



Cannock

Culture and Leisure Hub

Looking to create 21st century experiences

Development Prospectus

Cannock - key facts

Strategic location



History



Existing Town Centre Shops



223 shops, 58,000 sqm floor space

Housing Growth



Circa **5,680** homes in the next 20 years

Green Infrastructure



1,000 hectares of parks & open spaces

4 Green Flag sites plus 1,214 hectares of AONB

Entertainment and Culture



Prince of Wales Theatre

McArthurGlen Designer Outlet West Midlands



20 minutes walk away

Micro Businesses

88% of workforce are in small businesses of 1-9 people



Foreword



[Photo courtesy of Michelle Williams Photography]

Change is in the air - Cannock is on the cusp of transformational change, the catalyst of which is the new £160m McArthurGlen Designer Outlet West Midlands (hereafter referred to as 'The Outlet') due to open in 2020. The Outlet, strategically positioned 20-minutes walking distance to the east of Cannock Town Centre, will be a high end retail destination serving 11 million people within a 90 minute catchment area. The first phase will include 80 retail stores comprising a mix of premium and luxury brands.

The development forms one of the largest retail investments outside of London. Delivery of The Outlet is synchronised with major upgrades to the Cannock-Birmingham railway line which will reduce journey times to 34 minutes into Birmingham New Street. In this way, the new destination will be connected via public transport to the wider Midlands catchment area, with onward journeys to London in just 49 minutes once HS2 becomes operational in 2026.

Retail tourism - When open in 2020 up to 3 million people are expected to visit The Outlet, presenting a unique opportunity for the neighbouring Cannock Town Centre, to benefit from the increased visitor numbers to the town.

Cannock Town Centre - The subject of this Development Prospectus, Cannock Town Centre, dates back to the 13th century when a weekly market was held in Market Place. Following two decades of expansive growth in the 1970's and 1980's, the town is now well positioned to capitalise on the arrival of The Outlet through new investments which provide a much enhanced leisure and cultural offer in the Town Centre.

Investment opportunities - This Development Prospectus identifies Council-owned sites within the Town Centre with the potential for redevelopment. These sites are mostly available in the immediate term. The Council wants to engage with private sector investors and developers who are interested in hearing more about the available opportunities which are spread across 9 Town Centre sites identified and described within this Development Prospectus.



Cllr Gordon Alcott
Town Centre Regeneration
Portfolio Leader



Town centres - the national picture and market conditions

The National property market picture remains volatile at the current time, although the underlying dynamics of the housing market remain relatively robust with housing need outstripping supply. The retail market continues to undergo significant structural change as shopping behaviour and habits evolve with advances in information technology. Internet sales accounted for circa 21.5% (Data source: ONS) of total retail sales (November 2018), compared with only 6% a decade ago. On the high street, this has meant a shift towards independent retailers, which do not sell generic goods easily bought online. The food & beverage sector has seen some over-expansion in recent years and is going through a period of consolidation. This market is reliant on discretionary spend and this makes it vulnerable to an economic downturn or a fall in consumer confidence.



There is a huge opportunity in re-purposing unwanted retail property and under-performing shopping centres, and in re-inventing town centres. Housing has become central to this offer, together with more entertainment facilities that appeal to residents and visitors. Research undertaken by Carter Jonas and Revo "Fixing Our Town Centres" sought the views of a selection of local authorities, investors, developers and other key stakeholders to highlight the perceived challenges and the potential solutions facing the UK's Town Centres over the next five years. The key research results were:

- **Top 3 Challenges Facing the High Street** – Competition from online shopping (28.4%), Business rates (13.6%), Reduced retailer/market demand for space (13.6%);
- **Most Important Initiatives to Deliver Town Centre Regeneration** – Improvements/investment in public realm (53.1%), Reducing business rates (49.4%), Strengthen local/National town centre first policies (48.1%);
- **Top 2 Services for Town Centre Success** – Food and beverage facilities (34.6%), Non-food retail stores (14.8%).

Cannock as a historic market town has a number of key attributes that form a positive base for investment in the Town Centre, especially the potential to enhance the independent retail offer, improve the shopping environment with its heritage assets, and deliver more town centre housing and commercial floorspace through the development sites.

Cannock - the opportunity

It is clear that the redevelopment of the Town Centre is high on the Council's agenda:

- **Given that retail opportunities are shrinking nationally**
- **Cannock represents the largest town within the District's retail hierarchy and is suitable for larger scale retail and leisure developments**
- **To support growth of retail, offices, business, leisure, arts, cultural and tourism in town centres improving access to employment in order to achieve town centres with good vitality and viability**
- **Residential opportunities increase vibrancy and footfall demand for culture and / or leisure opportunities**

The development of the Town Centre is supported through the Council's Corporate Plan and it is projected that the success of The Outlet development will lead to the future success of the Town Centre.

The potential **scale of development opportunities available** through redevelopment of the Council owned assets is outlined below:



45,000+

Total development floor space



6,800+

Retail / leisure / F&B space



7,500+

Square metres office space



530+

Residents in the Town Centre



300+

Public parking spaces



600+

Potential for new operational and construction phase jobs



19,000+

Square metres housing

290+

New homes



2.93

hectares of Council-owned land available



270+

Number of hotel bedrooms

NOTE: The above high level development quantum and statistics are subject to use class options outlined for each Opportunity Site throughout the remainder of this document.

What makes Cannock a great investment?

Cannock Town Centre has a range of retail, leisure and cultural opportunities within 2-3 minutes walking distance of Market Place at the heart of the town. These include the Prince of Wales Theatre, 'The Cannock' and 'The Forum' shopping centres and 'High Green Court'. Only 5 minutes drive to the north is Cannock Chase Area of Outstanding Natural Beauty, a protected landscape which provides excellent recreation opportunities for walkers, cyclists and those seeking more adventurous outdoor pursuits. Residents and visitors to Cannock therefore have lots of options, and with the new investment to the town there is opportunity for even more.

