

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

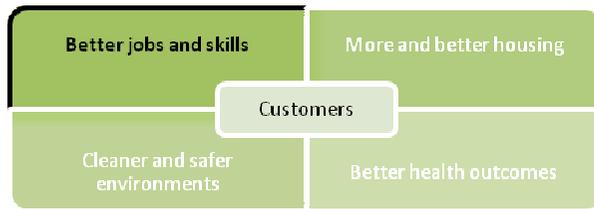
| Direction of Travel PIs       |                            |                            |           |           |
|-------------------------------|----------------------------|----------------------------|-----------|-----------|
|                               | Quarter 1                  | Quarter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

| Strategic Objective:  |   |   |   |  |  |
|---|---|---|---|--|--|
| Supporting a successful business economy  |   |   |   |  |  |
| Action + Progress Update  | Outcomes  | Q1 Rating   | Q2 Rating   |  |  |
| <p><b>Offer support to:</b></p> <ul style="list-style-type: none"> <li>new food businesses to achieve legal compliance and become successfully established; and</li> <li>poorly compliant businesses to help them improve.</li> </ul> <p>Quarter 1 – Number of businesses: 6 BC: 98.4<br/>           Quarter 2 - Number of businesses: 15 BC- 98.8%</p> <p>Broad compliance remains high and is based on all businesses which have been inspected (whether during current year or not), so presents an overall snapshot in time of how “safe” our food businesses are. New and unregistered businesses are excluded from this figure, as they have either yet to be inspected, or will be receiving advice or assistance from officers, to reach broad compliance. Inspectors work with businesses until they are broadly compliant or better.</p> <p>Quarters 1 and 2 show 6 and 15 new businesses registered or known to us. Since this measure is a new one, we are identifying the most effective way of tracking these businesses; it is worth noting that compliance may be wider than simply food hygiene and from the Council’s view could involve health and safety, environmental, planning, building regulation, or NNDR issues. In addition, agencies such as HMRC, HSE, Staffordshire Fire and Rescue, and DWP will have significant influence over whether a business becomes successfully established.</p> | <p>An increase in the number of new businesses that become successfully established, and the % of businesses broadly compliant with food safety requirements.</p> |    |    |  |  |
| <p><b>Progress work in key areas to underpin production of the Local Plan Part 2 including:-</b></p> <ul style="list-style-type: none"> <li>Retail Study (also in town centre)</li> </ul>   | <p>In terms of the SPD provision of detailed local guidance to add value to adopted policy resulted in high</p>   |  |  |  |  |

|   |  |   |   |  |  |
|---|--|---|---|--|--|
| <ul style="list-style-type: none"> <li>• <b>Design Supplementary Planning Document.</b></li> <li>• <b>Green Belt assessment</b></li> </ul> <p>Retail Study is nearing completion, and Green Belt Assessment are almost complete and will be published early 2016. The Design SPD has been drafted and is now being updated in line with national changes to policy.</p> | <p>quality local development. In terms of the evidence base this is to ensure policies in the Local plan part 2 are formulated using sound, up to date and robust evidence so they stand up to scrutiny through independent examination.</p> |   |   |  |  |
| <p><b>Maintain an adequate supply of employment land in line with Local Plan policy CP8</b> including 26ha at Kingswood Lakeside, 12ha (A5 corridor) Bridgtown, 8ha at Towers Business Park, 8ha in Cannock and 3ha at Norton Canes.</p>  | <p>To deliver at least 88ha of new and redeveloped employment land over the plan period (2006-2028)</p>  | ▶ | ▶ |  |  |

| <a href="#">Action + Progress Update</a> Action  | Outcomes  | Q1 Rating | Q2 Rating |  |  |
|--|---|-----------|-----------|--|--|
| <p><b>Support ongoing work to complete the electrification of the railway line from Walsall to Rugeley Trent Valley and examine the scope for further improvements to rail services.</b></p> <p>Following approval of the £74m Chase Line electrification in 2012, to be completed in December 2017, a package of supporting projects is being promoted. The GBS LEP Strategic Economic Plan, 2014, includes a £8.4m Chase Line Electrification Package, including i) line speed improvement ii) Gateway station upgrades and iii) improved services.</p> <p>i) The line speed upgrade is being promoted by Network Rail. It is understood that final approval to GRIP5 level will be forthcoming in November. An update will be provided at the Chase Line Stakeholder Meeting on 13 November 2015.</p> <p>ii) The Chase Line is a strategic priority for the Council and wishes to promote upgrades to Cannock, Hednesford and Rugeley Town stations through LEP, NSIP and Access for All and other funding streams. A partnership approach is being pursued with transport partners. Each station has different needs but cctv to station car</p> | <p>Increased frequency, improved journey times and reliability of train services.<br/>Reduced environmental impact of train services.</p> | ▶         | ▶         |  |  |

