type="checkbox"/>	Shirley West <input type="checkbox"/>
Olton <input type="checkbox"/>	Shirley South <input type="checkbox"/>
Silhill <input type="checkbox"/>	St Alphege <input type="checkbox"/>

<b>Location of the Proposed Project:</b>
<i>Full Address and please attach site plan/map showing the location of the project.</i>
Central Knowle – including High Street, St John’s Close & Station Road areas
If your project is located outside of the ward pot you wish to bid from, please explain why you believe that funding should be used for your project in a different ward: (optional)
Not applicable.



**Who will be responsible for delivering the project?**

Community Group  Please go to Part 2

Other Group/Organisation  Please go to Part 2

Solihull MBC  Please go to Part 3

**PART 2: COMMUNITY GROUPS/OTHER GROUPS ORGANISATIONS**

**Please provide the details of the organisation responsible for the project delivery**

Organisation Name	Visit Knowle Ltd
Project Contact/Person Completing this form:	██████████
Organisation Address (If different from above)	
Phone Number (If different from above)	██████████
Email Address (If different from above)	████████████████████

**What is the legal status of the organisation?**

Registered Charity  Charity Registration Number:

Company limited by guarantee:  Company Registration number:

An unregistered organisation

Part of regional/national organisation

**PART 3 – SOLIHULL MBC APPLICATIONS**

Name of Service Area	
Project Manager	
Extension Number	
Email Address	



## PART 4: ABOUT THE PROJECT

**Project Name:**

Central Knowle Improvement Plan 2020-21

**Total amount CIL amount requested: (Please see [www.solihull.gov.uk/cil](http://www.solihull.gov.uk/cil) for information regarding current funding availability)**

£17,500

**Project Summary:**

*Outline of proposed project you want to deliver.*

The vision of Visit Knowle is to sustain the long-term future of Knowle by helping businesses to flourish and by providing a compelling experience for our residents & visitors. In simple terms, we want to raise the bar for our businesses and everybody who visits Knowle.

The aims of Visit Knowle include the following:

- Boosting visitor footfall
- Creating inspirational new features and experiences
- Engaging more people in our great heritage
- Increasing spend within our local businesses
- Involving as many businesses, community groups & residents in our plans and activities
- Making Knowle a more attractive place to be
- Promoting the rich and varied aspects of Knowle
- Strengthening our local economy in a sustainable manner

Following the very welcome recent Solihull Council project to upgrade lamp columns, we therefore wish to apply for funding for the following in pursuit of a range of the above aims:

1. New feature street furniture
2. New planters
3. Street art feature



**Project Outcomes and Benefits:**

Please explain how your project outcomes will benefit communities and how this will be shown after the project is completed.

<b>Project output</b>	<b>Project benefits</b>	<b>Evidence</b>
<p><i>Outputs should be tangible deliverables from your project</i>  <i>. E.G. New Playground Equipment</i></p>	<p><i>How will you know the project has been a success?</i>  <i>E.G. Increased use of the park</i></p>	<p><i>How can you provide evidence to show this has been a success?</i>  <i>E.G. Survey of numbers of people using the park</i></p>
<p>Given that we are bidding for tangible items, the project will deliver a range of discernible outputs in the form of new street furniture, planters and a street art feature.</p>	<p>We anticipate that we will receive positive feedback from a range of stakeholders, including businesses &amp; local residents and that the plans will bring tangible economic benefits to Knowle.</p>	<p>We are happy to undertake to provide evidence of the success via a range of indicators, particularly social media response to the project.</p>

**Mitigating the impact of Development:**

Please explain how your project will support development in the Neighbourhood, this could address a Social or a Physical need.

We consider that our project will both improve the physical environment of central Knowle and will also boost a sense of local pride in the area. As part of the range of projects which Visit Knowle hope to implement, we consider that this will form a very strong part of the social and physical improvements which we would like to see enacted.

**Community Support**

Please provide evidence of local support or backing for this project. Additional documentation should be submitted to support this. Please evidence any support from Local Ward Councillors.

Evidence can include letters, emails, petitions or fundraising efforts.

Having carried out a survey of central Knowle organisations earlier this year (the results of which are included as Appendix 1 of this document), we received responses from over 60 local businesses who wished to see the following projects enacted and we consider that this project would positively influence the following categories from this table:

- Social media campaigning
- Visitor website content
- Projects to encourage investment into Knowle
- Increased floral planting or landscaping

Project	Percentage support
Improving the appearance of empty shops	77%
Car parking arrangements to provide additional spaces	73%
Car parking discounts	73%
Marketing & promotion to project Knowle to a far wider audience	69%
Street markets, such as Farmers' Markets	69%
Social Media campaigning	66%
Visitor website	65%
CCTV improvements	60%
Projects to encourage investment into Knowle	58%
New seasonal events, including more Christmas activities	58%
Increased floral planting or landscaping	50%
Schemes to save businesses money on overheads	50%
Security improvements, possibly to include more Policing	50%

We intend to involve the local community in implementing the project and, in particular, we aim to raise funding to further support the proposals and the wider aspirations of Visit Knowle from local business & resident subscriptions.

