

Peterborough Speedway
Objections to the Planning Applications
Retaining Speedway in Peterborough

Appendix



4 October 2024



Appeal Decision

Inquiry held on 19–21, 26–29 September and 27 and 28 November 2023

Site visit made on 19 September 2023

by Helen Hockenhull BA (Hons) B.PI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 19th January 2024

Appeal Ref: APP/E3715/W/23/3322013

Coventry Stadium, Rugby Road, Coventry, CV8 3GP

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant outline planning permission.
 - The appeal is made by Brandon Estates Limited against the decision of Rugby Borough Council.
 - The application Ref R18/0186, dated 16 January 2018, was refused by notice dated 16 November 2022.
 - The development proposed is the demolition of existing buildings and outline planning application (with matters of access, layout, scale, and appearance included) for residential development (Use Class C3) including means of access into the site from the Rugby Road, provision of open space and associated infrastructure and provision of sports pitch, erection of pavilion and formation of associated car park.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The application seeks outline planning permission with only the matter of landscaping reserved for later approval. The submitted Landscape Masterplan is for illustrative purposes only and I have determined the appeal on this basis.
3. Rule 6 party status was granted to Save Coventry Speedway and Stox Campaign Group (SCS). Their representatives presented evidence at the event.
4. The description of development above refers to the site as Coventry Stadium. However, the Stadium is in Brandon and is referred to as Brandon Stadium by SCS and interested parties. For the purposes of this decision, I refer to Coventry Stadium as this is used in the description above.
5. A revised National Planning Policy Framework (the Framework) was published after the close of the Inquiry on 19 December 2023. I sought the views of the main parties on the implications of this revised national policy guidance for their respective cases and have taken these into account in making my decision. The references in my decision to the paragraphs in the Framework relate to this new document.
6. Within an agreed timeframe after the Inquiry, the appellant submitted a final section 106 agreement. This secures the provision of open space and its future management, the improvement of health care facilities, the provision of a 3G pitch with a community use agreement and measures to ensure its management and maintenance, financial contributions to education, public

rights of way in the vicinity of the site, road safety initiatives and traffic calming.

7. The University Hospitals Coventry and Warwickshire NHS Trust requested a financial contribution for additional health care services to meet patient demand arising from the development. This is to address issues with the current NHS funding model, which results in a funding gap when population has increased for example following the construction of new houses. The Council takes the view that this request does not meet the CIL Regulations and is not required to make the development acceptable in planning terms. This matter was the subject of detailed debate at the Inquiry with representatives of the NHS Trust giving oral evidence. Legal submissions were also made by the Trust and the Council.
8. Because I am dismissing this appeal for other reasons, it is not necessary for me to consider the above planning obligations further. I therefore do not assess them against the requirements of the CIL Regulations and the Framework in my decision.

Main Issues

9. The main issues raised by this appeal are as follows:
 - Whether the proposed development forms inappropriate development in the Green Belt, the effect on openness and Green Belt purposes.
 - Whether the stadium is surplus to requirements having regard to national and local planning policies.
 - Whether it is financially viable to reinstate the speedway stadium.
 - Whether there is an identified need for the alternative sports provision proposed.
 - Whether the benefits of the alternative sports provision outweigh the loss of the former speedway use.

Reasons

10. The appeal site lies to the north east of Rugby Road (A428), between Gossett Lane and Speedway Lane to the west of Binley Woods and east of Brandon. It comprises an oval track with several associated buildings including a main grandstand, a smaller grandstand, terraces, pits, dog kennels and car parking areas. The site lies in the Green Belt which separates Coventry and Rugby.

Green Belt

11. Paragraph 154 of the Framework states that a local planning authority should regard the construction of new buildings as inappropriate development in the Green Belt. A number of exceptions to this are set out which in part g) includes the limited infilling or the partial or complete redevelopment of previously developed land, whether redundant or in continuing use which would not have a greater impact on the openness of the Green Belt than the existing development.
12. There is general agreement between the Council and the appellant that the site forms previously developed land. However, the Rule 6 party, SCS, question

whether all of the site could be described as such, in particular the car parking areas. The Glossary to the Framework describes previously developed land as land which is or was occupied by permanent structure including the curtilage of the developed land and any associated fixed surface infrastructure. Having visited the site, I am of the view that the car park lies within the curtilage of the stadium and has a fixed infrastructure in the form of hardstanding. Accordingly, the site forms previously developed land as defined in the Framework.

13. The Government attaches great importance to Green Belts. The essential characteristics of Green Belts is their openness and their permanence. It is accepted that there are spatial and visual aspects to openness.
14. With regard to spatial matters, there is disagreement between the appellant and SCS on the overall footprint of the existing stadium and whether the proposed development would occupy less or more of the developed area of the site. The appellant has prepared a Comparative Coverage Plan¹ which demonstrates that approximately 4.35 hectares of the site is currently occupied by built form, infrastructure and hardstanding. It is estimated that the proposed scheme would cover just less than that, at around 4.1 hectares. SCS estimate that the new building footprint would be approximately 20% greater than the existing, and the site coverage (excluding estate roads) would result in a 25% increase. The differences lie in the method of calculation, whether building footprint or overall site coverage is considered and the extent to which circulation and hardstanding areas, and the proposed 3G pitch and pavilion, are included in the assessment.
15. The appeal scheme proposes to redistribute built form over the site. Whilst residential development would extend into the main car park area, an area to the north of the track and in the eastern corner of the site, would not be developed. Whilst neither party has provided a volume calculation to compare existing and proposed built development, I take account of the fact that the existing grandstand has a height of around 11.5 metres. The proposed dwellings would be lower, with a ridge height of approximately 10 metres, in keeping with existing development in the locality. Overall, my assessment is that the appeal proposal would not occupy a greater developed area than the existing site.
16. Turning to visual matters, the site is bounded by existing residential development to the south along Speedway Lane. Occasional glimpses into the site can be achieved in gaps in the existing boundary vegetation, though in the main, views are restricted by existing boundary fencing. At the north western boundary of the site, lies an area of woodland which encompasses Gossett Lane. I observed on my site visit that this mature woodland effectively restricts views into the site from the north and north west.
17. Along the eastern site boundary lies a public right of way and an area of mature boundary trees and hedgerows. Again, very limited views into the site can be achieved from this boundary. From the main site frontage with Rugby Road, views into the site could be obtained from the two existing access points, now fenced off for security reasons. It is evident that the site has strong well-defined boundaries and that views into the site are restricted to glimpsed views between boundary vegetation and the site access points.

¹ CD01.7

18. The appellant has prepared a Landscape and Visual Assessment² (LVIA) which concludes that the site has visual enclosure and physical containment from the immediate, local and wider setting. I agree with these overall conclusions.
19. From Rugby Road, a ribbon of existing dwellings extends across approximately half of the site frontage and restricts views into the site. Views can be obtained however from the two existing accesses, which before the security fencing was put in place, allowed open views across the main car park, with the stadium building set back about 180 metres. The proposed development would be sited around 80 metres from the site frontage and would potentially be more visible from Rugby Road.
20. The removal of protected trees on the Rugby Road frontage to facilitate the site access, would open up views at this point, but I see no reason why the curvature of the proposed access road together with appropriate landscaping could not provide adequate mitigation.
21. At the Inquiry, SCS referred to the impact of floodlighting and four-metre-high mesh fencing around the 3G pitch on the openness of the Green Belt. I have considered the location of the 3G pitch in the site, the ability to provide landscaping to filter views, the generally well contained nature of the site and the design of mesh type fencing which would allow views through. Given these factors, I am not persuaded that these features would impact negatively on openness.
22. In summary, the appeal site forms previously developed brownfield land and would not extend built development to a greater area than that covered by structures and hardstanding on the existing site. Furthermore, the development would be of a smaller domestic scale. I acknowledge that there would be a change in visual experience from the site frontage and on other routes close to the site boundaries. However, the impact of the development on openness, bearing in mind the current restricted views into the site and its enclosed nature, would be limited. Accordingly, I take the view that the development would not have any greater impact on the openness of the Green Belt in this location, than existing development on the appeal site.
23. The Framework sets out five Green Belt purposes. A Joint Green Belt Study³ to support the Local Plan was completed in 2015. The appeal site was located in Broad Area 2 and assessed as contributing to Green Belt purposes. A Green Belt Review was completed by the appellant as part of the LVIA, assessing the impact of the appeal site in terms of its contribution to the Green Belt.
24. The appeal site forms a small part of the overall area of Green Belt between Coventry and Rugby. Its development would not contribute to the spawl of these two existing urban areas or result in neighbouring towns merging with one another. The site is previously developed, and its redevelopment would not result in any encroachment into the countryside. The Green Belt in this location does not have a role in preserving the setting and special character of historic towns so that the appeal proposal would not conflict with this Green Belt purpose. Finally, the appeal scheme would involve the regeneration of a brownfield site and would contribute positively towards the purpose of assisting regeneration and assisting the recycling of derelict and other urban land in the

² CD02.38 page 94

³ CD08.9

West Midlands. In summary, the appeal scheme would therefore not offend any of the Green Belt purposes.

