
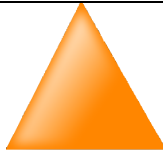





Access to Education, Skills and Employment Priority Delivery Plan		
RATING OF ACTIONS AND PERFORMANCE INDICATORS	DESCRIPTION	TREND FROM QUARTER 2
	RED = 0 There are no actions rated as red. Co-ordinate additional research work through the LSP to secure a greater understanding of benefit dependency by evaluating local initiatives within the 2003-07 period. Insufficient data and information data and information exist for meaningful conclusions to be established. Action deleted by Scrutiny Committee 7 th December 2009.	Reduction of 1
	AMBER = 6 Two performance indicators and four actions are rated as AMBER. Of the 2 performance indicators that are AMBER, both relate to unemployment. Cannock Chase is one of the worst affected areas hit nationally by the recession. It is therefore not surprising that these indicators are rated as Amber. The four AMBER Actions relates to progress in relation to the provision of effective business support pages on the Council's website to local businesses, the staging of an event on worklessness and two linked to the Hednesford Town Centre Regeneration proposals. For further details please see Annex 4a and 4b.	Commencement of Hednesford Gateway (Rugeley Road) Scheme. Amber in Q2. Securing planning consent for the Hednesford Victoria Street Scheme. Amber in Q2.
	GREEN = 25	Net reduction of 4
NO RATING	10 indicators (awaiting external data) and 2 actions.(one awaiting external data and one not yet due to commence)	
TOTAL	43	
SUMMARY In quarter three there are two indicators and four actions rated as AMBER. The one action rated as red in quarter two has now been deleted.		


Access to Education, Skills and Employment

Indicator Progress Report

Ref code	Polarity	Measurement	Definition	Baseline 2008/9	Previous Outturn	2009/10 Target	Oct	Nov	Dec	Est. Outturn	Red/Amber/Green	Comments
Reported Monthly												
AESE2 NI 117	Low	%	16 to 18 year olds who are not in employment education of training (NEETs).	County Level Baseline: 10.9%	Cannock S: 13.7% Cannock E: 11.0% Cannock N: 13.7% Brereton & R: 6.4%	Keep figure below County 2008/09 outturn 9.6%	N/A	N/A	N/A			Latest data not available.
AESE15 Local	Low	%	Reduce youth unemployment to County average by 2010 (to be reviewed)	33.5% (Jan 2009)	N/A	TBA By end of Q4 (as considered by Scrutiny on 7/12/09)	CCDC 32.7% Staffs 31.4%	CCDC 33.2% Staffs 31.2%	CCDC 34.4% Staffs 31.6%		 AMBER	Indicator being reviewed. Current initiatives will take time to impact on data.
AESE11 Local	Low	%	Reduce unemployment to County average by 2010 (to be reviewed)	TBA by Lead Officer: SCC	N/A	TBA By end of Q4 (as considered by Scrutiny on 7/12/09)	CCDC 5.0% Staffs 3.6%	CCDC 4.9% Staffs 3.6%	CCDC 5.0% Staffs 3.6%		 AMBER	Indicator being reviewed. Recession has had a major impact on local unemployment.

Access to Education, Skills and Employment

Indicator Progress Report

Ref code	Polarity	Measurement	Definition	Baseline 2008/9	Previous Outturn	2009/10 Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Est Outturn	Red/Amber/Green	Comments
Reported Quarterly													
AESE3 NI 152	Low	%	Working age people claiming out of work benefits in the worst performing neighbourhoods. (Seven LSOAs)	<ul style="list-style-type: none"> • Brereton and Ravenhill 20.9% • Cannock E 20.7% • Cannock E 20.7% • Cannock N 28.3% • Cannock S 22.1% • Etching Hill 22.6% • Hednesford N 21.3% 	23.19%	25.9%	20.88	23.09	N/A				Targets are subject to revision pending the outcome of ongoing discussions concerning the LAA with GOWM.
AESE10 Local	High	%	Percentage employed in targeted clusters.	48%	46.4%	43%	55%	55%	73%			 GREEN	Latest data as supplied by InStaffs. Data based on limited activity.
AESE12 Local	High	%	Secure creation of 750 new jobs within the District over a 2 year period.	242 (Qtrs 1-3 2008/09)	N/A	375	100	N/A	N/A				Latest data not available.