The Outlet provides an opportunity for the Town Centre to benefit from the additional tourism into the town which creates an opportunity for an improved cultural and leisure offer.

Establishing high quality walking and bus links; allowing for easy car movement and convenient parking between the Town Centre and The Outlet are critical tasks. This will encourage linked trips and ensure both destinations can complement one another by offering two different experiences to visitors - shopping at The Outlet - then going to the cinema, having a bite to eat and staying overnight in the Town Centre.



"In an increasingly competitive retail environment, finding a unique site for a new shopping and leisure attraction is challenging – but Cannock presented a huge opportunity and easily fulfilled our development criteria for a designer outlet; situated in one of the most densely populated catchments in the UK, no direct competition, excellent transport links, and beautiful surrounding landscape. When the designer outlet opens in 2020, it will become a leading retail destination in the West Midlands and our 90-minute catchment of 11 million visitors will in turn help Cannock town centre reach new visitors. McArthurGlen Designer Outlet West Midlands would not have been possible without the clear leadership and vision of Cannock Chase Council who believed in the project from the very start and supported the development at every level"

Gary Bond, Managing Director of Development at McArthurGlen



The £160 million McArthurGlen Designer Outlet West Midlands due to open in 2020

"Cannock has a growing economy, and our intention is that the Cannock Chase Skills and Innovation Hub will boost it further by equipping learners with the skills and qualifications they need to meet the needs of employers. This is a really positive initiative for Cannock and we are working with Cannock Chase Council, local businesses and learners to drive skills development forward in the heart of Cannock"

Claire Boliver, Chief Executive Principal at South Staffordshire College



Cannock - a connected place

Cannock is located in the heart of the West Midlands approximately 5 miles north of the conurbations of Wolverhampton and Walsall, and to the south-east of the Cannock Chase Area of Outstanding Natural Beauty (AONB), which is just 2.5 miles from the Town Centre. It is an accessible town – located with convenient access to the A5; M6 and M6 Toll; with Cannock Railway Station enabling direct travel to Birmingham in 34 minutes.

Cannock currently draws in a catchment of 108,000 shoppers travelling both within and beyond the boundaries of the District, from the larger destinations of Stafford, Walsall and Wolverhampton. Cannock is a key centre for the District due to the size of its population, its central location, range of services and facilities that it provides to the local community.

