

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**CHILDREN AND YOUNG PEOPLE SELECT COMMITTEE**  
**WEDNESDAY, 8 AUGUST 2007 AT 4.00 PM**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

PRESENT: Councillors:

Bennett, Mrs. D.J. (Chairman)

Allen, F.W.C.

Morgan, C.W.J.

Easton, Mrs. D.M.

Pearce, Mrs. L.J.

Easton, R.

(Apologies for absence were received from Councillors R.G. Meaden (Vice-Chairman) and C. Mitchell).

**5. Minutes**

RESOLVED:

That the Minutes of the meeting held on 13 June 2007 be approved.

Arising from the Minutes, Ms. Karen Bradford, Head of Culture and Major Projects, reported that negotiations had not yet been finalised with regard to the S.106 Agreement for the development at the former Automotive Lighting Factory, Walkmill Lane, Bridgtown.

**6. Presentation on State of Cannock Chase**

Ms. Lisa Coates, Policy and Performance Unit, provided Members with a presentation on the State of Cannock Chase Report 2005/06, volume I (Partnership Report) and volume II (the Public Perception) which provided an overview of the State of Cannock Chase and identified relevant statistics/data to assist in setting policies and aid with decision making.

Ms. Coates advised that the State of Cannock Chase Report was published in 3 volumes:-

1. Statistical data
2. Public perceptions
3. Overall summary

The presentation provided a view of the statistical data and public perceptions which would be used in the development of the following:-

- Corporate Plan
- Sustainable Community Strategy
- Local Development Framework
- Policy development
- Bids for funding

- Business case for investments

Of the information provided, Members noted the following key indicators:-

- There was a population of 93,200 and growing (+ 1.5% in last 10 years & anticipated + 2.7% in next 25 years)
- There was a small Black, Minority, Ethnic (BME) population of 1.4%
- 20% of population was under 16 years
- 17% were of pensionable age
- There were pockets of acute deprivation
- Cannock Chase was ranked the most deprived District in Staffordshire (ranks 134 out of 354 Districts or 38% most deprived local authority)
- Cannock North Ward was ranked the most deprived Ward
- 19% of population live in the worst quartile
- The presentation also identified that the top five priorities for local people were:-
  1. Low level of crime (66%)
  2. Health services (56%)
  3. Affordable decent housing (44%)
  4. Clean streets (36%)
  5. Education provision (36%)
- And the top five issues in need of improvement were:-
  1. Activities for teenagers (59%)
  2. Low level of crime (50%)
  3. Road and pavement repairs (41%)
  4. Clean streets (36%)
  5. Job prospects (28%)

Ms. Coates then explained that 3,500 children live within income-deprived families. The most deprived neighbourhood (lower Super Output Area (SOA)) was in the Cannock North Ward with over half the children aged under 16 years living in families experiencing income deprivation. Education deprivation for children and young people in this area ranked within the worst 2% in England.

The presentation also highlighted that:-

- Education, skills and training deprivation (Indices of Deprivation 2004) had the greatest geographical coverage across the District, around half the District's lower SOAs rank within the worst quartile in England.
- Educational attainment was improving but:
  - 50% achieve 5+ GCSEs (A\*-C grades) (Staffordshire achieve 56% and nationally 59%)
  - Just 31% achieve 5+ GCSEs (A\*-C grades) including Mathematics and English (Staffordshire achieve 43% and 46% nationally)

- Achievement for boys was lower - 24% achieve 5+ (A\*-C grades) including Mathematics and English compared to 37% for girls
- 71% of Year 11 pupils continued in full time education, 75% for Staffordshire (7% of school leavers not in Education, Employment and Training - (NEET))
- Teenage pregnancies were higher than the Staffordshire and national average - 50.3% per 1,000 female population aged under 18 yrs (2002-2004) (Staffordshire 37.5 and England 42.1)
- Youth unemployment proportions were at 37% compared with (31% nationally)
- Improving educational attainment in local schools to strengthen the economy was more important to younger people.
- Improving town centres was more important to younger people, (40% of 16-34 year olds identify this as an important action to strengthen the economy).