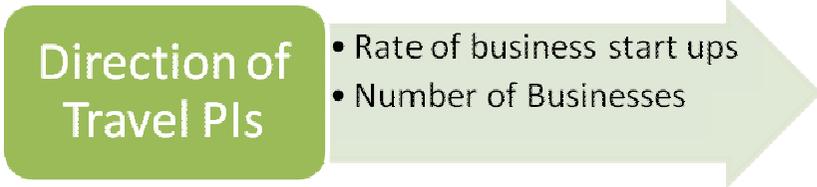
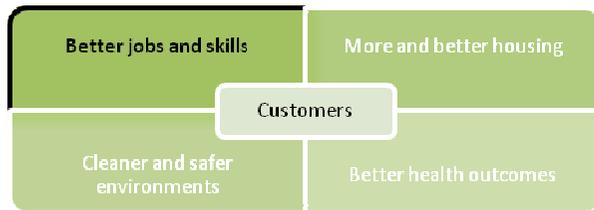
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|---|--|---|---|--|--|
| <p>iii) parks at Rugeley and Hednesford, disabled access at Rugeley Town and larger and possible staffed structures at Cannock to serve the proposed Mill Green Retail Outlet village had been discussed, albeit that booking offices were unlikely in the short term. Growth Deal Bids would need to be made via GBS LEP and SS LEP and supported by Centro and Staffordshire County Council.</p> <p>It is hoped that electrification and the line speed upgrade will provide the catalyst to restore a half-hourly off peak frequency, withdrawn in 2010. This will be promoted through West Midlands Rail, the company formed by the 15 Transport Authorities to jointly manage the new franchise in partnership with the DfT and new franchise train operating company.</p> |  |   |   |  |  |
| <p><b>Establish regular contact at senior level between the Council and key businesses in Cannock Chase to understand their business plans, what they need to develop, and provide support on behalf of the public sector agencies</b></p> <p>A programme of business visits has been planned with visits made so far to Amazon, C &amp; H Howe, Gestamp Tallent Ltd, and Pentalver. The visit to Amazon has resulted in an offer from the company to assist in supporting initiatives in the district and in particular they have responded positively to hosting work experience placements. Gerstamp have accepted an offer of assistance from the Managing Director to help resolve their current site capacity issues.</p>   | <p>Understanding of the needs of business to play into service delivery and plan development locally and regionally.</p> <p>Secure business support for the development of Cannock Chase</p> |  |  |  |  |



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

| Direction of Travel PIs           |   |   |           |           |
|-----------------------------------|---|---|-----------|-----------|
|                                   | Quarter 1   | Quarter 2   | Quarter 3 | Quarter 4 |
| Employment/<br>unemployment rates | <b>Emp rate 76.2%</b><br><b>1.2% claiming JSA</b> | <b>Emp rate 76.2%</b><br><b>1.2% claiming JSA</b> |           |           |
| NEETS                             | <b>203 (16 – 18 years)</b>                        | <b>Data not available.</b>                        |           |           |

| Strategic Objective   |  |   |   |  |  |
|---|--|---|---|--|--|
| Improving skills and accessibility to local employment opportunities  |  |   |   |  |  |
| Action + Progress Update  | Outcomes   | Q1 Rating   | Q2 Rating   |  |  |
| <p><b>Seek to maximise local employment within those businesses creating 50+ jobs with the aim that 50% of new employees will be residents of the district</b></p> <p>There are two schemes which are still at the “planning” stage which could contribute to this commitment. It is anticipated that if planning permission is secured the businesses concerned will work jointly with the Council and other stakeholders to maximise local employment opportunities.</p>      | More local people employed in local jobs   |  |  |  |  |
| <p><b>Investigate the opportunity for Cannock Chase Council to employ more apprentices and provide more work experience opportunities</b></p> <p>Plans are at an advanced stage to employ two additional apprentices, one in the business support team and one with customer services. Budget is in place and a training provider selected. Some limited work experience opportunities have been created to date and a more structured approach will be required next year.</p> | More training for young people and improved access to further work opportunities |  |  |  |  |



