



Please ask for: Steve Partridge
Extension No: 4588
E-mail: stevepartridge@cannockchasedc.gov.uk

17 August 2022

Dear Councillor,

Cabinet

6:00pm on Thursday 25 August 2022

Meeting to be held in the Esperance Room, Civic Centre, Cannock

You are invited to attend this meeting for consideration of the matters itemised in the following Agenda.

Yours sincerely,

T. Clegg
Chief Executive

To: Councillors:

Lyons, O.	Leader of the Council
Jones, B.	Deputy Leader of the Council and Community Safety & Partnerships Portfolio Leader
Sutherland, M.	District and High Street Development Portfolio Leader
Johnson, J.P.	Environment and Climate Change Portfolio Leader
Jones, V.	Health, Wellbeing, and Community Engagement Portfolio Leader
Fitzgerald, A.A.	Housing, Heritage, and Leisure Portfolio Leader
Hughes, R.J.	Innovation and Resources Portfolio Leader

Agenda

Part 1

1. Apologies

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

To declare any personal, pecuniary, or disclosable pecuniary interests in accordance with the Code of Conduct and any possible contraventions under Section 106 of the Local Government Finance Act 1992.

3. Updates from Portfolio Leaders

To receive and consider oral updates (if any), from the Leader of the Council, the Deputy Leader, and Portfolio Leaders.

4. Minutes

To approve the Minutes of the Meeting held on 14 July 2022 (enclosed).

5. Forward Plan

Forward Plan of Decisions for August to October 2022 (Item 5.1 - 5.3).

6. Air Quality Status Report 2021-22

Report of the Head of Environment and Healthy Lifestyles (Item 6.1 - 6.94).

7. Economic Prosperity Strategy Refresh

Report of the Head of Economic Prosperity (Item 7.1 - 7.31).

8. Cannock Chase Local Plan 2018-2039: Regulation 19 Consultation

Report of the Head of Economic Prosperity (Item 8.1 - 8.194).

9. Elmore Park Public Toilets

Report of the Head of Economic Prosperity (Item 9.1 - 9.9).

10. Deed of Gift Agreement - Commemorative Beacons

Report of the Head of Economic Prosperity (Item 10.1 - 10.12).

11. Revenues and Benefits Collection Report - Quarter 1

Report of the Head of Finance (Item 11.1 - 11.24).

The Appendices to this report (Item 11.6 - 11.24) are confidential due to the inclusion of information which is likely to reveal the identity of an individual, and information relating to the financial or business affairs of any particular person (including the Council).

Cannock Chase Council
Minutes of the Meeting of the
Cabinet

Held on Thursday 14 July 2022 at 6:00 p.m.

In the Esperance Room, Civic Centre, Cannock

Part 1

Present:

Councillors:

Lyons, O.	Leader of the Council
Jones, B.	Deputy Leader of the Council and Community Safety & Partnerships Portfolio Leader
Sutherland, M.	District and High Street Development Portfolio Leader
Johnson, J.P.	Environment and Climate Change Portfolio Leader
Jones, V.	Health, Wellbeing, and Community Engagement Portfolio Leader
Fitzgerald, A.A.	Housing, Heritage, and Leisure Portfolio Leader
Hughes, R.J.	Innovation and Resources Portfolio Leader

17. Apologies

None.

18. 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.

19. Updates from Portfolio Leaders

(i) Leader of the Council

The Leader updated in respect of the following:

- **Queen's Baton Relay and Commonwealth Games**

It was a pleasure to announce the route and timings of the Queen's Baton, which would be in the district on Saturday, 23 July, 2022.

The baton was scheduled to arrive at Wolseley Road in Rugeley at 3.26pm before passing through Rugeley Town Centre and finishing on Horsefair. Rugeley Town Council would be hosting an event in Rugeley Town Centre that would coincide with the opening of the Mindfulness Garden in Brook Square.

After leaving Rugeley, the baton would travel to Hednesford where it was scheduled to arrive at 3.59pm in Market Street before travelling through the Town and across to Hednesford Park Pavilion. Hednesford Town Council, in partnership with Hednesford in Partnership, Inspiring Healthily Lifestyles and Cannock Chase District Council would be hosting activities and entertainment throughout the Town and in the park. There would also be a Commonwealth Games themed competition for 'Best Dressed Bike'.