2.5 miles

Distance to
Cannock Chase
AONB

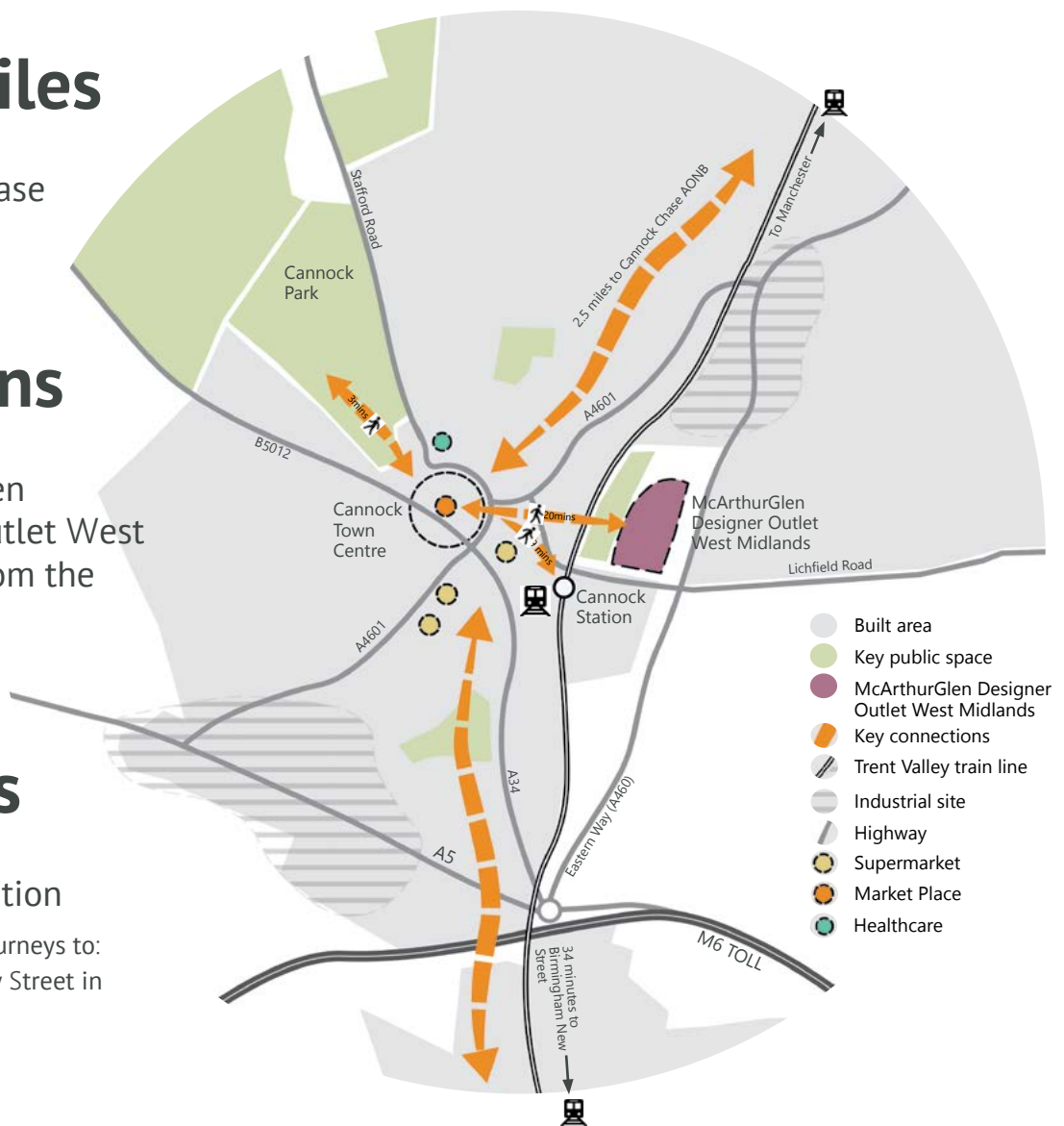
20 mins

Walk to
McArthurGlen
Designer Outlet West
Midlands from the
town centre

9 mins

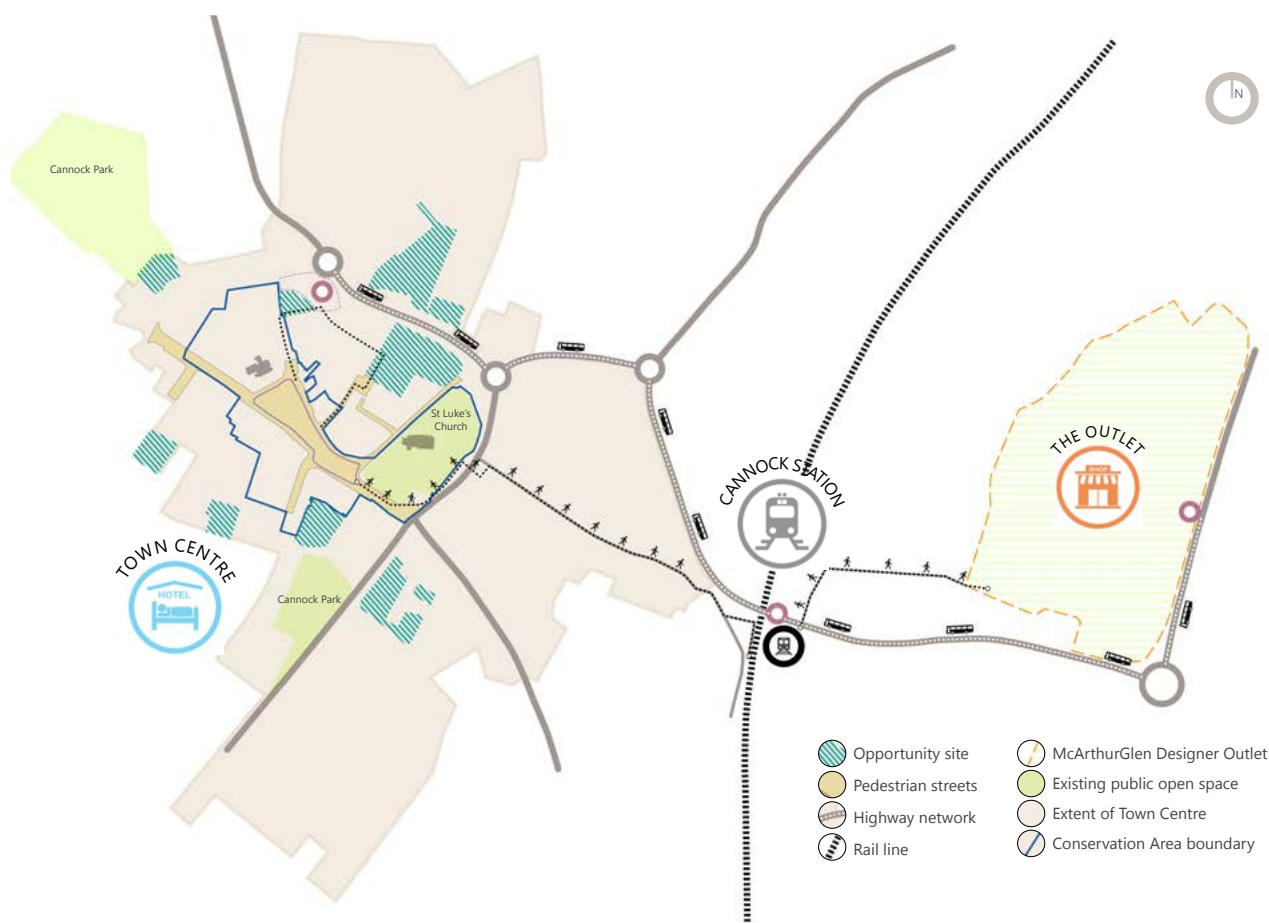
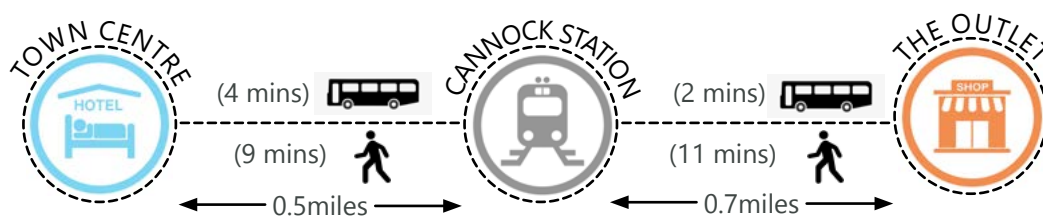
Walk to
Cannock Station

Direct onward journeys to:
Birmingham New Street in
34 minutes



What is the vision for Cannock Town Centre?

Located at the heart of the historic market town of Cannock is the **Culture & Leisure Hub. Centred around the Conservation Area and the thriving Cannock Street Market**, the Town Centre has a range of leisure and cultural facilities to offer – including the **upgraded Prince of Wales Theatre, a series of high-quality cafés and restaurants in the Town Centre, a new cinema complex, a hotel, and a series of successful independent retailers, complementing the established franchise retail offer.**


















Along with high quality employment sites such as Kingswood Lakeside, the integrated employment and residential uses serve a **diverse resident community who live and work in the town**, with connections into Birmingham along the **new electrified rail link in 34 minutes**. With demand for housing increasing due to an ever rising population, a range of new housing types and tenures within the wider area and Town Centre including those for **affordable home ownership, retirement living and family housing** continues to be delivered.