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

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

## Strategic Objective

### Growing the number of successful businesses

| Action + Progress Update   | Outcomes   | Q1 Rating   | Q2 Rating   |  |  |
|--|--|---|---|--|--|
| <p><b>Support the growth and expansion of local companies through the LSP 'Lets Grow Programme'.</b></p> <p>Eight businesses have been supported to date with almost £31k allocated out of £40k.. The investment has helped to create 24 new jobs and safeguard a further 2. The project will end in December 2015</p>   | <p>Business with growth potential supported to expand.</p> <p>More jobs.</p>                                 |    |    |  |  |
| <p><b>Work with partners to facilitate the development of EU funded (ERDF) programmes and interventions to support SME competitiveness and Start Up provision available locally.</b></p> <p>The European Structural Investment Fund (ESIF) programme 2014-2020 has now been launched after extensive delays. The two local Enterprise Partnerships (Greater Birmingham &amp; Solihull and Stoke &amp; Staffordshire) are now working with the Department for Communities &amp; Local Government to support "calls" for potential European Regional Development Fund (ERDF) projects to be submitted. The bulk of these "calls" will be designed to facilitate the expansion of existing Small to Medium Sized Enterprises (SMEs), and others should support new business formation. One early project, The Growth Hub, which provides business support, was launched on 7<sup>th</sup> October 2015.</p> | <p>Business growth.</p> <p>More jobs.</p>  |    |    |  |  |
| <p><b>Support the development of the Railhead at the Pentaver depot in Cannock to transfer freight movements from the road network onto rail.</b></p> <p>The Council promoted this scheme through GBS LEP in 2014 and successfully secured £1.3m or 10% of the project costs through Growth Deal. The proposal</p>   | <p>Business growth</p> <p>More jobs</p> <p>Reduction in road freight and consequent environmental damage</p> |  |  |  |  |

is supported in the adopted Cannock Chase Local Plan, 2014. It is also supported by the Greater Birmingham and Solihull Local Enterprise Partnership as a transport priority.

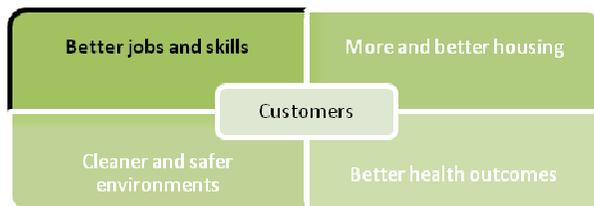
The development of the Mid-Cannock site would have many regeneration benefits:-

- Act as a catalyst for local job creation, particularly at the Mid Cannock and adjacent Kingswood Lakeside Employment Park
- Assist regeneration through its inland port HM Customs & Excise ERTS status
- Reduce road congestion on the A5 and Churchbridge Junction, A5/M6T/A460/A34
- Help relieve air quality problems along adjacent A5 Bridgtown Air Quality Management Area, and largely caused by HGVs
- Conforms with the DfT Strategic Rail Freight Interchange Policy Guidance, November 2011 and Government policy to encourage development of a national network of SFRIs
- It would comply with Government policy to promote a low carbon economy and promote sustainable transport
- It would be part of the strategy to capitalise on the approved Chase Line electrification £70m project to be completed by 2017.

The scheme would have a wider contribution to GB plc. Rail freight has a key role to play in the low carbon economy as rail produces 70% less carbon dioxide emissions than the equivalent road journey and a gallon of diesel will carry a tonne of freight 246 miles by rail as opposed to 88 miles by road.

Pentalver's application for EUR3.9m Connecting Europe Facility funding has been unsuccessful. It appears that the proposal was rated highly but was not supported because the call was significantly oversubscribed and other projects were considered to offer higher value. The issue raised by this decision is that shareholder approval is dependent on both the CEF and LGF grants being approved. This was flagged in the LGF business case and picked up in the checkpoint reports.

Pentalver are keen to stress that this is a setback but not the end of the project, their objectives for a 'Midlands Hub' at the Cannock site remain unchanged. They are reviewing options on how to proceed and discussing these with their shareholders.



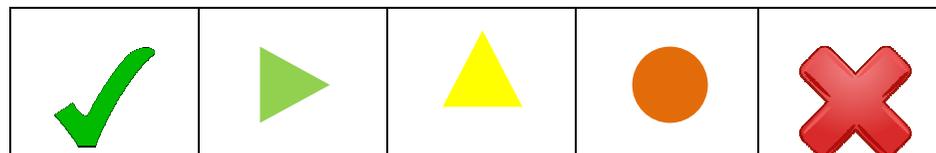
### Better jobs and skills - Supporting attractive and competitive town centres

