

<b>Report of:</b>	<b>Head of Governance</b>
<b>Contact Officer:</b>	<b>R Lamond</b>
<b>Telephone No:</b>	<b>X4598</b>
<b>Portfolio Leader:</b>	<b>Economic Development &amp; Planning and Town Centre Regeneration</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Better Jobs and Skills Scrutiny Committee 08/03/16</b>

**BETTER JOBS AND SKILLS SCRUTINY COMMITTEE****8<sup>th</sup> MARCH 2016****QUARTER 3 PERFORMANCE REPORT****1 Purpose of Report**

- 1.1 To provide Members with a progress report on the performance of the Council in relation to the actions and indicators set out in the "Better Jobs and Skills" Priority Delivery Plan for 2015/16.

**2 Recommendations**

- 2.1 That Better Jobs and Skills Scrutiny Committee note the performance information relating to Better Health Outcomes Priority Delivery Plan in Quarter 3 as detailed at Appendix 1.
- 2.2 That the Committee notes the actions and indicators which are rated Yellow, Orange or Red and the associated commentary/remedial action proposed by the Lead Officer, and determines whether any further information or explanation is required to assist Members in their Scrutiny function.

**3 Key Issues and Reasons for Recommendation**

- 3.1 Information for performance actions and indicators for Quarter 3 (October – December) is included in Appendix 1. The ratings provided for these items indicate that 76.4% of targets have been achieved or are on target for success. No rating was provided for 2 actions.

**4 Relationship to Corporate Priorities**

4.1 This report supports the Council's Corporate Priorities as follows:

- (i) The indicators and actions contribute individually to the Council's Strategic Objectives as set out in the Corporate Plan 2015-18.

**5 Report Detail**

- 5.1 The Council's Corporate Plan 2015-18 was approved by Cabinet on 23 June 2015, superseding the previous Corporate Plan for 2011-14 and setting out the revised mission, priorities and strategic objectives of Cannock Chase District Council for the next three years.
- 5.2 The supporting Priority Delivery Plans (PDPs) are the annual documents that set out how the Council will achieve progress against its strategic objectives; these plans establish the actions, performance measures and timetables for delivery that are the basis of the Council's quarterly and annual performance reporting framework.
- 5.3 The "Better Jobs and Skills" PDP includes "Direction of Travel" performance indicators (PIs) and actions outlining the significant projects and initiatives being undertaken by the Council in regard to the four strategic objectives: "Supporting a successful business economy", "Growing the number of successful businesses", "Supporting attractive and competitive town centres" and "Improving skills and accessibility to local employment opportunities".
- 5.4 These measures and the relevant ratings and commentary provided by Lead Officers are included in Appendix 1. The actions and PIs are rated according to the system illustrated below, and at the end of Quarter 3 76.4% of actions are rated as competed or on target. No rating was provided for 2 actions. All indicators in the PDP are annual targets and therefore not due for reporting.

5.5

						<b>No Rating</b>
	Project completed	Project on target	Project scope/target date requires attention. Alterations considered by Leadership Team.	Project requires amendment. Alterations considered by Cabinet.	Project aborted/ closed	
Performance Indicators	-	-	-	-	-	
Actions	4 23.5%	9 52.9%	2 11.8%	0 0%	0 0%	2 11.8%

**6 Implications**

**6.1 Financial**

There are no direct financial implications arising from the report.

The financial management of the PDPs is standard in accordance with Financial Regulations and any measure to address a performance shortfall as reflected in a PDP report will require compensatory savings to be identified in the current year and be referred to the Delivering Change Process for additional resources in future years.

**6.2 Legal**

None

**6.3 Human Resources**

None

**6.4 Section 17 (Crime Prevention)**

None

**6.5 Human Rights Act**

None

**6.6 Data Protection**

None

**6.7 Risk Management**

None

**6.8 Equality & Diversity**

None

**6.9 Best Value**

None

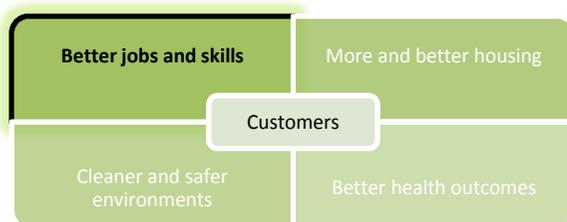
**7 Appendices to the Report**

Appendix 1

Better Jobs and Skills 2015/16 PDP Performance Report Quarter 3

**Previous Consideration**

**Background Papers**



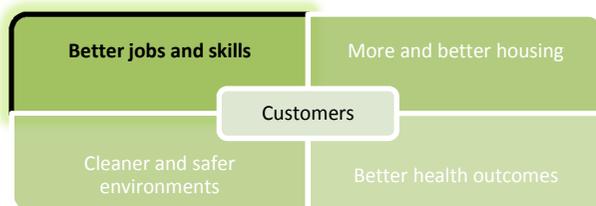
**Better jobs and skills - Supporting a successful business economy**

