





## Promoting Prosperity Priority Delivery Plan 2020/21 – As at 30 September 2020

Delivery of actions for Q2				
				Total Number of Actions
Action completed	Work in progress but slightly behind schedule. Action will be completed in next Quarter.	Action > 3 months / 1 Quarter behind schedule and action is required to address slippage	Action / project cannot be completed / delivered. Option to close to be agreed by Leadership Team / Cabinet.	
4	1	1	0	6


## Performance Indicators

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
<b>Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District</b>							
a) Local people working on construction site (those inducted)	Q	N/A	a) 150-200	Covid affected data collection - unable to report Measurement to commence Qtr 4			
b) Retail jobs for local people			b) 700-800				
Passenger numbers using the station due to the development of McArthurGlen	A	N/A		Measurement to commence Qtr 4			
<b>Increase the skill levels of residents and the amount of higher skilled jobs in the District</b>							
Increase in qualifications at NVQ Level $\frac{3}{4}$ (NOMIS)	A	NVQ3 – 55.6% average Jan – Dec 2019	Aim to increase levels year on year				
	A	NVQ4 – 34.3% average for quarter Jan – Dec 2019	Aim to increase levels year on year				
<b>Create strong and diverse town centres to attract additional customers and visitors</b>							
Town Centre Vacancy Rates *July 20 data collected late due to COVID	Q Average for Quarter	Cannock 10.9%	Aim to keep below national rate of 12%	14.8%*	20.3%		
		Rugeley 4.8%		3.2%*	6.3%		
		Hednesford 4.6%		7.5%*	8.6%		

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
<b>Increase access to employment opportunities</b>							
Employment Levels	A	Employment rate 90.6% Economically active in employment Apr 19 – Mar 20	Aim to keep above West Midlands rate 73.9%				
Unemployment Levels (out of work benefits / universal credits now included) (NOMIS)	Q		Aim to keep below West Midlands rate				
	Cannock	2.6%		5.7%	5.8%		
	West Midlands	3.9%		7.1%	7.4%		
<b>Create a positive environment in which businesses in the District can thrive</b>							
Number of Growth Hub enquiries from Cannock Chase businesses	A	GBSLEP (hub) – 68	60				
	A	SSLEP (hub & landline) – 64	60				
<b>Commencement of the regeneration of Rugeley Power Station</b>							
Increase in supply of employment land				Measurement to commence 2022			

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
<b>Increase housing choice</b>							
Total number of net new dwellings completed	A	930	Average of 241 dwellings pa				
Number of additional units delivered (Council Housing)	A	9	0				
Number of additional units (Affordable Housing) – total for Council and Registered Providers	Q	108	Awaiting revised programme from RP total (Council and RP)	3	25		

## Projects being progressed during 2020/21

Approach	Key Project	Milestone(s)	Comments	Q1	Q2	Q3	Q4
<i>A more productive economy</i>							
Ensure that there is adequate supply of land for housing and employment	Production of the new Local Plan and associated Supplementary Planning Documents	Preferred options consultation	Local Plan Review has been delayed due to impact of COVID-19.  Preferred Option to be prepared alongside new Local Development Scheme.				
		Proposed submission consultation	Local Plan is proceeding on a new timeline that will be incorporated within a new Local Development Scheme (anticipated January 2021). Covid19 has delayed progression of evidence base and will impact on consultation arrangements.  Statement of Community Involvement to be revised to allow for greater virtual/digital consultation.  Planning White Paper proposes wide ranging reforms and new government guidance that could potentially impact on the Local Plan timetable.				X
		Submission of plan to the Secretary of State	Revised timescales to be set out in new LDS – January 2021	2021/22			
		Examination in public		2021/22			
Adoption	2022/23						

Approach	Key Project	Milestone(s)	Comments	Q1	Q2	Q3	Q4
<i>Boosting Resident skills</i>							
Engage with LEPS, the business community, West Midlands Combined Authority and national bodies to improve the skills base of our residents	Access to local jobs for local people	Hold a jobs fair for the designer outlet	Slipped to Q3 due to COVID-19			X	
<i>Town Centres driving change</i>							
Regeneration of Rugeley Power Station	Work with the land owner and Lichfield District Council to progress the regeneration of the site	Site owner to complete demolition programme	Demolition work ongoing expected to complete in early 2021.				X
		Receive 'reserved matters' planning applications for phase 1 of development	Amended planning application incorporating 'all through school' approved by Planning Control Committee on 22 <sup>nd</sup> July 2020. Application for through school from John Taylor Multi Academy Trust currently being considered by Department for Education.		✓		X

Approach	Key Project	Milestone(s)	Comments	Q1	Q2	Q3	Q4
<i>Increase housing choice</i>							
The Council will invest £12.9m to provide additional affordable homes across the district	Hawks Green Depot	Start on Site	Completed	✓			
	Aelfgar	Exchange of Contracts with Staffordshire County Council for purchase of site	Complete drafting of sale and overage documents and exchange contracts Timescale revised as a result of impact of COVID-19 and will now be completed in Q3		●		
		Planning Application Submission (new)	Assessment, drafting and submission for outline planning approval				X
		Assessment of available zero carbon housing standards and appointment of a consultant	Completed Decision taken to pursue Passivhaus.		✓		
		Development Partner to be procured under a recognised framework, where possible	Investigations into Dudley Framework and completion of tender documentation in progress. Undertake mini-competition if necessary Timescale revised as a result of impact of COVID-19 and will now be completed in Q4.				X
		Scheme developed and a further report received for scheme approval and permission to spend	Timescale revised as a result of impact of COVID-19 and will now be completed in 2021-22				
	Chadsmoor	Site investigations and development activities to support a planning application	Initial ecological surveys completed		✓		
		Assessment, drafting and submission for planning approval	Appointment of planning consultant completed in Q2 Timescale revised as a result of impact of COVID-19 and will now be completed in Q4.				X

**Projects now being dealt with as part of Economy Recovery Action plan**

Approach	Key Project
<i>Destination Cannock Chase</i>	
Develop the visitor economy and maximise the benefit of the McArthurGlen Designer Outlet West Midlands	Promote the opening of the Designer Outlet
<i>A more productive economy</i>	
Improve our local transport infrastructure to accommodate inward investment and ensure infrastructure supports our clean growth aspirations	Improvements to Cannock Railway Station
<i>Boosting Resident skills</i>	
Engage with LEAs, the business community, West Midlands Combined Authority and national bodies to improve the skills base of our residents	Connecting Communities (formerly Employment Support Pilot) in Cannock North area. This tackles unemployment and low pay in local communities.
<i>Enterprising Cannock Chase</i>	
Create a positive and entrepreneurial environment in which businesses can grow and thrive	Identify opportunities for managed workspace / business hubs across the District
<i>Town Centres driving change</i>	
Cannock Town Centre regeneration	Identify opportunities to bring forward sites in the Town Centre Development Prospectus
	Environmental improvements

**Projects deferred to 2021/22 onwards**

Approach	Key Project
<i>Destination Cannock Chase</i>	
Develop the visitor economy and maximise the benefit of the McArthurGlen Designer Outlet West Midlands	Marketing/ branding campaign
<i>A more productive economy</i>	
Identify key growth opportunities to inform our investment proposition and identify opportunities to create a clean growth economy	Commission a Growth Opportunities Study