

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**CULTURE AND SPORT POLICY DEVELOPMENT COMMITTEE**

**WEDNESDAY, 21 JANUARY, 2015 AT 4.00 P.M.**

**HELD AT THE CHASE LEISURE CENTRE, STAFFORD ROAD, CANNOCK**

**PART 1**

PRESENT: Councillors

Dudson, A. (Chairman)  
Stretton, Mrs. P.Z. (Vice-Chairman)

Mitchell, Mrs. C.  
Preece, J.

Spicer, Mrs. A.  
Whitehouse, Miss S.

Also in attendance: Councillor J. Johnson (observing)

**28. Apologies**

Apologies for absence were received from Councillors Miss M. Freeman and M.R. Grocott.

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

No further Declarations of Interests were made in addition to those already confirmed by Members in the Register of Members Interests.

**30. Minutes**

Councillor Preece advised that he had not been successful in making contact with Chasewater Liaison Working Group. Councillor Preece was interested in being a Member on the Group and it was suggested that Officers could attempt to make contact with a representative from this Group. The Head of Commissioning agreed that he would make some enquiries.

RESOLVED:

(A) That the Minutes of the meeting held on 16 October, 2014 be approved as a correct record.

(B) That the Head of Commissioning make some enquiries regarding the Chasewater Liaison Working Group.

**31. Update from Wigan Leisure and Culture Trust (WLCT) on the Cannock Health Referral Scheme**

The Chairman welcomed George Gaye, Wellbeing Officer for Wigan Leisure and Culture Trust (WLCT) to the meeting. He provided the Committee with a presentation

on the Cannock Health Referral Scheme outlining the background to the establishment of the Scheme.

He made reference to the Active Living Referral Scheme ran by WLCT at Wigan which was a programme of physical activity designed to help improve health. Local health professionals such as GP's, Practice Nurses or Physiotherapists could refer patients to the programme who would then receive help and support to become more physically active. The scheme started in 1997 with a team of 5; however, there were now 65 involved in the scheme. It had a £3m budget to see 4,000 clients annually.

George Gaye was the Wellbeing Officer appointed in September 2014 to oversee the introduction of the Cannock Health Referral Scheme. There were also two additional posts - Macmillan Specialist Activity Instructor and Specialist Activity Instructor who were appointed on 1 January, 2015 (one based at Rugeley Leisure Centre, the other at Chase Leisure Centre). These employees would be working with referrals from GP's, hospitals, physiotherapists and other health professionals in addition to undertaking outreach work in the community with health promotion, talks, schools, walks and community engagement. The aim was to raise awareness of the scheme and promote the benefits.

He explained that there was a need for the scheme in the area as there were high rates of cancer, obesity, diabetes and cardiovascular disease in the Cannock Chase District. The Committee noted the work undertaken with Macmillan cancer support to fund the new Specialist Activity Instructor post. Research studies and evidence showing the benefits of exercise for cancer patients was also outlined, including information on the Active After Cancer Programme.

To raise awareness of the Cannock Health Referral scheme meetings had been arranged with local health providers and a local network of potential referrers were being contacted. Work was ongoing to build up a relationship with Macmillan Partners, Stafford (County) hospital, Cannock hospital, Cancer care and self help groups to help promote the scheme. It was noted that should any patients who were referred be reluctant to participate in activities at the Leisure Centres it was possible to meet them in their homes, give advice on the importance of exercise and leave them with a home exercise pack.

Reference was made to another initiative "Walking together for a healthier you". It was explained that walking was a low risk, easily accessible activity that benefitted health. A leaflet was circulated to the Committee and it was explained that other groups, such as Age UK and the Friends of Hednesford Park (who also organised walks) had joined forces with WLCT. The leaflet included all the information about walks being provided in the District by the various organisations. Members of the Committee talked about how the leaflet was being advertised and suggested various places that it could be distributed. It was noted that the number of people attending each walk would be recorded.

With regard to promoting the Cannock Health Referral Scheme the Wellbeing Officer commented that he was hoping to get all GP's in the District on board with the scheme (at no cost to them). He advised that work was underway to invest in a new referrals system which was compatible with the GP's software. This would generate a form with the patients details included so that the GP only had to sign it. However, the forms that were currently being used by GP's to refer patients were fairly straightforward. He

further advised that he was planning to promote the Scheme through the Clinical Commissioning Group (CCG) management team. Talks had commenced to organise his attendance at a particular meeting, which all GP's were obliged to attend, so that he could promote the Scheme. He commented that GP's may not see the benefits of regular exercise and, as their background was in medication, they usually prescribed drugs as opposed to exercise. It was important to ensure GP's were aware of the Scheme and the benefits it offered to patients. The need to get GP's involved and supportive of the scheme was essential to ensure its success.

In response to a comment made by the Chairman, he advised that everyone who was referred (no matter what their age) would get an incentive of half price (£15) membership to the Leisure Centres for the first 3 months. If they showed their consistency in attendance they would receive another 9 months at the reduced rate.

He further advised that anyone of pensionable age who lived in the District could apply for the Chase Lifestyle Concession pass which entitled them to a 50% discount off leisure activities.

He commented that the most common reasons for people being against participating in exercise were the cost, time, fear and motivation. However, patients who were referred were usually impressed with the facilities on offer at the Leisure centres. He advised that the scheme was not a huge money spinner for WLCT; they were willing to invest in the Scheme as they were passionate about the health of the community.

The Head of Commissioning suggested that a letter could be forwarded to the CCG and local GP surgeries to assist in promoting the Cannock Health Referral Scheme. He could liaise with WLCT at the next contract meeting and see if a joint letter outlining the scheme could be produced. The Committee agreed with this suggestion.

The Chairman thanked George Gaye for his presentation.

**AGREED:**

That the presentation be noted and the Head of Commissioning liaise with WLCT and a letter be forwarded to the CCG and local GP surgeries promoting the Cannock Health Referral Scheme.

### **32. Quarter 2 Performance Report**

The Head of Commissioning explained that the Scrutiny Report from the meeting on 27 November, 2014 had been attached to the agenda for Members' consideration (Enclosure 5.1 – 5.4). This outlined the performance with regard to the actions of this Committee for the second quarter. It was noted that all of the actions had been achieved.

**AGREED:**

That the Quarter 2 performance information be noted.

### **33. Projects Update – Quarter 3 - presentation**

The Head of Commissioning provided Members with a presentation which gave an

update on projects for Quarter 3. Members noted that the five services aims were:

- To maximise opportunities for participation in culture and leisure
- To provide accessible culture and leisure services and facilities
- To encourage investment in our sporting and cultural facilities
- To develop provision of burial space within the district
- To maintain quality of managed parks provision

The performance with regard to these service aims was then outlined:-

### **To maximise opportunities for participation in culture and leisure**

With regard to managing and monitoring the delivery of the culture and leisure services contract it was noted that three monthly contract meetings had been held this quarter as scheduled. The monthly performance updates have been provided at contract meetings and Q2 would be reported to Cabinet on 29 January, 2015. Additionally, it was noted that activities targeted at (i) those with health needs, (ii) older people and (iii) young people should be provided.

