
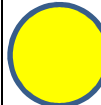

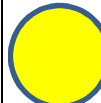
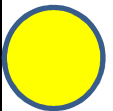
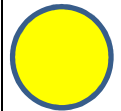


## Economic Development and Town Centres Priority Delivery Plan 2017-18





	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target Achieved/ Trend
<b>Better jobs and skills - Supporting a successful business economy</b>					
Private Sector Workforce Growth	No data available	No data available			
UK Business Counts (2015)	3,280 (2016 data)	<b>3,400 (2017 data)</b>			
<b>Better jobs and skills - Improving skills and accessibility to local employment opportunities</b>					
Employment/unemployment rates	0.7% (460 JSA claims) 79.5% employment rate	0.7% (454 JSA claims) 79.5% employment rate			
Qualifications (Jan 2015 – Dec 2015)	47.2% NVQ Level 3+ (Jan –Dec 2016)	<b>47.2% NVQ Level 3+ (Jan-Dec 2016)</b>			
<b>Better jobs and skills – Growing the number of successful businesses</b>					
Business start ups and growth	No data available	No data available			


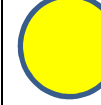
UK Business Counts (2015)	3,280 (2016 data)	3,400 (2017 data)			
	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>Target Achieved/ Trend</b>
<b>Better jobs and skills - Supporting attractive and competitive town centres</b>					
Town vacancy rates	5.8% across three town centres.	5.2% across three town centres			
Visitor numbers – footfall	No data available.	No data available			
<b>More and better housing: Planning for the housing needs of the District</b>					
Number of affordable dwellings secured through S106 agreements	Nil	Nil			Target 45







Strategic Objective:					
Supporting a successful business economy					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>Cannock Chase Local Plan Part 2</b>  <b>Progress work in key areas to underpin production of the Plan, including:-</b></p> <ul style="list-style-type: none"> <li>• Responses to the Issues and Options Consultation - Assess all of the sites and any new policy options, taking into account the representations made at the issues and options stage.</li> <li>• Production of an updated Strategic Housing Land Availability Assessment (SHLAA)</li> <li>• Decide which sites should be put forward for allocation and for what use.</li> <li>• Draft the proposed policy detail.</li> <li>• Prepare the 'Proposed Submission' Plan</li> </ul> <p>Representations received to the Issues and Options were reported to Cabinet in August 2017. Work is also underway to update the SHLAA.</p>	<p>A robust and up-to-date evidence base is required to ensure that the Local Plan is considered 'sound' at Examination in Public and can stand up to scrutiny from potential objectors.</p>				
<p><b>Develop a strategy to secure improvements to Cannock Railway Station (in association with improved connectivity between Mill Green Designer Outlet Village, the station and the town centre), Hednesford and Rugeley Railway Stations</b></p> <ul style="list-style-type: none"> <li>• Cannock Station – SCC, Network Rail and WMR is developing a 'Chase Line Stations Alliance' which, together with the new West Midlands franchise operator, is hoped to bring about substantial improvements to Chase Line stations. The station's Vision seeks to ensure they are instantly recognisable in the areas which they serve and also integrate properly into the community. Stations should act as 'Gateways', with quality infrastructure and more facilities such as shops. The study is in</li> </ul>	<p>Enhance connectivity across the District and outside of the District. Increased numbers of rail passengers.</p>				


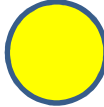
<p>two stages: Stage 1 is to confirm the projects for outline development. It is anticipated that this stage will result in a shortlist of projects for further development. Stage 2 will develop outline a masterplan for each of the prioritised stations from Stage 1. Site inspections of Cannock, Hednesford and Rugeley Town were carried out in June.</p>					
<p><b>Co-ordinate the production of a development brief for the former Rugeley ‘B’ Power Station and work with partners to ensure redevelopment of the site.</b></p> <ul style="list-style-type: none"> <li>• <b>Production of Masterplan/Planning Brief – with the site owners, Engie, and Lichfield DC</b></li> <li>• <b>Production of Supplementary Planning Document (SPD) (Local Plan Document)</b></li> <li>• <b>Demolition and clearance of site (Engie) – Contractor to be appointed</b></li> <li>• <b>First buildings to be demolished (Engie contractor)</b></li> </ul> <p>Cabinet approved the draft Rugeley Power Station SPD for consultation purposes at its June 2017 meeting. The joint consultation with Lichfield District Council ran from 24 July until 3 September 2017. Responses to the representations received are currently being prepared to enable the SPD to be approved by early 2018. Engie are in the process of appointing demolition contractors.</p>	<p>Local economy in Rugeley protected and new uses, employment, housing and community facilities established on site as soon as possible.</p>				


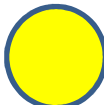

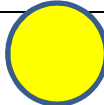
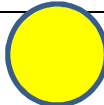
Strategic Objective					
Improving skills and accessibility to local employment opportunities					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>Seek to maximise local employment opportunities in large projects (businesses supporting the initiative creating 50+ jobs) with the ambition that 50% of new employees would be residents of the District.</b></p> <p>Most large projects currently being progressed are speculative with the end-user to be confirmed. There is also a requirement for employers who are willing to participate. The Mill Green Designer Outlet Scheme will therefore be a major opportunity to respond to the local jobs for local people ambition.</p>	Local jobs for local people.				
<p><b>Setting up a Retail Skills Academy for Mill Green DOV</b></p> <p>Course unable to attract sufficient learners to start Sept 2017 (Cannock college campus now closed). Reviewing strategy and delivery arrangements with developers.</p>	Upskilling Employment opportunities for local people at the MG DOV and other retail outlets in the area.				