The final stop in the District was Cannock, where the baton was due to arrive at 4.59pm in Church Street and travel into Cannock Town Centre.

Each and every baton bearer had an incredible story and there was three inspirational local baton bearers, Craig Corrigan from Rugeley, Shaun Middleton from Hednesford and Councillor Lisa Wilson.

Additionally, Members were reminded that the Commonwealth Games Mountain Biking event would be taking place at Birches Valley, Cannock Chase, on Wednesday, 3 August, 2022.

- **Covid-19**

Unfortunately, cases of Covid-19 were once again increasing.

Fast-spreading sub variants of Omicron were driving some of the new infections, which were being seen mainly in the working age population; those aged between 35 and 54.

Currently cases in education settings were very low, and those cases that were being reported were found to be mainly in nurseries and special schools.

Vaccinations remained the best defence. Currently nine in ten people over the age of 12 had been vaccinated. Members were reminded that, as Councillors, they should continue to encourage vaccine uptake. Preparations for a further vaccination scheme in Autumn were underway.

- **Staffordshire Leaders Board**

Staffordshire Leaders had been meeting informally over the past year in order to establish the Board, but the first public meeting took place on Thursday, 23 June, 2022. As Cabinet would recall, a paper had previously been brought forward by the Leader to formalise the Council's membership.

The Board consisted of Leaders of all nine Principal Councils across Staffordshire and was chaired by Alan White, Leader of Staffordshire County Council. The aim was to maximise Staffordshire-wide opportunities for all nine councils and to ensure closer working together.

At the meeting, Council Leaders agreed on six initial areas of focus that included:

- (1) Climate Change: imperative for all.
- (2) Economic Development across the county
- (3) Addressing Health inequalities across Staffordshire
- (4) Developing a joint approach to waste and sustainability
- (5) Devolution and working towards a County Deal; and
- (6) A 'Single Front Door' for Staffordshire residents who need to contact their councils

The aim of a Staffordshire wide 'single front door' was to provide a single point of contact from which enquires can be correctly directed, in turn enabling issues to be dealt with in a more efficient manner and reducing duplication.

- **Shared Services Workshop**

As requested by Cabinet, representatives from the LGA were welcomed on Monday, 4 July 2022, to consider where the Council stands with the Shared Services business case. The workshop was facilitated by Cllr. William Nunn (Breckland DC and LGA Regional Peer) with whom the Cabinet are working closely.

Members found it very helpful and reflected on the key information to be included in the business plan and vision for further sharing of services, for example:

- What are the important hopes that further shared services should deliver?
- What concerns are there about sharing further services that should be addressed in the business plan?

Cabinet remained keen to hear cross-party feedback and listen to the perspective of all members.

Following the workshop., those Members that missed the workshop were e-mailed to advise what had been discussed and to seek their views on these matters. The Leader said she encouraged everyone to take the time to contribute as such feedback would ultimately determine the future path of the Council.

Further sessions were also to be arranged, and the Leader and Deputy Leader were happy to facilitate these.

(ii) **Community Safety and Partnerships**

The Portfolio Leader updated in respect of the following:

- **Levelling Up Project Board (LUPB)**

On 20 June 2022, the Portfolio Leader chaired the third meeting of the LUPB and matters were progressing in accordance with the agreed timescale and submissions to Government.

- **Staffordshire Police Operating Model**

On 27 June, 2022, the new Staffordshire Police Operating Model was introduced across Staffordshire. The new model provided for increased response numbers and a dedicated Neighbourhood Team. In Cannock Chase, a new Chief Inspector, Laura Morrey had been appointed as the new policing commander, and Inspector Chris Moss was to remain in post as her Deputy. It was understood that the new model had been well received by local policing staff and the Portfolio Leader believed it would result in an improved service for the people of Cannock Chase.

- **Regional Economic Growth Event**

The Portfolio Leader had attended a meeting, chaired by Andy Street (Mayor of the West Midlands Combined Authority), that brought together businesses and political leaders to discuss how best to generate growth across the West Midlands.

- **Joint Waste Management Board and the Staffordshire Sustainability Board**

The Portfolio Leader attended the above meetings on 11 July, 2022. The meetings brought together senior officers and political leaders across Staffordshire, to discuss ideas around effective waste management and best value for taxpayers, along with District / Borough progress towards achieving net zero status.

