

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
ACCESS TO SKILLS, ECONOMIC DEVELOPMENT AND ENTERPRISE SELECT COMMITTEE
TUESDAY, 14 AUGUST, 2007 AT 4.00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 1

PRESENT: Councillors

Ansell, Mrs. P.A. (Chairman)
Bennett, K.L. (Vice-Chairman)

Ball, G.D.	Faulkner, B.J.
Davies, D.N.	Jones, R.
Dixon, D.I.	

Also present: Stanley, N.K. (Access to Skills, Economic Development and Enterprise Leader)
Butler, R.D. (Supporting Member for the Access to Skills, Economic Development and Enterprise Portfolio)

(Apologies for absence were received from Councillors I.R. Carr and M.J. Holder).

4. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

There were no interests declared.

5. Minutes

RESOLVED:

That the Minutes of the meeting held on 26 June, 2007 be approved as a correct record.

6. Local Jobs for Local People with Modern Facilities for a Modern Economy

Copies of the presentation on Local Jobs for Local People with Modern Facilities for a Modern Economy were circulated to Members (previously presented at Cabinet on 19 July 2007).

Mr. Bob Phillips, the Head of Planning and Regeneration reported that the former Chairman of the Select Committee Councillor R. Jones gave a presentation to Cabinet on 19 July, 2007 regarding Local Jobs for Local People.

The Head of Planning and Regeneration reported that the recommendations contained within the presentation reflected the work of the Access to Skills and Economic Development Select Committee last year. A number of the recommendations would impact on the LAA and relate to the draft Work Programme for 2007/08.

The draft Work Programme 2007/08 was circulated to Members and the Head of Planning and Regeneration commented that if the Select Committee wished to explore further areas or Members felt there was something missing from the Work Programme concerns should be raised with the Chairman, Councillor Mrs. P.A. Ansell or one of the Officers present at the meeting.

Members then considered the contents of the draft Work Programme for 2007/08.

RESOLVED:

That the following be included in the Access to Skills, Economic Development and Enterprise Select Committee 2007/08 Work Programme.

Meeting Date	Provisional Agenda Items (subject to availability of external invitees).
26 June, 2007	Presentation on the Role and Functions of Access to Skills, Economic Development and Enterprise Committee.
14 August, 2007	Local Jobs for Local People. The State Cannock Chase District. Implementing Block 4 of the LAA. The Regional Strategy Context.
8 October, 2007	<u>Modern Facilities for a Modern Economy.</u> College Update. Collegiate Update. Update on Training/teaching facilities.
12 November, 2007	<u>Local Jobs for Local People Update.</u> Green Travel and employment growth. Update on Kingswood Lakeside.
29 January, 2008	<u>Developing Town Centres for the Future.</u> Promoting investment into the District's Town Centres. District Centres Management Initiative Update.
9. April, 2008	<u>Developing the Local Visitor Economy.</u> Update on Destination Management Partnership. Tourism infrastructure and signage.

7. The State of Cannock Chase District Report

Ms. Lisa Coates, Research and Information Officer gave a presentation to Members regarding the State of Cannock Chase.

The Research and Information Officer reported that the aim was to provide an overview of the State of Cannock Chase District Reports, and to identify relevant statistics/data to help inform policies and decision making.

Members were then provided with details on the structure and introduction regarding the state of Cannock Chase Report.

Uses

- Corporate Plan.
- Sustainable Community Strategy.
- Local Development Framework.
- Policy Development.
- Bids for Funding.
- Business Case for investments.

Volume 1 – Deprivation

- Most deprived District in Staffordshire
- Cannock North Ward most deprived.
- 19% of population live in worst quartile.

Volume 1 – Overall Picture

- Population of 93,200 and growing – (+1.5% in 10 years and 2.7% in 25 years).
- Small BME population 1.4%.
- Youthful – 20% of population are under 16 years.
- 17% are of pensionable age.
- Pockets of acute deprivation.

Access to Skills, Economic Development and Enterprise / LAA Block 4

- Working age population 59,500.
- 33,700 jobs, number of jobs increased by 11% (2000-4) but recent data 2003-04 indicates a reduction of -3%
- Reliance upon manufacturing – represents 18% of total jobs (12% nationally).
- District unemployment rate 2005/06 is 2.2% (Staffordshire average 1.7%).
- Youth unemployment proportions at 37% (31% nationally).
- Gross (average) weekly earnings – 14% lower than national average.
- **Working age employment rate of 72.7% lowest in Staffordshire.**
- **22% of working population have no qualifications** (14% nationally, 16% Staffordshire).