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

| Strategic Objective  |  |   |   |  |  |
|--|--|---|---|--|--|
| Supporting attractive and competitive town centres   |  |   |   |  |  |
| Action + Progress Update   | Outcomes   | Q1 Rating   | Q2 Rating   |  |  |
| <p><b>Review of the Street Trading Policy to improve the Consenting of Street Trading Activities that are appropriate for each town centre.</b></p> <p>The Street Trading Policy has already been reviewed and is fit for purpose. However, further work is required to ensure that the policy accommodates the operation of the Cannock Friday Street Market. The street market began as a trial and has now been the subject of a procurement process resulting in the award of a contract to operate the street market. The new operator, Sketts, commences on the 20<sup>th</sup> November 2015. Further work will now be undertaken to examine the requirements of the policy and the operation of the street market and ensure that they do not conflict. Any conflicts will be resolved. If further amendments are required to the street trading policy these will be subject to consultation and brought before members for approval. This work is due to be completed by 31<sup>st</sup> March 2016.</p> | Enhanced appeal of the retail offer in each of our town centres.   |    |    |  |  |
| <p><b>Redevelopment of the former Aelfgar School site as part of the delivery of the approved Area Action Plan for Rugeley.</b></p> <p>The Rugeley Area Action Plan identifies the former Aelfgar School site as an important redevelopment opportunity in close proximity to the town centre. It is proposed to redevelop part of the site for an Extra-Care facility and the remainder of the site for development by a housebuilder. In order to secure the comprehensive redevelopment of the site in accordance with Policy RTC4 of the Local Plan the Council have agreed to the inclusion of the former squash courts and part of the Taylors Lane Car Park. The use of the site for</p>  | Meeting housing needs in Rugeley through provision of extra care scheme and open market/affordable housing scheme. |  |  |  |  |

|   |   |   |   |  |  |
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| <p>residential purposes will help to sustain the town centre by increasing locally generated footfall and is highly accessible on foot.</p> <p>The County Council are co-ordinating the tender process which started at the end of September 2015 and a development partner should be known by the end of Q3. The County Council have agreed to include a Cannock Chase Council representative in the partner selection process.</p>  |   |   |   |  |  |
| <p><b>Finalise the baseline assessment for Cannock Town Centre and assess its implications for Part 2 of the Local Plan.</b></p> <p>This work by GVA has now been completed. Cabinet considered a series of recommendations arising from this work on 24<sup>th</sup> September 2015. Discussions with potential partner organisations are underway which will form the basis of new actions to be included in the next PDP.</p>  | <p>Creation of a more successful and competitive town centre.</p>   |  |  |  |  |
| <p><b>Secure the development of the Mill Green Designer Outlet Village (subject to planning consent) and examine the opportunity to improve connectivity with Cannock Town Centre, and the train station, as a means of building its attractiveness to visitors.</b></p> <p>The planning application is being progressed with the consultations expected back during early November with consideration by the Planning Control Committee due on 25<sup>th</sup> November 2015. Extensive discussions have already taken place which focus on connectivity enhancements to the rail station and town centre.</p> | <p>Enhancement of Cannock Chase as a visitor destination.<br/>Improved retail and leisure offer.<br/>Improved image and perception of Cannock Chase.<br/>Greater contribution to the local economy - more jobs and income generation.</p> |  |  |  |  |

| Action + Progress Update  | Outcomes   | Rating |  |  |  |
|---|--|--------|--|--|--|
| <p><b>Cannock Street Market</b></p> <p>A preferred bidder has been selected but at the time of publication of this report the information had not been released.</p>  | <p>Enhancement of Cannock Chase as a visitor destination.</p> <p>Improved retail and leisure offer.</p> <p>More jobs and income generation.</p>  |        |  |  |  |
| <p><b>Completion and reporting of White Young and Green Retail Study for Cannock Chase and assess implications for future planning of the town centres</b></p> <p>The draft final report has been discussed with WYG. The final version is to be concluded by the end of 2015. This report, and the work undertaken by GVA (reported above) both support the need for an Area Action Plan for Cannock Town Centre. This will be included in the next PDP.</p> | <p>Enhancement of Cannock, Hednesford and Rugeley town centres.</p> <p>Improved retail and leisure offer.</p> <p>Improved image and perception of Cannock Chase.</p> <p>Greater contribution to the local economy - more jobs and income generation.</p> |        |  |  |  |
| <p><b>Business Rates Town Centre Discount Scheme</b></p> <p>Ongoing. Two schemes have already been supported and an appeal on a previous refusal is expected during Q3. The two supported schemes, an estate agency and an alternative and complimentary medicines and therapy centre, have created 9 jobs at a cost of approx £14,400.</p>   | <p>Businesses safeguarded / start ups</p>  |        |  |  |  |



|                   |                   |  |  |                         |
|-------------------|-------------------|--|--|-------------------------|
| Project completed | Project on target | Project scope/target date requires attention. Alterations considered by leadership team. | Project requires amendment. Alterations considered by Cabinet. | Project aborted/ closed |
|-------------------|-------------------|--|--|-------------------------|