- **Community Safety Partnership Strategic Board**

The Portfolio Leader had, earlier that day, chaired this meeting that brought together all the Council's key partners to communicate ideas to continue to improve and enhance the safety of everyone across Cannock Chase.

(iii) District and High Street Development

The Portfolio Leader updated in respect of the following:

- **UK Shared Prosperity Fund (UKSPF)**

Cannock Chase District Council's allocation was £3.002m for the period 2022 to March 2025.

The overarching objective was to build pride in place and increase life chances, and the UKSPF identified three themes:

- Communities and place.
- Supporting local business.
- People and skills.

To date, 60+ proposals had been received and considered (offers and proformas). The fund was over-subscribed by 10 times the funds value and it would be necessary to evaluate proposals according to certain criteria:

- Strategic fit – did it address Cannock Chase needs
- Economic outcomes and growth potential - Impact
- Deliverability- timeframe, high level of input from the Council, extent of funding and resource required
- VFM - economies of scale, complement existing projects, offers something better value to similar proposals, the provider has a successful track record in delivery
- Geography and coverage – District wide

Amanda Milling, MP, had also been invited to be involved in the consultation, as this was a requirement for endorsement.

Final proposal was required to be submitted by 1 August, 2022.

- **McArthur Glen Designer Outlet West Midlands**

The Portfolio Leader had met with new General Manager, David Jackson, and discussed a variety of topics. There was to be a follow meeting with officers and the Portfolio Leader on 26 July, 2022.

- **Latest Government Universal Credit Claimant Count**

Out-of-work benefits claims data for May 2022 showed a slight reduction in the district, the rate of unemployment remained unchanged at 3.2%.

Staffordshire saw job vacancies increase by 6% between April and May, equivalent to over 900 more job vacancies, which was like the 7% rise seen nationally. Stoke-on-Trent saw a 10% rise, equivalent to just over 500 more job vacancies. This was reflective of the continued high demand for labour and skills across most parts of the economy to aid the recovery from the pandemic.

National and regional rates had both fallen, with Cannock Chase figures remaining below the West Midlands average (5%) and Great Britain average (3.9%) in the month. The rate of claims among younger people in Cannock Chase fell slightly between April and May, with 355 claiming out-of-work benefits.

(iv) Environment and Climate Change

The Portfolio Leader updated in respect of the following:

- **Dual Stream Recycling**

All collections were now being completed on the day and Biffa had confirmed, to help the crews complete the rounds, they had introduced a fifth vehicle which was likely to become permanent due to the increased time it was taking the crews to empty the bins and bags.

There had also been a noticeable reduction in tagging of blue bins and, overall, the contamination was getting better. Calls to the contact centre were back down to pre-implementation levels, and residents appeared to have adapted quickly to the necessary changes.

(v) Health, Wellbeing, and Community Engagement

The Portfolio Leader updated in respect of the following:

- **Health and Care Bill**

On 1 July, 2022, the new Health and Care Bill came into force and the six Staffordshire Clinical Commissioning Groups were abolished, to be replaced by the new Integrated Care System, which for the very first time had brought health and care under the same umbrella.

The new system consisted of an NHS Body to oversee forward planning and resource allocation and a Health and Care Partnership responsible for developing an integrated plan to meet the public health and social care needs of the population. All health and care services ranging from GPs and hospitals through to Social & Voluntary Care would then be commissioned together and delivered through Provider Collaboratives networked around local or "Place" Based areas.

This would provide an opportunity to share the resources of the Health, Social and Voluntary organisations across a stretched workforce. This would better reflect the fact that staying healthy required more than traditional hospital care with staff working together in networked teams to deliver local and personal care. District councils with their local responsibilities for health and wellbeing would need to ensure that they had a place around the table for the decisions that affected their residents.

(vi) Housing, Heritage, and Leisure

The Portfolio Leader updated in respect of the following:

- **Woodland Wonder Festival**

On 1 July, 2022, the Portfolio Leader had attended the Woodland Wonder Festival at Birches Valley when over 350 school children attended as part of the local Chase Community Games Initiative.

The children had the opportunity to experience lots of activities to celebrate the Commonwealth Games, including arts and crafts, circus skills, dancing and much more by visiting 3 wellness zones linked with the Cannock Chase Can programme.