25. I have found that the proposed development would not form inappropriate development in the Green Belt, would not have a greater impact on openness than the existing development on the site and would not conflict with any of the Green Belt purposes. Accordingly, the proposal complies with section 13 of the Framework which seeks to protect the Green Belt.

Whether the stadium is surplus to requirements

26. Paragraph 103 of the Framework sets out that existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless one of three criteria are met. Paragraph 103a requires an assessment to be undertaken to clearly show that the open space, buildings, or land is surplus to requirements. Criterion b requires the loss of a facility to be replaced by equivalent or better provision. This is not relevant to this case. Criterion c requires an alternative sports and recreational provision, the benefits of which should clearly outweigh the loss of the current or former use. In this section I address paragraph 103a, whether the site is surplus to requirements.
27. Rugby Local Plan Policy HS4 reflects national policy as stated above. Policy LF1 of the Brandon and Bretford Neighbourhood Plan (adopted June 2019) refers to the site as Brandon Stadium and considers it to form a community facility. It requires that proposals which remove a community facility should be required to demonstrate they are no longer needed or viable and that there is no realistic prospect of viability being improved with either the current or other community uses.
28. The appellant argues that the need for a facility cannot be separated from the issue of viability. I disagree. Whilst they are related, they are in my view distinct matters. Whilst there may be a need for a particular facility, it does not mean that it is viable. I address viability separately in this decision.
29. There is disagreement between the parties on the methodology that should be used to assess whether Coventry Stadium is surplus to requirements. During the application process, the Council commissioned an Independent Review⁴ of the sports planning case for the Stadium submitted by the appellant. This was prepared in line with Sport England's recommended framework for undertaking a needs assessment, the Assessing Needs and Opportunities Guide (ANOG). This follows a staged approach. Stage B considers supply and demand under four headings, quantity, quality, accessibility, and availability.
30. The appellant argues that the ANOG Framework is not suitable to assess sports like speedway or stock car racing, which are predominantly spectator sports with few participants. I recognise the limitations of this approach. It is notable that the Independent Review itself alludes to these difficulties⁵.
31. However, I have not been directed to any alternative methodology. Sport England have indicated that ANOG was appropriate in assessing this case. Furthermore, the appellant conceded in cross examination that the ANOG approach was acceptable in the absence of any other specific 'spectator sport'

⁴ CD15.1.2 Coventry Stadium, Brandon, Independent Review by WYG, Sept 2019

⁵ CD 15.1.2 Page 3 Section 3, second paragraph

assessment model. I therefore consider it to form a suitable methodology in this case.

32. Taking the four ANOG considerations in turn, all parties recognise the difficulty in assessing speedway and stock car in quantitative terms. There is little data available to show how participation and attendance have changed over time, not just for the sports themselves but also for Coventry Stadium when it was operational. It is however clear that speedway and stock car popularity and spectator numbers are down from the heyday of the 1960s and 70s.
33. The number of motorsports facilities is declining nationally. A number of tracks are under threat. Swindon has closed, though there are efforts being made to replace it with a new facility. Speedway at Wolverhampton is set to end after the 2023 season as their tenancy is not being renewed, and I am advised that Birmingham Speedway may also close. Whilst eight clubs have folded since 2006, only three clubs have gone into administration. Four clubs have closed as the owners have seen an opportunity to realise their asset through redevelopment proposals. This does not indicate a sport in severe decline, rather it reinforces the need for existing stadiums to be retained.
34. Since Coventry Stadium closed, motorsport has moved to other tracks and reduced the number of events. I acknowledge that there is no evidence that a speedway rider or stock car driver has been unable to participate due to the closure of Coventry Stadium. The nature of the sport is such that professional speedway riders can take part in more than one league and for more than one club and can also participate in Europe. Stock car drivers are prepared to travel some distance to race.
35. There are currently 18 speedway tracks in the UK. The stadium at Oxford has reopened and a new track in Workington has been established, both of which I understand are being successful.
36. I heard from representatives of the Speedway and UK Stock Car Racing Governing Bodies about the steps being taken to ensure the future success of the sports. In 2021 Warner Brothers Discovery Channel were successful in their bid for the promotion and broadcast rights for the Speedway Grand Prix series and other major international events until 2031. Together with the British Speedway Network and Eurosport, I understand that 72 speedway meetings were broadcast in 2023, around three meetings a week. This provides an indication of the level of interest in the sport in the UK and globally.
37. In terms of quality, the track at Coventry was fit for purpose at the time the stadium closed. It was one of 13 venues accredited to host British Stock Car Association (BriSCA) F1 racing and had a long history of holding major events such as the Stock Car World Championships. It was clearly more than just a local or regional track. There were no qualitative issues to support its closure. In fact, the reason the stadium did close in 2016, was due to the financial problems of the previous owner, with loans secured against the stadium which when called in, forced the sale of the site.
38. Turning to accessibility, Coventry Stadium is well located in a central position with good access to the motorway network. Other stadiums in the region offer different facilities; some are not suitable for stock car for example Perry Bar in Birmingham and Leicester, and others have restrictions on race times, number of events etc, for example Hednesford Hill, Cannock. It cannot therefore be

demonstrated that more accessible locations are available. With the closure of Wolverhampton and the current threat to the continued operation at Birmingham Speedway, the permanent closure of Coventry would lead to a gap in the West Midlands for both speedway and stock car racing.

39. With regard to availability, I am aware that SCS and its supporters have tried to buy the stadium from the current owner with no success. It could therefore be argued that the site is not available. However, the situation could change in the future. Should the appeal be dismissed, the appellant will of course consider the options for the way forward.
40. Bringing all the above together, I am not persuaded that there is a clear case that the site is surplus to requirements or is no longer needed. Whilst the sport of speedway has declined, to the extent that it is now a minority sport, I do not consider it is dying. The same is true for stock car racing. There is demand for Coventry Stadium demonstrated by SCS and supporters in the racing community. Should the stadium reopen, speedway and stock car racing events could increase, expanding the current sporting calendars.
41. I therefore conclude that Coventry Stadium is not surplus to requirements. The appeal proposal gains no support from paragraph 103a) of the Framework. The appeal scheme also conflicts with Policy HS4 of the Rugby Local Plan and Policy LF1 of the Brandon and Bretford Neighbourhood Plan which collectively seek to protect facilities for community, sport and recreation uses.

Viability of Reinstatement

42. As I have mentioned above, Policy LF1 of the Neighbourhood Plan requires a demonstration that a community facility is no longer needed but also that it is unviable and has no realistic prospect of viability being improved.
43. The main parties have put forward different estimates for reinstatement.
44. SCS put forward a proposal which came to be known at the Inquiry as the 'jumpers for goalposts' scheme. This proposes fencing off the main grandstand for safety reasons, refurbishment of the terraces to provide a capacity up to 6000 spectators, reinstatement of the track, provision of a portable office/security building, repair to perimeter fence and replacement of the safety fence, provision of air fence and Armco Barrier, restoration of pits, medical room, changing rooms, toilets, electric supply, water, address system and new floodlighting. This was estimated to cost around £736,575. It is hoped that the reinstatement of the main grandstand could follow as a later phase. This basic facility approach follows that taken at other venues including Workington and Oxford.
45. The appellant's scheme assumes the stadium would be refurbished to the level it was at when it closed. This would involve the provision of a new Main Stand accommodating 1000 spectators with hospitality, club shop, kitchen and lounge, refurbishment of the smaller stand, new surfacing to the track, repair of hardstanding, new kennels and ticket entrance turnstiles. The report estimates the total cost to be in the region of £13.7 million.
46. This estimate is based on a structural survey which in turn supports a detailed cost report. SCS challenge the findings of the survey and therefore the resultant cost estimate. For example, it is queried whether the main grandstand does need to be demolished in its entirety or whether parts can be

- restored. The need to relay the speedway track and the type of surfacing for the stock car track are also questioned. However, I have no other evidence before me, as SCS have not been able to provide a comparable assessment.
47. It is very difficult to compare the two costings as they are proposing very different schemes and making different assumptions. The SCS proposal is based on some direct quotes but also advice from others who have undertaken similar work at other venues such as at Oxford. It cannot be assumed that such estimates are comparable, as it is unclear if they directly relate to the work required at Coventry. In any event, costs will have increased since the work at Oxford was undertaken. Another difference is that the SCS estimate takes account of offers of sponsorship to fund different elements of the works and assumes that some tasks could be undertaken by volunteers.
48. I appreciate that in undertaking this exercise, SCS have been disadvantaged in that they have not been able to access the stadium and have no structural survey to assist them. Additionally, the estimate has not been provided by a quantity surveyor or independently verified and no health and safety advice has been obtained to understand the works needed. Consequently, it is my view that the cost of the works is likely to be underestimated, despite a 15% contingency being included in the estimate.
49. The scheme put forward by the appellant is at the other end of the scale. Whilst it may be desirable to provide a high-quality facility, it is not necessary for the stadium to be reopened on a viable and sustainable basis. A less costly proposal and /or a phased approach, would in all likelihood be achievable.
50. The cost of purchasing the site from the current owner is not factored into the above assessments. Whilst the Council resolved on 14 December 2022 to 'explore options available to bring Brandon Stadium back into use' this has not been acted upon. There is no evidence before me that the Council would consider compulsory purchase. At the Inquiry I heard from a supporter of SCS, that he was prepared to purchase the site and fund the necessary works to secure its reinstatement. He was also proposing to act as promotor for stock car racing at the stadium. Whilst this is very positive, the actual costs of reopening the stadium are uncertain, as is the level of other sponsorship and how much financial risk would be involved.
51. Turning to operational costs, the appellant provided evidence in a Notional Profit and Loss account⁶, that speedway in isolation would not be viable. This assessment of course is dependent on the number of spectators assumed to be in attendance. The calculation assumes 600 adults attending a Championship meeting. As I have previously stated, it is very difficult to obtain any such data as it is not systematically collected, and estimates made by various witnesses at the Inquiry seem to be based on experience at different events. Nevertheless, SCS suggested that the figure should be much higher, based on the average of 1700 spectators at Coventry at speedway events in 2016. Clearly higher gate receipts would improve overall viability.
52. The appellant's analysis also makes various assumptions about food and beverage income, merchandising and sponsorship. Based on the evidence submitted by SCS for Poole Stadium, this could be much higher.