Access to Education, Skills and Employment

Indicator Progress Report

Ref code	Polarity	Measurement	Definition	Baseline 2008/9	Previous Outturn	2009/10 Target	Est Outturn	Annual Outturn	Red/Amber/Green	Comments
Reported Annually										
AESE1 NI 80	High	%	Achievement of a level 3 qualification by the age of 19.	45.2% (2007- 08)		50 % (county level target)	N/A			Data not available until the new year.
AESE4 NI163	High	%	Proportion of population aged 19-64 males and 19-59 females qualified to at least Level 2 or higher	65.7% (Annual Population Survey 2006)		5.0% improvement on baseline	N/A			Data not available until the new year.
AESE5 NI 165	High	%	Proportion of population aged 19-64 males and 19-59 females qualified to at least Level 4 or higher	26.5% (Annual Population Survey 2006)		3.0% improvement on baseline	N/A			Data not available until the new year.
AESE6 NI171	High	%	Vat Registration rate per 10,000 population	38		40	Reported Annually			Latest data shown. Update expected from DfBERR in early 2010.


Access to Education, Skills and Employment

Indicator Progress Report

Ref code	Polarity	Measurement	Definition	Baseline 2008/9	Previous Outturn	2009/10 Target	Est Outturn	Annual Outturn	Red/Amber/Green	Comments
Reported Annually										
AESE7 NI172	High	%	VAT registered businesses in the area showing growth	14.74% (2006-07)		10%	N/A			Data available at end of financial year.
AESE8 NI 75	High	%	Increase the percentage of pupils achieving 5 or more GCSEs at grades A* - C including English and Maths.	CCDC 37.2% (2007) Staffs 45.7 % (2007)	49.7% (County)	County wide target 52%	Reported Annually			Publication of 2008 data delayed.
AESE9 Local			Percentage of new retail floorspace granted planning permission in centres and edge of centres.	95% est. 4.4% (Jan 2009)	95%	90% est	Reported Annually			Data available end of financial year.
AESE13 Local	High	%	Secure at least £10.02m of tourist expenditure within the local economy.	£10.1m	£10.1m	Lead Officer: Glenn Watson	Reported Annually	£11.1m (2008 data)	 GREEN	2008 data based upon benchmarking club of 8 establishments. New indicator to be introduced for 2009.

Access to Education, Skills and Employment




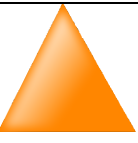
Indicator Progress Report

Ref code	Polarity	Measurement	Definition	Baseline 2008/9	Previous Outturn	2009/10 Target	Est Outturn	Annual Outturn	Red/Amber/Green	Comments
Reported Annually										
AESE14 Local	High	%	Achieve a level of customer satisfaction with services that exceeds 75%.	98.9%		To exceed at least 75%.	Reported Annually	Customer Satisfaction exceeded 75% (2008 data)	 GREEN	Figure relates solely to provision of tourism services based upon completed and returned visitor survey forms.

Access to Education, Skills and Employment

Action Progress Report




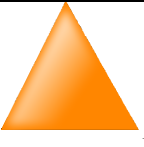
Challenge 1: To Strengthen the Employment Base of the District.

How	When	Who	Red/Amber/ Green	Progress
The staging of a self-employment event in partnership with Business Enterprise Support to promote the virtues of self-employment.	Scheduled for Autumn 2009	Economic Development Manager and Principal Economic Development Officer	 GREEN	Achieved. Self-employment opportunities were included within the Recovery and Beyond event at Penkridge 17 th November 2009.
Increase South Staffordshire College enrolments through a joint project to develop a more flexible curriculum.	No update currently available at this time	Economic Development Manager and Principal Economic Development Officer	No Rating applied at this time	To be considered when enrolments data is available.
Consolidate the Chase Business Leaders and Chase 3 Business Leadership Group to improve business engagement with local employers.	Ongoing	Economic Development Manager	 GREEN	Commenced in April 09, with regular meetings scheduled through 2009. Most recent meeting was on 11 th December 2009 hosted by South Staffordshire College.
Convene and lead meetings with public and private sector partners with the aim of securing development of an Enterprise Centre within the District Timetable and work programme in place to measure progress	TBA	Head of Planning and Regeneration and Principal Economic Development Officer	 GREEN	Meetings held with private sector developers, college, University, SCC and AWM.
Ensure that local businesses have access to effective advice through the business support pages on CCDC's website and inclusion of links to partners.	Ongoing	Economic Development Manager and Principal Economic Development Officer with Business Link and Chamber of Commerce	 AMBER	Launch of Destination Cannock Chase web pages complete. Info added re: recession. Other pages are currently being reviewed.