Perry the Commonwealth Games mascot came along to see them with some fairies and other mascots.

The aim of the day was to promote how much fun Cannock Chase can be and to show how it can improve their quality of life.

- **Certificates of Achievement**

The Portfolio Leader had been delighted to present certificates of achievement to students from:

Cannock Campus and Rodbaston Campus of S Staffs College; and Littleton Green Community School for attending a day every week in the academic year.

Every student worked hard doing urban woodland planting for climate change, planting raised beds, lots of weeding and creating willow borders to protect the plants.

Each student also received a Jubilee medal for their work and ice creams afterwards.

20. Minutes

Resolved:

That the Minutes of the meeting held on 16 June, 2022 be approved.

21. Forward Plan

The Forward Plan of Decisions for the period July to September, 2022 (Item 5.1 – 5.2). was considered:

Resolved

That the Forward Plan of Decisions for the period July to September 2022 be noted.

22. Housing Revenue Account - Creation of New Post

Consideration was given to the Report of the Head of Housing and Partnerships (Item 6.1 - 6.4).

Resolved:

That the request for the new Electrical Qualified Supervisor role to be created and funded by the Housing Revenue Account be approved.

Reasons for Decision

The Housing Maintenance team was currently understaffed to ensure the electrical safety of its employees and tenants. It was essential to recruit to a new Electrical Qualified Supervisor position so that the safety of Council employees and tenants was not compromised, and Housing Maintenance was adequately staffed to deliver its full array of services.

The introduction of this role would allow the duty holder responsibilities to be returned to the Electrical Qualified Supervisor, from the Housing Maintenance Manager, and would provide additional resilience into a team where resources had been stretched to capacity due to a high increase in disrepair claims.

23. Local Development Scheme 2022

Consideration was given to the Report of the Head of Economic Prosperity (Item 7.1 - 7.16).

Resolved:

That Council, at its meeting to be held on 20 July 2022, be recommended to approve the revised Local Development Scheme covering the period July 2022 to April 2025 (as detailed in Appendix 1 of the report) and that it can be brought into effect on 1 August 2022.

Reasons for Decision

Local Planning Authorities had a statutory duty to prepare an up-to-date Local Development Scheme (LDS) under section 15 of the Planning and Compulsory Purchase Act 2004 (as amended by the Localism Act 2011). The LDS sets out the local development documents that would be prepared over the LDS timeframe, including details of the subject matter, geographical area referred to, and timetable for production.

A number of factors had delayed the progress of the Local Plan Review as set out in the LDS 2021. The Planning Policy team had carried a key vacancy whilst the Planning Policy Manager was seconded into the Planning Services Manager role. As a consequence, the Planning Policy Manager role was covered by the Principal Planner and Planning Services Manager. Staff capacity issues experienced in other parts of the Authority had delayed the timely delivery of critical evidence documents to support the Local Plan review.

24. Treasury Management Report - Increase in Money Market Funds

Consideration was given to the Report of the Head of Finance (Item 8.1 - 8.4).

Resolved:

That monetary limits with Money Market Funds be increased from £6m to £9m.

Reason for Decision

As cash balances were increasing, raising the limits on the Money Market Funds would allow greater cashflow management and avoid any breaches to the Treasury Management Strategy Statement.

25. Recommendations from Scrutiny Committees

Consideration was given to recommendations referred from the Financially Resilient Council Scrutiny Committee held on 28 June 2022 (Item 9.1).

Resolved:

That:

- (A) Consideration be given to the procurement of a dedicated Asset Management database for use by the Corporate Assets team, with an appropriate budget identified to ensure a bid could be developed.
- (B) Proactive discussions should take place with Stafford Borough Council to look at the purchase of a single database which could be utilised for the benefit of both Councils.
- (C) The Council's structure for the management of its assets be reviewed with consideration towards adopting a 'Corporate Landlord' approach.
- (D) A dedicated Asset Management Group be re-established to undertake strategic asset reviews.
- (E) On a wider basis, that the Council should actively focus on better shared / cross departmental working and move away from teams operating in silos.

Reasons for Decisions

To improve the efficiency and effectiveness of the future management of the Council's assets.

The meeting closed at 6:45 p.m.