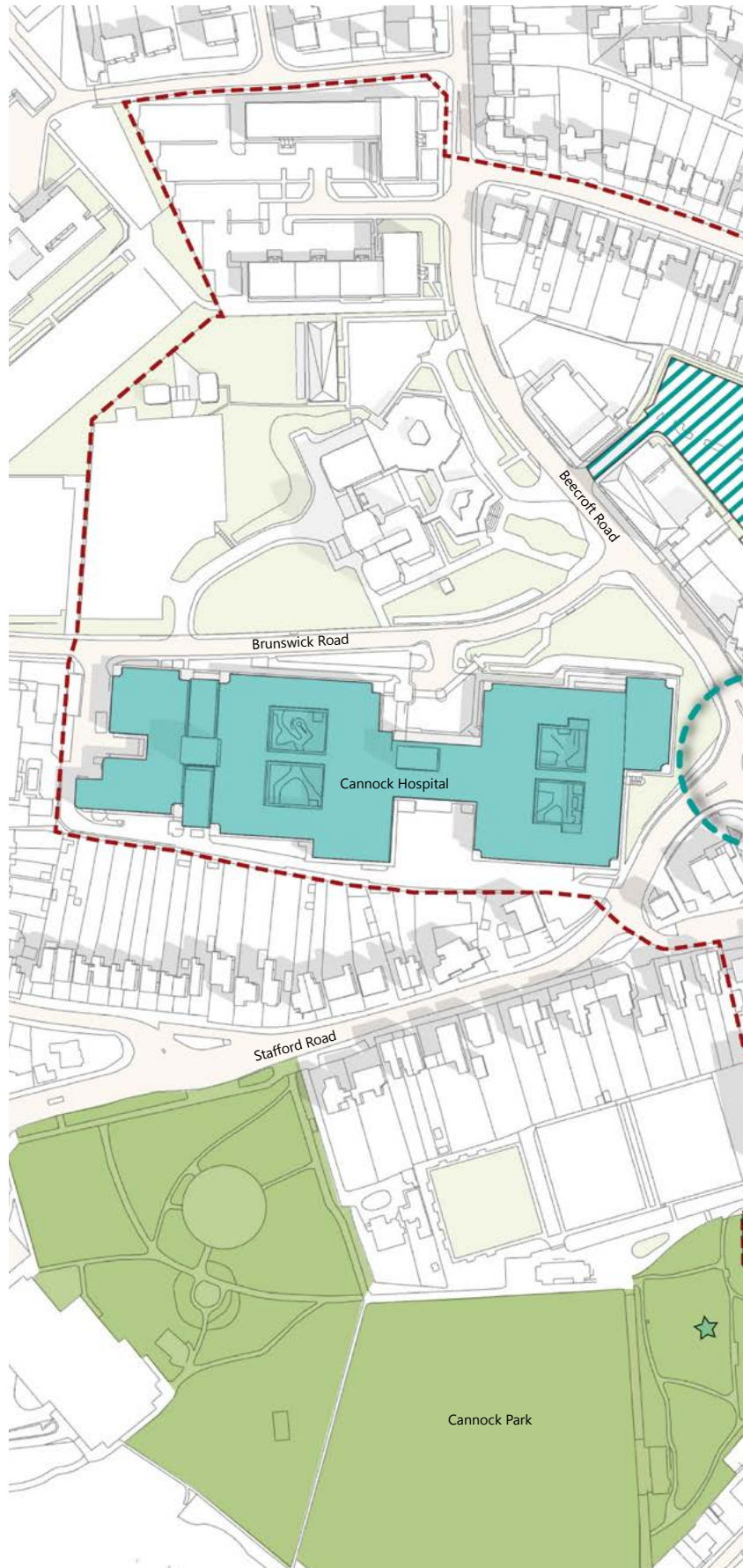
The Town Centre is a **haven for entrepreneurial people and new business start-ups, with 90% of people working for small enterprises**. The Cannock Chase Skills and Innovation Hub **provides local employers with newly skilled workers to drive their businesses forward at the heart of Cannock**.