Direction of Travel PIs				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Job Numbers	<b>37,400 (2014 data)</b>	<b>Data not available.</b>	<b>Data not available.</b>	
Business start ups and growth	<b>Data not available.</b>	<b>Data not available.</b>	<b>Data not available.</b>	

Strategic Objective:					
Supporting a successful business economy					
Action + Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<b>Offer support to:</b> <ul style="list-style-type: none"> <li>new food businesses to achieve legal compliance and become successfully established; and</li> <li>poorly compliant businesses to help them improve.</li> </ul>	An increase in the number of new businesses that become successfully established, and the % of businesses broadly compliant with food safety requirements. <b>16 New Businesses</b> <b>Broadly Compliant: 99.1%</b>				
<b>Progress work in key areas to underpin production of the Local Plan Part 2 including:-</b> <ul style="list-style-type: none"> <li>Retail Study (also in town centre)</li> <li>Design Supplementary Planning Document.</li> <li>Green Belt assessment</li> </ul>	In terms of the SPD provision of detailed local guidance to add value to adopted policy resulted in high quality local development. In terms of the evidence base this is to ensure policies in the Local plan part 2 are formulated using sound, up to date and robust evidence so they stand up to scrutiny through independent examination.				
<b>Maintain an adequate supply of employment land in line with Local Plan policy CP8</b>	To deliver at least 88ha of new and redeveloped employment land over the plan period (2006-2028)				
<b>Support ongoing work to complete the electrification of the railway line from Walsall to Rugeley Trent Valley and examine the scope for further improvements to rail services.</b>	Increased frequency, improved journey times and reliability of train services. Reduced environmental impact of train services.				

Action + Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>Establish regular contact at senior level between the Council and key businesses in Cannock Chase to understand their business plans, what they need to develop, and provide support on behalf of the public sector agencies</b></p>	<p>Understanding of the needs of business to play into service delivery and plan development locally and regionally. Secure business support for the development of Cannock Chase</p>				

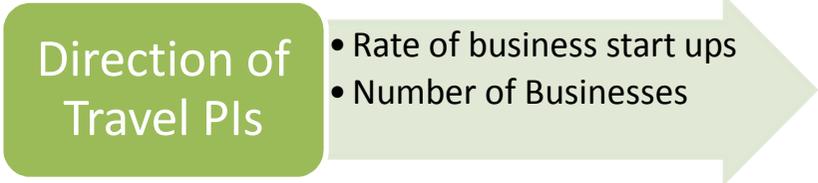
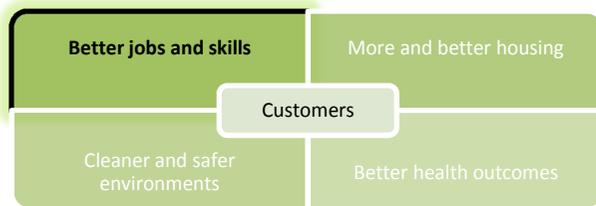




**Better jobs and skills - Improving skills and accessibility to local employment opportunities**

Direction of Travel PIs				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Employment/ unemployment rates	<b>Emp rate 76.2%</b> <b>1.2% claiming JSA</b> <b>(Staffs 0.9%)</b>	<b>Emp rate 76.2%</b> <b>1.2% claiming JSA</b> <b>(Staffs 0.8%)</b>	<b>Emp rate 77.6%</b> <b>1.1% claiming JSA</b> <b>(Staffs 0.7%)</b>	
NEETS	<b>203 (16 – 18 years)</b>	<b>122 (16 – 18 years)</b>	<b>140 (16 – 18 years)</b> <b>Nov 2015 data</b>	