Strategic Objective					
Growing the number of successful businesses					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>Support the growth and expansion of local companies through the 'Let's Grow' Programme</b></p> <p>Successful delivery of the previous programme achieved. Additional monies to continue operating the programme secured from the Pye Green Valley monies ( £40,000). 2 approvals in Qtr 2. Promotion ongoing.</p>	<p>Small businesses supported to grow and increase employment</p>				
<p><b>Continue working with partners to formulate and implement EU funded projects to support business start ups and the growth of existing businesses (SMEs) and help businesses to access the resultant funding.</b></p> <p>Delivery of approved projects currently taking place i.e Business Growth Programme and Enterprise for Success. Currently exploring start up grants programme and approved higher level skills match project.</p>	<p>New businesses formation.</p> <p>Jobs protected/created.</p>				






Strategic Objective					
Supporting attractive and competitive town centres					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>To continue the production of an Area Action Plan for Cannock Town Centre to sit alongside Local Plan Part 2 and secure the participation of key stakeholders in developing and delivering plans for the future of the Centre.</b></p>	<p>Development of Cannock Town Centre to meet future needs.</p> <p>Redevelopment opportunities.</p> <p>More competitive and attractive</p>				

<p>Responses to the AAP Issues &amp; Options consultation are being reviewed and considered in the context of the emerging work on the Cannock Town Centre Prospectus (see below).</p>	<p>town centre.</p>				
<p><b>Produce a Cannock Town Centre Prospectus to generate interest in investment opportunities.</b></p> <p>Specialist advisers have been appointed to undertake Phase 1 following the receipt of competitive quotations.</p>	<p>Redevelopment opportunities. More competitive and attractive town centre.</p>				
<p><b>Work with developers to secure a commencement to construction works for the Mill Green Designer Outlet Village and progress measures required to enhance connectivity with Cannock Railway Station and Cannock Town Centre</b></p> <p>Section 73 planning application submitted July 2017. Decision Notice to be issued imminently.</p>	<p>Enhanced profile of Cannock Chase as a visitor destination. Improved retail and leisure offer. Construction jobs. Increased access to training opportunities.</p>				
<p><b>Deliver the Town Centre Discretionary Business Rates Scheme to facilitate the reoccupation of previously vacant town centre accommodation</b></p> <p>One application approved in Quarter 2. Currently fitting out unit in Cannock Town Centre.</p>	<p>More competitive and attractive town centre.</p>				


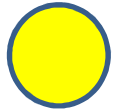


Strategic Objective					
Planning for the housing needs of the District					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>Development with Staffordshire County Council under a joint venture partnership arrangement of the Wharf Road / Pear Tree site, Rugeley</b></p> <p>Offer received from potential purchaser currently being considered by Staffordshire County Council.</p>	Open market and affordable dwellings to meet housing needs in Rugeley.				

Strategic Objective					
Making the best use of limited resources					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p><b>Develop a comprehensive Asset Management Plan which includes all maintenance costs and opportunities for income generation etc.</b></p> <p>Due to changes in the Senior Management structure, this area of work is now being picked up by the Head of Housing &amp; Partnerships. An interim Building Surveyor has now been appointed and scoping of requirements has begun</p>	The effective use of the Council's land and property assets that meet operational needs and make the greatest return on investment				
<p><b>Pursue additional external funding to support regeneration projects in the District</b></p> <p>WMCA employment pilot to take place in Cannock North. Currently underway.</p>	Maximise funding available to the Council				
<p><b>Bring forward detailed business case for an extended shared service for Building Control Services</b></p>	A well-resourced, expert and competitive local authority building control service to ensure a safe local				



Business case and draft budget has been produced and is currently being assessed to determine whether to proceed.	built environment				
<b>Delivery of improvement works to Cannock Indoor Market Hall, Increase trading days at Cannock Market from 3 days to 4 days and increase fees</b>	FRP option				
<b>Start charging for pre-application advice on major planning applications</b>	FRP option				
Options for charging currently being reviewed.					
<b>Delivery of Civic Centre Car Parking Scheme to create pay &amp; display spaces in support of the Hospital</b>	Improved public car parking for visitors to Cannock Hospital				
Scheme costs have been validated to ensure an appropriate scheme can be delivered. Currently working on a procurement route with Staffs County Council to secure a contractor to deliver the works against an approved budget of £450,000					

**Summary of Progress in Delivering Projects/Actions:**

				<b>No Rating</b>
Project completed	Project on target	Project Timeline/scope/target date requires attention. Alterations considered by leadership team	Project aborted/ closed	

1 5.6%	12 66.7%	5 27.7%	0 0%	0 0%
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