Access to Education, Skills and Employment

Action Progress Report

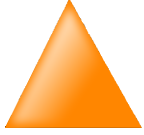




Challenge 2: To Continue Attracting Investment into the District






How	When	Who	Red/Amber/Green	Progress
Quarterly performance monitoring of InStaffs Service Level Agreement against agreed targets.	Ongoing	Economic Development Manager and Principal Economic Development Officer	 GREEN	Latest monitoring data provided on 17th November 2009.
Co-ordination of inward investment activity : contact and advise all inward investors creating 50+ jobs within the District	Ongoing	Economic Development Manager and Principal Economic Development Officer	 GREEN	Latest monitoring data provided on 17th November 2009.
Ensure sufficient employment land is identified within the Local Development Framework through the inclusion of new employment sites in LDF proposals.	Ongoing	Economic Development Manager and Principal Economic Development Officer	 GREEN	Technical work commissioned and reports produced through November/December 2009.
To continue delivery of projects to secure regeneration/investment in Cannock, Hednesford and Rugeley town centres via production and regular monitoring of an Action Plan for Town Centre Regeneration. In particular:- <ul style="list-style-type: none"> ▪ Commencement of the Hednesford Gateway (Rugeley Road) Scheme. 	By October 2009	Head of Planning and Regeneration, Economic Development Manager, Principal Economic Development Officer, Planning Services Manager, and Planning Policy Manager	 AMBER	<p>Start dependant on site assembly planning consent and phase 2 Legal Agreements. Revised programme for implementation being established.</p> <p>Commencement delayed by revisions to the scheme as a result of the recession and further contract negotiations.</p>

Access to Education, Skills and Employment

Action Progress Report

Challenge 2: To Continue Attracting Investment into the District





How	When	Who	Red/Amber/ Green	Progress
<ul style="list-style-type: none"> ▪ Securing planning consent for the Hednesford Victoria Street scheme ▪ Progression of the CPO to support Avon Plaza (if required) ▪ Securing a Council decision on EU Procurement matters affecting Cannock Town Centre ▪ Progressing the Area Action Plan for Rugeley Town Centre to Preferred Options stage to build planning policy support for new investment ▪ Completion of Lightworks scheme in Hednesford. 	By September 2009	Head of Planning and Regeneration, Economic Development Manager, Principal Economic Development Officer, Planning Services Manager, and Planning Policy Manager	 AMBER	Commencements delayed by ongoing contract negotiations.
	No update currently available at this time		Action not yet due to commence	Use of CPO not requested.
	By July 2009		 GREEN	Achieved. Cabinet considered report in June 2009.
	By December 2009		 GREEN	Achieved. Preferred options consultation stage completed.
	Works completed		 GREEN	Achieved. Official opening held on 23rd April 2009. A number of businesses have now moved in.
To provide support for the Chase 3 Programme pilot project	Ongoing	Economic Development Manager	 GREEN	Achieved. Review of Chase 3 performance underway. Information received demonstrates activity across all of the Chase 3 theme areas.

To launch the 'Visit Cannock Chase' website to promote and complement the work of the Staffordshire Destination Management Partnership.	Visit Cannock Chase launched on 27 April 2009	Economic Development Officer (and Economic Regeneration Officer –Visitor Economy & Partnership	 GREEN	Achieved. Consultation with Public/ Private Sector Partners during March/ April 09 led to official launch on 27 th April 2009 at Silver Trees Holiday Park with press coverage from the Chronicle.
Engage with Tourism Providers through facilitating bi-annual Tourism Network Forums, and the production of quarterly "Talking Tourism" newsletters.	Achieved delivery of 1 st meeting and newsletter by 2 April 2009	Economic Development Officer and Economic Regeneration Support Officer – Visitor Economy & Partnership	 GREEN	Tourism Network Forum held in April and October 2009. Next scheduled for 1 st February 2010. Talking Tourism newsletter Issue 8 was distributed in December 2009.
Revise and update the Cannock Chase Tourism Strategy and Action Plan to deliver priorities enabling Cannock Chase to continue as a key brand within Staffordshire.	Priorities for Action for 2009/10 set in April 2009	Economic Development Officer and Economic Regeneration Support Officer Visitor Economy & Partnership	 GREEN	Achieved. Priorities for Action agreed after consultation with Public/ Private Sector Partners during March/ April 2009 and fed into Destination Staffordshire Delivery Plan.
Maintain national upper quartile satisfaction levels for the Visitor Satisfaction survey to enable service provision to be monitored and improved. (Current 3yearly survey to become annual)	By July 2009	Economic Development Officer and Economic Regeneration Support Officer	 GREEN	Achieved. Visitor Satisfaction Survey Report 2008 received in June 09- confirmation that satisfaction levels are still within the upper quartile.
To secure a development partner for the Mill Green Business Park.	By December 2009	Head of Planning and Regeneration and Principal Economic Development Officer	 GREEN	Negotiations with interested party underway. Report to Cabinet July 2009. Draft Heads of Terms being considered.

