

**Cannock Chase Council**  
**Minutes of the Meeting of the**  
**Cabinet**

**Held on Thursday 16 December 2021 at 5:00 p.m.**

**In the Council Chamber, Civic Centre, Cannock**

**Part 1**

**Present:**

Councillors:

Lyons, Mrs. O.	Leader of the Council
Jones, B.	Deputy Leader of the Council and Neighbourhood Safety & Partnerships Portfolio Leader
Jones, Mrs. V.	Community Engagement, Health & Wellbeing Portfolio Leader
Sutherland, M.	District Development Portfolio Leader
Fitzgerald, Mrs. A.A.	Housing, Heritage & Leisure Portfolio Leader
Hewitt, P.M.	Innovation & High Street Portfolio Leader

**61. Apologies**

Apologies were submitted for Councillor J.P. Johnson, Environment & Climate Change Portfolio Leader.

**62. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members**

No other Declarations of Interest were made in addition to those already confirmed by Members in the Register of Members' Interests.

**63. Updates from Portfolio Leaders**

**(i) Leader of the Council**

The Leader updated in respect of the following:

- **Covid-19 Transmission / Vaccine Update**

In the seven-day period up to 9 December, the case rate in Cannock Chase was 414.8 per 100,000 population. Due to the lag in capturing case rate information, the data did not yet reflect the new omicron variant. Sadly, cases had already been detected in Staffordshire and there was community spread elsewhere in the UK, meaning that cases were not only linked to travel.

There had been a huge boost for the vaccination drive with capacity having vastly increased. The Roman Way hotel site was now looking to more than double their number of vaccinations sessions, and they were just one of many places across

the District offering vaccines. As of 15 December, anyone over the age of 18 was permitted to book their booster so long as it had been at least three months since their second jab. Anyone that had spare time to come forward and volunteer to support the effort was encouraged to do so and join all the amazing people making this monumental feat possible.

- **County Deal**

In collaboration with both Staffordshire County Council and neighbouring councils across Staffordshire, a 'County Deal' was being pursued under the Government's Levelling Up agenda. This would mean working more closely on issues such as local economies, ensuring a skills base, and improving overall services such as waste to ensure residents the best that could possibly be offered, and working together to tackle climate change. A Staffordshire-wide 'County Deal' bid was now being developed.

- **Chase Leisure Centre Swimming Pool**

Following the update at full Council on 15 December, 2021, concerning the closure of Chase Leisure Centre swimming pool that day due to a national carbon dioxide shortage, it was pleasing to confirm the delivery arrived later that day, and the pool was able to reopen again on 16 December, 2021, as normal.

- **Climate Change 'Stakeholder Panel'**

It was pleasing to report that full on 15 December, 2021 had supported Cabinet's recommendation to establish a 'stakeholder panel'. This would create a platform through which the Council could consult and engage with all stakeholders, including residents and businesses, to find ways to tackle climate change.

(ii) **Community Engagement, Health & Wellbeing**

The Portfolio Leader updated in respect of the following:

- **Minor Injuries Unit Cannock Chase**

Further to previous updates, a follow-up letter (a copy of which was set out below) had been sent to Marcus Warnes, Accountable Officer for the Staffordshire Clinical Commissioning Groups (CCGs), to query why neither a response nor acknowledgment had been received to the letter sent on 2 September, 2021.

*"Dear Mr Warnes,*

*On 2<sup>nd</sup> September 2021 I wrote to you as the Portfolio Holder for Community Engagement, Health and Well Being along with the Leader of the Council to express our concern over the continued closure of the Minor Injuries Unit (MIU) at Cannock Hospital. Please find enclosed a copy of that letter. As yet, we have not received any response or acknowledgment which we are sure must be an oversight.*

*I am aware that there is a national consultation on the future of urgent care services and specifically Urgent Care Treatment Centres (UTC) although I have not yet been advised how that will impact on the reopening of the MIU at Cannock Hospital or to an entirely new facility. There is still a good deal of concern amongst the public that this facility will not reopen and that they will have to travel longer distances for the care that they previously received at the MIU.*

*Staffing and other winter pressures I know will be occupying everyone's mind however, MIUs or UTCs have been shown to help relieve some of those pressures.*

*I am due to report to the Cabinet on the outcome of the letter that was sent to you back in September.*

*I look forward to hearing from you*

*Yours sincerely*

*Valerie Jones*

*Councillor Valerie Jones*

*Portfolio Holder for Community Engagement, Health and Wellbeing"*

It was important therefore to keep pressure up on this issue, and as such, it was pleasing to report that Councillor Martyn Buttery (Chairman of the Council's Health & Wellbeing Scrutiny Committee), and Councillor Dr. Johnny McMahon (also Staffordshire County Council Cabinet support member for Public Health and Integrated Care), would be raising this issue again at the County Council's Health Scrutiny Committee, which the CCG was required to attend.

