

What we said we'd achieve in 2012/13

Town Centre Regeneration Policy

Development Committee

Priority Outcome: Prosperity – Economic Resilience

How Did We Do?

We said we would: Facilitate economic growth through job creation

By:

Tesco store commences trading in the Phase 2 Hednesford Bus Station/Victoria Street Scheme.

The new Tesco store in Hednesford Town Centre started trading on 26 November 2012. This marked the completion of Phase 2 of the Hednesford Town Centre regeneration programme. The store employs over 250 people, of which almost 100 were previously unemployed and were recruited through the Tesco Partnership programme with the active support of Cannock Chase Council and Jobcentre Plus.



Rugeley Town Centre – commence construction works for the proposed Tesco scheme.

Initial works have commenced to prepare the site for the new Tesco store with the construction of bat boxes to satisfy the planning conditions which deal with ecology matters. It is anticipated that the construction programme will culminate with the opening of the new store in September 2013. Therefore this milestone has been achieved.



Hednesford Town Centre: Commence construction of the non-food retail units in Phase 2 and secure 90% lettings ***NB – Note that this will be a decision of the Council's development partner***

Non-food retail units were completed in December 2012. 7 out of 8 retail units were either let or under offer in April 2013.



As performance measures:**Hednesford Town Centre – Complete construction of the new Market Street retail units on the Rugeley Road scheme.**

Five new retail units and two refurbished units were completed at the end of June 2012 providing a total of 1,042.5 sqm of accommodation. By the end of Q2, Unit 1 had been let to Gnarly Cycles (who opened in August) and one unit is in the hands of solicitors. Marketing continues on the remaining floorspace.

**Cannock Town Centre – Report to Cabinet on the results of a planning and marketing process to secure a development for Cannock Town Centre expansion.**

The timetable has been adjusted to respond to poor market conditions. The Council's consultants are now expected to report on the Beecroft Road car park site in Q1 2013-14.



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.