What we said we’d achieve in 2013/14  
Priority Outcome: Prosperity – Economic Resilience  

Economic Development and Planning  

End of Year  
How are we doing so far?  

We said we would: Increase the economic, social and environmental prosperity of the District through sustainable development.  

By:  

<table>
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<tr>
<th>Secure the publication of Part 1 of the Cannock Chase local Plan and agree a timetable with the Inspectorate for the convening of an Examination-in-Public</th>
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<tr>
<td>Cannock Chase Local Plan – Local Plan (Part 1) Proposed Submission was published on 14th February 2013. Consultation ran to 28th March 2013. The plan was then submitted for examination on 31st May 2013. The Local Plan Examination-in-Public took place from 24th – 27th September 2013. The Inspector’s Report was received in February 2014 and Adoption is programmed for June 2014.</td>
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<th>Publish a draft Community Infrastructure Levy (CIL) Charging Schedule to support the delivery of infrastructure needed for the identified levels of growth in the Local Plan</th>
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<td>The Preliminary CIL Charging Schedule was published for consultation in November 2013. The Council’s response to comments received has now been considered by Cabinet. Supplementary viability work is now underway in advance of the publication of the Draft CIL Charging Schedule in Q2 of 2014-15. It is anticipated that an Examination to take place in late Autumn 2014 which should allow the local CIL to become live in Spring 2015.</td>
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Grant sufficient planning permissions to evidence a 5 year supply of deliverable housing sites to deliver a net increase of 225 units per year. The annualised requirement for the emerging Local Plan (Part 1) is 241 dwellings per annum (DPA). At this rate, the Council can evidence a 5.7 year supply. The managed delivery target, which takes account of completions to date, for the remaining Local Plan period (2014 – 2028) is 232 DPA. At this rate, the Council has a 5.9 year supply. Therefore, on all measures a 5 year supply is evidenced. However, the figures above are provisional and do not take into account the NPPF requirement to apply a ‘buffer’ of 5% to such figures. The application of the 5% ‘buffer’ generally results in figures being 0.3 years lower.

Maintain a 5 year reservoir of 28 ha of ready to develop employment land.

The District currently has 56ha of ‘available’ employment land, mainly concentrated in Cannock along the A5 corridor, and at Mill Green. Employment land in Rugeley is situated at Towers Business Park. This figure includes 4.4ha of land at Lakeside Park (former Automotive Lighting site), which is being considered for residential development, thus reducing availability to 51ha.

Provide a responsive Development Management service which meets the national targets for speed and quality of planning application decision making

The Performance Measures below demonstrate that this action has been achieved. In addition, the processes which support the determination of planning applications are currently being reviewed to ensure that national targets continue to be achieved and that the system remains responsive to applicants and those affected by development proposals.

As Performance Measures:

To exceed national targets for the speed of determining major planning applications

This Performance Measure was achieved because at least 70% of major planning applications were determined within the 13 weeks normally allowed for such applications. The last published decision making statistics for Districts show that 100% of major planning applications (1 major application) were determined in the period Oct – Dec 2013. Provisional data for Q4 shows that this performance was maintained (2 major applications determined).
**ITEM NO. 4.3**

**To exceed national targets for the quality of decision making on major planning applications**

This performance Measure was achieved because at least 50% of planning appeals on major applications upheld the Council’s decision to refuse planning permission. No major applications were refused through 2013-14 and therefore the target was achieved.

**We said we would: Increase the employability of the District’s workforce.**

**By:**

**Work with the LSPs Employment & Skills Board, the LEPs and the Routes to Work Action Group to support initiatives to reduce the number of local JSA claimants, in particular those aged 18 – 24.**

A number of initiatives have been put in places which collectively have contributed to reducing youth unemployment in the District by 48% since March 2012. Initiatives include the promotion of apprenticeship opportunities, bespoke pre-employment training courses and sector based work academies.

**Seek to maximise local employment within those businesses creating 50+ jobs within the District with the aim that 50% of new employees will be residents of the District.**

The Council worked with Tesco, JobCentre Plus and Work Solutions to ensure that employment opportunities created by the Tesco opening in Rugeley were maximised for the benefit of local people. Over 90% of the stores 250 employees are local to the Rugeley area, of which 72 were previously unemployed.