Leader

Forward Plan of Decisions to be taken by the Cabinet: August to October 2022

For Cannock Chase Council, a key decision is as an Executive decision that is likely to:

- Result in the Council incurring expenditure or making savings at or above a threshold of 0.5% of the gross turnover of the Council.
- Affect communities living or working in two or more Council Wards.

Further information about key decisions and the Forward Plan can be found in Sections 10 and 28 of the Council's Constitution.

Representations in respect of any of matters detailed below should be sent in writing to the contact officer indicated alongside each item c/o Democratic Services, Cannock Chase Council, PO Box 28, Beecroft Road, Cannock, WS11 1BG or via email at membersservices@cannockchasedc.gov.uk

Copies of non-confidential items will be published on the Council's website 5 clear working days prior to the relevant meeting date.

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
August 2022						
Annual Air Quality Status Report 2021-22	Head of Environment and Healthy Lifestyles / Environment & Climate Change Portfolio Leader	25/08/22	No	No		N/A
Economic Prosperity Strategy Refresh	Head of Economic Prosperity / District and High Street Development Portfolio Leader	25/08/22	No	No		N/A
Cannock Chase Local Plan 2018-2039: Regulation 19 Consultation	Head of Economic Prosperity / District and High Street Development Portfolio Leader	25/08/22	No	No		N/A
Elmore Park Public Toilets	Head of Economic Prosperity / Innovation and Resources Portfolio Leader	25/08/22	No	No		N/A
Deed of Gift Agreement - Commemorative Beacons	Head of Economic Prosperity / District and High Street Development Portfolio Leader	25/08/22	No	No		N/A

Item No. 5.2

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
Revenues and Benefits Collection Report - Quarter 1	Head of Finance / Innovation and Resources Portfolio Leader	25/08/22	No	No	The Appendices to this Report are confidential due to the inclusion of: Information which is likely to reveal the identity of an individual, and Information relating to the financial or business affairs of any particular person (including the Council).	
September 2022						
Priority Delivery Plans 2022-26	Head of Governance and Corporate Services / Leader of the Council	15/09/22	No	No		N/A
Capital Programme Review	Head of Finance / Innovation and Resources Portfolio Leader	15/09/22	No	No		N/A
Proposed Improvements to Laburnum Avenue Public Open Space	Head of Environment and Healthy Lifestyles / Housing, Heritage, and Leisure Portfolio Leader / Environment and Climate Change Portfolio Leader	15/09/22	No	No		N/A
Housing Standards for Houses of Multiple Occupation	Head of Environment and Healthy Lifestyles / Housing, Heritage, and Leisure Portfolio Leader	15/09/22	Yes	No		N/A
Dog Control Orders	Head of Environment and Healthy Lifestyles / Environment and Climate Change Portfolio Leader	15/09/22	Yes	No		N/A

Item No. 5.3

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
Request for Flexible Retirement	Head of Housing and Partnerships / Housing, Heritage, and Leisure Portfolio Leader	15/09/22	No	No	Information relating to any individual. Information which is likely to reveal the identity of an individual.	
Levelling Up Fund - Compulsory Purchase Order	Head of Economic Prosperity / District and High Street Development Portfolio Leader	15/09/22	No	Yes	Information relating to the financial or business affairs of any particular person (including the Council).	
October 2022						
Non-Residential Property - Maintenance Strategy and Plan	Head of Economic Prosperity / Innovation and Resources Portfolio Leader	13/10/22	No	No		N/A
Lawn Tennis Association Proposal - Improvements to Tennis Courts Provision	Head of Environment and Healthy Lifestyles / Housing, Heritage, and Leisure Portfolio Leader	13/10/22	No	No		N/A
Bridges and Boardwalks	Head of Economic Prosperity / Innovation and Resources Portfolio Leader	13/10/22	No	No		N/A

Report of:	Head of Environment & Healthy Lifestyles
Contact Officer:	Robert Watson
Contact Number:	01543 464 202
Portfolio Leader:	Environment & Climate Change
Key Decision:	No
Report Track:	Cabinet: 25/08/22

Cabinet
25 August 2022
Air Quality Status Report 2021-22

1 Purpose of Report

- 1.1 To present the statutory Annual Status Report (ASR) that has been submitted to the Department of Environment, Food and Rural Affairs (DEFRA). The report containing air quality monitoring data from 2021 and a summary of the actions taken in that year to improve local air quality. This ASR precedes future work to be undertaken on Air Quality Action Planning and a review of local Air Quality Management Areas.

