




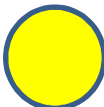











Economic Development and Town Centres PDP 2017-18 Q3 Performance Update

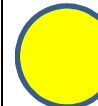


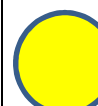


	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Target Achieved/ Trend
Better jobs and skills - Supporting a successful business economy					
Private Sector Workforce Growth	No data available	No data available	No data available		
UK Business Counts (2015)	3,280 (2016 data)	3,400 (2017 data)	3,400 (2017 data)		
Better jobs and skills - Improving skills and accessibility to local employment opportunities					
Employment/ unemployment rates	0.7% (460 JSA claims) 79.5% employment rate	0.7% (454 JSA claims) 79.5% employment rate	0.7% (408 claims) 78.4% employment rate		
Qualifications (Jan 2015 – Dec 2015)	47.2% NVQ Level 3+ (Jan –Dec 2016)	47.2% NVQ Level 3+ (Jan-Dec 2016)	47.2% NVQ Level 3+ (Jan-Dec 2016)		
Better jobs and skills – Growing the number of successful businesses					
Business start ups and growth	No data available	No data available	No data available		
UK Business Counts (2015)	3,280 (2016 data)	3,400 (2017 data)	3,400 (2017 data)		
Better jobs and skills - Supporting attractive and competitive town centres					
Town vacancy rates	5.8% across three town centres	5.2% across three town centres	5.5% across three town centres		
Visitor numbers – footfall	No data available	No data available	No data available		
More and better housing: Planning for the housing needs of the District					
Number of affordable dwellings secured through S106 agreements	Nil	Nil			Target 45

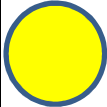


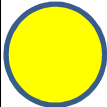
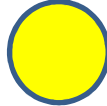
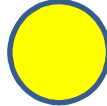

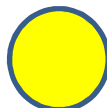
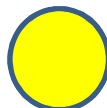


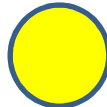
Strategic Objective					
Supporting a successful business economy					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p>Cannock Chase Local Plan Part 2 Progress work in key areas to underpin production of the Plan, including:-</p> <ul style="list-style-type: none"> • Responses 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. • Production of an updated Strategic Housing Land Availability Assessment (SHLAA) • Decide which sites should be put forward for allocation and for what use. • Draft the proposed policy detail. • Prepare the 'Proposed Submission' Plan <p>Representations received to the Issues and Options were reported to Cabinet in August 2017. The latest SHLAA covering 2016-17 was completed in October 2017. A report setting out the revised Local Development Scheme and Local Plan Review is due to be considered by Council in February 2018.</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>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</p> <p>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 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 and initial concept proposals have been produced. WMR have acknowledged that Cannock Station is a priority.</p>	<p>Enhance connectivity across the District and outside of the District. Increased numbers of rail passengers.</p>				

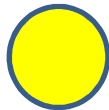
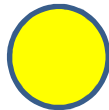
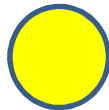
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p>Co-ordinate the production of a development brief for the former Rugeley 'B' Power Station and work with partners to ensure redevelopment of the site.</p> <ul style="list-style-type: none"> • Production of Masterplan/Planning Brief – with the site owners, Engie, and Lichfield DC • Production of Supplementary Planning Document (SPD) (Local Plan Document) • Demolition and clearance of site (Engie) – Contractor to be appointed • First buildings to be demolished (Engie contractor) <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. The completed SPD is due to be formally adopted by both Cannock Chase and Lichfield District Councils in 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>				



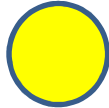
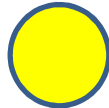
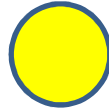
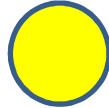
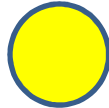
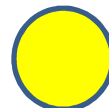
Strategic Objective					
Improving skills and accessibility to local employment opportunities					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p>Seek to maximise local employment opportunities in large projects (businesses supporting the initiative creating 50+ jobs) with the ambition that 50% of new employees would be residents of the District.</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. Employment and skills plan close to being in an agreed form between the parties.</p>	<p>Local jobs for local people.</p>				

Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p>Setting up a Retail Skills Academy for Mill Green DOV</p> <p>Course unable to attract sufficient learners to start Sept 2017 (Cannock College campus now closed). Reviewing strategy and delivery arrangements with developers. Discussion ongoing, looking to resolve by next quarter.</p>	<p>Upskilling Employment opportunities for local people at the MG DOV and other retail outlets in the area.</p>				








Strategic Objective					
Growing the number of successful businesses					
Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
<p>Support the growth and expansion of local companies through the 'Let's Grow' Programme</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). Promotion ongoing. No approvals in quarter 3 but increase in larger grant enquiries being evidenced (still on profile).</p>	<p>Small businesses supported to grow and increase employment</p>				
<p>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.</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. Higher level skills project now live. Submitted GBSLEP bid for Southern Staffs growth hub advisers (x 2 posts).</p>	<p>New businesses formation. 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>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.</p> <p>Responses to the AAP Issues & Options consultation are being reviewed and considered in the context of the emerging work on the Cannock Town Centre Prospectus (see below). The completion of the AAP is now linked to ongoing work on the Cannock Town Centre Prospectus (as below) and will be subject to review.</p>	<p>Development of Cannock Town Centre to meet future needs. Redevelopment opportunities. More competitive and attractive town centre.</p>				
<p>Produce a Cannock Town Centre Prospectus to generate interest in investment opportunities.</p> <p>Specialist advisers have been appointed to undertake Phase 1 and work is progressing to produce the report.</p>	<p>Redevelopment opportunities. More competitive and attractive town centre.</p>				
<p>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</p> <p>Section 73 planning application was approved on 11 October 2017</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>Deliver the Town Centre Discretionary Business Rates Scheme to facilitate the reoccupation of previously vacant town centre accommodation</p> <p>No applications in quarter 3 but not actively promoting at present. Potential vacant unit competition to be promoted jointly with Cannock Town Centre shopping centre owners.</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>Development with Staffordshire County Council under a joint venture partnership arrangement of the Wharf Road / Pear Tree site, Rugeley</p> <p>Offer received from potential purchaser currently being considered by Staffordshire County Council. The District Valuer have advised the parties on potential capital values. Decision required by the parties on how best to proceed.</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>Develop a comprehensive Asset Management Plan which includes all maintenance costs and opportunities for income generation etc.</p> <p>Q2 - Due to changes in the Senior Management structure, this area of work is now being picked up by the Head of Housing & Partnerships. An interim Building Surveyor has now been appointed and scoping of requirements has begun Q3 – Work is ongoing and is subject to review of Property Services team and management structure.</p>	The effective use of the Council’s land and property assets that meet operational needs and make the greatest return on investment				
<p>Pursue additional external funding to support regeneration projects in the District</p> <p>WMCA employment pilot to take place in Cannock North. Due to start June 2018 and will deliver for 2 years. Bid submitted to GBSLEP to secure phase 2 monies for Cannock Town Centre prospective work.</p>	Maximise funding available to the Council				
<p>Bring forward detailed business case for an extended shared service for Building Control Services</p> <p>An outline Business Case and draft budget has been produced and work is currently being undertaken to build this into a more detailed Business Case.</p>	A well-resourced, expert and competitive local authority building control service to ensure a safe local built environment				

ITEM NO. 7.7

Action & Progress Update	Outcomes	Q1 Rating	Q2 Rating	Q3 Rating	Q4 Rating
Delivery of improvement works to Cannock Indoor Market Hall, Increase trading days at Cannock Market from 3 days to 4 days and increase fees	FRP option				
Start charging for pre-application advice on major planning applications Documentation currently under production to enable charges to be levied from 1 April 2018. Fees and charges to be agreed as part of the 2018-19 budget process.	FRP option				
Delivery of Civic Centre Car Parking Scheme to create pay & display spaces in support of the 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 design of detailed scheme – tenders received.	Improved public car parking for visitors to Cannock Hospital				

Summary of Progress in Delivering Projects/Actions:

				No Rating
Project completed	Project on target	Project Timeline/scope/target date requires attention. Alterations considered by leadership team	Project aborted/ closed	
1 5.6%	11 61.1%	6 33.3%	0 0%	0 0%