With regard to measuring performance the Officer confirmed that no Default Notices had been issued. In relation to the level of investment in facilities and services, although WLCT were not required to invest any money this year, they had invested £60k in new equipment at Chase Leisure Centre.

The number of attendances to activities during Quarter 3 were as follows:-

- (i) Those with health needs – 2,705 against a target of 2,000
- (ii) Older people – 885 against a target of 175
- (iii) Young people – 9,823 against a target of 3,704

With regard to achieving a 1% increase in annual attendances at all culture and leisure facilities and services it was confirmed that this was currently at 9.8% (1% = 8,397 attendances).

Members noted that it was inevitable that this figure would level out at some stage. It would be important for WLCT to concentrate on trying to reach the inactive groups in order to encourage attendance.

### **To provide accessible culture and leisure services and facilities**

- 1% increase in concessionary card members ( 1% = 60 members) (currently 3% down)

### **To encourage investment in our sporting and cultural facilities**

- To explore and establish funding resource to support capital development of a community sport and recreation hub at the former stadium site
- Cabinet have received and approved a report on 18 September setting out the capital and revenue funding for Phase 1 of the Master Plan
- Planning application has been approved
- Tender for Play Areas evaluated and Wicksteed had been appointed
- Consultation in local schools to be carried out this week

- Discharge planning conditions February 2015
- Start on site early March

Members were shown a number of slides outlining the proposals for the community sport and recreation hub. These slides showed the exciting playground design proposal which has been designed to regenerate the area and celebrate the rich history of the location. The long history of coal mining in the Cannock area and the Cannock Sports Stadium were both represented within the design proposal. The 0-5 years play area had a mining focus whilst the 5-11 years play area focused on the history of the stadium site and featured a mini race track around the play equipment.

A Councillor considered that there should be a focus on facilities for older people and asked whether equipment for older people was included in the scheme. The Head of Commissioning confirmed that agility equipment aimed at older persons would be included in Phase 2 of the scheme. In addition, exercise equipment was located all around the site and this could be used by older people. Furthermore, equipment suitable for use by older people would be provided at both Hednesford park and at the sport and community hub on the former stadium site.

#### **To develop proposals for 2<sup>nd</sup> full size Artificial Grass Pitch (AGP) in the district (Hednesford)**

- To explore and establish funding resource to support capital development
- An initial enquiry to Sport England Improvement Fund has been submitted in Quarter 2 and the Council have been invited to submit an Expression of Interest in Quarter 3
- Council invited to apply for next stage – only 27 projects for 187 applications invited to apply
- Planning application has been approved

#### **To continue to develop Hednesford Park – Heritage Lottery Fund (HLF) Project**

- Pavilion – Pre-Qualification Questionnaire (PQQ) received and currently being evaluated
- Hard surface works – ongoing (Car park to be open next 2-4 weeks)
- Play areas – tenders received – Proludic have been appointed
- Skate park – specification finalised, next stage - tender

#### **To develop and open new mining gallery – complete**

#### **To develop provision of burial space within the district**

- Tender, evaluation and appointment of contractor completed in Quarter 3 and start on site in Quarter 4 (Stile Cop)
- Burial site south of AONB – Planning application submitted during Quarter 3 and ongoing discussion to purchase the site subject to planning approval

#### **To maintain quality of managed park provision**

- Implement Parks Management Plans  
Management Plans continue to be developed and implemented throughout 2014-15 (taking into account any feedback and findings resulting from Green Flag

inspections). Currently feedback has only been received in respect of Ravenhill park.

The Chairman asked whether any new employment would be created at the parks. The Head of Commissioning confirmed a new post of Community Gardener had been created (via the HLF funding) at Hednesford park and there may be volunteering opportunities. Additionally, there was potential to open a café once work on the pavilion had been completed and this may result in some employment opportunities, albeit very limited.

Concern was raised regarding graffiti in the District. The Head of Commissioning acknowledged this was a difficult issue to address. However, the involvement of young people in consultation events regarding facilities (as with Hednesford Park and the former Stadium site) may help. Additionally, work would continue with the Police to address any anti social behaviour (ASB) when it occurred.

The Culture and Sport Portfolio Leader commented that additional lighting was being provided at both Hednesford park and the former stadium site and this would assist in discouraging ASB and graffiti. Members noted that encouraging usage by the community at these sites for longer hours throughout the day also assisted in tackling ASB.

AGREED:

That the Quarter 3 performance be noted.

The meeting finished at 5.10pm.

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CHAIRMAN

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**ECONOMIC DEVELOPMENT AND PLANNING POLICY DEVELOPMENT COMMITTEE**  
**WEDNESDAY 19 NOVEMBER 2014 AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT: Councillors

Todd, R. (Chairman)  
Kraujalis, J.T. (Vice-Chairman)

Alcott, G.     Gamble, B.  
Buttery, M.    Holder, M.J.  
Dean, A.        Johnson, J.P.

**15. Apologies**

No apologies for absence were received.

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

No declarations of interests were made in addition to those already confirmed by Members in the Register of Members' Interests.

**17. Minutes**

RESOLVED:

That the Minutes of the meeting held on 02 October 2014 be approved as a correct record.

**18. 18-24 Youth Unemployment Update**

Consideration was given to the latest unemployment and youth unemployment data for the District (Item 4.1 – 4.2 of the Official Minutes of the Council).

Glenn Watson, Planning & Economic Development Services Manager, circulated for Members' reference a copy of the most recent data up to 31 October 2014, which detailed:

- Overall unemployment (Job Seekers Allowance (JSA) claimants) for Cannock Chase District was 1.4%, down from 1.5% in September. The Staffordshire rate was 1.1%, down from 1.4% in September.
- Youth unemployment (18-24 year olds claiming JSA) for Cannock Chase District was 2.9%, down from 3.5% in September. The Staffordshire rate was 2.2%, down from 2.4% in September.

The Chairman commented that at the last meeting, a query was raised as to whether other avenues could be explored about how to monitor unemployment in the District other than just using the JSA data.

The Planning & Economic Development Services Manager replied that JSA data was used as it was reliable and readily available, however monitoring of Employment Support Allowance (ESA) data was also being considered.

Cllr. Gamble queried how much the data was affected by those who undertook agency work rather than permanent employment.

The Planning & Economic Development Services Manager replied that such workers would not be included in the unemployment data, as even though their work was often short-term, they were still classed as being in employment.

RESOLVED:

That the latest overall and youth unemployment figures for the District be noted.

## **19. Local Transport Issues**

### Cannock Chase Integrated Transport Strategy (CCITS) Update

*Clive Thomson, Commissioner for Transport and the Connected County, Staffordshire County Council (SCC), was in attendance for this item.*

Clive Thomson delivered a presentation on the CCITS, which covered:

- SCC priority outcomes;
- 2011 Census data – mode of travel to work in Cannock Chase District and England;
- Comparative travel to work data between the 2001 and 2011 Census' for the District which showed:
  - Travel by train had increased by 58%;
  - Travel by bus, minibus or coach had decreased by 24%;
  - Driving a car or van had increased by 21%;
  - Passenger in a car or van had decreased by 17%;
  - Travel by bicycle and on foot had increased by 2% and 3% respectively.
- Eastern Way Dualling;
- A5 Air Quality Management Area (AQMA);
- Rugeley Horse Fair;
- Churchbridge Pinch Point Scheme;
- Chaseline Electrification;
- Public Transport;
- Walking and Cycling;
- Public Bus Network Statistics;
- Transport Budgets (Countywide);
- Vision for Transport and Principles.