It was recognised that the District faced greater challenges than other Districts in Staffordshire and the statistical data and public perceptions would be used to develop the Council's priorities.

Ms. Bradford then reported on the Children's Trust Board; which had been established in January 2007 and comprised of twenty members. Future developments for the Board included a healthy lifestyle course for obese children and a sexual relations day at Cannock Chase High School. The Local Youth Forum were being consulted on the Cannock Chase Delivery Plan and a "Big Bruvver" programme had been accepted by the Board and the first event would be held in Hednesford on 10 August, 2007. Further funding was also being sought for a similar event in Cannock and Rugeley. In addition a Common Assessment Framework (CAF) co-ordinator had been appointed for Cannock and Lichfield.

Following the presentation, Members noted that there was a need to ensure primary age children (under 11's) were involved in any programmes that were developed, particularly relating to bullying and alcohol/drug abuse. The Cannock North Ward, which had been rated as a deprived neighbourhood and comprised mainly of social housing, had benefited from the introduction of "Surestart". This had assisted in raising the profile of the area and it was noted that schools in this area were now improving.

Members considered that it was important to break the cycle of deprivation to ensure that poor parenting did not adversely impact upon their children. Ms. Bradford advised that specialist programmes had been established to provide advice on parenting skills to parents and their children.

A copy of the presentation was circulated to all Members.

## **7. 2007-08 Capital Schemes Update Report**

Consideration was given to the Report of the Head of Culture and Major Projects (Enclosure 5.1 – 5.8 of the Official Minutes of the Council).

Ms. Bradford advised that £500,000 of Sport England funding had been secured towards the cost of construction of the new Rugeley Swimming Pool.

With regards to the scheme relating to the provision of sports and leisure facilities, the Report outlined that Cabinet had recently approved £40,000 to be utilised to commission a feasibility study to provide a design to Royal Institute of British Architects (RIBA) Stage C detail for an athletics track and other sports facilities at Blake Valley Technology College (BVTC). However, Members were advised that the Report should have included a reference to the £40,000 being used to investigate other sites should the development at BVTC not materialise.

Members were advised that they would be provided with a copy of the plans relating to the Oxford Green Public Open Space Enhancement Scheme.

RESOLVED:

- (A) That the content of the capital scheme updates in respect of the Council's 2007-08 programmes as outlined in the Report be noted.
- (B) That a copy of the plans relating to the Oxford Green Public Open Space Enhancement Scheme be provided to all Members of the Select Committee.

## 8. A Cultural Strategy for Cannock Chase District

Consideration was given to the Report of the Head of Culture and Major Projects (Enclosure 6.1 – 6.4 of the Official Minutes of the Council).

Ms. Bradford reported that the draft Cultural Strategy was originally considered by the Culture and Sport Select Committee on 11 October 2006 when Members had recommended that Cabinet adopt the Strategy. However, senior management had requested that the Strategy be amended to include a reference to other strategies at a national, regional and local level that have influenced the direction of the Cultural Strategy. This was contained at Annex A in the Report. In addition, comments in relation to the Town Twinning links with Datteln had also been included within the Strategy.

Ms. Bradford further advised that the Cultural Strategy document which had been circulated to Members required the following minor amendments:-

- Page 1, 1.0 Executive Summary, (ii) Scope – inclusion of the word “sport” in the first paragraph.
- Page 4, 2.0 Local Context, (iii) Cultural Provision in the District – last line of the fourth paragraph referred to local “pole” and this should read “people”.

RESOLVED:

- (A) That the Cultural Strategy for Cannock Chase District be supported subject to the amendments outlined above.
- (B) That Cabinet be requested to recommend to Council that the Cultural Strategy be adopted.

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CHAIRMAN