Two slides were shown which referred to the index of multiple deprivation 2004 – Cannock Chase lower S.A's and a pie chart relating to percentages in relation to business types.

LAA Block 4

- It was reported that educational attainment was improving.
- 3,500 business units, 92% of businesses employed less than 25 people.
- VAT Registered Businesses +4% increase in VAT registered businesses in the District between 2004 and 2005.
- Other business concerns included that of road pricing, skills shortages and bureaucracy.
- It was reported that manufacturing GVA was lowest in Staffordshire £28,960 per employee.
- GVA for the whole economy performs significantly better £29,773 per employee.

It was reported that people's top 5 actions to strengthen the District's economy were:-

1. Attracting more businesses (60%).
2. Securing local jobs for local people (52%).
3. Tackling youth unemployment (37%).
4. Improving the town centres (37%).
5. Improving the skill levels of local people (31%).

The Research and Information Officer then provided a summary of the state of Cannock Chase Reports.

8. Implementing Block 4 (Economic Development and Enterprise) of the Local Area Agreement

Mr. Glenn Watson, the Economic Development Manager gave a presentation to Members on Implementing Block 4 of the Local Area Agreement.

He reported that the vision was to improve the quality of life for all Staffordshire's communities by making Staffordshire a safer, healthier, cleaner and more sustainable place for all to live, learn, work and invest in.

There were various characteristics of the LAA which included:-

- A new approach to service delivery.
- A three year agreement between partners in Staffordshire and Central Government; April 2007 – March 2010.
- The delivery of sustainable communities through better outcomes for local people.
- Statutory from April 2008.
- Changed responsibilities for Local Strategic Partnerships (LSPs).

The LAA was structured around five 'blocks' or themes which are:-

- Children and Young People (Block 1).
- Safer and Stronger Communities (Block 2).
- Healthier Communities and Older People (Block 3).
- Economic Development and Enterprise (Block 4).
- Sustainable Development (Block 5).

The Key Elements of Block 4

Vision

"Staffordshire will be known for being a high knowledge, high value added, high skilled economy with a high quality of life".

The High Level Outcomes are:-

- Increased levels of new business formation and survival.
- Increased proportion of High Value Added businesses.
- Improved skill levels to support business growth.
- Development of vibrant and sustainable town centres, market towns and villages.
- Ensuring that the most deprived communities can access the economic opportunities created through the County.

Flagship Project

- Business Engagement Pilot.

The Economic Development Manager provided Members with slides showing the 5 high level outcomes which included the indicator, baseline target and actions/milestones.

The Local Delivery was:-

- District Strategy and Delivery Board (LSP).
- Theme/Strategy Groups.
- Learning Education, Employment and Prosperity (LEEP) Strategy Group.
- Sub Groups.
- NEETS.
- LAA EDE 5.
- Countywide Thematic Partnerships.

The Delivery Issues were:-

- Need for reliable data/baselines.
- Balance between ambitious/achievable targets.
- Headline Indicators.
- Variable partner commitment.
- Conflicting agendas.
- Resource considerations.

He reported that the Next Steps next were:-

- Autumn refresh.
- Member involvement.
- Monitoring/data collection.
- Progress Report to November LSP.
- Continued delivery.

9. The Regional Strategy Context

The Economic Development Manager gave a presentation to Members on The Regional Strategy Context.

He explained that the Context included:-

- The West Midlands Economic Strategy (WMES) Review.
- The West Midlands Regional Spatial Strategy (RSS) Review.
- Sub - national review of economic development and regeneration.

WMES Review

Phase 1: Building the evidence base.

Phase 2: Developing policy choices.

Phase 3: Consultation on policy choices.

Phase 4: Consultation on draft strategy.

Phase 5: Publication.

The Economic Development Manager provided information on the WMES Policy Choices Consultation I and II

The WMES Draft Strategy Consultation I would be structured around three main components which are business, place and people.

Consultation II

Overarching component:-

A Powerful Voice.

- Improving the evidence base Policy.
- Engaging with UK, European and International decision makers.
- Improving our image and marketing the region.