Access to Education, Skills and Employment

Action Progress Report

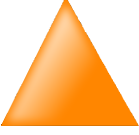


Challenge 3: To Improve Education and Skills across the District.

How	When	Who	Red/Amber/Green Progress	
To agree a set of actions with the Education Authority to aid the improvement of educational attainment across the District in particular those pupils obtaining 5 or more GCSEs including Maths and English.	Ongoing	Economic Development Manager and Council's Scrutiny and Policy Development Committees	 GREEN	Three worst performing schools in ongoing dialogue to agree specific actions for each.
To finalise plans in conjunction with the College for the development of a capital investment strategy to secure modern Further Education (and routes to Higher Education) teaching facilities in Cannock and Rugeley.	No update currently available at this time	Head of Planning and Regeneration and Principal Economic Development Officer	No rating applied at this time as action is not yet due to commence	
To promote and market the use of Train to Gain resources to secure more Level 2 Qualifications. Increased take up of Train to Gain locally.	Ongoing	Economic Development Manager	 GREEN	Achieved. Take up of Train to Gain locally has increased.
Secure CCDC commitment to deliver aims of Public Sector Skills Challenge locally and become exemplar to others.	Ongoing	Economic Development Manager	 GREEN	Achieved. CCDC signed Public Sector Skills Challenge on 14th May 2009 and training programme is up and running.
To work with stakeholders to stage Choices 2010 event to promote employment, training and education opportunities to local year 9/10 students.	Ongoing	Principal Economic Development Officer and Economic Regeneration Support Officer	 GREEN	Achieved. 2010 date set for 21st January.
To work with the 14-19 Initiative to ensure increased vocational opportunities are available via the accreditation of at least 9 Diploma Lines by September 2009.	Ongoing	Economic Development Manager	 GREEN	Achieved. Programme of Action being progressed by the 14-19 Implementation Plan.

Access to Education, Skills and Employment

Action Progress Report

Challenge 4: Tackling Deprivation in the District's most Deprived Communities

How	When	Who	Red/Amber/Green Progress	
Co-ordinate additional research work through the LSP to secure a greater understanding of benefit dependency by evaluating local initiatives within 2003-07 period	Action removed as considered by Scrutiny on 7/12/09	Economic Development Manager		Insufficient information / data available to establish any firm conclusions. Work stopped due to resource difficulties.
To co-ordinate the Cannock Chase Worklessness Action Group to stage an event to identify best practice in tackling benefit dependency.	Event Scheduled for Autumn 2009	Economic Development Manager	 AMBER	Event delayed due to conflicting work priorities. WAG hoping to set a date to provide added value to an event at Yarnfield on 1 st March 2010.
Continue delivery of Taste Your Future and Change It (part of Active 8) initiatives intended to prevent and reduce NEETs	Between October 2009 and March 2010	Principal Economic Development Officer and Economic Regeneration Support Officer	 GREEN	TYF to be delivered by two sessions during current academic year 25 th November and 17 th March. Change It now being delivered by South Staffordshire College through Active 8 programme.
Support Young Enterprise in schools by supporting delivery of the Primary Programme for 500 Primary School students	1 st programme to be delivered by 6 July 2009	Economic Development Officer and Economic Regeneration Support Officer Visitor Economy & Partnership	 GREEN	Delivery of 'Our City' to Year 4 Redbrook Hayes Primary completed on 13 th July 2009. Other sessions currently being planned.