2 Recommendation(s)

- 2.1 That Cabinet notes the statutory annual status report (the “ASR”) as set out in Appendix A.
- 2.2 That Cabinet delegates responsibility to the Head of Environment & Healthy Lifestyles to progress action towards appropriate Air Quality Action Planning and the review of local Air Quality Management Areas (AQMAs).

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 Action on local air quality is a legal duty placed upon the Council (and all district and county councils) by Part IV of the Environment Act 1995.
- 3.2 The Department for Environment, Food and Rural Affairs (DEFRA) has provided statutory guidance in the form of the Local Air Quality Management Policy Guidance ([PG16](#)). The guidance (currently under review) gives particular focus to so-called ‘priority pollutants’ such as Nitrogen Dioxide (NO₂) and so-called ‘Particulate Matter’ (PM₁₀ and PM_{2.5}) which are relevant to both district and county councils. Local Authorities are required to submit an Annual Status Report

(ASR) to DEFRA, reporting progress being made in achieving reductions in emissions of relevant pollutants below air quality objective levels. Once submitted, DEFRA provide comments back, which the Council must 'have regard to'.

- 3.3 The ASR provides an overview of air quality in Cannock Chase District during 2021. It fulfils the requirements of Local Air Quality Management (LAQM). The LAQM process places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether air quality objectives are likely to be achieved. Where an exceedance is considered likely the local authority must declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the measures it intends to put in place in pursuit of the objectives. Production of the ASR is a statutory requirement. The ASR shows the strategies employed by Cannock Chase Council to improve air quality and any progress that has been made.

4 Relationship to Corporate Priorities

The ASR contributes to the Council's priorities of Health & Wellbeing, and The Community, by:

- Ensuring local air quality is regularly monitored and reviewed and that appropriate action is taken to reduce the detrimental effects from air pollution on the health and wellbeing of residents.
- Helping inform the development of an Environmental Strategy and action plan to reduce our impact on climate change

5 Report Detail

- 5.1 The main pollutant of concern in the Cannock Chase Council area is nitrogen dioxide (NO₂). It is chemically related to nitrogen monoxide (NO) (also known as nitrogen oxide or nitric oxide). Together, NO and NO₂ are known as NO_x. Nitrogen oxides are a mixture of gases that are non-flammable and colourless to brown at room temperature. NO_x is released into the atmosphere when fuels are burned (for example, petrol or diesel in a car engine or natural gas in a domestic central heating boiler or power station).
- 5.2 Nitrogen dioxide can affect our health. There is evidence that high levels of it can inflame the airways in our lungs and, over a long period of time, affect how well our lungs work. People with asthma are particularly affected. Nitrogen dioxide can also affect vegetation.
- 5.3 Road transport is the largest source of NO_x emissions in the UK and is the main contributor to localised problems in Cannock Chase District.
- 5.4 Cannock Chase Council has monitored for nitrogen dioxide over a number of years. This monitoring has identified hotspots where national objectives have been exceeded, and where people are likely to be exposed to poor air quality for prolonged periods of time, and experience adverse health impacts.

These hotspots are at the following locations:

- A5 Watling Street in Bridgtown (AQMA No.1)
- A5 Watling Street (Churchbridge and the Turf Island) (AQMA No.2)
- A5190 Cannock Road, Heath Hayes (Five Ways Island) (AQMA No.3)

Three Air Quality Management Areas (AQMAs) have been declared to address these exceedances (shown in brackets above).

- 5.5 All three AQMAs have shown some reduced exceedances in recent years, primarily due to improvements in engine technology. An externally commissioned review of AQMAs has shown that AQMA 1 and 3 can now be revoked, and trends at AQMA 2 can be reviewed to determine whether that too can be revoked in the near future. The externally commissioned review can be viewed at page 66 onwards, Appendix 1 to the ASR (Appendix A to this report).
- 5.6 Air quality monitoring has been ongoing since 2014 and includes a number of diffusion tube sites and an Automatic Urban and Rural Network (AURN) monitor. Whilst air quality has improved significantly in recent decades and will continue to improve due to national policy decisions, there are some areas where local action is needed to improve air quality further.
- 5.7 There has been gradual year-on-year improvement in air quality over recent years. However, although 2020 saw more marked improvements due to Covid lockdown measures (which reduced road traffic significantly), relative improvements in air quality were maintained during 2021. This is encouraging and demonstrates that national policies are continuing to improve air quality (though changes in travel habits and work location may also play a part in this).
- 5.8 Updating of the Council's Air Quality Action Plan (AQAP) was deferred in light of the conclusions of the commissioned AQMA review. This Action Plan will be updated upon possible revocation of AQMAs which will be reported to Cabinet following completion of a statutory consultation process.