WMES Draft Strategy Consultation I

Issue	Response
Business -	Stimulate employer investment in skills and training. Driving up entrepreneurship. Invest in sectors with the most wealth and employment potential. Provision of key facilities locally.
Place -	Need to regenerate the most deprived communities, improving infrastructure and the development of sustainable communities. Need for clarity on E ³ I belt. Role of strategic centres. Restructuring town's issue.

Consultation II

Issue	Response
People -	- Need to develop improvements to skill levels and aspirations. - Design initiatives in the context of LAA.
Powerful -	Clarity on how the indicative actions are Voice to work.

The Local Issues in respect of the WMES Review were:-

- Delivery arrangements unclear.
- Secondary Spatial Focus.
- Potential Conflict with RSS.
- Local Projects.

RSS Review

Phase I – Black Country Study.

Phase II – Region – wide spatial options.

- Employment Land.
- Logistics.
- Strategic centres/offices.

Phase III – Rural and Environmental issues.

Phase I of the Black Country Study included:-

- Based on 30 year time horizon.
- Strategy based on growth in centres and corridors.
- Confirmed status of Brierley Hill (including Merry Hill as a Town Centre).
- Capacity issues (especially employment land) may be resolved beyond boundaries of the Black Country.

Employment Land I

RSS Proposals for 2001 – 2006.

- Identification of a 5 year 'reservoir' of land based on 2.2% or 2.4 growth above past trends.
- Portfolio of readily available sites equivalent to 'reservoir' figure.
- Equivalent to 3.4 – 3.8ha pa across District (say, 18ha is 'reservoir').

Employment Land II

The implications for Cannock Chase District were:-

- Historic rates are too low and unrealistic.
- No acknowledgement of.
 - Regeneration needs of the District.
 - Local Jobs: Local worker ratio.
 - Workforce characteristics and trends.
 - Accelerated recent take up.
 - Future demand (M6 Toll, Rugeley By-Pass).
- 6-8ha per annum considered more realistic.
- 10 year 'reservoir' to reflect development timescale.

Employment Land III

The implications for Cannock Chase District (continued) were:-

Locations Options-

- A5 – M6 Toll corridor including Green Belt.
- Rugeley – By- Pass ERZ Corridor*.
- Town Centres.

*Most of the suitable land is in Lichfield District.

Regional Logistics

Regional Logistics Study (September 2005) identified the number, size and broad locations of additional logistics facilities, in particular RLS sites of 50ha. One of the broad locations included an area based upon the M6 Toll, M6 M54 and A5.

Strategic Centres I

RSS Proposals

- Focus investment in strategic centres.
 - Cannock *(strategic centre).
 - Rugeley (other centre).
 - Hednesford (other centre).
- Balanced network of strategic centres for investment but not at the expense of the smaller towns.
- Establishes floor space target for retail development 2005 – 2021.

Strategic Centres II

He explained that the implications for LDF were:-

- RSS proposes 20,000sq m floor space figure for Cannock as Strategic Centre.
- Possible constraint to future expansion.
- More appropriate figure is 30 - 40,000sq m.

Offices I

RSS Proposals.

- Suggest 40 – 60,000sq m for 2001 - 2021 across District with 10 – 20,000sq m in the Strategic Centre (Cannock), but pressure for more investment in town centres and less out of town.
- PPS6 – sequential approach maintained.

Offices II

The implications for Local Development Framework were:-

- Employment diversification.
- Growth within business and professional cluster.
- Distribution between in – town and business parks.
- Overall floor space target may be too low.
- Need for a flexible approach which encourages rather than constrains office growth.
- Should be locally determined?

Subnational Review of Economic Development and Regeneration I

Published on 17 July 2007.

- Creation of a statutory economic development duty for Councils – consultation Launched.
- Developments of Multi – Area Agreements (MAA's).
- Reform of Local Authority Business Growth Incentive (LABGI) scheme.
- Merger of Regional Strategies.
- Presumption that RDA funds will be delegated to Council's or sub regional partnerships.
- Creation of Local Employment and Skills Boards.

Subnational Review of Economic Development and Regeneration II

- Scrapping of Regional Assemblies.
- Supplementary business rate to provide funding for local services.
- Potential strengthening of Business Improvement District (BID) concept.

The Chairman thanked the Economic Development Manager for his presentation to Members.

CHAIRMAN