- **Better Health Staffordshire and Cannock Chase Can**

Cannock Chase had the unfortunate distinction of being the district in Staffordshire with the highest rates of obesity. This update would focus on two projects, the County pathfinder project 'Better Health Staffordshire', of which Cannock Chase was one of three pilot districts, and our own local bespoke project, 'Cannock Chase Can'. Both projects shared the aim of reducing the number of children and adults in Cannock Chase with an unhealthy weight, to reduce the well-known risks to their health that were so evident in the district health profile for the area. Working interactively, the two projects substantially increased the likelihood of being successful and achieving sustainable change to people's health and lifestyles.

Better Health Staffordshire was the branding for a whole-systems approach to healthy weight and tackle the causes of obesity. It was a co-ordinated and collaborative approach, with a wide range of partners, to tackle the multiple drivers of obesity.

This approach differed from actions taken that traditionally targeted individual lifestyle factors that have failed to achieve lasting impact. For that, systems and structures that impacted on those wider determinants of health needed to change.

Staffordshire County Council had held two workshops over the last two months that Members had attended. Workshop one focused on "the consequences and realities of obesity prevalence in Cannock Chase", and the second on the "whole systems approach to tackling obesity". Dates of future workshops would be promoted in the new year. The 'Cannock Chase Can' programme would be the Council's local contribution toward this work.

Cannock Chase Can was developed in partnership with Inspiring Healthy Lifestyles (IHL). Whilst other areas had developed similar apps, there were novel features which were unique to Cannock Chase such as the 'wellness wheel'.

The mobile app had been built and a demo version was currently live, offering exclusive access to people to get a 'sneak peek' prior to its official release. The development team were continuing to address bugs and add new content ready for the full launch on 29 January 2022.

From that date until 8 February, the app would be going 'on tour', where officers and IHL staff would visit local supermarkets and town centres to encourage people to download the app as well as capturing individual concerns in using the wellness wheel. This would help establish some initial baseline data and be used for reporting purposes.

It was hoped the official Commonwealth Games Roadshow would be available to support the launch of the tour and the team were now going through the official booking process for this. After the initial tour, the team would follow up with visits to schools and community groups to encourage sign up and content creation.

Cannock Chase Can continued to be promoted on its official Facebook page, 'Cannock Chase Can'. Partners, community groups and businesses had been encouraged to like and share the page to increase the audience. There was also an official webpage [www.cannockchasecan.co.uk](http://www.cannockchasecan.co.uk), and regular articles in Chase Matters magazine.

In addition to the app, Cannock Chase Can was also exploring the opportunities of wider engagement projects that could have a positive impact on the District's overall health and wellbeing.

The new Health Improvement Officer, Amber Soni, had recently started work. Amber would support on the implementation of Cannock Chase Can and lead on the Council's wider commitment to 'Health in All' policies.

There were regular 'virtual' strategic meetings with the strategic working group and the community working group that had been crucial to the ongoing development of the app and the wider programme.

Appreciation was given for all those involved in Cannock Chase Can, with particular mention of the passion and hard work shown by Katie McBey from the Council, and Lisa Shepherd from IHL.

- **Engagement with Parish & Town Councils**

The Chief Executive had been leading on community engagement work to build relationships and engagement with the parish and town councils. These councils directly faced the public and provided a valuable specific perspective on their local areas and were often the first contact residents had with local government.

It was important that the tiers of local government at district and parish / town level could share intelligence on the needs of their residents and work together to bring an equitable and fair approach to those needs across the district. An initial meeting was held on 9 December with further meetings to be organised. It was hoped that parish and town councillors would take advantage of this opportunity.

### (iii) District Development

The Portfolio Leader updated in respect of the following:

- **Covid Recovery Grant**

The Council had received circa 47 applications from businesses for its Additional Restrictions Grant (ARG) Covid Recovery Grant to date since it went live at the end of October. Monies were still available and open for applications. 17 had been approved so far with 14 more currently being assessed and pending a decision.

The monies had to be spent by 31 March 2022, so applications were welcomed from Covid-affected businesses in all sectors.

- **Welcome Back Fund**

Parish and town councils in the District benefiting from the District Council's allocation from the fund were being urged to spend their approved budget allocations as soon as possible.

If monies were not spent or allocated to activities approved by the Economic Development team shortly, then the monies would be spent on District-wide initiatives to ensure defrayal of all monies by the 31 March 2022 deadline was met.