In respect of the Chaseline electrification, Cllr. Holder queried with Clive Thomson if he was aware that the MP for South Staffordshire had publicly requested that the line speed be restricted through that constituency so as to reduce the noise effects of residents living by the railway line.

Clive Thomson replied that he was not aware of this request, but the electric trains to be operated on the line would be quieter than the existing diesel powered services, so noise levels would be reduced anyway.

Cllr. Alcott commented that regular meetings had been held in recent years regarding the Chaseline, to which the MP for South Staffordshire had been invited, but had never attended. Additionally, South Staffordshire Council did not provide any funding to Centro to support the operation of rail services throughout its area, unlike Cannock Chase Council.

It was agreed that the District and County Council should continue to pres jointly for the delivery of the line-speed upgrade at the earliest date.

Cllr. Gamble queried if the existing platforms at Cannock, Hednesford and Rugeley Town rail stations would be long enough to accommodate the new electric trains.

Bob Phillips, LEP Consultant, replied that this raised general issues about the standard of facilities at these stations, and that continued pressure would need to be put on Network Rail and London Midland to ensure stations were upgraded as part of the electrification project.

The LEP Consultant queried what the best approach was for the Council to try and secure funding for transport improvements given that the route to do this had changed.

Clive Thomson replied that SCC still had £3.6m of funding to deliver the ITSs across the County, as well as funding for road maintenance. Funding was also available from the Local Enterprise Partnerships (LEPs) and the Growth Fund for major projects, and from the Department for Transport (DfT). In terms of submitting bids, it was important to assemble the 'right' data to ensure that strong and viable bids could be developed.

Clive Thompson offered support from the County Council for scheme and bid development for transport priorities within the CCITS, albeit that this would be subject to the availability of resources at the County Council and the agreement of the portfolio holder.

The Planning & Economic Development Services Manager requested an update on the Strategic Bus Network Review which had been raised at previous meetings.

Clive Thomson replied that due to recently undertaken and future planned projects, a review in Cannock would not commence until after September 2015, although no timescale had yet been planed.

#### Cannock Chase Bus Network Strategic Review

*Dan Flanagan (General Manager Cannock and Stafford), Andy Percy and Craig Allen from Arriva Midlands were in attendance for this item.*

Dan Flanagan provided the following update on bus services in the District:

- Significant investment had been delivered into the fleet of Cannock buses;
- Reliability of older vehicles had improved alongside the recent introduction of the new 'Sapphire' services operating on route numbers 1, 2 and 2A;

- The Sapphire buses had been introduced with the aims of clawing back 'lost' customers and encouraging car users to commute by bus instead, by highlighting the provision of wi-fi and plug points on board. They were also more user-friendly thanks to the introduction of on-board voice and screen announcements of bus stop approaches.
- Service changes:
  - A review of services operating in Cannock had not been undertaken for a number of years, and a recent VOSA compliance check found there were reliability issues on buses operating on routes 31,32 and 33. As a result of this, the decision was taken to withdraw route 32 from service;
  - A new route 34 was then introduced which had generally been well received by those affected by the loss of route 32. Additionally, talks had been undertaken with Sainsbury's based at the Orbital to secure additional morning services on route 34, and extra evening services in the period up to Christmas;
  - In respect of the Cannock to Stafford (and vice-versa) corridor, services were not coping with the volume of college and university students using the route during term-time, so 4 double-decker buses had been secured from the Tamworth depot, which had resulted in a much improved service being delivered;
  - As reliability had now improved, the focus has been switched to improving punctuality on all routes, which was a problem across the entire Midlands area, but the Western area in particular.

Cllr. Holder raised concern about the lack of communication to passengers regarding the withdrawal of route 32 and the introduction of route 34, specifically raising that there was a 6-8 weeks gap between these changes, and that no explanation had been given as to why it happened.

Dan Flanagan replied he accepted that communications regarding this had been poor, but unfortunately due to low patronage and the resources available, continued support for the 32 route was not feasible. Going forward, it was intended that network reviews would be undertaken across the year and regular meetings be held with the Council to help improve the services offered.

Cllr. Holder queried what the Council could do to help deliver information to passengers when route/service changes were likely to take place.

Dan Flanagan replied that in respect of route 34, it had been showing week-on-week growth in passenger numbers, but there was a need to ensure this route was viable for the long-term.

Cllr. Gamble requested that proper services be operated along Church Hill and Littleworth Road in Hednesford, as a lack of evening services meant that people using Hednesford rail station to access areas such as Prospect Village had to walk the entire way.

Cllr. Alcott then raised the following points:

- Pleased to see that the Cannock depot had been redeveloped and new routes/buses introduced by Arriva as promised two years ago;
- Between 2001-2014 there had been a vast reduction in the number of

- services and routes operated, which had caused many difficulties for residents (reductions which the Council were not consulted on);
- A request had been put forward by letter from the Newlife Foundation to seek an improvement in public transport provision in and around Hemlock Way to help support the recruitment and retention of employees and volunteers based in that area;
  - Concerned about the reduction in frequency of services which presently link to Cannock hospital. Location of nearby bus stops should also be reviewed in order to provide easier access for patients.

The LEP Consultant commented that the involvement of the Newlife Foundation and Sainsbury's showed that organisations were willing to participate in the Strategic Review, so it may well be worthwhile seeing if the process could be accelerated. Arriva replied that they too were keen to do a 'back to basics' review of the Cannock Chase network.

Clive Thomson replied that the review was important and commercial operators needed to be encouraged to take risks on changing resources etc.

On the CCITS priority of improving public transport services to employment hubs, Clive Thompson commented that public transport options to the i54 site were being explored for implementation from April 2015.

The Planning & Economic Development Services Manager commented that Amazon had also demonstrated a need for bus service provision to be in place in order to support employment opportunities.

Dan Flanagan replied that the current Amazon contract was due to end on 27 December, but negotiations were underway to seek an extension into at least the new year. Furthermore, there were a number of duplicate services in operation for the Amazon contract, with Arriva sub-contracting a number of services to National Express.

The Planning & Economic Development Services Manager queried if there was enough capacity on the services to enable Cannock residents to use them and whether scheduled stops were in place.

Dan Flanagan replied that there was enough capacity and scheduled stops were in place, details of which could be circulated to Members.

The LEP Consultant requested that Arriva's response to the Newlife letter should also be circulated.

RESOLVED:

That:

- (A) The District and County Council should continue to press jointly for the delivery of the Chaseline line-speed upgrade at the earliest date; and work collaboratively to secure improvements to the District's stations on the Chaseline service alongside the electrification investment.