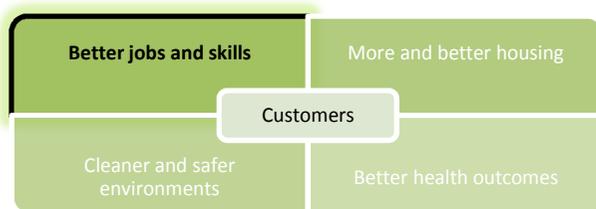
<b>Strategic Objective</b>					
<b>Improving skills and accessibility to local employment opportunities</b>					
<b>Action + Progress Update</b>	<b>Outcomes</b>	<b>Q1 Rating</b>	<b>Q2 Rating</b>	<b>Q3 Rating</b>	<b>Q4 Rating</b>
<b>Seek to maximise local employment within those businesses creating 50+ jobs with the aim that 50% of new employees will be residents of the district</b>	More local people employed in local jobs				
<b>Investigate the opportunity for Cannock Chase Council to employ more apprentices and provide more work experience opportunities</b>	More training for young people and improved access to further work opportunities				



**Better jobs and skills - Growing the number of successful businesses**

Direction of Travel PIs				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Rate of business start ups	<b>Data not available.</b>	<b>Data not available.</b>	<b>Data not available.</b>	
Number of businesses	<b>3,220 (March 2015)</b>	<b>3,220 (March 2015)</b>		

<b>Strategic Objective</b>					
<b>Growing the number of successful businesses</b>					
<b>Action + Progress Update</b>	<b>Outcomes</b>	<b>Q1 Rating</b>	<b>Q2 Rating</b>	<b>Q3 Rating</b>	<b>Q4 Rating</b>
<b>Support the growth and expansion of local companies through the LSP 'Lets Grow Programme'.</b>	Business with growth potential supported to expand. More jobs.				
<b>Work with partners to facilitate the development of EU funded (ERDF) programmes and interventions to support SME competitiveness and Start Up provision available locally.</b>	Business growth. More jobs.				
<b>Support the development of the Railhead at the Pentalver depot in Cannock to transfer freight movements from the road network onto rail.</b>	Business growth More jobs Reduction in road freight and consequent environmental damage				



**Better jobs and skills - Supporting attractive and competitive town centres**

Direction of Travel PIs				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Town vacancy rates	<b>8.12% average across three towns.</b>	<b>5.22% average across three towns.</b>	<b>5.51% average across three towns.</b>	
Visitor numbers – footfall	<b>Data not available.</b>	<b>Data not available.</b>	<b>Data not available.</b>	
Ranking against similar towns	<b>Data not available.</b>	<b>Data not available.</b>	<b>Data not available.</b>	

Strategic Objective					
Supporting attractive and competitive town centres					
Action + Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<b>Review of the Street Trading Policy to improve the Consenting of Street Trading Activities that are appropriate for each town centre.</b>	Enhanced appeal of the retail offer in each of our town centres.				
<b>Redevelopment of the former Aelfgar School site as part of the delivery of the approved Area Action Plan for Rugeley.</b>	Meeting housing needs in Rugeley through provision of extra care scheme and open market/affordable housing scheme.				
<p><b>Finalise the baseline assessment for Cannock Town Centre and assess its implications for Part 2 of the Local Plan.</b></p> <p>This work by GVA has now been completed. Cabinet considered a series of recommendations arising from this work on 24<sup>th</sup> September 2015. Discussions with potential partner organisations are underway which will form the basis of new actions to be included in the next PDP.</p>	Creation of a more successful and competitive town centre.				
<b>Secure the development of the Mill Green Designer Outlet Village (subject to planning consent) and examine the opportunity to improve connectivity with Cannock Town Centre, and the train station, as a means of building its attractiveness to visitors.</b>	<p>Enhancement of Cannock Chase as a visitor destination.</p> <p>Improved retail and leisure offer.</p> <p>Improved image and perception of Cannock Chase.</p> <p>Greater contribution to the local economy - more jobs and income generation.</p>				

Action + Progress Update	Outcomes	Rating			
<p><b>Cannock Street Market</b></p> <p>New market contract commenced 19 November 2016 with a new operator, Sketts.</p>	<p>Enhancement of Cannock Chase as a visitor destination.</p> <p>Improved retail and leisure offer.</p> <p>More jobs and income generation.</p>				
<p><b>Completion and reporting of White Young and Green Retail Study for Cannock Chase and assess implications for future planning of the town centres</b></p> <p>The draft final report has been discussed with WYG. The final version is to be concluded by the end of 2015. This report, and the work undertaken by GVA (reported above) both support the need for an Area Action Plan for Cannock Town Centre. This will be included in the next PDP.</p>	<p>Enhancement of Cannock, Hednesford and Rugeley town centres.</p> <p>Improved retail and leisure offer.</p> <p>Improved image and perception of Cannock Chase.</p> <p>Greater contribution to the local economy - more jobs and income generation.</p>				
<p><b>Business Rates Town Centre Discount Scheme</b></p>	<p>Businesses safeguarded / start ups</p>				