- **Cannock College**

Enrolment numbers were up as follows:

- Non-apprentices – 418 this year compared to 336 last year
- Full-time students were 205 and part-time 197
- Step-change programme – electrical level 3 courses – 31 students this year compared to 15 last year. Early years educator course – 17 students this year compared to 7 last year.

Free digital courses were being offered to anyone who enrolled in January 2022. A new digital manager was in post, and Members were encouraged to promote the Digital Hub and the offer now available to businesses and learners to maximise the opportunities available from this facility being in the District.

- **Universal Credit**

The latest Universal Credit claimant count for the District had reduced again this month to 3.8%, which was an encouraging trend.

- **McArthurGlen Designer Outlet West Midlands**

Not only were overall visitor numbers much higher than anticipated / profiled to achieve, but the total spend per visitor was much higher than envisaged. This was encouraging to see and demonstrated visitor appetite for this type of shopping experience and people liked what they saw.

- **Call for Sites Request**

The Planning Policy team had written out to non-residents on the Council's consultation database advising them of the 'call for sites' process and asked for new sites or revised information to be submitted by 31 December.

This helped the team to identify land that was suitable and available to meet future housing and employment requirements. The Council was also interested in identifying sites that were suitable and available for gypsies, travellers, and travelling show people, and for tree planting and biodiversity enhancements.

- **Staffordshire Destination Management Partnership**

The Staffordshire Destination Management Partnership (DMP) had announced that Charlotte Cain had joined their team to focus on tourism delivery and work with members to drive their strategies.

The overarching priority of the DMP was to set the direction for Staffordshire's visitor economy sector and deliver activities to attract more visitors to the county. As part of this Council's Economic Prosperity Strategy, there was a key ambition to develop the District's visitor economy and create a distinctive identity for the District.

Cannock Chase was a significant contributor to the Staffordshire tourism offer and offered a variety of visitor attractions including the Cannock Chase Area of Outstanding Natural Beauty and linked attractions, but also new ones such as the McArthurGlen Designer Outlet.

Maximising the benefits from visitor to the Outlet remained a key objective of the Council and the concept of linked trips to other areas of the District was essential to create prosperity for all parts of the District.

Furthermore, the District would be hosting the 2022 Commonwealth Games mountain biking event and there were huge opportunities to build the profile of the District in the run up to and during the Games and create a legacy. Charlotte Cain would be welcomed to the District shortly not just as part of her induction, but to share and show all the great attributes and attractions of Cannock Chase.

**(iv) Housing, Heritage & Leisure**

The Portfolio Leader updated in respect of the following:

- **Insulation of Private Sector Homes**

The Council had received £20,000 of funding to help residents who were living in cold and draughty private-rented properties.

The funding would be used by the Council's Environmental Health service to help raise awareness and enforce rules that banned landlords from renting homes with the worst performing energy ratings and help the Council support landlords with these changes. It was hoped this would improve standards for private sector tenants and raise awareness.

The rules would see landlords install energy efficient upgrades such as loft insulation, double glazing, and cavity wall insulation. Poor insulation left people struggling to heat their homes, especially with the recent rise in fuel prices.

Tenants who believed their private rented property did not have an Energy Performance Certificate, which rated their homes as F or G, could contact the Council for advice.

- **Tree Planting Schemes**

In collaboration with the Forest of Mercia an urban woodland had been created on Bradbury Lane in Hednesford with a mixture of circa 4,000 native trees and

shrubs being planted across seven woodland blocks, surrounding open green space.

The planting would help to improve the green space available for residents to use, and several schools and community groups had been involved in the project.

Additionally, the Forest of Mercia and the Council were creating a small woodland area around the CEMA site in Norton Canes by planting around 488 additional trees and shrubs, thanks to a generous donation from the Forest of Mercia of £12,000. Once again, the community had come together with various voluntary groups to plant a tree.

The Government had a target to increase tree planting across the UK with 30,000 hectares to be planted by the end of this Parliament. The planting of these trees would help to fight against climate change by absorbing pollution and improving air quality, reducing flooding, and supporting urban wildlife.

These activities encouraged community engagement and promoted outdoor learning through forest school type activities and having had local volunteers help to plant the woodland.

#### **(v) Innovation and High Streets**

The Portfolio Leader updated in respect of the following:

- **Christmas Lantern Parade and 'Welcome Back' fund**

It was a delight to be part of the first ever Christmas lantern parade on the evening of 11 December and witness hundreds of families joining Father Christmas as he came from Wimblebury through to Heath Hayes on his sleigh.

Funds for the event came from the 'Welcome Back' fund, and events that had taken place over the past few weeks and months in Hednesford, Rugeley and Cannock were all supported by the fund. It had been a delight to see this fund so well used and in imaginative ways by the parish and town councils working collaboratively with the District Council.