- (B) The District Council seek the support of the County Council for scheme and bid development of the priority transport projects within the CCITS.
- (C) The District Council seek a commitment from both the County Council and Arriva for an early review of bus services in the District and that this review takes account of the growing willingness of employers to engage with public transport operators.
- (D) Arriva provide the Planning & Economic Development Services Manager with the information referred to in the discussion for circulation to Members, and that he should also be provided with their comments on the issues raised by Newlife to facilitate a comprehensive response to the company.

## **20. Economic Development & Planning PDP 2014-15 – Q1 Performance Update**

The LEP Consultant advised that performance was generally positive for quarter 1, and although the delivery of an increase in commercial floorspace had not been achieved, it was expected that it would be by the end of March 2015.

The Planning & Economic Development Services Manager advised construction of commercial floorspace had declined during the recession, but had since recovered, and this was reflected in the data for quarter 2.

In respect of the performance measure for youth unemployment, this had been reviewed, and the revised data was detailed in the quarter 2 report.

## **21. Work Programme**

Consideration was given to the work programme for the Committee for 2014-15 (Item 6.1 of the Official Minutes of the Council).

Cllr. Kraujalis welcomed the suggestion to seek more information on the Employment Support Allowance, but requested that a breakdown of the figures into their three component parts also be provided if possible.

The Planning & Economic Development Services Manager replied that he would liaise with the Job Centre to see what data could be made available. He then suggested that as the current agenda for the March 2015 meeting was light, he had already approached a representative of Talent Match and asked them to provide an update on delivery of the project, which they were happy to do.

The LEP Consultant recommended that Councillor Alcott picks up the various transport issues raised through the Leader's Meeting held with the County Council.

**RESOLVED:**

That the Committee's updated work programme for 2014-15 be noted.

The meeting closed at 5.40 pm.

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CHAIRMAN

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**ENVIRONMENT POLICY DEVELOPMENT COMMITTEE**  
**HELD ON THURSDAY 11 DECEMBER AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT:  
Councillors

Bottomer, B. (Chairman)

Bennett, C	Johnson, J. (substitute)
Dean, A.	Jones, R.
Freeman, Miss M.A.	Stretton, Mrs. Z.P.

**15. Apologies**

Apologies for absence were received from Councillor Mrs. H.M. Sutton (substituted by J.P. Johnson).

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

No Declarations of Interests were made in addition to those already confirmed by Members in the Register of Members' Interests.

**17. Minutes**

Minute No. 12 – Environmental Crime

Cllr. Bennett provided the Committee with an update on the recently launched 'anti-spitting' campaign which had been rolled out across the District, detailing that progress had so far gone well, with enforcement officers from Environmental Protection going out to schools and giving talks to pupils, and GP surgeries in Rugeley offering to provide information about the campaign on their patient information display screens. He then thanked the Environmental Protection Manager and his Team for the work they had undertaken in relation to the campaign.

Cllr. Jones commented that he had heard the talk given by Officers at Etching Hill School, noting that its message was backed up by the teachers and well received by the pupils in attendance.

Cllr. Stretton raised concern about the issue of chewing gum being 'spat' onto the pavement in Cannock town centre, and queried if the problems associated with this could be drawn to the attention of young people also.

The Environmental Protection Manager replied that existing provisions were already in place as part of dealing with the issue of dropped litter, however if someone was caught doing it they could be dealt with in the same way as someone who was spitting.

The Waste & Engineering Services Manager further replied that two years ago the Council had spent approximately £12,000 District wide on cleaning chewing gum from pavements etc., and following that, had bought a cleaning machine which could be used in future if necessary.

RESOLVED:

That the Minutes of the meeting held on 21 October, 2014, be approved as a correct record and signed.

#### **18. Environment Priority Delivery Plan (PDP) 2014-15 – Quarter 2 Performance Update**

Consideration was given to the Environment PDP 2014-15 quarter two performance update (Item 4.1 – 4.4 of the Official Minutes of the Council).

Cllr. Bennett raised he was pleased with the hard work and effort put in by Officers to achieve the performance indicators for the second quarter, and noted that the only indicator not achieved ('manage and deliver 'Heath Week' campaign') was as a result of long term sickness in the relevant team.

The Head of Housing & Waste Management further advised the Committee that although the indicator had not been achieved, no funding had been lost as the campaign was funded through normal service budgets.

RESOLVED:

That the Environment Priority Delivery Plan 2014-15 quarter two performance update be noted.

#### **19. Quality of Recycling Material**

Members received a presentation from the Waste & Engineering Services Manager on the following topics:

- "Recycling Isn't Rubbish – It's a Resource!"
- "Just because you don't want it, it doesn't mean to say it cannot be turned into something useful again"
- "Does it make sense to bury or burn something that can still be used again?"
- Why recycling matters
- Why certain items can't be put into the blue bins
- New Materials Recycling Facility (MRF) code
- Contaminated blue bins and Good blue bins
- What we're doing about it
- Objectives and How campaign will be delivered

Cllr. Freeman raised that she was still concerned about the management of waste and recycling facilities in communal areas, such as those located in social housing, blocks of flats etc., and queried what the Council was doing to speak to landlords about it.

The Waste & Engineering Services Manager replied that there was an ongoing challenge with social landlords to educate them about what should and shouldn't be done, and how they can put pressure on residents to keep communal areas well maintained. As the waste collection authority, the Council had a statutory responsibility to remove residual waste, but could remove 'extra' storage capacity for such waste if residents were not disposing of it correctly. Additionally, the Planning Department were providing help by allowing Waste Services to view and comment on planning applications which included provision for bin stores in communal sites.

Cllr. Dean queried why school visiting weren't listed as one of the ways in which the recycling campaign was going to be delivered given the concerns raised that they were less interested in recycling compared to their elders.

The Waste & Engineering Services Manager replied that it was primarily down to cost and lack of available resources, but school visits would be considered where feasible.

The Environmental Protection Manager further replied that his Officers were already attempting to make contact with schools as part of providing talks about littering etc., so there was the potential for recycling matters to also be covered.

Cllr. Stretton suggested that schools should be contacted to request they include waste and recycling issues as part of their social and health education lessons.

Cllr. Stretton then commented that in Germany residential blocks had separate communal waste and recycling bins in place for residents' use, and fines could be issued if they were not used correctly.

The Waste & Engineering Services Manager replied that this would not be practical to operate in the District as the Council's waste lorries only allowed for 'co-mingling' collections, meaning items were instead separated out at the waste delivery plants.

Cllr. Bennett raised that he would speak with relevant Officers separately about the schools issue and report progress back to the next meeting of the Committee.

## **20. Anti-Social Behaviour, Crime and Policing Act 2014**

Consideration was given to the Briefing Note of the Head of Environmental Health (Item 6.1 – 6.3 of the Official Minutes of the Council) *presented by the Environmental Protection Manager.*

The Environmental Protection Manager advised that the report recommending changes to the Constitution's scheme of delegation would be presented to Cabinet on 18 December, 2014, for consideration instead of Council in January 2015 as was stated in the Briefing Note.

**21. Work Programme for 2014-15**

Consideration was given to the Committee's updated work programme for 2014-15 (Item 7.1 of the Official Minutes of the Council).