6 Implications

6.1 Financial

There are no direct financial implications for the Council as a result of this report. Any additional costs will need to be contained within approved budgets.

6.2 Legal

Part IV of the Environment Act 1995 sets out statutory provisions on air quality. Section 82 provides that local authorities shall review the air quality within their area. Section 83 requires local authorities to designate Air Quality Management Areas (AQMAs) where air quality objectives are not being achieved, or are not likely to be achieved (i.e., where pollution levels exceed the air quality objectives) as set out in the Air Quality (England) Regulations 2000. Where an area has been designated as an AQMA, Section 83A requires local authorities to develop an Air Quality Action Plan (AQAP) setting out the remedial measures required to achieve the air quality standards for the area covered within the AQMA.

6.3 Human Resources

The Council will continue to monitor air pollution and report on levels. This will take place within existing resources.

6.4 Risk Management

This report is for the information of Cabinet only and there are no risks associated with the recommendation to note the contents of the Annual Status Report.

6.5 Equality & Diversity

In recommending this proposal no potential impact has been identified on individuals or groups with protected characteristics as determined by the Act.

6.6 Climate Change

Successful review and reporting of the Air Quality issues will contribute towards all of the Council's corporate priorities. The collection of reliable air quality data is a vital part of this process, so that the Council and others can understand the scale, location, and trends in air quality objective exceedances.

Measures to improve local air quality will also reduce carbon emissions from transport. The recommendations of this report therefore align with and support the Council's carbon reduction target (carbon neutral by 2030).

7 Appendices to the Report

Appendix A: Annual Status Report 2022 (includes AQMA review at Appendix 1).

Previous Consideration

None.

Background Papers

None.



2022 Air Quality Annual Status Report (ASR)

In fulfilment of Part IV of the Environment Act 1995
Local Air Quality Management

Date: June 2022

Information	Cannock Chase Council Details
Local Authority Officer	Wayne Baillie
Department	Environmental Protection
Address	Civic Centre, Beecroft Road, Cannock, Staffordshire WS11 1BG
Telephone	01543 462621
E-mail	Environmentalhealth@cannockchasedc.gov.uk
Report Reference Number	M/020413
Date	June 2022

Endorsement from the Director of Health and Care, Staffordshire County Council

Staffordshire County Council (SCC) is committed to working with partners to ensure that Staffordshire will be a place where improved health and wellbeing is experienced by all. Poor air quality has a negative impact on public health, with potentially serious consequences for individuals, families, and communities. Identifying problem areas and ensuring that actions are taken to improve air quality forms an important element in protecting the health and wellbeing of Staffordshire residents. Improving air quality is often a complex issue, presenting a multi-agency challenge – so it is essential that all agencies work together effectively to deliver improvements where they are needed.

As Director of Health and Care across Staffordshire I endorse this Annual Status Report which sets out the position in all the Local Authorities across Staffordshire and Stoke-on-Trent focusing on human made pollution with particulate matter.

The Air Aware project “phase 2” continues through 2022 until March 2023. The project delivers behaviour change to increase active travel, decrease car use, and raise awareness of air quality issues through five elements. These are business and school engagement, communications and campaigns, electric vehicles, and air quality monitoring in three targeted locations, Burton, Leek and Cannock. Campaigns include Anti-Idling, walking and cycle activities and Clean Air Day. These have been countywide engaging a large number of businesses and schools. The programme will focus on reducing levels of NO and PM, which will be monitored at key locations.

In addition, Officers from Newcastle Borough Council, Stoke City Council and Staffordshire County Council are jointly working under Ministerial Direction to improve transport related air pollution in North Staffordshire.