£145,000 had been spent across the District from the fund, and some monies were still available. Officers had provided the cut off dates and spend criteria.

- **Levelling Up Fund**

The Leader and Deputy Leader of Staffordshire County Council had accepted an invitation to come along to Cannock town centre and discuss the Levelling Up fund. This Council would need to work closely with the County Council on this exciting project, so we looked forward to welcoming them early next year.

#### **(vi) Neighbourhood Safety & Partnerships**

The Portfolio Leader updated in respect of the following:

- **Police, Fire and Crime Panel**

At a meeting of the Staffordshire Police, Fire and Crime Panel held on 7 December, the Panel had questioned the Police, Fire & Crime Commissioner (PFCC) on the implementation of his Medium Term Financial Strategy (MTFS) for both the Police Service and the Fire & Rescue Service. The Commissioner also reported upon the outcomes of his public consultation to his Police and

Crime and Fire & Rescue plans. The responses generally indicated wide support for his priorities.

The Commissioner also had plans for the introduction of a 'strategic community safety forum' across Staffordshire and Stoke-on-Trent. The idea was for community safety leaders to come together to debate and agree delivery of shared strategic priorities. There was currently no single governance structure where strategy community safety issues that affected the whole county were regularly discussed. The forum would address that need and meet on a quarterly basis.

- **Cannock Local Policing Team**

Sergeant Mark Burslem, the Deputy to Chief Inspector Downing at Cannock police station had recently been promoted to Temporary Inspector and Staff Officer to the new Chief Constable of Staffordshire Police. Sgt. Burslem had been replaced by Inspector Chris Moss. On behalf of the Council, tribute was paid to Sgt. Burslem for his huge contribution to the Community Safety Partnership and he was wished well for the future. A warm welcome was also extended to Inspector Moss and the Council looked forward to working with him.

- **Anti-Social Behaviour**

Anti-social behaviour (ASB) calls across the District had been reduced by some 32% over a rolling 12-month period to November, 2021. This represented a significant reduction and was testament to the excellent co-operation across the Community Safety Partnership. Thanks were given to the Police, the Council's Community Safety team, and all other partnerships for this achievement.

#### **64. Minutes**

**Resolved:**

That the Minutes of the meeting held on 11 November 2021 be approved.

#### **65. Forward Plan**

The Forward Plan of Decisions for the period December 2021 to February 2022 (Item 5.1 – 5.2) was considered:

**Resolved**

That the Forward Plan of Decisions for the period December, 2021 to February, 2022 be noted.

#### **66. Local Plan Preferred Options Consultation Feedback and Next Steps**

Consideration was given to the Report of the Head of Economic Prosperity (Item 6.1 – 6.126).

**Resolved:**

That:

(A) The feedback received on the Cannock Chase Local Plan review preferred options consultation be noted.

(B) The next steps in progressing the Local Plan review be noted.

## **Reasons for Recommendations**

Consultation was a vital part of the preparation of the Local Plan. The Council needed to show how it had considered the representations and that the consultation was in conformity with its statement of community involvement.

Consultation provided local involvement and input to reflect local circumstances and ambitions for the District, and this was taken further through collaborations with the Council's partners and statutory undertakers. In this way the number of representations to the Local Plan were reduced and the Local Plan should be more robust and justified. In turn, this would help focus a Local Plan examination and potentially reduce the number of hearing sessions and consequently reduce the time and cost of the examination in public.

### **67. Exclusion of the Public**

#### **Resolved:**

That the public be excluded from the remainder of the meeting because of the likely disclosure of exempt information as defined in Paragraph 3, Part 1, Schedule 12A of the Local Government Act 1972 (as amended).

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**Minutes of the Meeting of the**  
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**Held on Thursday 16 December 2021 at 5:00 p.m.**

**In the Council Chamber, Civic Centre, Cannock**

**Part 2**

**68. Leisure and Culture Services**

Consideration was given to the Not for Publication Report of the Head of Environment and Healthy Lifestyles (Item 8.1 – 8.9).

**Resolved:**

That:

- (A) The management fee for 2022/23, as set out in report paragraph 3.1(a) be agreed, based upon a Fixed Cost and a Variable Management fee to be based upon a mid-case scenario of the net cost of operating facilities.
- (B) The Variable Fee would be agreed as part of the Council's budget process and would be subject to the clauses as contained in the Deed of Variation to the initial contract.

**Reasons for Decisions**

The Council was required to agree a Management Fee with Inspiring Healthy Lifestyles by 30 October 2021 in relation to the 2022/23 Management Fee.

Letters of extension between the parties had been signed to extend the deadline for agreeing the Management Fee to 31 December 2021.

The meeting closed at 6:01 p.m.

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**Leader**