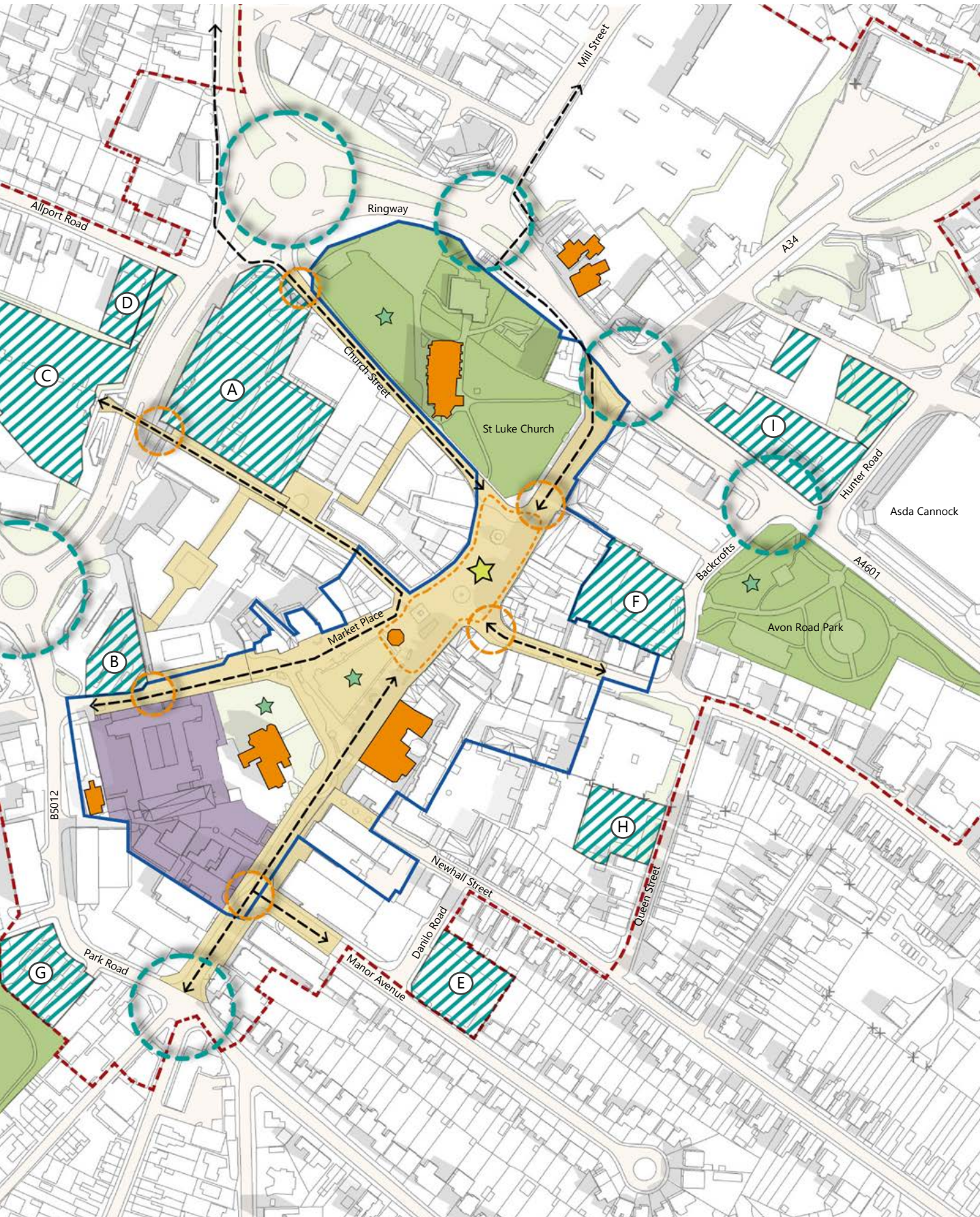
Town centre framework

A Town Centre framework has been established through an Issues and Options study carried out in early 2018. The study sought to identify constraints to development within the Town Centre and highlight opportunity sites.

The plan opposite shows the relationship between the key elements of the Town Centre framework and the nine Council-owned opportunity sites.

- - - Town Centre boundary
 - Conservation Area boundary
 -  Listed Building
 -  Key green space
 -  Open space
 -  Public park
 -  Highway network
 -  Pedestrian priority zone
 -  Market Place
 -  College
 -  Cannock Hospital
 -  Primary gateway
 -  Secondary gateway
 -  Primary pedestrian route
-
-  Opportunity sites
 - (A) Church Street
 - (B) Bus Station
 - (C) Beecroft Road Car Park
 - (D) Allport Road
 - (E) Danilo Road Car Park
 - (F) Backcrofts Car Park
 - (G) Park Road
 - (H) Police Station Car Park
 - (I) Avon Road / Hallcourt Lane





Opportunity sites

The Council has identified a number of opportunity sites and assets under its ownership which it plans to redevelop, some of which are available in the short to medium term.

The Council has identified funding which will be committed to enable development and the Prospectus forms the basis for engagement with developers seeking investment opportunities.



★ Potential investment opportunities



- (A) Church Street
- (B) Bus Station
- (C) Beecroft Road Car Park
- (D) Allport Road
- (E) Danilo Road Car Park
- (F) Backcrofts Car Park
- (G) Park Road
- (H) Police Station Car Park
- (I) Avon Road / Hallcourt Lane

Church Street

6 STOREYS Indicates number of potential building storeys



Multi-storey Car Park, Market Hall & Retail Units

REFERENCE	A
AREA	0.78(ha) / 1.93(ac)
ACCESS	One vehicular access point from Church Street
MASSING	Maximum 6-storeys

Currently a disused multi-storey car park, and an indoor market hall, this site along with adjoining retail units has enormous potential to create an attractive new **key destination leisure and cultural development. To include leisure use (cinema), food and beverage and some complementary retail.** Possible integration of **residential apartments, a hotel or office space at upper levels** would complete the reinvigoration of the attractive streetscape along Church Street.

More identity and prominence of views from the ring road would give enhanced presence to the scheme at the arrival to the Town Centre from the south.