RESOLVED:

That the updated Environment Policy Development Committee work programme for 2014-15 be approved.

The meeting closed at 5:05pm

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CHAIRMAN

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**HEALTH AND WELLBEING POLICY DEVELOPMENT COMMITTEE**  
**TUESDAY 16 DECEMBER, 2014 AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT: Councillors

Stretton, Mrs. P.Z. (Chairman)  
Gamble, B. (Vice-Chairman)

Davis, Mrs. M.A.  
Grocott, M.R.

Todd, R.  
Whitehouse, Miss. S.

**25. Apologies**

Apologies for absence were received from Councillors Mrs. A. Allt, J. Toth and Mrs. A.F. Bernard.

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

<u>Member</u>	<u>Nature of Interest</u>	<u>Type</u>
Grocott, M.R.	Item 4. District Alcohol Strategy Wife teaches at Hagley Park Academy, Rugeley	Personal

There were no other declarations of interests in addition to those already confirmed by Members in the Register of Members Interests.

**27. Minutes**

RESOLVED:

That the Minutes of the meeting held on 11 November, 2014 be approved as correct record.

**28. District Alcohol Strategy**

Members received a presentation from Natalie Barrow, District Public Health Officer on the District Alcohol Strategy.

The District Public Health Officer explained the purpose of the Strategy and why there was an alcohol strategy in place. There were some notable changes

around the 2013 health reforms and it was reported that the public health grant had been ring fenced.

She provided slides which showed the sensible drinking guidelines and the consumption across the District. She explained that the majority of people drank safely, however the Strategy was in place to safeguard high risk drinkers. It was also explained that prevention played a major role and she highlighted the partnership with the Police who had helped tackle anti-social behaviour in the town centres.

Information was provided concerning the mental and physical health problems and the social problems as a consequence of being a high risk drinker. People who suffered from alcohol misuse had the potential to also cause house fires, drink drive and could be associated to anti-social behaviour. It also cost the public service approximately £4million per year as a result of alcohol related harm in Staffordshire.

Slides were shown which provided figures around hazardous or harmful drinking, and people's health which showed life expectancy for males and females and the deaths annually in Staffordshire as a result of alcohol.

The District Public Health Officer referred to a slide which showed that around 240 under 16's had drunk the past week and figures showed that young people had obtained alcohol through parties, family gatherings and friends houses.

It was reported that crime and anti-social behaviour could be related to alcohol related violent crime. Although figures showed that in 2012/13 alcohol related violence had fallen to 327 incidents, the rate of offences was above the County average. Information was then supplied to Members for Cannock Chase through the Local Alcohol Profiles for England.

There were a number of needs and gaps in tackling alcohol related problems which would include trying to reduce the number of hospital admissions in the under 18s, improve life expectancy and increase the level of awareness about responsible drinking.

Slides were then shown which provided information on interventions and the 3 key strategic areas for action which were health, children and young people and crime and community safety.

It was explained that a 2015/16 commissioning prospectus had just been released which followed on from the last one in 2013/14. It was designed to achieve strategic outcomes through locality based delivery.

The District Public Health Officer reported on the Staffordshire schools alcohol harm reduction project which focused on reducing alcohol related harm in 11-16 year olds. Entrust have secured funding for the next 3 years, which gives the Council further opportunity and more scope to work with them on projects and issues around alcohol harm reduction.

A Member referred to the data which had been shown to Members and raised concern that some people with alcohol related problems would not be forthcoming in admitting they had a problem.

The District Public Health Officer talked about involving the Council's Licensing unit in order to try and work closely with Off Licences to see if people could be targeted who were purchasing large quantities of alcohol. This could be a way of getting the message across to those who may be high risk drinkers.

She reported on the work being undertaken with the Chase Community Partnership with regard to the 'Respect Alcohol' campaign. The campaign was aimed at trying to raise awareness of the risks associated with alcohol consumption amongst young people.

Other campaigns had also been launched which included 'Its Never OK'. The campaign had helped to reduce alcohol related domestic violence and was back for the fourth year running. It was launched 8 December and would run until 4 January, 2015. An ad van would be out and promotional packs would be distributed to local pubs with useful information.

A slide was shown which provided information on Asset Based Community Development which was being overseen by Angela Schulp, the District Commissioning Lead for Health and Social Care.

Slides were shown which provided information on One Recovery and T3 a new drug and alcohol treatment service which went live on 1 July, 2014, the Responsible Bodies Group, information on Staffordshire Public Health and a slide which contained details on organisations that could be reached by people at risk.

A Member was keen to know if there would be any involvement in the Troubled Families Project. She also highlighted the project at High Green and the proposal for the possible conversion of the old Progressive Working Men's Club to a substance misuse service. She also raised concern that there may be cuts in policing which could impact on the work being undertaken by the Council and other organisations.

The District Public Health Officer confirmed that there would be involvement in the Project and in Strengthening Families and others. With regard to policing, she was not aware of any issue although she would raise this as a concern at the RB Group.

A Member was keen to see figures for those people that were taking drugs and also consuming large amounts of alcohol together. He also asked for the rates of domestic violence against men.

A Member referred to the campaigns being undertaken and suggested that the 'Respect Alcohol' campaign was promoted at the Rugeley Charter Fair held in June, 2015.

Members also discussed anti social behaviour in the town centres and it was felt by many people that the town was unsafe in the evenings, although a lot of effort was put into dealing with problems in the towns by the Council and Police many years ago.

At this point Councillor B. Gamble left the meeting (5.15 p.m.).

**29. Quarter 2 Performance – Health and Wellbeing – 2014/15**

Consideration was given to the Quarter 2 Performance – Health and Wellbeing – 2014/15 (Item 3.1 – 3.2).

RESOLVED:

That the Quarter 2 Performance – Health and Wellbeing – 2014/15, be noted.

**30. Work Programme Update**

The Head of Environmental Health advised Members that there had been no changes since the work programme was circulated at the last meeting.

He reported that Justine Palin, Programme Director for the MacMillan End of Life Care Project had been invited to attend a joint meeting of the Health and Wellbeing Policy Development Committee and the Health Scrutiny Committee on 24 February, 2015 to update Members.

However, following discussions with Members of the Committee, he would first check to see if there were any new updates.

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CHAIRMAN

(The meeting concluded at 5.20 p.m.).

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**HOUSING POLICY DEVELOPMENT COMMITTEE**  
**HELD ON TUESDAY 27 JANUARY, 2015 AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT: Councillors

Kraujalis, J.T. (Chairman)

Allen, F.W.C.  
Alt, Mrs. A.  
Ball, G.D.

Bernard, Mrs. A.F.  
Dixon, D.I.

Prior to commencement of the meeting, the Chairman reported that the order of the Agenda would change.

**16. Apologies**

Apologies for absence were received from Councillors J. Preece (Vice-Chairman), Mrs. D. Grice and Health and Wellbeing Portfolio Leader Mrs. M.A. Davis.

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

No Declarations of Interests were made in addition to those already confirmed by Members in the Register of Members' Interests.

