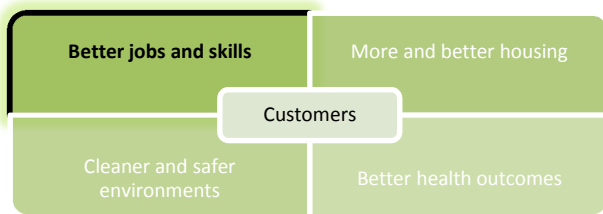


Appendix 3

Better jobs and skills

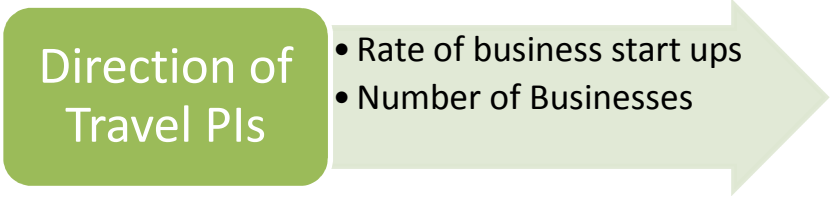
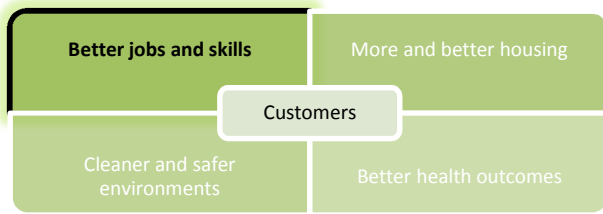
Strategic Objective			
Supporting a successful business economy			
Action	Responsible Officer	Outcomes	Target date
<p>Progress work in key areas to underpin production of the Cannock Chase Local Plan Part 2, including:-</p> <ul style="list-style-type: none"> • Green Belt Assessment • Sustainability Appraisal 	Planning Policy Manager	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.	Ongoing.
<p>Maintain an adequate supply of employment land in line with the Cannock Chase Local Plan (Part 1) Policy CP8.</p>	Planning Policy Manager	To ensure a supply of at least 88ha of new or redeveloped employment land over the plan period (2006 – 2028).	Ongoing.
<p>Support ongoing work to complete the electrification of the Chase Line from Walsall to Rugeley Trent Valley and examine the scope for improvements to the District's rail infrastructure.</p>	Head of Economic Development.	To facilitate increased patronage of the Chase Line via improved journey times and more frequent and reliable services. Reduced environmental impact of train services.	Ongoing. Network Rail have indicated that work on electrification should be complete by the end of 2017 to enable new services to commence from May 2018.

Action	Responsible Officer	Outcomes	Target date
Offer support to: <ul style="list-style-type: none"> • New food businesses to achieve legal compliance and become successfully established; and • Poorly compliant businesses to help them improve. 	Food, Safety & Licensing Manager	An increase in the number of new businesses that become successfully established, and the % of businesses broadly compliant with food safety requirements.	Ongoing.
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	Planning & Economic Development Services Manager	Enhance connectivity across the District and outside of the District, increased numbers of rail passengers.	Ongoing
Respond to the announcement of the closure of Rugeley Power Station in the summer of 2016 through supporting a co-ordinated partnership task force to assist staff in gaining new employment and to plan for the future use of the site.	Managing Director	Local economy in Rugeley protected and new uses, employment and housing, established on site as soon as possible.	On- going, at least through 2016/17
Work in partnership with the Environment Agency to deliver the Rugeley Flood Alleviation Scheme	Head of Economic Development	Flood protection from a 1 in 100 year event is required in order to protect residential and commercial development in Rugeley town centre and to allow future development to progress (currently the EA would object to development in the area subject to the severest flood risk).	Planning application April 2016 Work due to start on site July 2016 Completion late 2016/early 2017



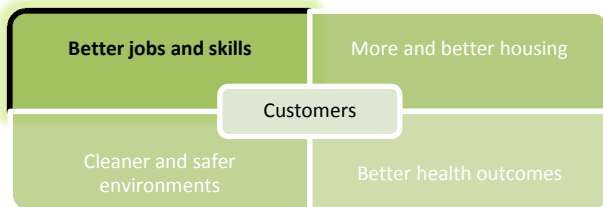
Better jobs and skills

Strategic Objective			
Improving skills and accessibility to local employment opportunities			
Action	Responsible Officer	Outcomes	Target date
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.	Planning & Economic Development Services Manager	Local jobs for local people.	Ongoing.
Seek opportunities for Cannock Chase Council to employ more apprentices and provide an increased number of work experience placements.	Managing Director	More training and apprenticeship opportunities for young people. Positive response to the Council's corporate and social responsibilities.	Ongoing.



Better jobs and skills

Strategic Objective			
Growing the number of successful businesses			
Action	Responsible Officer	Outcomes	Target date
Support the growth and expansion of local companies through the 'Let's Grow' Programme	Planning & Economic Development Services Manager	Support small businesses which are not able to otherwise secure funding to expand through the award of small grants – business growth and employment	10 businesses assisted by April 2019
Continue working with partners to facilitate the formulation and implementation of EU funded projects to support business start ups and the growth of existing businesses (SMEs).	Economic Development Manager	New businesses formation. Jobs protected/created.	End of Q2 onwards.
Support the development of the railhead facility at the Pentolver Depot in Cannock to enable freight movements via rail in place of road transport.	Head of Economic Development	<ul style="list-style-type: none"> • Business growth. • Jobs protected/created. • Reduction in lorry movements and increase in freight rail traffic. • Reduced environmental impact of road traffic. 	Ongoing.



Direction of Travel PIs

- Town vacancy rates
- Visitor numbers - footfall
- Ranking against similar towns

Better jobs and skills

Strategic Objective			
Supporting attractive and competitive town centres			
Action	Responsible Officer	Outcomes	Target date
To appoint consultants to undertake the production of an Area Action Plan for Cannock Town Centre and secure the participation of key stakeholders.	Planning & Economic Development Services Manager	Creation of a framework to support redevelopment opportunities. Foundations for a more competitive and attractive town centre.	Ongoing.
To work with Staffordshire CC to clear the site of the former Aelfgar School site in advance of a re-rendering to secure an Extracare facility within Rugeley Town Centre.	Planning & Economic Development Services Manager	Meeting housing needs in Rugeley through provision of extra care scheme and open market/affordable housing scheme.	Site clearance by end of Q2.
Work with developers to secure a commencement to construction works for the Mill Green Designer Outlet Village and those measures required to enhance connectivity with Cannock Town Centre.	Head of Economic Development	Enhanced profile of Cannock Chase as a visitor destination. Improved retail and leisure offer. Construction jobs. Increased access to training opportunities.	Site preparation works to commence in Q3.

Action	Responsible Officer	Outcomes	Target date
Continued delivery of the Town Centre Discretionary Business Rates Scheme to facilitate the reoccupation of previously vacant town centre accommodation.			Ongoing.
Further review of the Street Trading Policy in order to: <ul style="list-style-type: none"> determine the effect of the changing mix of traders on the Cannock Street market; enforcement of the County Council Obstructions Policy; and better control of charity collectors via an agreement with the PFRA. 	Food, Safety & Licensing Manager	Enhanced appeal of the retail offer in our town centres.	Completion by 31 st March 2017.