Other local employers who created more than 50 new positions during the year included Amazon and Gestamp. In both cases this was largely achieved by temporary agency staff transferring onto the permanent establishment of the relevant business without the involvement of the Council and other stakeholders.
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<th><strong>ITEM NO. 4.4</strong></th>
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<td><strong>Increase the access of local people to employment opportunities by securing a commitment from Staffordshire CC to improve public transport to key employment areas including the Kingswood Lakeside and Towers Business Parks.</strong></td>
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<td>The Cannock Chase Integrated Transport Strategy gives Priority status to the need to improve access to economic opportunities inside and outside the District, particularly at strategic employment sites in Rugeley and along the A5 corridor, as well as i54 in South Staffordshire.</td>
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| **Work with key stakeholders to secure 630 apprenticeship starts in 2013-14 through the District’s employers.** |
| Latest Government figures indicate that there were 1,410 new apprenticeships started in the District in 2012-13. Provisional data for the period Aug 2013 to January 2014 indicate a further 460 apprenticeship starts in this period which is equivalent to 76 per month or in excess of 900 in the full year. This data suggests that this target should be achieved. |

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<td><strong>Reduce youth unemployment (18 – 24 age group) to the County rate by 2017.</strong></td>
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<td>At the end of Q4 (Mar 2014 data) 5.2% of the local population aged between 18 and 24 (420 young people) were claiming JSA. At the end of 2012-13 (March 2013 data) the measure was 8.7% (710 young people). This compares to County rate of 3.8% (2,735 young people) in March 2014 and 6.0% (4,300 young people) in March 2013. The District’s rate of improvement for 2013-14 is higher than the County’s. <strong>This indicator is to be reviewed for 2014-15.</strong></td>
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| **Increase in the Employment Rate of the District’s residents (with the aim of closing the gap with the regional and GB rates by 2017).** |
| This measure is based upon increasing the employment rate for the District with the long term aim of matching the Regional and National (GB) figures. The most recent data (Jan – Dec 2013) indicates a local rate of 72.1% compared to a regional figure of 69.2% and a national rate of 71.5%. However, this data is based upon the Annual population Survey which suffers from low confidence levels at District level. Therefore, the reliability (approx 8% either side) of the data is low and should be treated with caution. Applying a 12 month average to partially address the data reliability issue, gives a local rate of 70.3% compared to a regional rate of 68.9% and a national rate of 71.2%. |
We said we would: Facilitate economic growth through job creation.

By:

**Marketing and promotion of the District to inward investors with the aim of securing 6 relocations and/or expansions in the District**

During 2013-14 a number of business expansions and relocations occurred which have created new employment opportunities; these include the opening of the new Tesco in Rugeley, the completion of the regeneration programme in Hednesford (Aldi, Pizza Hut, Card Factory, Discount UK and Pure Gym) and the opening of B & M at the Chase Retail Park in Cannock. In addition the Council has supported 9 businesses through the Business Development Programme (BDP), see the Performance Indicator below.

**Secure LEP endorsement for Investment in transport infrastructure and priority development sites including the Churchbridge jctn. and the A5/M6 Toll employment areas.**

Achieved.

Improvements to Churchbridge junction are due to be carried out via the Pinchpoint Programme, backed by both GBS and SSLEPs. This scheme was awarded £2.03m in April 2013 and work is due to commence in June 2014 and will take approximately 5 months to complete.

The Council is also working with the SSLEP to secure a commitment to enable the A460 Eastern Way to be upgraded to a dual carriageway, as well as improvements on the A5 and at Five Ways.

**Secure LEP endorsement for Programmes (including EU funded schemes) to support at least 15 local businesses to grow/start-up.**

Achieved.

As at 31 March 2014 a total of four business starts had been achieved through the EU funded Start-Up Programme, all during 2013-14.

Whilst a further nine businesses have been supported via the Business Development Programme (BDP), which is also supported by EU funds during 2013-14.
When other programmes, such as Greenbridge (2 businesses supported), are taken into account, 15 businesses have been supported. Other initiatives increase this figure further.

**Participate in at least 6 engagement events open to local businesses.**

Achieved.

19 September 2013 – Start Up Networking Event with the Chamber of Commerce.


17 October 2013 – Business Support Clinic at Chase Enterprise Centre (Staffs CC event).

17 October 2013 – Chase Creative Hub Event at Prince of Wales Centre, Cannock.

20 November 2013 – Start Up Networking Event with the Chamber of Commerce.

4 December – GBSLEP Spatial Pan for Recovery & Growth consultation event at The Aquarius, Hednesford.

30 January 2014 – Chase Start Up and grow Event at Aquarius.

6 February 2014 – BDP Surgery at the Roman Way Hotel.

18 March 2014 – SSLEP Business Event at Rodbaston Campus of South Staffordshire College.

24 March 2014 – Attendance at Barclays Bank promotional event.

10 events in total.