**18. Minutes**

Ian Tennant, Head of Housing and Waste Management reported that residents at Caxton Court Sheltered Housing Scheme, Cannock had asked at the last meeting about the installation of Wifi. He was pleased to report that this was expected to be installed before the end of the financial year and rolled out at other schemes later.

RESOLVED:

That the Minutes of the meeting held on 3 November, 2014 be approved as a correct record and signed.

**19. Park Homes Site**

Consideration was given to a Briefing Note of the Head of Environmental Health (Item 5.1 – 5.4).

The Chairman welcomed Mike Walker, Environmental Protection Manager and Eddie Langley, Senior Environmental Officer to the meeting.

In response to a question raised by the Chairman, It was reported that the holiday park (Silver Trees) would be exempt from the act. However, six sites with approximately 92 residents would be affected.

It was reported that there was no concern with problems on the sites, although an issue had been raised concerning the re-sale of fuel, however following investigations, it was found that no profit was made from the re-sale.

Members discussed whether or not it would be possible for the sites to be inspected in the future on a yearly basis.

(A) That the report be noted

(B) That a report on the possibility of inspections of park homes sites be brought back to a future meeting of the Housing Policy Development Committee

## **20. Housing – Place – Improved Living Environment Quarter 2**

Consideration was given to the Housing – Place – Improved Living Environment Quarter 2 Performance Report (Item 3.1 – 3.5).

The Head of Housing and Waste Management referred to the performance measure concerning current tenants' arrears and reported that during the summer the number of officers undertaking rent arrears work fell by half as two were on sick leave and had gained another post. A replacement appointment had since been made, however there was still a lot of work to catch up with.

He reported that rent arrears had peaked to £343,000. However annually the Council collect over £19.5 million of rent income and as at 31 December, 2014, rent arrears had reduced to £325,000.

Members then discussed with the Head of Housing and Waste Management some of the reasons why there were rent arrears.

RESOLVED:

That the Housing – Place – Improved Living Environment Priority Delivery Plan 2014-15 quarter two performance update, be noted.

## **21. Provision of Photovoltaic Panels**

The Head of Housing and Waste Management reported that following recommendations from the Housing Policy Development Committee Cabinet on 20 March, 2014 agreed a scheme to provide photovoltaic panels to up to 300 Council bungalows, through a community share issue by Chase

## Community Solar.

The scheme had not progressed as quickly as hoped, as a result of issues with Western Power regarding connections to the national grid. It is hoped that the issues have now been resolved, although on a number of estates the electrical infrastructure is inadequate for solar power connections. A number of other bungalows are also unsuitable for the panels as a result of their orientation, and roof type (hipped roofs cannot accommodate the required area of panel) or shading.

He reported that the scheme was dependent on Chase Community Solar raising the necessary funding from their community share issue. This had been launched on 4 November, 2014 and presently, £450,000 had been raised from 90 investors. This would enable the panels to be installed on 170 bungalows.

However, he reported that the share offer would not close until 13 March, 2015 and Chase Community Solar would be attempting to raise a further £300,000 in order that a further 130 bungalow installations could be undertaken. Investment in the community share issue was low from the Cannock Chase area, with only two investors contributing 0.25% of the funds living in the District. The Council are assisting Chase Community Solar to promote the community share scheme within the District.

The Head of Housing and Waste Management advised that installation work for the 170 bungalows, for which funding was available, was programmed to commence in April, 2015. The panels would be installed by J. Tomlinson who were experienced in this work.

It was reported that Council officers would meet representatives of Chase Community Solar and J. Tomlinson on Thursday to discuss the implementation of the panels, and agree (subject to consultation with the Housing Portfolio Leader) the schedule of bungalows upon which the panels would be installed. Once this was agreed, the schedule of the bungalows would be forwarded to all Members for information.

It was reported that following an introductory letter from the Council, representatives from Tomlinsons would visit tenants to explain the scheme and tenants would be allowed to refuse the installation if they so wished.

In response to a question raised by a Member, the Head of Housing and Waste Management advised that Chase Community Solar were an Industrial and Provident Society for the benefit of the community (BENCOM). The structure is similar to that of a co-operative, the main difference being that a BENCOM is for the benefit of the community and a co-operative is for the benefit of its members.

## **22. Sheltered Housing Scheme Service Standards**

The Head of Housing and Waste Management gave a presentation on the Sheltered Housing Scheme Service Standards.

### Accommodation

- Self contained accommodation
- Lift
- Door entry system
- Fire alarm
- 24 Hour alarm system

### Communal Facilities

- Communal lounge and kitchen
- Laundry room
- Assisted bathrooms
- Guest room
- Communal gardens

### Services

- Scheme Manager
- Cleaning of communal areas
- Programmed re-decoration (every five years)
- Satellite TV
- Periodic renewal of communal areas fixtures and fittings

### Scheme Manager

- Formulation and co-ordination of residents support plans
- Regular visits to residents
- Support to residents with housing service activities
- Co-ordination of cleaning
- Health and Safety of communal areas

### Social Activities

- Organised by residents
- Facilitated and encouraged by Scheme Manager
- May include residents from outside scheme
- Activities vary between schemes
- Examples – coffee mornings, lunch clubs, bingo and fitness classes

### Services Not Provided

- Personal care (e.g., washing and bathing)
- Nursing and medication
- Collection of shopping or pensions
- Payment of bills
- “Home Help” Services (e.g., cleaning of individual flats, laundry services)

### Progressing the Service Standard

- HPDC comments on outline draft – 27/1/15
- Comprehensive standard – HPDC 24/3/15
- Cabinet (subject to HPDC agreement) – 23/4/15
- Information booklet to residents – Summer, 2015

Members were invited to ask questions regarding the presentation.

In response to a question raised by a Member concerning residents who may have deteriorating health, the Head of Housing and Waste Management responded and advised that Scheme Managers would assess the situation and where possible additional services would be provided by support agencies in order that the resident could still live in their own home independently.

A Member was keen to know if sheltered housing was popular and if there were currently any dwellings available.

The Head of Housing and Waste Management indicated that accommodation was currently available. He advised that the schemes were available to people over the age of 55, although older people generally moved into the schemes.

Members also discussed the branding of sheltered housing schemes. It was considered that it was beneficial for this to be reviewed in order to further promote “independent living”. In particular, it was felt that some residents equated sheltered housing with residential care and it was considered that a change in terminology could be beneficial.

### **23. Work Programme – 2014-15 Municipal Year**

Consideration was given to the revised Work Programme (Item 6).

The Head of Housing reported that a further report would be brought back to a future meeting of the Housing Policy Development Committee regarding inspections of Park Homes sites.

RESOLVED:

- (A) That a comprehensive service standard is formulated in accordance with the principles outlined in the presentation for consideration by the Housing Policy Development committee on 24 March 2015.
- (B) That the branding of sheltered housing schemes is reviewed in order to further promote “independent living”

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CHAIRMAN

(The meeting concluded at 4:55 p.m.).

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**TOWN CENTRE REGENERATION POLICY DEVELOPMENT COMMITTEE**  
**THURSDAY, 8 JANUARY, 2015 AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT:  
Councillors

Cartwright, Mrs. S.M. (in the Chair)

Anslow, C.	Dean, A.
Bottomer, B.	Jones, R.