In addition, we have received the following statements of support for the project:

***“We would wholehearted add our support to the application. Knowle has a wonderful High Street, but it is looking tired and in need of a revamp. The proposal to add new street furniture, Planters and Street Artwork would be a welcome improvement and I am sure this will add to the ambience of the setting.” Love Knowle Park***

***“The Society supports in principle the application for improvements to the High Street in Knowle which will include new street furniture, planters and an art feature. The Society works hard to maintain the character of the area and this opportunity to further enhance the High Street is an initiative to be welcomed.” The Knowle Society***

***“In considering the substantive work and endeavour of Visit Knowle in promoting the Village Centre of Knowle and also the many historic buildings occupied by businesses, I have been impressed with the level of both community and business support the organisation has already attracted. I have also noted the High Street promotions organised by Visit Knowle in this short time of activity and all achieved by an enthusiastic and professional group of business owners and local residents. This confirms the organisation is supported by local people and businesses alike and it’s plane and objectives closely aligns with some key Council priorities as recited in the application.***

***I am supportive of proposed plans outlined in the application and concur with the benefits they should bring to the High Street and Village Centre of Knowle. The ambitious yet achievable outcomes of Visit Knowle are underpinned through the good governance of the organisation as evidenced in the strategic aims and objectives set out. I also note the financial awareness and realistic proposals for future income for the organisation to support the sustainability of the projects proposed in the application and in facilitating the continuing and emerging plans of Visit Knowle.”***Councillor Alan Rebeiro, Knowle Ward

### **Council Plan**

*Does the Project align with any of the priorities set out within the Solihull Council Plan which can be found at*

[http://www.solihull.gov.uk/Portals/0/Ourvisionandpriorities/Council\\_plan\\_on\\_a\\_page.pdf](http://www.solihull.gov.uk/Portals/0/Ourvisionandpriorities/Council_plan_on_a_page.pdf)

In overall terms, Visit Knowle will work to deliver real improvements and to enhance our community spirit in order to provide a brighter future for all and we consider that this funding would increase our ability to do this. Having reviewed the Council Plan, we consider that the information within this project application demonstrates alignment with all of the following:

- Economy
- Environment
- People and Communities

More specifically, we also consider that the project aligns with Council Plan Priority 1 - Revitalising our towns and local centres, which states that:

***Vibrant town and local centres are an essential component of sustainable communities.***

Priority 1 also sets out as activities to:

***Understand the future role of our centres and continue to work with businesses and other stakeholders to establish a shared vision and ambition for each centre and to develop and implement plans for future success.***

This part of the plan also seeks:

***A culture and arts strategy that supports a strong borough wide visitor offer.***



<b>Is your project supported by policies or priorities of a neighbourhood plan?</b>	Yes	<b>N</b>
<p>We consider that this proposal is supported by the following components from section 6.2 of the current Knowle, Dorridge and Bentley Heath Neighbourhood Plan:</p> <p><b>Section 6.2</b></p> <ul style="list-style-type: none"> <li>▪ To conserve KDBH as a unique place within Solihull Borough</li> <li>▪ KDBH to be characterised by its community spirit</li> <li>▪ KDBH to have a vibrant local economy</li> </ul> <p><b>Section 7</b></p> <ul style="list-style-type: none"> <li>▪ To maintain and improve the village setting and feel – which is built upon in Section 7.1 where it states that the setting, character and feel of the villages, their historic cores and natural environment will be protected. Existing and new assets will be carefully managed and improved.</li> </ul> <p><b>Appendix 4</b></p> <ul style="list-style-type: none"> <li>▪ Under Village Character and Natural Environment it is stated that consideration should be given to further work in the High Street area to include traffic calming, pedestrian priority and environmental enhancement.</li> </ul>		

<b>How will this project be delivered and who will deliver it?</b>
<p><i>Who will be involved in running the project? Who will carry out the work? Do they have any previous experience of this work? What kind of skills/resources will be needed? Are there any risks?</i></p> <p>It is proposed that this project would be led by Chris Gregory. As a very qualified &amp; experienced Place Manager with over 20 years of experience of this type of project, a great deal of which was gained whilst working for Solihull Council, it is considered that Chris possesses all of the requisite skills to implement such a project in an excellent manner and so that the risks of any aspect of the project would be very low. Furthermore, we would undertake to use only trusted and reputable supplier to provide high-quality products &amp; materials.</p>





**Ongoing Maintenance– see guidance criteria**

*Will there be any on-going maintenance? How would this be funded?*

It is proposed that ongoing maintenance of any of the new features would be agreed to a mutually acceptable level between Visit Knowle and Solihull Council, with the expectation that the bulk or all of any such liabilities would rest with Visit Knowle. We would therefore emphasise that we anticipate that ongoing maintenance liabilities would be met by activities organised by Visit Knowle via local volunteers and through business membership and other annual income streams which we intend to generate.