⁶ CD 15.5.57

53. Importantly the Profit and Loss Account relates only to speedway and does not include revenue from stock car events. It seems reasonable to assume that a facility that incorporates other uses, not just speedway, as proposed by SCS, would be likely to be on a firmer financial footing.
54. SCS have not provided a business plan in support of their scheme, this being part of further stages of developing their proposal. However, without it, it is difficult to assess if their scheme would result in an appropriate return on the investment. I accept that SCS and its financial backer may accept much lower net profits and the investor may accept a return in the longer term.
55. The modest phased approach proposed by SCS reflects that undertaken at Oxford with much of the work undertaken by volunteers and skilled tradesman. I note that the Oxford Stadium was closed for some 15 years before reopening; longer than Coventry but that it hadn't suffered the same level of vandalism and fire damage. I understand that Oxford has achieved higher numbers of spectators than anticipated in its first season, 2022. An initial 'boost' in the year of opening is to be expected, though I have not been advised if this has been continued in the second season.
56. In summary, whilst I recognise the difficulties that SCS have had in assessing the works required, I consider the costs to be underestimated. Whilst an investor has been secured, if costs increase significantly when a structural survey has been undertaken, additional funding may need to be sought. I note that an offer to set up a consortium with the potential investor has been made by another party and there is also the possibility of grant funding.
57. SCS have not prepared a detailed business plan taking account of the costs of physical works, operational costs of hosting an event, likely income and level of return anticipated and over what period. I cannot therefore be assured that the proposal before me is viable.
58. It is acknowledged that due to vandalism, trespass and a fire, the physical condition of the stadium has declined significantly. I am aware of the criminal convictions against the appellant resulting from the neglect and lack of security on the site. This has contributed to the works required, the cost and therefore viability of any restoration scheme. Whilst this is noted, this matter is not relevant to the weight to be given to any conclusion I may make regarding viability. In coming to a planning judgment, I have considered viability as the site stands today. Based on the evidence before me, I am not persuaded that the reinstatement of the site is viable.
59. However, I note that the phased approach taken at Oxford Stadium has been successful, a similar approach to that proposed here by SCS. Based on the support for the reopening of Coventry from the racing community and the Governing Bodies, it is reasonable to assume that once reopened, events would be supported, receive sponsorship, and generate broadcaster interest. It is also clear from SCS evidence that there is financial backing for the scheme, parties have expressed interest in establishing a consortium if required and there is general support from the Council and the Mayor of West Midlands. On this basis, I therefore take the view that there is a realistic prospect of viability being improved. The appeal scheme would therefore not meet the requirements of Neighbourhood Plan Policy LF1.

Need for alternative sports provision.

60. To comply with paragraph 103c) of the Framework, which seeks the provision of an alternative sports or recreational use, the benefits of which clearly outweigh the loss of the current or former use; the appellant proposes a full size 3G pitch with clubhouse/pavilion and car parking.
61. Sport England in their comments to the planning application ⁷ suggest there has been a misapplication of paragraph 103c, (paragraph 99c at the time of the response). This is because the proposed development is not for alternative sporting or recreational provision alone, instead it forms a residential led scheme which includes some sports provision.
62. I have been directed to no other appeal decisions or legal precedents which address the interpretation of this paragraph. The wording does not exclude a mixed-use scheme. Depending on the nature of an existing sports facility, it could be possible that the benefits of an alternative facility would outweigh the loss. I therefore conclude that paragraph 99c) is relevant to my consideration of this appeal.
63. The appellant has provided a 3G Pitch Feasibility Study⁸. Taking account of the findings of the Council's 2015 Playing Pitch Strategy⁹, there is a need for at least one 3G pitch in Rugby. It is further calculated that there is a potential current shortfall of 2.25 full size pitches in the Borough and 3.75 pitches in Coventry. This is agreed by the parties, and I have no reason to take a different view.
64. The Feasibility Study goes on to assess if there would be need for a new 3G pitch in the Brandon area. Five interested clubs were identified which together represent a total of 103 teams. These teams are of course currently playing elsewhere and would need to move to the appeal site. There is a risk that, for whatever reason, such as proximity or the availability of preferred days/session times, that they choose to stay where they are. Nevertheless, it demonstrates the potential demand.
65. I acknowledge that the appeal site is not in a central location. It is not in the urban area of Coventry or Rugby where the demand for sports pitches arises. It is noted that the Football Foundation and Birmingham FA have raised concerns that the proposed pitch may be in too rural a location. There is also an issue with the lack of a youth demographic in Brandon and no existing clubs in the immediate area. However, whilst Brandon may not be a preferred location, in the absence of other options, it is likely that potential users of the proposed pitch would travel. I accept that the facility would benefit from an association with an anchor club, there are no other grass pitches proposed or nearby to create a hub and the facility would not be associated with a school where daytime use would be assured. However, there is no evidence before me that the above factors are essential to its viability.
66. I am aware that proposals for 3G pitch provision are being considered at St Finbarr's FC, Woodlands Sports Complex, Cardinal Newman School and Coundon Court School. These schemes are in their infancy, are still subject to discussion and there is no indication that funding is available. In contrast the

⁷ Comments dated 20 October 2022, CD09.31

⁸ CD03.1 July 2023 update

⁹ CD08.13

appeal scheme is a firm proposal, would be funded and a potential management organisation has been identified.

67. Concern has been expressed by the Council and SCS of the long-term viability of the pitch, especially if users choose to move to new facilities in more convenient urban locations. The revised section 106 agreement addresses this so that any financial risk falls to the appellant and the future operator.
68. Wolston Leisure and Community Centre, which has an existing 3G pitch, lies approximately 1.6 miles from the appeal site. Concern has been expressed by interested parties that the proposed 3G pitch at the appeal site could impact on its viability. However, I understand that the existing pitch at Wolston is not full size and therefore smaller than the one proposed in this appeal. This would likely reduce the potential impact on this facility.
69. Given the above, I conclude that there is a need for a 3G pitch and whilst the location at Brandon may not be preferred, based on the evidence before me, it has the potential to be a viable proposition.

Whether the benefits of alternative provision outweigh the loss of Coventry Stadium

70. In line with paragraph 103c) of the Framework, I must now consider whether the benefits of the 3G pitch outweigh the loss of Coventry Stadium. This is not a straightforward task because they are very different activities.
71. A 3G pitch could be used by up to 1200 people a week, this equates to 40-50,000 people a year. This would support Sport England's objectives of increasing participation and improving health and wellbeing. In contrast speedway and stock car racing are mainly spectator sports. The actual number of participants are low in comparison. A speedway match between two teams would involve 14 riders. A stock car event may involve up to 150 competitors.
72. There is little evidence of spectator numbers as this is generally not quantified by the stadia. However, witnesses estimated that speedway could attract between 1,200-3,000 spectators and stock car similar numbers, depending on the nature of the event. Championship or world title events would of course attract numbers at the higher end of the scale. In its last year of operation, Coventry Stadium held 37 Speedway meetings and 9 BriSCA F1 (including the World Final) and 7 other stock car events. SCS estimate that in total this would have amounted to approximately 73,800 participants and spectators¹⁰.
73. It is notable that in the West Midlands the number of 3G pitches is around 443 ¹¹. In contrast there are 18 speedway stadiums in the UK of which 2 others are in the West Midlands, Wolverhampton, and Birmingham Perry Barr. As I have already stated, it has been confirmed that Wolverhampton is to close, and Birmingham is under threat. This raises the importance of Coventry Stadium to the sport in the West Midlands region and nationally.
74. I also note that paragraph 97 of the Framework requires planning decisions and planning policies to provide social, recreational, and cultural facilities and services the community needs, and they should plan positively for the provision of community facilities including amongst other things, sports venues. This

¹⁰ Appendix to SCS Closing submissions CD18.26

¹¹ Sport England Active Places Database

section of the Framework seeks to promote healthy and safe communities. Paragraph 96a promotes social interaction, which spectator sports such as speedway or stock car racing achieve. Spectator sports provide social benefits to those that attend and contribute to health and wellbeing.