17,000+
Square metres floor space



5,000+
Square metres retail / F&B units



5
Screen cinema

OPTIONS



40-50
No. of 1-3 bedroom homes

OR



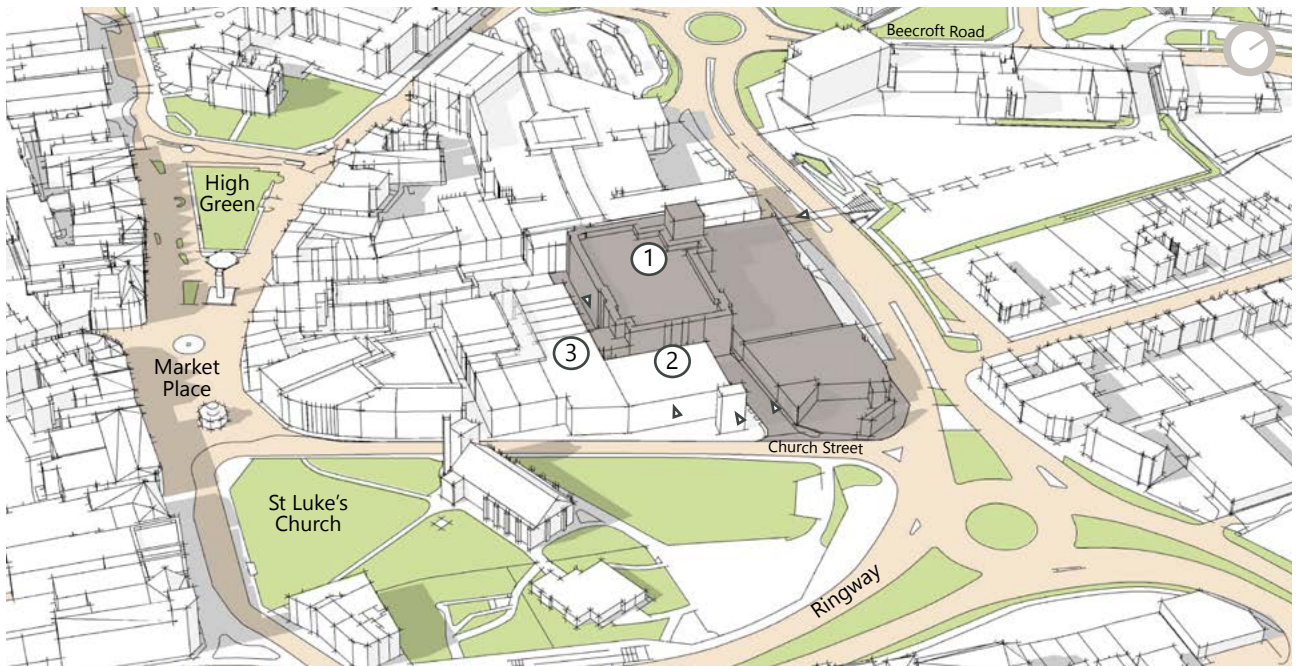
4,000+
Square metres office space



New mixed use entertainment centre



Multi screen cinema






- ① Multi Storey Car Park
- ② Prince Of Wales Theatre
- ③ Forum Shopping Centre
- Green space
- Highway network
- ▼ Access point
- Opportunity site

Bus Station



View from Park Road



- ① Cannock Shopping Centre
- ② Bus Station
- ③ Skills & Innovation Hub
-  Green space
-  Highway network
-  Access point
-  Opportunity site



1,650+
Square metres floor space

OPTIONS



50+
No. of bedroom hotel

OR



15-20
No. of 1-3 bedroom homes

SITE REFERENCE **B**

SITE AREA **0.11(ha) / 0.27ac**

ACCESS Vehicular access points from Ringway at the east and Stafford Road at the west

MASSING Maximum 4-storeys - A scale and mass in accordance with the Conservation Area

This level site currently operating as a bus station is well located with excellent vehicular access from the Ringway and direct pedestrian access to Cannock Shopping Centre. The site's accessibility and prominence would be of benefit to **hotel and conferencing facilities but there is also potential for a variety of residential uses.**

Note: Any parties taking forward redevelopment proposals would be required to remodel and amend the current bus layout to accommodate future uses on the site.



Hospitality



Urban living

Beecroft Road Car Park



2.5 STOREYS



View of car park



- ① Beecroft Car Park
- ② Royal Mail Sorting Office
- ③ Cannock Chase Hospital
- Green space
- Highway network
- ▲ Access point
- Opportunity site



300+
No. of deck parking spaces

OPTIONS



35-40
No. of 1-3 bedroom homes

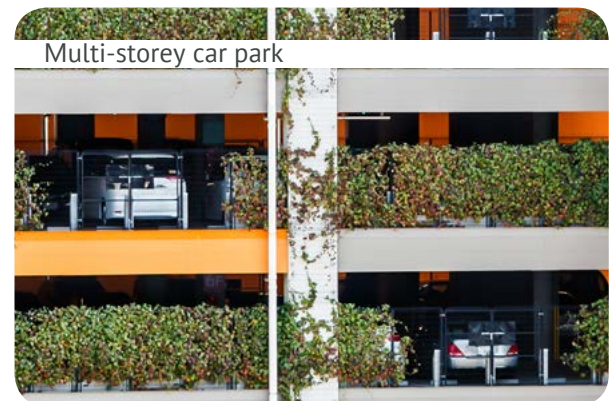
OR



3,500+
Square metres office space

SITE REFERENCE **C**
 SITE AREA **0.68(ha) / 1.68(ac)**
 ACCESS Two vehicular access points directly from Beecroft Road and Allport Road
 MASSING Maximum 2.5-storeys - To take into account the amenity of adjacent residents

This surface car park site adjacent to the Ringway and with excellent connectivity to the Town Centre retail area and the proposed Church Street leisure scheme beyond, has the potential to provide a **mixed use redevelopment to include residential, retail or commercial office use, and a new decked car park.**



Multi-storey car park



Allport Road



2.5 STOREYS

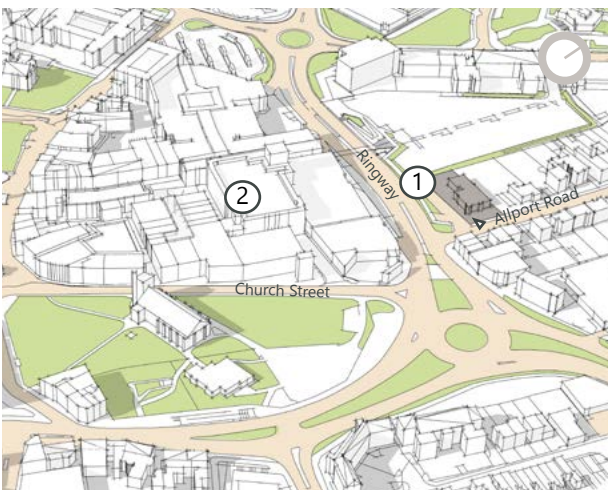


View from Allport Road

SITE REFERENCE **D**
 SITE AREA **0.09(ha) / 0.22(ac)**
 ACCESS Vehicular access directly from Allport Road.
 MASSING Maximum 2.5-storeys

A 1-storey former dwelling, the site is accessed off Allport Road and adjoins Site C, Beecroft Road Car Park. The area is characterised predominantly by detached and semi-detached houses and is **ideally suited for residential development; a large detached dwelling or two semi-detached dwellings.**

Note: Proposals for this site would need to consider and relate to development proposals for the adjacent Beecroft car park site.