## TIMESCALES

Please outline a proposed timeline for the project

<b>Proposed Date</b>	<b>Key Milestones</b>
December 2020	Project funding approved
January 2020	All items planned & ordered
January-March 2020	Project managed & monitored
March 2020	Project completed

## COSTS

Please outline the predicted costs for the project and outline if any other funding has been raised for the proposal:

Please attach evidence of quotes that have been sought as confirmation of the cost breakdown.

Cost	£	Funded from?
1. New feature street furniture to be jointly agreed by Solihull Council and Visit Knowle	7,500	CIL
2. New planters to be jointly agreed by Solihull Council and Visit Knowle	7,500	CIL
3. New street art feature to be jointly agreed by Solihull Council and Visit Knowle	2,500	CIL
<p><b>Please note that, at this stage the amounts requested are budgetary and it has not been possible to support them with quotations due to the need to subsequently agree products with a range of local businesses, as well as Council representatives.</b></p> <p><b>We do however anticipate that we will be able to drive value for money through the use of supportive local suppliers to procure high-quality materials and would gain at least three quotes before November 2020. We therefore anticipate that the project will deliver a minimum of:</b></p> <ul style="list-style-type: none"> <li>▪ 2 new feature street furniture areas</li> <li>▪ 5 new planters</li> <li>▪ 1 new landmark piece of public art</li> </ul>		

## RISKS

### Are there any risks associated with the project?

What is the risk if work does not take place? Is there any reason why the work would not be fully completed if funding were to be granted?

Given the proposal for a proven industry professional to manage the project, the residual risks associated with the project are considered to be low.



**Certification:**

I confirm the information supplied is accurate to the best of my knowledge. I understand and accept that providing deliberate false information could result in Legal action being taken against me and withdrawal of funds awarded

I confirm I have read and understood Solihull MBC Policy and Engagement Privacy Notice

<https://www.solihull.gov.uk/About-the-Council/Data-protection-FOI/Solihull-Council-Statement/Economy-and-Infrastructure/Policy-Engagement>

SIGNED: [REDACTED]

ON BEHALF OF: Visit Knowle Ltd



## Appendix 1 – results of recent Knowle Business Survey



# Visit Knowle Survey results, January 2020

## Background

Following the recent survey, which took place between October and December 2019, we received 62 responses from Knowle businesses & organisations and the main findings of the survey are as follows.

## Perceptions of the performance of Knowle

The current perceptions of the performance of Knowle are relatively poor, with respondents rating their assessment of a number of key factors as follows:

How do you think Knowle performs as a	Median average perception
A retail centre	Poor to Average
A place to dine out	Good to Excellent
A leisure time destination	Poor to Average
A professional services hub	Poor to Average
A destination for day trips	Very Poor to Poor



## New Projects

The improvement projects which the survey respondents wish to see introduced to Knowle are as follows and are listed in priority order:

Project	Percentage support
Improving the appearance of empty shops	77%
Car parking arrangements to provide additional spaces	73%
Car parking discounts	73%
Marketing & promotion to project Knowle to a far wider audience	69%
Street markets, such as Farmers' Markets	69%
Social Media campaigning	66%
Visitor website	65%
CCTV improvements	60%
Projects to encourage investment into Knowle	58%
New seasonal events, including more Christmas activities	58%
Increased floral planting or landscaping	50%
Schemes to save businesses money on overheads	50%
Security improvements, possibly to include more Policing	50%

## Willingness to support Visit Knowle

There is relative support for the Visit Knowle project, as indicated by the following:

Would you be interested in helping to develop the Visit Knowle project?	Percentage support
Yes	37%
No	20%
Maybe	43%



## Additional information

The following additional information was provided by respondents.

1. Additional parking with upgraded parking machines which take credit cards.
2. Address the closure of almost all businesses within the precinct.
3. Consider closing the High Street for a day - happened a few years and appeared to be a significant success. Repeat annually - VE Day 2020 ?
4. For our non-retail business, Knowle is fantastic and cheaper than Redditch, primarily due to car park charges. SMBC is responsible for these and the large scale loss of retail businesses. In addition, the failure to develop the Waitrose store has exacerbated the decline in shopping, whereby Dorridge, albeit smaller, is booming due to the Sainsbury's development.
5. Improve Christmas Tree lights on Knowle High Street
6. Lighting to large car park behind The Greswolde is very poor.
7. Parking in Knowle has changed in recent months and is having a more detrimental impact.
8. Please no more Indian Restaurants/Hair Salons/Charity Shops. To create a go-to destination with affordable charity shops, gift shops, fun shops and more !  
Henley are working really hard to promote & bring back Henley - maybe a meet to pick brains would work. Always happy to help Kim !
9. Promotional material to mail out to homes or done as a sponsored link via the Visit Knowle Facebook page.
10. Shops are closing - why ?
11. We want to know why shops and flats have been empty for ages, yet people want to move into units and are told they are not ready yet. We have asked for meetings, but to no avail.
12. Would be lovely to keep that traditional High Street feel to Knowle and see all the shops filled.