75. I acknowledge that the provision of a 3G pitch would be of significant local benefit. However, Coventry Stadium was not just a local facility but was a stadium hosting local, regional, national, and international events. The value of a 3G pitch, cannot compare to a facility, of which there are relatively few in the country, which can hold events generating such wide interest, with the social and wellbeing benefits for those that attend. I therefore conclude that the benefits of the alternative provision do not outweigh the loss of Coventry Stadium. Accordingly, the appeal scheme fails to comply with paragraph 103c) of the Framework and Policy HS4c) of the Rugby Local Plan.

Other Matters

76. Policy H2 of the Rugby Local Plan deals with affordable housing provision and requires that the tenure and mix of affordable housing units should be in compliance with the latest Strategic Housing Market Assessment (SHMA) guidance. The Council's Housing and Economic Development Needs Assessment¹² (HEDNA) suggests that the housing mix should comprise 70% one- and two-bedroom properties. The appeal scheme, however, provides no single bed dwellings. The Council has stated that the proposed mix is acceptable based on the needs in this part of the Borough. I have no reason to disagree.
77. Residents have raised concern about the likely increased traffic as a result of the proposal. The appellant's Transport Assessment concludes that the scheme would have no material adverse impact on the safety or operation of the adjacent highway network and no mitigation measures are required. No objections have been made by the Highway Authority. The proposed new access to the site from Rugby Road raises no highway safety issues. Therefore, a safe and suitable access can be provided to the scheme. A 70-space car park to serve the 3G pitch and pavilion is proposed with cycle parking, electric vehicle charging bays and motorcycle parking. This provision is adequate to serve the development proposed.
78. In terms of health provision, the increased population as a result of the development would impact on local services. The section 106 requires a contribution towards the improvement and extension of Wolston Surgery. Similarly in terms of education provision, the section 106 includes a contribution towards early years, primary, secondary, special needs and post 16 provision. The impact on local infrastructure would therefore be mitigated and the scheme would be acceptable in this regard.
79. SCS have suggested that the stadium should be considered as Non-Designated Heritage Asset (NDHA) bearing in mind its history and sporting heritage. It is usually the case that an NDHA is identified by the local planning authority through the plan making process, through conservation area appraisals and reviews or through the planning application process and then included on a Local List. In this case, I understand that the Council does not keep such a list. In any event, clear evidence would be required of the significance of the asset

¹² CD08.17 Nov 2022

to justify its designation. As I do not have this before me, I am unable to consider the stadium to form a non-designated heritage asset.

80. Supporters of the redevelopment of the site for housing have raised the issue of anti-social behaviour, noise, illegal parking and blocking of footpaths when the stadium was in operation. The sporting use of the site is an extant use which in principle could be recommenced at any time, subject to the necessary physical improvement works. Any nuisance issues are matters for the Council and the stadium operator.

The Planning Balance

81. The scheme provides 124 dwellings. Having regard to the revised Framework, the Council is not required to demonstrate a five-year housing land supply as the adopted local plan is less than 5 years old. In fact, the Council has a 6.1-year supply of housing (as of 1 April 2023). The appeal proposal would contribute to boosting the supply of homes in the Borough in line with national planning policy. Accordingly, I attribute moderate weight to this benefit.
82. The proposal would provide 25 affordable homes, in compliance with the 20% requirement set down in Policy H2 of the Local Plan. The Council accepts that the Plan period affordable housing need in the Borough has not been met. Lack of delivery has resulted in a shortfall of 669 homes between 2011/12 and 2021/22. This is in the context of the HEDNA 2022 which identifies a need of 495 dwellings per annum between 2022/23 and 2031/32. This is a significant increase on the 171 affordable homes per year identified in the 2015 assessment of housing need¹³. Market signals also indicate a worsening trend in affordability in the Borough relative to the West Midlands and England as a whole.
83. I note that the number of households on the housing register for houses in Brandon and Bretford on 20th September 2023 was 19 and for Binley Woods, it was 29 households. SCS advised that there are other housing developments proposed in these areas, providing around 35 affordable homes, which would go some way to meet the local need. Nevertheless, in this context of the Borough wide under delivery, I give significant weight to the provision of affordable housing.
84. In terms of economic benefits, I recognise that the construction of new homes would support construction jobs and the local supply chain. However, these benefits would be short term, for the construction phase only. Future residents would support local shops and facilities and would also make a positive contribution to the local economy. Overall, I attribute moderate weight to these benefits. The appellant refers to Council Tax benefits and New Homes Bonus, however these are not needed to make the development acceptable and attract no weight.
85. I acknowledge that there is the potential for the stadium, should it be reinstated, to also contribute to the local economy. However, I have no clear evidence before me in this regard to assess this. I cannot therefore give this matter any weight.
86. The scheme would provide public open space which would be around 370% more than the policy requirement. I recognise that this provision would allow

¹³ CD08.04 Updated assessment of housing need : Coventry and Warwickshire Housing Market Area (HMA)

public access to the site, which is only currently available on race days. Links from the open space to existing rights of way outside the site will also be secured. The weight which I attribute to this benefit must be tempered by the fact that some provision is required to make the development policy compliant. Additionally, there is no evidence before me to demonstrate a shortfall in public open space in the locality. I therefore give this limited weight.

87. The proposal would achieve a habitat net gain of 33.87% and hedgerow net gain of 369.5% with an overall biodiversity net gain of 16.28%. This exceeds the 10% requirement in the Environment Act 2021, to become mandatory in early 2024. Such provision is required for compliance with national and local planning policies, and I afford it limited weight.
88. The site forms brownfield land and its redevelopment would accord with paragraph 123 of the Framework, which seeks to secure the effective use of land. Policy GP3 of the Local Plan and Policy H2 of the Neighbourhood Plan also give support to the reuse of previously developed land. The site is currently degraded, and several buildings are derelict. Redevelopment of the site for housing would provide environmental improvements, though its reinstatement for speedway would achieve the same objective. Accordingly, I attribute limited weight to this factor.
89. In accordance with section 38 (6) of the Planning and Compulsory Purchase Act 2004, the development should be determined in accordance with the development plan unless material considerations indicate otherwise. I have concluded that the scheme would not form inappropriate development in the Green Belt, would not have a greater impact on openness than the existing development on the site and would not conflict with any of the Green Belt purposes. It would also make use of previously developed land in accordance with Local Plan Policy GP3 and Neighbourhood Plan Policy H2.
90. However, I have also found that the proposal would conflict with paragraph 103 of the Framework, Policy HS4 of the Local Plan and Policy LF1 of the Neighbourhood Plan as the stadium is not surplus to requirements and the benefits of the alternative provision do not outweigh the loss of the facility. Accordingly, the proposal would conflict with the development plan taken as a whole. I give significant weight to this policy conflict.
91. The appeal proposal would contribute to the supply of market and affordable housing and provide economic and environmental benefits as set out above. However, collectively, the benefits would not outweigh the loss of the stadium. Insufficient material considerations therefore exist in this case, to indicate that the development should be determined other than in accordance with the development plan.

Conclusion

92. For the reasons given above, and having had regard to all other matters raised, I dismiss this appeal.

Helen Hockenhull BA (Hons) B.Pl MRTPI

INSPECTOR

APPEARANCES

FOR THE APPELLANT:

Peter Goatley KC
Assisted by Leanne Buckley–Thomson,
Counsel

Instructed by DPP Planning

He called

Matthew Chard
BA(Hons), Dip(Hons), MAUD, CMLI

Director of Landscape Planning,
Stantec

John Eady
BA (Hons) , MSc, MA

Founder and CEO, KKP Ltd

Clarke Osborne

Chairman,
Gaming International Ltd

James Stacey
BA (Hons) Dip TP, MRTPI

Managing Director, Tetlow King
Planning

Gareth Hooper
BA(Hons) MSc, MRTPI

CEO, DPP Planning

FOR THE LOCAL PLANNING AUTHORITY:

Hugh Richards Counsel

He called

Neil Allen
BA (Hons)

Director, Sports Planning Consultants

Gary Stephens
BA(Hons), MA, PGCert UD,MRTPI

Partner, Marrons

Ella Casey
BSc (Hons), MA MRTPI

Senior Major Projects Officer

Oriel Alphonso*
(*Attended Round Table discussion on Affordable Housing)

Team Leader Housing Options

FOR SAVE COVENTRY SPEEDWAY AND STOX CAMPAIGN GROUP (SCS): (RULE 6 PARTY)

Richard Humphreys KC

He called:

David Carter MRTPI

Planning Consultant

William Hunter	Managing Director Huntapac Produce Ltd
Cecil Ford	Company Director, Poole Speedway Ltd
INTERESTED PARTIES:	
Phillip Morris	CEO, British Speedway Premiership
Steve Rees	Chairman of British Stock Association, BriSCA F1 Management Board and Oval Racing Council International
Councillor Gillias	Chair, Rugby BC Planning Committee
Mr Hier	Trustee, Wolston Leisure and Community Centre
Mark Sexton	Director, Thurrock Hammers Ltd
Christopher Van Straaten	Promotor, Wolverhampton Speedway
Russell Bott	Nuneaton Speedway Supporters Club
Councillor Slinger	Labour Group at the Council
Dr Ashley Bowes**	Counsel for University Hospitals Coventry and Warwickshire NHS Trust
Daniel Gilks**	Assistant Director of Finance, University Hospitals Coventry and Warwickshire NHS Trust

*** Attended Round Table discussion on Planning Obligations*

DOCUMENTS SUBMITTED DURING THE EVENT

1. Appellant's opening statement (CD18.1)
2. Council's opening statement (CD18.2)
3. SCS opening statement (CD18.3)
4. Link to SCS Planning Application ref R22/0071 (CD18.4)
5. Affordable Housing Statement from the Council 20.09.23 (CD18.5)
6. Witness Statement of Daniel Wilks (NHS Trust) (CD18.6)
7. University Hospitals Coventry and Warwickshire NHS Trust contribution spreadsheet (CD18.7)
8. NHS Speaking Note (CD18.8)
9. Mark Sexton of Thurrock Hammers, Proof of Evidence (CD18.9)
10. Appendix MS1 to CD18.9 (CD18.10)

11. The FA Guide to 3G Football Turf Pitch Design Principles and Layouts (CD18.11)
12. Timeline of the Local Plan and Brandon and Bretford Neighbourhood Plan CD18.12
13. Council updated evidence statement re Housing Land Supply (CD18.13)
14. Council's NHS Witness Statement (CD 18.14)
15. Council's Legal Submissions (CD 18.15)
16. Second Witness Statement from Mr Gilks (NHS Trust) (CD18.16)
17. NHS Legal Submissions (CD18.17)
18. Appeal decision ref APP/T3725/A/14/2221858 Land at Spring Lane, Radford Semele, Leamington Spa R(University Hospitals of Leicester NHS Trust) v Harborough DC (CD18.18)
19. Warwickshire County Council Developers Guide to contributions for education and early years Provision (CD18.9)
20. Appellants response to questions raised at the Inquiry (CD18.20)
21. Statement of distances from Coventry (Brandon) Stadium to football clubs prepared by the appellant. (CD18.21)
22. 3G Pitch Delivery Note from the Council 28.11.23 (CD18.22)
23. Closing submissions from NHS Trust (CD18.23)
24. Hallam Land Management v Secretary of State and Eastleigh Council (CD18.24)
25. NHS population growth spreadsheet (CD 18.25)
26. Turner v. Secretary of State [2017] 2 P. & C.R. 1 (Green Belt) Welwyn Hatfield Council v Secretary of State [2011] 2 A.C. 304 (not profiting from own wrong)
27. R (Samuel Smith Old Brewery) v North Yorkshire CC [2020] 2 P. & C.R. 8 (Green Belt)
28. DB Symmetry Ltd v. Swindon BC [2023] 1 W.L.R. 198 (conditions and planning obligations)
29. Closing submissions from SCS (CD18.26)
30. Closing submissions from the Council (CD18.27)
31. Closing submission from the appellant (CD18.28)

DOCUMENTS SUBMITTED AFTER THE EVENT

1. Final signed and dated Section 106 agreement
2. Comments from Rule 6 Party regarding the Revised Framework
3. Comments from the Council regarding the Revised Framework
4. Comments from the appellant regarding the Revised Framework

EAST OF ENGLAND SHOWGROUND SERVICES LIMITED

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

BALANCE SHEET
AS AT 31 DECEMBER 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	4	28,449	225,263
Current assets			
Debtors: amounts falling due within one year	5	1,935,646	1,445,895
Bank and cash balances		318,634	248,514
		<u>2,254,280</u>	<u>1,694,409</u>
Creditors: amounts falling due within one year	6	(651,699)	(942,138)
Net current assets		<u>1,602,581</u>	<u>752,271</u>
Total assets less current liabilities		<u>1,631,030</u>	<u>977,534</u>
Creditors: amounts falling due after more than one year	7	(538,043)	(441,054)
Net assets		<u><u>1,092,987</u></u>	<u><u>536,480</u></u>
Capital and reserves			
Called up share capital		9,600	9,600
Profit and loss account		1,083,387	526,880
		<u><u>1,092,987</u></u>	<u><u>536,480</u></u>

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2023

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

.....
Mr A J Butterfield
Director

Date: 29 August 2024

The notes on pages 3 to 8 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

1. General information

East of England Showground Services Limited ("the company") is a private company limited by shares, incorporated in England and Wales under the Companies Act.

The registered number and address of the registered office is given in the company information.

The functional and presentational currency of the company is pounds sterling (£) and rounded to the nearest whole pound.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Operating leases: the Company as lessee

Rentals paid under operating leases are charged to profit or loss on a straight-line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight-line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

2.4 Finance costs

Finance costs are charged to profit or loss over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

2. Accounting policies (continued)

2.5 Borrowing costs

All borrowing costs are recognised in profit or loss in the year in which they are incurred.

2.6 Pensions

Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

2.7 Taxation

Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

2.8 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

At each reporting date the Company assesses whether there is any indication of impairment. If such indication exists, the recoverable amount of the asset is determined which is the higher of its fair value less costs to sell and its value in use. An impairment loss is recognised where the carrying amount exceeds the recoverable amount.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

2. Accounting policies (continued)

2.8 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	20%	straight line
Motor vehicles	-	20%	reducing balance
Fixtures and fittings	-	20%	straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

2.9 Debtors

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.10 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.11 Creditors

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

2. Accounting policies (continued)

2.12 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or in case of an out-right short-term loan that is not at market rate, the financial asset or liability is measured, initially at the present value of future cash flows discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost, unless it qualifies as a loan from a director in the case of a small company, or a public benefit entity concessionary loan.

Investments in non-derivative instruments that are equity to the issuer are measured:

- at fair value with changes recognised in the Statement of comprehensive income if the shares are publicly traded or their fair value can otherwise be measured reliably;
- at cost less impairment for all other investments.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of comprehensive income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 12 (2022 - 16).

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**
4. Tangible fixed assets

	Plant and machinery £	Motor vehicles £	Fixtures and fittings £	Total £
Cost				
At 1 January 2023	282,859	26,124	10,648	319,631
Disposals	(248,441)	(4,724)	(10,648)	(263,813)
At 31 December 2023	34,418	21,400	-	55,818
Depreciation				
At 1 January 2023	86,228	6,010	2,130	94,368
Charge for the year on owned assets	35,539	4,719	1,952	42,210
Disposals	(103,172)	(1,955)	(4,082)	(109,209)
At 31 December 2023	18,595	8,774	-	27,369
Net book value				
At 31 December 2023	15,823	12,626	-	28,449
At 31 December 2022	196,631	20,114	8,518	225,263

5. Debtors

	2023 £	2022 £
Trade debtors	85,485	206,325
Amounts owed by group undertakings	1,822,314	1,205,409
Other debtors	-	912
Prepayments and accrued income	27,847	33,249
	<u>1,935,646</u>	<u>1,445,895</u>

Amounts owed by group undertakings are unsecured, interest free and repayable on demand.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**
6. Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	140,191	480,158
Other taxation and social security	126,843	15,236
Obligations under finance lease and hire purchase contracts	13,443	47,199
Other creditors	3,044	20
Accruals and deferred income	368,178	399,525
	<u>651,699</u>	<u>942,138</u>

Obligations under finance lease and hire purchase contracts due within one year are secured against the assets to which they relate.

7. Creditors: Amounts falling due after more than one year

	2023 £	2022 £
Other loans	529,116	364,011
Obligations under finance leases and hire purchase contracts	8,927	77,043
	<u>538,043</u>	<u>441,054</u>

Obligations under finance lease and hire purchase contracts due after more than one year are secured against the assets to which they relate.

8. Pension commitments

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. Contributions totalling £3,044 (2022: £20) were payable to the fund at the balance sheet date and included in other creditors.

9. Controlling party

The company is a wholly owned subsidiary of Asset Earning Power Group (AEPG) Ltd, a company registered in England and Wales. The registered office of Asset Earning Power Group (AEPG) Ltd is 1 The Forum, Minerva Business Park, Lynch Wood, Peterborough, PE2 6FT.

ASSET EARNING POWER GROUP (AEPG) LTD

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

BALANCE SHEET
AS AT 31 DECEMBER 2023

	Note	2023 £	2022 £
Fixed assets			
Investments	4	218,013	218,013
Current assets			
Debtors: amounts falling due within one year	5	252,787	102,938
Bank and cash balances		1,541	7,116
		<u>254,328</u>	<u>110,054</u>
Creditors: amounts falling due within one year	6	(816,035)	(572,952)
Net current liabilities		<u>(561,707)</u>	<u>(462,898)</u>
Total assets less current liabilities		<u>(343,694)</u>	<u>(244,885)</u>
Net liabilities		<u>(343,694)</u>	<u>(244,885)</u>
Capital and reserves			
Called up share capital		1	1
Profit and loss account		(343,695)	(244,886)
		<u>(343,694)</u>	<u>(244,885)</u>

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2023

The director considers that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

.....
Mr A J Butterfield
Director

Date: 29 August 2024

The notes on pages 3 to 6 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

1. General information

Asset Earning Power Group (AEPG) Ltd ("the company") is a private company limited by shares, incorporated in England and Wales under the Companies Act.