**Engage & develop the local visitor economy Stakeholders Panel to maximise the benefits of the visitor economy for Cannock Chase District including quarterly monitoring of the visit Cannock Chase website and two Tourism Network meetings**

The delivery of these activities was severely constrained by the absence of the Council’s Economic Development Officer (Visitor Economy & Partnerships) for most of 2013-14. Whilst it was not possible to hold the two Tourism Network meetings as planned, liaison with the Network was maintained in ‘virtual’ form on issues associated with ERDF funding, ambassador
training and the progression of the Greater Birmingham & Solihull LEP Visitor Economy Strategy.

In addition monitoring of the visit Cannock Chase website has continued together with the Explore Cannock Chase leaflet. This Action will need to be reviewed for 2014-15.

As Performance Measures

**To secure (through either completion or commencement of construction) at least 20,000 sq m of new commercial floorspace within the District from April 2012 to March 2014.**

This measure equates to 2,500 sq m per quarter. At the end of March 2014, floorspace totalling 34,463 sq m had been constructed through a number of schemes across the District since April 2012. Therefore, whilst this measure has been comfortably exceeded, it should be noted that the amount of commercial floorspace constructed during 2013-14 was reduced in comparison (8,175 sq m since April 2013). This is mainly due to the time lag that occurs between business expansion decisions being confirmed and projects starting on the ground. However, a number of new projects are anticipated during the latter part of 2014-15 which should contribute to next year’s target.

**To secure at least an annual 5% increase in tourist expenditure within the local economy**

Based upon expenditure in previous years, the expenditure target for 2012 was £13.9m. Provisional data obtained from a County-wide assessment of tourism expenditure in 2012 indicates expenditure from those visitors who stayed in the local area was £13.1m and total day expenditure of £68.2m thus confirming the achievement of the target.

This Performance Measure will need to be reviewed in 2014-15.

**To increase the number of visitor economy bed spaces within the area covered by the Cannock Chase tourism network over a 4 year period**

No net growth achieved this year.

Latest data (Feb 2014) indicates that there are 1,235 bed spaces available, which is less than the estimated baseline figure of 1,260 obtained via a sample survey. However, planning permission has previously been granted for a Travelodge on the A5 which has not been implemented due to funding difficulties. Data to be reviewed.
End Of Year Case Study

TESCO PARTNERSHIPS

Background

Over the last twelve months the Council has worked closely with Tesco and JobCentre Plus to ensure that the new employment opportunities resulting from the opening of the new Tesco stores in Hednesford and Rugeley are maximised for the benefit of their local communities.

What is Tesco Partnerships?

Tesco Partnerships is a national agreement between Tesco Stores Limited and the Department of Work & Pensions which offers unemployed people the opportunity to take part in a ten week training programme, with those individuals who successfully complete the training course being offered positions with Tesco when the new store opens. Not all new Tesco stores are designated as Partnership stores, but successful lobbying by the Council ensured that the recruitment for both Hednesford and Rugeley stores would create job opportunities for local unemployed people through the Partnership designation. Tesco Partnerships employ the services of a specialist pre-employment training company called Work Solutions to deliver training and support to the group which is normally about one-third of the total workforce of each new store. Tesco Partnerships then work with key public sector partners to identify appropriate venues to carry out the training as close as possible to the new store. For the Hednesford Tesco Partnership pre-employment training programme Hednesford Town Football Club was used, whilst Lea Hall social Club will be utilised for the same purpose prior to the opening of the new Rugeley store.

Outcomes

The Hednesford store created 93 positions for previously unemployed people through the Partnerships route, of which 34 were aged less than 25. The Rugeley Tesco Partnerships training will create up to 80 positions for unemployed people when the store opens in September 2013. It is anticipated that 25 – 30 of these jobs will be taken by young people.

In addition to the Partnerships route, JobCentre Plus operates a Sector Based Work Academy for a period of two weeks during the recruitment phase which is also aimed at unemployed people. This is an intensive two week training course which gives successful participants a guaranteed job interview with Tesco. It is anticipated that a small number of positions will also be created through this route.