In the absence of the Chairman and Vice-Chairman nominations were sought for a Chairman to be appointed for the meeting. Councillor Mrs. S.M. Cartwright was appointed Chairman.

Invitees: Councillor M. Winnington, Cabinet Leader for Economy and Infrastructure, Staffordshire County Council  
Mr. I. Hodgson – representing Rugeley Traders' Association

**18. Apologies**

An apology for absence was received from Councillor Mrs. D.M. Todd.

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

No other Declarations of Interests were made in addition to those already confirmed by Members in the Register of Members' Interests.

**20. Minutes**

A Councillor referred to Minute 12 and asked for an update on whether s106 monies had been used to improve the disabled access to the canal towpath. The Planning and Economic Development Services Manager explained that s106 monies had been allocated towards this and a number of design options were being developed. He understood that some small pieces of land would need to be acquired in order to enable the option which included wheelchair access. He would check and confirm that this was the case.

RESOLVED:

That the minutes of the meeting held on 8 October, 2014 be approved as a

correct record.

## **21. Town Centre Traders Association Issues**

The Chairman welcomed Councillor Mark Winnington, Cabinet Leader for Economy, Environment and Transport, Staffordshire County Council and Ian Hodgson, Rugeley Traders' Association to the meeting to discuss the impact of the Rugeley Public Realm Works on trade within Rugeley Town Centre.

The LEP Consultant explained that at the last meeting there was an extensive discussion regarding the works carried out along Horse Fair in Rugeley. A letter from the Town Centre Regeneration Policy Development Committee Chairman, Councillor Mrs. A. Spicer, was forwarded to Councillor Winnington dated 5 November, 2014 detailing a number of outstanding issues. He asked Councillor Winnington to respond to the issues today.

Councillor Winnington commented that it would be useful to have an update from Rugeley Traders' Association now that the works had been completed.

Ian Hodgson, Rugeley Traders' Association explained there had been two meetings with Councillor Winnington and Helen Riley, Director for Place and Deputy Chief Executive, Staffordshire County Council where the Traders issues had been raised. He confirmed that Helen Riley had acted swiftly on some of the issues that had been discussed. However, there were still a number of other issues that were outstanding and he summarised these as follows:-

- Crossing points had not been resolved
- Pedestrian crossing was still a problem and there had been a number of rear end collisions under the bridge at Horse Fair (as this was a blind spot); however, the Police had no knowledge of these collision as they were low speed and therefore not reported to the Police
- The power points for the Christmas lights on the Globe Island had been removed by the contractors
- Heavy traffic in Brereton every night and no free flow of traffic
- The verges were too low which had resulted in parking along the central reservation which was damaging the grass, and enabling motorists to perform u-turns across the central reservation
- The project had gone over budget by a significant amount and there was concern how the overspend was to be funded
- Request for a schedule of works regarding the improvements to the paving in the town centre
- Concern that the final scheme was nothing like the initial plan
- The flow of traffic had been ruined and should the M6 be closed the town would be blocked
- Concern regarding the loss of car parking spaces on the Iceland car park due to the new entrances. In addition although the plant had now been removed from the car park the spaces were now being taken by staff parking so there were still too few spaces available
- The need for Staffordshire County Council to provide financial assistance to the traders who had suffered as a result of the works
- Consideration should be given to providing free car parking or parking

incentives (e.g. first 20 min/1 hour free)

A number of Rugeley Councillors supported the concerns raised by the Rugeley Traders' Association representative and commented that the last 18 months had been a very difficult trading period for the Rugeley traders who had been frustrated by the works being undertaken and the effect this had had on their trade. The issue regarding the pedestrian crossing being too close to the bridge and motorists reversing off the central reservation were highlighted as hazards which required attention. Councillor R. Jones also raised concern that he had not received responses to emails which he had sent to the County Council and he also raised concern regarding the consultation that had been undertaken regarding the proposals.

Councillor Winnington thanked the Committee for inviting him to attend the meeting. He explained that the purpose of the Rugeley Public Realm Works had been to make the area more attractive. He confirmed that since the Rugeley bypass had been opened the dual carriageway was no longer necessary and therefore it had been changed as part of the scheme. He confirmed that full consultation had been undertaken. Arising from a meeting in the summer of 2013 with Rugeley Traders' Association a double page spread had been included in the Rugeley Chronicle to publicise the scheme. This had attracted only one reply.

He confirmed that the County Council took responsibility for the scheme taking longer than anticipated due to the contract management being poor. Additionally, the scheme had been extended further due to Rugeley Traders' Association constantly asking for amendments to the scheme.

He advised that the scheme had passed a full safety audit which had recently been undertaken. The key findings of the audit were outlined as follows:-

- Vehicle speed along Horse Fair – the proposed 20 mph limit would cover this
- Concern regarding there being no steps outside the shops and a hand rail was required – hand rail had been ordered
- Concern regarding the cycle symbols being dangerous – these had been removed
- Concern regarding illegal u-turns being performed on the central reservation – plans to install street furniture at a cost of £10,000. (Councillor Winnington requested that the funding for this be discussed at the Economic Governance Board)

He confirmed that very few complaints from the public had been received since the scheme had been completed. A Rugeley Councillor commented that this was due to the public raising their concerns with their District Councillors. Councillor Winnington advised that the County Council were unaware of these concerns.

He further advised that part of the scheme originally included improvements to the footway which connected to Rugeley Town Station. Councillor Winnington believed that this was now delayed by the discussions between District and

County for joint housing development at the top of Wharf Road. The LEP Consultant explained that he believed that the footway to be improved was not that on Wharf Road but the footway from Horsefair to the station on the town centre side of the railway.

Councillor Winnington referred to the proposals to improve the paving in the town centre and confirmed that he was not aware of what had been promised but would speak with officers regarding this.

Councillor Winnington confirmed that he would ensure Councillor Jones received a response to his emails in which he raised various issues.

He stated that as car parking and business rates were a District Council function he could not comment on this. Finally, he added that he hoped that the Horse Fair project would improve the area and people would start to use it. He considered it was an attractive scheme and hoped that trade would improve in the future.

In response to the comments made by Councillor Winnington Ian Hodgson, the representative from Rugeley Traders' Association explained that at the meeting in the summer of 2013 there had been a huge amount of discord. Traders had been advised that the County Council had a budget of £650,000 to spend and if it wasn't spent on the project it would be lost. Included in this budget was an amount to pay for the street furniture. He commented that Traders had asked for an input into the safety audit but were told that this was not possible. He considered that the independent person who carried out the audit was not aware of the problems in the area, the traffic flow, road users etc. They did not have the full facts and therefore the audit was a waste of time and money. He asked that consideration should be given to allowing residents who live in the area to be involved in any future safety audits.

Councillor Winnington responded by advising that the safety audit was carried out under national standards and there was no provision for a group of people/residents to be involved.