The registered number and address of the registered office is given in the company information.

The functional and presentational currency of the company is pounds sterling (£) and rounded to the nearest whole pound.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' and the requirements of the Companies Act 2006. The disclosure requirements of Section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The following principal accounting policies have been applied:

2.2 Going concern

The financial statements have been prepared on a going concern basis which assumes that the company will continue in operational existence for the foreseeable future. The validity of this assumption depends upon continued financial support from the director, shareholder and group companies. The financial statements do not include any adjustments that would result if such support is not continuing.

2.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.4 Interest income

Interest income is recognised in profit or loss using the effective interest method.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

2. Accounting policies (continued)

2.5 Valuation of investments

Investments in subsidiaries are measured at cost less accumulated impairment.

2.6 Debtors

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.7 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.8 Creditors

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.9 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or in case of an out-right short-term loan that is not at market rate, the financial asset or liability is measured, initially at the present value of future cash flows discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost, unless it qualifies as a loan from a director in the case of a small company, or a public benefit entity concessionary loan.

Investments in non-derivative instruments that are equity to the issuer are measured:

- at fair value with changes recognised in the Statement of comprehensive income if the shares are publicly traded or their fair value can otherwise be measured reliably;
- at cost less impairment for all other investments.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of comprehensive income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

2. Accounting policies (continued)**2.9 Financial instruments (continued)**

asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 1 (2022 - 1).

4. Fixed asset investments

	Investments in subsidiary companies £
Cost	
At 1 January 2023	218,013
At 31 December 2023	218,013

The Company owns 100% of the holding of East of England Showground Services Limited.

The Company owns 93% of the holding of Asset Earning Power Residential (AEPR) Ltd.

The Company owns 100% of the holding of Asset Earning Power Land (AEPL) Ltd.

The Company owns 100% of the holding of Asset Earning Power Arena (AEPA) Ltd.

All the above companies are registered in England and Wales.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

5. Debtors

	2023 £	2022 £
Amounts owed by group undertakings	180,534	93,034
Other debtors	72,253	9,904
	<u>252,787</u>	<u>102,938</u>

Amounts owed by group undertakings are unsecured, interest free and repayable on demand.

6. Creditors: Amounts falling due within one year

	2023 £	2022 £
Amounts owed to group undertakings	746,303	521,452
Corporation tax	18,232	-
Accruals and deferred income	51,500	51,500
	<u>816,035</u>	<u>572,952</u>

Amounts owed to group undertakings are unsecured, interest free and repayable on demand.

7. Transactions with directors

During the year the company loaned monies to its director. Advances to the director totalled £43,804 (2022: £16,724) and repayments totalled £406 (2022: £6,820). At the balance sheet date the amount outstanding totalled £ 54,021 (2022: £9,904). Interest totalling £719 (2022: £nil) has been charged on this loan. This balance is included in other debtors and is repayable on demand.

ASSET EARNING POWER RESIDENTIAL (AEPR) LTD

UNAUDITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

BALANCE SHEET
AS AT 31 DECEMBER 2023

	Note	2023 £	2022 £
Creditors: amounts falling due within one year	4	(1,258,395)	(778,492)
Net current liabilities		<u>(1,258,395)</u>	<u>(778,492)</u>
Total assets less current liabilities		<u>(1,258,395)</u>	<u>(778,492)</u>
Net liabilities		<u><u>(1,258,395)</u></u>	<u><u>(778,492)</u></u>
Capital and reserves			
Called up share capital		1	1
Profit and loss account		(1,258,396)	(778,493)
		<u><u>(1,258,395)</u></u>	<u><u>(778,492)</u></u>

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2023

The director considers that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 29 August 2024.

.....
Mr A J Butterfield
Director

The notes on pages 3 to 5 form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

1. General information

Asset Earning Power Residential (AEPR) Ltd ("the company") is a private company limited by shares, incorporated in England and Wales under the Companies Act.

The registered number and address of the registered office is given in the company information.

The functional and presentational currency of the company is pounds sterling (£) and rounded to the nearest whole pound.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' and the requirements of the Companies Act 2006. The disclosure requirements of Section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The following principal accounting policies have been applied:

2.2 Going concern

The financial statements have been prepared on a going concern basis which assumes that the company will continue in operational existence for the foreseeable future. The validity of this assumption depends upon continued financial support from the directors, shareholders and group companies. The financial statements do not include any adjustments that would result if such support is not continuing.

2.3 Creditors

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

2. Accounting policies (continued)**2.4 Financial instruments**

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Debt instruments (other than those wholly repayable or receivable within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method. Debt instruments that are payable or receivable within one year, typically trade debtors and creditors, are measured, initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be paid or received. However, if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal business terms or in case of an out-right short-term loan that is not at market rate, the financial asset or liability is measured, initially at the present value of future cash flows discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost, unless it qualifies as a loan from a director in the case of a small company, or a public benefit entity concessionary loan.

Investments in non-derivative instruments that are equity to the issuer are measured:

- at fair value with changes recognised in the Statement of Comprehensive Income if the shares are publicly traded or their fair value can otherwise be measured reliably;
- at cost less impairment for all other investments.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Comprehensive Income.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance Sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

3. Employees

The average monthly number of employees, including directors, during the year was 1 (2022 - 1).

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

4. Creditors: Amounts falling due within one year

	2023	2022
	£	£
Trade creditors	350	-
Amounts owed to group undertakings	1,256,545	776,992
Accruals and deferred income	1,500	1,500
	<u>1,258,395</u>	<u>778,492</u>

Amounts owed to group undertakings are unsecured, interest free and repayable on demand.

5. Controlling party

The company is a subsidiary of Asset Earning Power Group (AEPG) Ltd, a company registered in England and Wales. The registered office of Asset Earning Power Group (AEPG) Ltd is 1 The Forum, Minerva Business Park, Lynch Wood, Peterborough, PE2 6FT.

Data Protection Registration Certificate

East of England Showground Services Limited

1 The Forum
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT

Registration reference: ZA048761
Date registered: 29 March 2014
Registration expires: 28 March 2025



Issued by: Information Commissioner's Office,
Wycliffe House, Water Lane, Wilmslow, Cheshire
SK9 5AF

Telephone: 0303 123 1113
Website: ico.org.uk



Privacy Policy

Privacy Policy of <https://aepguk.co.uk>

This Website collects some Personal Data from its Users.

Owner and Data Controller AEPG Limited

Owner contact email: info@aepguk.co.uk

TYPES OF DATA COLLECTED

Among the types of Personal Data that this Website collects, by itself or through third parties, there are: Cookies, Usage Data, email address, first name, last name, phone number, company name, address, country, ZIP/Postal code, various types of Data, city, field of activity, website, profession, province, state, gender, date of birth, Calendar permission, Contacts permission, Microphone permission, Phone permission, SMS permission, Storage permission, Reminders permission, Social media accounts permission, username, billing address and house number.

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using this Website. Unless specified otherwise, all Data requested by this Website is mandatory and failure to provide this Data may make it impossible for this Website to provide its services. In cases where this Website specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner. Any use of Cookies – or of other tracking tools – by this Website



Users are responsible for any third-party Personal Data obtained, published or shared through this Website and confirm that they have the third party's consent to provide the Data to the Owner. Mode and place of processing the Data

METHODS OF PROCESSING

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data. The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of this Website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner.

The updated list of these parties may be requested from the Owner at any time.

LEGAL BASIS OF PROCESSING

The Owner may process Personal Data relating to Users if one of the following applies:

Users have given their consent for one or more specific purposes. Note: Under some legislations the Owner may be allowed to process Personal Data until the User objects to such processing ("opt-out"), without having to rely on consent or any other of the following legal bases. This, however, does not apply, whenever the processing of Personal Data is subject to European data protection law;

provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;

processing is necessary for compliance with a legal obligation to which the Owner is subject;

processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;

processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party. In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.



specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

PLACE

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data. Users are also entitled to learn about the legal basis of Data transfers to a country outside the European Union or to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

If any such transfer takes place, Users can find out more by checking the relevant sections of this document or inquire with the Owner using the information provided in the contact section.

RETENTION TIME

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for. Therefore:

Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.

Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfil such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority.



THE PURPOSES OF PROCESSING

The Data concerning the User is collected to allow the Owner to provide its Services, as well as for the following purposes: Access to third-party accounts, Analytics, Advertising, Contacting the User, Data transfer outside the EU, Device permissions for Personal Data access, Interaction with external social networks and platforms, Managing contacts and sending messages, Managing landing and invitation pages, Platform services and hosting, Registration and authentication and Social features. Users can find further detailed information about such purposes of processing and about the specific Personal Data used for each purpose in the respective sections of this document.