- ① Council owned site
- ② Beecroft Road Car Park
- Green space
- Highway network
- ▼ Access point
- Opportunity site



Semi-detached housing



Detached dwellings



220+
Square metres floor space



2-3
No. of 3-4 bedroom homes

Danilo Road Car Park



2.5 STOREYS



View from Danilo Road



- ① Danilo Road Car Park
- ② High Green
- ③ High Green Court
- Green space
- Highway network
- ▼ Access point
- Opportunity site



1,900+
Square metres floor space



20-30
No. of 1-3 bedroom homes

SITE REFERENCE **E**

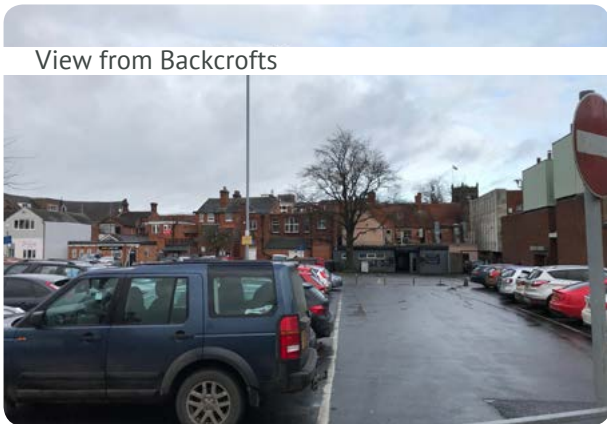
SITE AREA **0.19(ha) / 0.47(ac)**

ACCESS Vehicular access from Danilo Road
 MASSING Maximum 2.5-storeys

Danilo Road car park is a level site sitting between semi-detached housing and the rear of the leisure uses fronting High Green. Given its proximity to the Conservation Area and the existing residential character of the area to the south, the site is **ideally suited to provide a quality infill residential scheme; apartments or senior living.**



Backcrofts Car Park



View from Backcrofts

SITE REFERENCE **F**
 SITE AREA **0.26(ha) / 0.65(ac)**
 ACCESS Vehicular access from Backcrofts
 MASSING Maximum 2.5-storeys

Backcrofts surface level car park to the rear of Market Place and facing Avon Road Park is **ideally suited to residential use but could provide for a mix of potential uses including offices, ancillary retail and leisure.**



- ① Backcrofts Car Park
- ② Avon Road Park
- Green space
- Highway network
- Access point
- Opportunity site



1,900+
Square metres floor space



20-30
No. of 1-3 bedroom homes



Residential apartments



Residential mews

Park Road ★



View from Park Road

SITE REFERENCE **G**
 SITE AREA **0.19(ha) / 0.47(ac)**
 ACCESS Vehicular access from Park Road
 MASSING Maximum 2.5-storeys

This Victorian terrace of six former 2-storey houses now used for offices is located on the northern side of Park Road, beyond which is Cannock Park.

The location is predominantly residential in character and the site is ideally suited for **infill residential, terraced family housing, retirement living or apartments.**



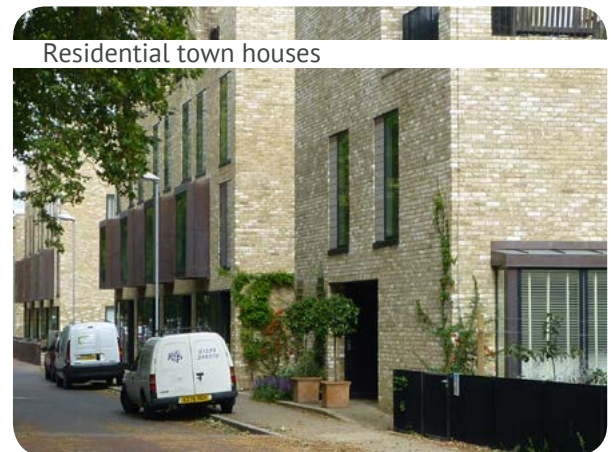
- ① Park Road Offices
- ② Cannock Park
- ③ Skills & Innovation Hub
- Green space
- Highway network
- Access point
- Opportunity site

m² **2,200+**
 Square metres floor space

25-35
 No. of 1-3 bedroom homes



Terraced family housing

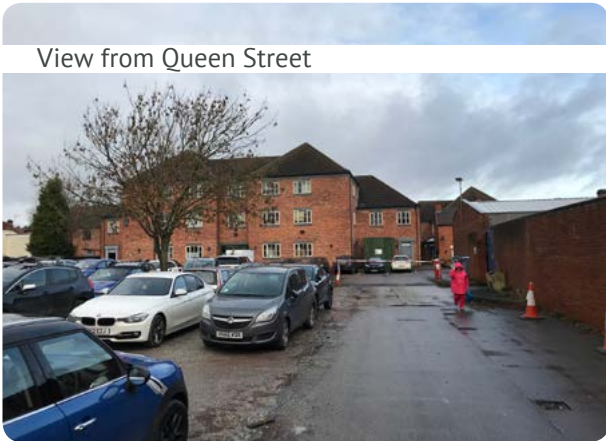


Residential town houses

Police Station Car Park



2 STOREYS



View from Queen Street

SITE REFERENCE **H**
 SITE AREA **0.19(ha) / 0.47(ac)**
 ACCESS Vehicular access from Queen Street
 MASSING Maximum 2-storeys

The car park site to the rear of Cannock Police Station which has direct access to High Green and the attractive conservation area has great potential for a **high quality apartment** or **senior living scheme**.