The LEP Consultant referred to the safety audit and asked for confirmation as to whether there had been any concern raised in the audit regarding the pedestrian crossing and its proximity to the bridge. Councillor Winnington confirmed that it had not been raised as a problem in the safety audit. The LEP Consultant asked whether this could be reviewed given the concerns that had been raised. Councillor Winnington asked that this be emailed to him along with any further issues. He confirmed that the Public Realm scheme had now been completed and it wasn't useful to keep talking about issues in the past. He agreed that the pedestrian crossing would be looked at again and he would provide an update on this in the future. He also commented that there was a need to look at the installation of street furniture to assist in stopping the u-turns on the central reservation.

The LEP Consultant referred to the Traders' Associations request for financial assistance from the County Council. He confirmed that the County Council's suggestion to reduce business rates was not the correct vehicle to use to

respond to the difficulties businesses had encountered as a result of the work carried out on Horse Fair. The second suggestion regarding the possible reduction or removal of car parking charges was not connected to the works on Horse Fair and therefore could not be used to respond to the traders request for assistance. He asked Councillor Winnington whether consideration could be given to the issue of compensation for the Traders in view of the disturbance and difficulties they had experienced as a result of the scheme. Councillor Winnington asked that this matter be included on a list of issues for him to consider, and that he would respond accordingly. However, he commented that he did not expect that the County Council would be able to pay any compensation to the Traders.

Following the discussion with Councillor Winnington he was thanked for his attendance and left the meeting. The Planning and Economic Development Services Manager then explained that representatives from the Hednesford and Cannock Traders Associations had attended the previous meeting and therefore were not in attendance today. He reported their concerns verbally, as follows:-

### **Hednesford Traders Association**

Hednesford Traders Association had made reference to the progress with regard to the Towns Alive initiative. Hednesford Traders Association, The Friends of Hednesford Park, the Town Council and the Heart of Hednesford Initiative had now formed an umbrella group called Hednesford in Partnership Group who were working on a list of schemes that would help the town centre to be in a better position to secure trade and investment in the future.

### **Cannock Traders Association**

Cannock Traders had expressed concern that car parking would be free at the Mill Green Designer Village and considered that this disadvantaged the town centre because parking was not free in the town centre. They had also made a request for the Policy Development Committee to support the removal of car parking charges to coincide with the Cannock Carnival.

The LEP Consultant commented that the aim of the Designer Village was not to compete with the town centre as the brands available at the Village would not be represented in the town centre. Therefore the issue regarding there not being a level playing field for parking was not relevant as the two were not competing for the same business.

The request to support the removal of car parking charges on Cannock Carnival day was a matter for the Committee to consider. The Chairman suggested that the Committee could ask Cabinet to give consideration to this request.

**RESOLVED:**

(A) That the views of the Committee be forwarded to Councillor Winnington outlining the following:-

- i) consideration be given to reviewing the outcome of the safety audit

in respect of the pedestrian crossing and its proximity to the bridge;

- ii) consideration be given the issue of compensation for the Rugeley Traders in view of the disturbance and difficulties they had experienced as a result of the scheme

(B) That Cabinet be asked to consider the request from Cannock Traders' Association to remove car parking charges to coincide with Cannock Carnival.

## **22. Update from Town Centre Regeneration Portfolio Holder**

The following update from the Town Centre Regeneration Portfolio Leader for each of the town centre areas was circulated:-

### **Hednesford**

- The final unit on Victoria Shopping Park has been leased by Marie Curie Cancer Care who has now been trading since the end of October last year. Unfortunately, this happened shortly after the collapse of Phones 4 U, which means that their unit is now closed and a new tenant is being sought by the administrators. The two refurbished units in Market Street have also been let; one to a recruitment company and the other to a locksmiths/key cutting business.
- At the end of November St Modwen completed the sale of the Victoria Shopping Park to an investment company (Aviva) who have now taken responsibility for its long term management.

### **Rugeley**

- An enhanced link between the Tesco store and Rugeley Town Centre is now nearing completion. Contractors are currently completing the hard landscaping works and soft landscaping works are about to commence.

### **Cannock**

- The Cannock Christmas Lights Switch On took place on Friday 14 November with the Council agreeing to cover some of the costs with the use of S106 monies. The event appeared to be well supported.
- Following the successful refurbishment of Beecroft Underpass in 2013, a similar programme of improvements is now being proposed to the Mill Street Underpass. A public consultation based on a 'Now and Then' theme closed yesterday. More information on the work to be undertaken and timescales will be announced in due course.

### **District-Wide**

- The Town Centre Business Rates Discount Scheme has now closed with all of the monies secure through the High Street Innovation Fund being used to support 26 businesses to occupy previously vacant units across

the District's three town centres. It has been replaced by the Town Centre Business Rates Relief Scheme which will operate along similar lines. The scheme is now live with information posted on the Council's website.

### **23. Performance Reports**

Consideration was given to the Quarter 1 and Quarter 2 performance information as outlined at Item 6.1 – 6.5. The Planning and Economic Development Services Manager led Members through the four performance indicators for Quarter 1 which had all achieved their target.

He then referred Members to the Quarter 2 performance information and advised that the performance indicator relating to commissioning research to inform future investment needs of Cannock Town Centre had actually achieved its commissioning action – works were underway but it was taking longer than anticipated.

With regard to the indicator to reduce the number of vacant retail units in the town centres he commented that although this had not been achieved in Quarter 2 the situation had improved for Quarter 3 with various initiatives being developed to encourage the take up of the retail units.

He advised that the indicator in relation to the Town Centre Business Rates Discount Scheme had been achieved in Quarter 2. The scheme had now closed; however, it had been replaced by the new Town Centre Business Rates Relief Scheme which would operate along similar lines.

RESOLVED:

That the performance information in relation to Quarter 1 and Quarter 2 be noted.

### **24. Work Programme**

RESOLVED:

That the Work Programme as detailed at Item 7.1 be noted.

### **25. Exclusion of Public**

RESOLVED:

That the public be excluded from the remainder of the meeting because of the likely disclosure of exempt information as defined in Paragraph 3, Part 1, Schedule 12A of the Local Government Act, 1972 (as amended).

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**TOWN CENTRE REGENERATION POLICY DEVELOPMENT COMMITTEE**  
**THURSDAY 8 JANUARY, 2015 AT 4.00 P.M.**  
**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 2**

**26. The Future of the District's Town Centres**

The LEP Consultant advised the Committee on the investment opportunities in Rugeley as a result of the Rugeley Area Action Plan. It was noted that the Environment Agency had indicated that a flood alleviation scheme should be undertaken prior to any new redevelopment. This scheme would need to be progressed in order to bring forward investment sites in the area.

The Planning and Economic Development Services Manager then briefed Members on the progress with the Aelfgar site also in Rugeley.

With regard to Hednesford town centre Members noted that the redevelopment scheme had now been completed and the impact of the scheme was being absorbed. The opening of the new Wetherspoons public house in April would be significant and could act as a stimulant for other uses in the town centre.

The LEP Consultant confirmed that the report being produced by GVA to highlight the potential investment opportunities in Cannock town centre was ongoing; however, this was taking longer to complete than had been anticipated.

He would keep the Committee advised of any issues with regard to the Forum Shopping Centre in Cannock which had recently been taken over and was under new management.

The meeting closed at 5.55pm.

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CHAIRMAN