DEVICE PERMISSIONS FOR PERSONAL DATA ACCESS

Depending on the User's specific device, this Website may request certain permissions that allow it to access the User's device Data as described below.

By default, these permissions must be granted by the User before the respective information can be accessed. Once the permission has been given, it can be revoked by the User at any time. In order to revoke these permissions, Users may refer to the device settings or contact the Owner for support at the contact details provided in the present document. The exact procedure for controlling app permissions may be dependent on the User's device and software. Please note that the revoking of such permissions might impact the proper functioning of this.

WEBSITE

If User grants any of the permissions listed below, the respective Personal Data may be processed (i.e accessed to, modified or removed) by this Website.

CALENDAR PERMISSION

Used for accessing the calendar on the User's device, including the reading, adding and removing of entries.

CONTACTS PERMISSION

Used for accessing contacts and profiles on the User's device, including the changing of entries.

MICROPHONE PERMISSION

Used for accessing and recording microphone audio from the User's device.



phone number of the device, current mobile network information, or the status of any ongoing calls.

REMINDERS PERMISSION

Used for accessing the Reminders app on the User's device, including the reading, adding and removing of entries. SMS permission

Used for accessing features related to the User's messaging including the sending, receiving and reading of SMS.

Social media accounts permission

Used for accessing the User's social media account profiles, such as Facebook and Twitter.

Storage permission

Used for accessing shared external storage, including the reading and adding of any items.

Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

ACCESS TO THIRD-PARTY ACCOUNTS

This type of service allows this Website to access Data from your account on a third-party service and perform actions with it. These services are not activated automatically, but require explicit authorization by the User. Twitter account access (Twitter, Inc.)

This service allows this Website to connect with the User's account on the Twitter social network, provided by Twitter, Inc. Personal Data collected: various types of Data as specified in the privacy policy of the service. Place of processing: United States

Privacy Policy. Privacy Shield participant.

GOOGLE DRIVE ACCOUNT ACCESS (GOOGLE INC.)

This service allows this Website to connect with the User's account on Google Drive, provided by Google, Inc.

Personal Data collected: various types of Data as specified in the privacy policy of the service. Place of processing: United States

Privacy Policy. Privacy Shield participant.

STRIPE ACCOUNT ACCESS (STRIPE INC)



Place of processing: United States – Privacy Policy. Privacy Shield participant.

ADVERTISING

This type of service allows User Data to be utilized for advertising communication purposes displayed in the form of banners and other advertisements on this Website, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Cookies to identify Users or they may use the behavioural retargeting technique, i.e. displaying ads tailored to the User's interests and behaviour, including those detected outside this Website. For more information, please check the privacy policies of the relevant services.

In addition to any opt out offered by any of the services below, the User may opt out of a third-party service's use of cookies by visiting the Network Advertising Initiative opt-out page.

DIRECT EMAIL MARKETING (DEM) (THIS WEBSITE)

This Website uses the User Data to propose services and products provided by third parties or unrelated to the product or service provided by this Website.

Personal Data collected: email address.

Google AdSense (Google Inc.)

Google AdSense is an advertising service provided by Google Inc. This service uses the "DoubleClick" Cookie, which tracks use of this Website and User behavior concerning ads, products and services offered.

Users may decide to disable all the Doubleclick Cookies by clicking on: google.com/settings/ads/onweb/optout.

Personal Data collected:

Cookies and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out. Privacy Shield participant.

ANALYTICS

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behaviour.

Adobe Analytics (Adobe Systems Incorporated)



This Website uses an internal analytics system that does not involve third parties.

Personal Data collected:

Cookies and Usage Data.

Display Advertising extension for Google Analytics (Google Inc.)

Google Analytics on this Website might use Google's Interest-based advertising, 3rd-party audience data and information from the DoubleClick Cookie to extend analytics with demographics, interests and ads interaction data.

Personal Data collected:

Cookies and Usage Data.

Place of processing:

United States – Privacy Policy – Opt Out. Privacy Shield participant.

Facebook Analytics for Apps (Facebook, Inc.)

Facebook Analytics for Apps is an analytics service provided by Facebook, Inc.

Personal Data collected:

Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – Privacy Policy. Privacy Shield participant.

Facebook Ads conversion tracking (Facebook, Inc.)

Facebook Ads conversion tracking is an analytics service provided by Facebook, Inc. that connects data from the Facebook advertising network with actions performed on this Website.

Personal Data collected:

Cookies and Usage Data.

Place of processing: United States – Privacy Policy. Privacy Shield participant.

Go Squared (Go Squared)

Go Squared is an analytics service provided by Go Squared Ltd. Personal Data

collected: Cookies and Usage Data. Place of processing: United Kingdom – Privacy Policy.

Google Analytics (Google Inc.)

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out. Privacy Shield participant. **47**



Personal Data collected:

Cookies and Usage Data.

Place of processing: United States – Privacy Policy.

Wordpress Stats (Automattic Inc.)

Wordpress Stats is an analytics service provided by Automattic Inc. Personal Data collected: Cookies and Usage Data.

Place of processing: United States – Privacy Policy.

Contacting the User Contact form (this Website)

By filling in the contact form with their Data, the User authorizes this Website to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

PRIVACY POLICY

Personal Data collected: address, city, company name, country, email address, field of activity, first name, last name, phone number, various types of Data, website and ZIP/Postal code.

MAILING LIST OR NEWSLETTER (THIS WEBSITE)

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning this Website. Your email address might also be added to this list as a result of signing up to this Website or after making a purchase.

Personal Data collected: address, city, company name, Cookies, country, date of birth, email address, first name, gender, last name, phone number, profession, province, state, Usage Data, website and ZIP/Postal code.

Phone contact (this Website)

Users that provided their phone number might be contacted for commercial or promotional purposes related to this Website, as well as for fulfilling support requests. Personal Data collected: phone number.

Data transfer outside the EU

The Owner is allowed to transfer Personal Data collected within the EU to third countries (i.e. any country not part of the EU) only pursuant to a specific legal basis. Any such Data transfer is based on one of the legal bases described below. Users can



countries only if at least one of the following conditions is met:

- the transfer is necessary for the performance of a contract between the User and the Owner or of pre- contractual measures taken at the User's request;
- the transfer is necessary for the conclusion or performance of a contract concluded in the interest of the User between the Owner and another natural or legal person;
- the transfer is necessary for important reasons of public interest;
- the transfer is necessary for establishment, exercise or defence of legal claims;
- the transfer is necessary in order to protect the vital interests of the data subject or of other persons, where the data subject is physically or legally incapable of giving consent. In such cases, the Owner shall inform the User about the legal bases the transfer is based on via this Website.

PERSONAL DATA COLLECTED:VARIOUS TYPES OF DATA

Data transfer to countries that guarantee European standards (this Website)
If this is the legal basis, the transfer of Personal Data from the EU to third countries is carried out according to an adequacy decision of the European Commission.

The European Commission adopts adequacy decisions for specific countries whenever it considers that country to possess and provide Personal Data protection standards comparable to those set forth by EU data protection legislation. Users can find an updated list of all adequacy decisions issued on the European Commission's website.

PERSONAL DATA COLLECTED:VARIOUS TYPES OF DATA

Data transfer from the EU and/or Switzerland to the U.S based on Privacy Shield (this Website)

If this is the legal basis, the transfer of Personal Data from the EU or Switzerland to the US is carried out according to the EU – U.S. and Swiss – U.S. Privacy Shield.

In particular, Personal Data is transferred to services that self-certify under the Privacy Shield framework and therefore guarantee an adequate level of protection of such transferred Data. All services are listed within the relevant section of this document and those that adhere to Privacy Shield can be singled out by checking their privacy policy and possibly also by specifically checking for Privacy Shield adherence in the official Privacy Shield List. Privacy Shield also specifically guarantees rights to Users which can be found in its most current form on the website run by the US Department of Commerce.



PERSONAL DATA COLLECTED:VARIOUS TYPES OF DATA

Data transfer abroad based on standard contractual clauses (this Website)
If this is the legal basis, the transfer of Personal Data from the EU to third countries is carried out by the Owner according to “standard contractual clauses” provided by the European Commission.

This means that Data recipients have committed to process Personal Data in compliance with the data protection standards set forth by EU data protection legislation. For further information, Users are requested to contact the Owner through the contact details provided in the present document.

PERSONAL DATA COLLECTED:VARIOUS TYPES OF DATA

Data transfer abroad based on consent (this Website)
If this is the legal basis, Personal Data of Users shall be transferred from the EU to third countries only if the User has explicitly consented to such transfer, after having been informed of the possible risks due to the absence of an adequacy decision and appropriate safeguards. In such cases, the Owner shall inform Users appropriately and collect their explicit consent via this Website.

PERSONAL DATA COLLECTED:VARIOUS TYPES OF DATA

Device permissions for Personal Data access

This Website requests certain permissions from Users that allow it to access the User's device Data as described below. Device permissions for Personal Data access (this Website)

This Website requests certain permissions from Users that allow it to access the User's device Data as summarized here and described within this document.