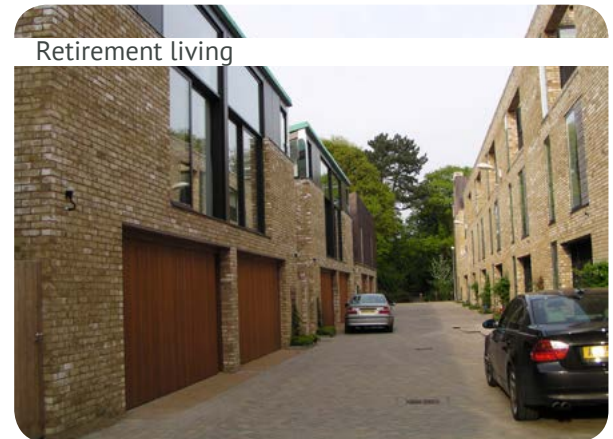
- ① Police Station Car Park
- ② High Green Court
- Green space
- Highway network
- ▼ Access point
- Opportunity site



2,200+
Square metres floor space



25-35
No. of 1-3 bedroom homes



Retirement living



Residential apartments

Avon Road / Hallcourt Lane



3 STOREYS



View towards ASDA superstore



- ① Avon Road Park
- ② Cannock Asda Superstore
- Green space
- Highway network
- Opportunity site
- ▲ Access point

OPTIONS



40-50

No. of 1-3 bedroom homes

OR



1,800+

Square metres retail, leisure or F&B units

OR



200-220

No. of bedroom hotel

SITE REFERENCE |

SITE AREA **0.37(ha) / 0.91(ac)**

ACCESS Access for Avon Road car park is off Hunter Road

MASSING Maximum 3-storeys

The site currently incorporates a municipal car park; a small area of recently cleared wasteland on the corner of Hallcourt Lane and Hunter Road; Victorian 2-storey and 3-storey buildings fronting the A34 comprising a mix of commercial and retail use.

A new development comprising a mixture of residential accommodation with small, specialist leisure facilities, or a retail / F&B led scheme would transform this run down area into a key Town Centre site.



Phasing and site prioritisation

Short term

Anchor leisure / culture development - Redevelopment of the Church Street site is the priority project for the Council in the short term. This anchor development aims to remove an eyesore 80's era car park and Market Hall to create a new landmark mixed use leisure and cultural development at the town's southern gateway. The scheme must integrate with the popular Prince of Wales Theatre.

Medium term

Hotel and public transport hub - Reconfiguration of the existing bus station facility and incorporation of a hotel or residential scheme on part of this land will create an anchor development for visitors arriving into Cannock Town Centre using public transport from Cannock Station, The Outlet and wider catchment area. Proposals for reconfiguration of the bus station are already in place in order to free up land for development.

Multi-storey parking and high density urban living - Redevelopment of the Beecroft Road and neighbouring Allport Road sites located alongside Ringway is proposed, with a multi storey car park and major high-quality residential scheme, including highways improvements to Ringway. This will create an enhanced gateway and arrival experience for visitors to Cannock Town Centre. This will also better connect the Cannock Chase Council offices, Cannock Hospital and other major employers located east of Ringway.

Five new residential infill projects - Redevelopment of a series of medium density sites to the west and north of the Town Centre to create a new residential community in the town. Up to 130 homes are proposed across five sites, creating 8,420 sqm of new residential space. The sites include Allport Road (D), Danilo Road (E), Backcrofts car park (F), Park Road (G), Police Station car park (H).

Medium to long term

Leisure/residential regeneration development to the south - Redevelopment of vacant land to the south of the Town Centre alongside the ASDA Supermarket site. The site can support smaller bespoke retailers / leisure providers, food and beverage uses, alongside a medium density residential scheme.





- Short term
- Short to medium term
- Medium to long term
- (A) Church Street
- (B) Bus Station
- (C) Beecroft Road Car Park
- (D) Allport Road
- (E) Danilo Road Car Park
- (F) Backcrofts Car Park
- (G) Park Road
- (H) Police Station Car Park
- (I) Avon Road / Hallcourt Lane

Cannock Chase Council - our pledge

We will offer any forward thinking creative partners out there looking to invest in Cannock help and support to aide our transformation. We pledge to provide business friendly planning and access to regulatory services and hand holding where necessary. Help us to help our vision come to fruition.

We are interested in speaking to developers who can work with the Council on bringing forward plans for individual opportunity sites or as a package. The Council is looking to create a long lasting legacy for Cannock Town Centre.



What the District Council can also offer:

- Work closely with a range of stakeholders to strengthen the town's competitive position and investment value
- Use our knowledge, expertise and land to deliver our vision to maximise the opportunities for further investment in the Town Centre

Engaging with us

We need your ideas and help to make our vision a reality.

To start a conversation with the Council on **how you can invest** we are contactable in the following ways:



Economic Development Service
01543 464490

OR



Economic Development Service
Cannock Chase Council
Civic Centre
Beecroft Road
Cannock
WS11 1BG

OR



Email us at **econdev@cannockchasedc.gov.uk**

Town Centre Partnership

Cannock has a newly formed Town Centre Partnership whom are actively supporting improvements to the town centre and initiatives that increase footfall and the visitor experience.

They are keen to engage with local businesses and key stakeholders when potential new investment is proposed for the town centre.



To find out more please contact the Chair on **ourcannocktcp@yahoo.com**



This prospectus is a general guide only and is given without prejudice to any outcome of the planning process.

Individual proposals will need to take into account policy tests set out within the Cannock Chase Local Plan (Part 1) and the National Planning Policy Framework.

This document has been part funded by the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP) Strategic Economic Plan Enabling Fund, as part of its Towns and Local Centres Framework.



Economic Development Service
01543 464490



Economic Development Service
Cannock Chase Council
Civic Centre
Beecroft Road
Cannock
WS11 1BG



Email us at econdev@cannockchasedc.gov.uk



www.cannockchasedc.gov.uk