Personal Data collected: Calendar permission, Contacts permission, Microphone permission, Phone permission, Reminders permission, SMS permission, Social media accounts permission and Storage permission.

INTERACTION WITH EXTERNAL SOCIAL NETWORKS AND PLATFORMS

This type of service allows interaction with social networks or other external platforms directly from the pages of this Website. The interaction and information obtained through this Website are always subject to the User's privacy settings for each social



The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter, Inc. Personal Data collected: Cookies and Usage Data.

PLACE OF PROCESSING: UNITED STATES – PRIVACY POLICY. PRIVACY SHIELD PARTICIPANT.

Facebook Like button and social widgets (Facebook, Inc.) The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Facebook, Inc. Personal Data collected: Cookies and Usage Data.

PLACE OF PROCESSING: UNITED STATES – PRIVACY POLICY. PRIVACY SHIELD PARTICIPANT.

LinkedIn button and social widgets (LinkedIn Corporation)

The LinkedIn button and social widgets are services allowing interaction with the LinkedIn social network provided by LinkedIn Corporation. Personal Data collected: Cookies and Usage Data.

PLACE OF PROCESSING: UNITED STATES – PRIVACY POLICY.

Managing contacts and sending messages This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message. MailChimp (The Rocket Science Group, LLC.)

PRIVACY POLICY

MailChimp is an email address management and message sending service provided by The Rocket Science Group, LLC. Personal Data collected: email address.

Place of processing: United States – Privacy Policy. Privacy Shield participant.

Constant Contact (Constant Contact, Inc.)

Constant Contact is an email address management and message sending service provided by Constant Contact, Inc. Personal Data collected: email address.

Place of processing: United States – Privacy Policy. VerticalResponse (VerticalResponse Inc.)



Place of processing: United States – Privacy Policy.

MANAGING LANDING AND INVITATION PAGES

This type of service helps with building and managing landing and invitation pages, i.e., pages for presenting a product or service, where you may add your contact information such as an email address.

Managing these pages means that these services will handle the Personal Data collected through the pages, including Usage Data.

Mailchimp Landing Page (The Rocket Science Group, LLC.)

Mailchimp Landing Page is a landing page management service provided by The Rocket Science Group, LLC., that allows this

Website to collect the email addresses of Users interested in its service. Mailchimp Landing Page allows the Owner to track and analyze the User response concerning web traffic or behavior regarding changes to the structure, text or any other component of the created landing pages.

Personal Data collected: address, company name, Cookies, country, date of birth, email address, first name, gender, last name, phone number, profession, Usage Data and username.

Place of processing: United States – Privacy Policy. Privacy Shield participant.

Platform services and hosting

These services have the purpose of hosting and running key components of this Website, therefore allowing the provision of this Website from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data. Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

WORDPRESS.COM (AUTOMATTIC INC.)

WordPress.com is a platform provided by Automattic Inc. that allows the Owner to build, run and host this Website. Personal Data collected: various types of Data as specified in the privacy policy of the service.

PLACE OF PROCESSING: UNITED STATES – PRIVACY POLICY.



Depending on what is described below, third parties may provide registration and authentication services. In this case, this Website will be able to access some Data, stored by these third-party services, for registration or identification purposes.

Direct registration (this Website)

The User registers by filling out the registration form and providing the Personal Data directly to this Website.

Personal Data collected: address, billing address, city, company name, country, date of birth, email address, field of activity, first name, house number, last name, phone number, profession, username, website and ZIP/Postal code.

SOCIAL FEATURES

Inviting and suggesting friends (this Website)

This Website may use the Personal Data provided to allow Users to invite their friends – for example through the address book, if access has been provided – and to suggest friends or connections inside it.

PERSONAL DATA COLLECTED:VARIOUS TYPES OF DATA.

Further information about Personal Data

Analysis and predictions based on the User's Data ("profiling")

The Owner may use the Personal and Usage Data collected through this Website to create or update User profiles. This type of Data processing

PRIVACY POLICY

Allows the Owner to evaluate User choices, preferences and behaviour for the purposes outlined in the respective section of this document.

User profiles can also be created through the use of automated tools like algorithms, which can also be provided by third parties. To find out more, about the profiling activities performed, Users can check the relevant sections of this document. The User always has a right to object to this kind of profiling activity. To find out more about the User's rights and how to exercise them, the User is invited to consult the section of this document outlining the rights of the User.

PERSONAL DATA COLLECTED THROUGH SOURCES OTHER THAN THE USER

The Owner of this Website may have legitimately collected Personal Data relating to Users without their knowledge by reusing or sourcing them from third parties on the grounds mentioned in the section specifying the legal basis of processing. Where the



AUTOMATED DECISION-MAKING

Automated decision-making means that a decision which is likely to have legal effects or similarly significant effects on the User, is taken solely by technological means, without any human intervention. This Website may use the User's Personal Data to make decisions entirely or partially based on automated processes according to the purposes outlined in this document. This Website adopts automated decision-making processes as far as necessary to enter into or perform a contract between User and Owner, or on the basis of the User's explicit consent, where such consent is required by the law.

Automated decisions are made by technological means – mostly based on algorithms subject to predefined criteria – which may also be provided by third parties. The rationale behind the automated decision making is:

- to enable or otherwise improve the decision-making process;
- to grant Users fair and unbiased treatment based on consistent and uniform criteria;
- to reduce the potential harm derived from human error, personal bias and the like which may potentially lead to discrimination or imbalance in the treatment of individuals etc.;
- to reduce the risk of User's failure to meet their obligation under a contract.

To find out more about the purposes, the third-party services, if any, and any specific rationale for automated decisions used within this Website, Users can check the relevant sections in this document.

Consequences of automated decision-making processes for Users and rights of Users subjected to it

As a consequence, Users subject to such processing, are entitled to exercise specific rights aimed at preventing or otherwise limiting the potential effects of the automated decisions taken.

In particular, Users have the right to:

Obtain an explanation about any decisions taken as a result of automated decision-making and express their point of view regarding this decision; challenge a decision by asking the Owner to reconsider it or take a new decision on a different basis; request and obtain from the Owner human intervention on such processing.

To learn more about the User's rights and the means to exercise them, the User is invited to consult the section of this document relating to the rights of the User.



Withdraw their consent at any time. Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.

Object to processing of their Data. Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent. Further details are provided in the dedicated section below.

Access their Data. Users have the right to learn if Data is being processed by the Owner; obtain disclosure regarding certain aspects of the processing and obtain a copy of the DATA UNDERGOING PROCESSING.

Verify and seek rectification. Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.

Restrict the processing of their Data. Users have the right, under certain circumstances, to restrict the processing of their Data. In this case, the Owner will not process their

DATA FOR ANY PURPOSE OTHER THAN STORING IT.

Have their Personal Data deleted or otherwise removed. Users have the right, under certain circumstances, to obtain the erasure of their Data from the Owner.

PRIVACY POLICY

Receive their Data and have it transferred to another controller. Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance. This provision is applicable provided that the Data is processed by automated means and that the processing is based on the User's consent, on a contract which the User is part of or on pre-contractual obligations thereof.

Lodge a complaint. Users have the right to bring a claim before their competent data protection authority.

DETAILS ABOUT THE RIGHT TO OBJECT TO PROCESSING

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.



marketing purposes, users may refer to the relevant sections of this document.

HOW TO EXERCISE THESE RIGHTS

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. These requests can be exercised free of charge and will be addressed by the Owner as early as possible and always within one month.

COOKIE POLICY

This Website uses Cookies. To learn more and for a detailed cookie notice, the User may consult the Cookie Policy . Additional information about Data collection and processing

LEGAL ACTION

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Website or the related Services. The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

ADDITIONAL INFORMATION ABOUT USER'S PERSONAL DATA

In addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

SYSTEM LOGS AND MAINTENANCE

For operation and maintenance purposes, this Website and any third-party services may collect files that record interaction with this Website (System logs) use other Personal Data (such as the IP Address) for this purpose.

INFORMATION NOT CONTAINED IN THIS POLICY

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

HOW "DO NOT TRACK" REQUESTS ARE HANDLED

This Website does not support "Do Not Track" requests. To determine whether any of the third-party services it uses honor the "Do Not Track" requests, please read their



The Owner reserves the right to make changes to this privacy policy at any time by giving notice to its Users on this page and possibly within this Website and/or – as far as technically and legally feasible – sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

DEFINITIONS AND LEGAL REFERENCES

PERSONAL DATA (OR DATA)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

PRIVACY POLICY

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

USER

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

DATA SUBJECT

The natural person to whom the Personal Data refers.

DATA PROCESSOR (OR DATA SUPERVISOR)



The natural or legal person, public authority, agency or other body which, alone or jointly with others, determine s the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

THIS WEBSITE (OR THIS APPLICATION)

The means by which the Personal Data of the User is collected and processed.

SERVICE

The service provided by this Website as described in the relative terms (if available) and on this site/ application.

EUROPEAN UNION (OR EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area. Cookies Small sets of data stored in the User's device.

LEGAL INFORMATION

This privacy statement has been prepared based on provisions of multiple legislations, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation). This privacy policy relates solely to this Website, if not stated otherwise within this document.



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