Dr Richard Harling



**Director of Health and Care
Staffordshire County Council**

[1 June 2022]

Executive Summary: Air Quality in Our Area

Air Quality in Cannock Chase

Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children, the elderly, and those with existing heart and lung conditions. There is also often a strong correlation with equalities issues because areas with poor air quality are also often less affluent areas^{1,2}.

The mortality burden of air pollution within the UK is equivalent to 28,000 to 36,000 deaths at typical ages³, with a total estimated healthcare cost to the NHS and social care of £157 million in 2017⁴.

The main pollutant of concern in the Cannock Chase Council area is nitrogen dioxide. Nitrogen dioxide is a gas, with the chemical formula NO₂. It is chemically related to nitric oxide (nitrogen monoxide), a colourless gas with the chemical formula NO.

Together, NO and NO₂ are known as NO_x. NO_x is released into the atmosphere when fuels are burned (for example, petrol or diesel in a car engine or natural gas in a domestic central heating boiler or power station). NO₂ can affect our health. There is evidence that high levels of it can inflame the airways in our lungs and, over a long period of time, affect how well our lungs work. People with asthma are particularly affected. NO₂ can also affect vegetation.

NO_x is produced when fossil fuels (coal, natural gas and so on) are burned. Road transport is the largest source of NO_x emissions in the UK and is the main contributor to localised problems in Cannock Chase district. Strict European standards require emissions from vehicles to improve over time. This is achieved by improvements in engine design and fitting three-way catalysts to petrol cars. The importance of road transport is even greater in urban areas.

NO_x emissions from burning fossil fuels are mainly as NO, although some sources can release a lot of NO_x as NO₂. Reactions in the atmosphere can subsequently turn NO into NO₂.

Cannock Chase Council has monitored for nitrogen dioxide over a number of years, which has identified hotspots where national objectives have been exceeded, and people are likely to be exposed to poor air quality for prolonged lengths of time whereby health impacts could be experienced. These are at locations next to the following roads:

¹ Public Health England. Air Quality: A Briefing for Directors of Public Health, 2017

² Defra. Air quality and social deprivation in the UK: an environmental inequalities analysis, 2006

³ Defra. Air quality appraisal: damage cost guidance, July 2020

⁴ Public Health England. Estimation of costs to the NHS and social care due to the health impacts of air pollution: summary report, May 2018

- A5 Watling Street in Bridgtown ----- (AQMA No.1)
- A5 Watling Street between Churchbridge and the Turf Island --- (AQMA No.2)
- A5190 Cannock Road, Heath Hayes ----- (AQMA No.3)

Three Air Quality Management Areas (AQMAs) have been declared to address these exceedences:

AQMAs No. 1 and 2 cover the entire length of the A5 in the district between the eastern boundary with Walsall and western boundary with South Staffordshire.

AQMA No. 3 was declared in 2017 and located around the 'Five Ways Island' area of Heath Hayes.

Plans are shown in Appendix D: Map(s) of Monitoring Locations and AQMAs. Details have also been uploaded to the Defra website.

Levels in all AQMAs have decreased since 2016, which appeared to be a high pollution year. This is shown in Figure A.1.

All three AQMAs have shown some decrease in recent years, primarily due to improvements in engine technology. Prior to 2016 it had been hoped that if improved pollution levels were sustained, the AQMA designations for the A5 could be revoked. An external review of AQMAs has shown that AQMA 1 can now be revoked, and AQMA 2 to be reviewed in one to two years to determine whether that can be revoked also. Whilst dialogue has taken place with Highways England over the years, it has proved difficult to identify action plan measures. Improvements in air quality appear to be the result of improved fleet technology rather than local action.

Monitoring on the A5190 Cannock Road, Heath Hayes near Five Ways Island continues to decrease. Modelling of pollution levels at first floor level at the relevant receptor demonstrates that levels of NO₂ are below the objective, to the extent that revocation can be made. Traffic levels have returned to pre-covid levels, yet air quality remains similar to that experienced during lockdown to the extent that the annual mean NO₂ objective is now measured at ground floor level. Although the area is also subject to significant local plans, development allocations and the combination of improved engine technology (including uptake of electric vehicles) and planned infrastructure improvements will ensure that the objective will continue to be achieved.

Staffordshire County Council are undertaking studies on infrastructure changes to accommodate local plan growth, and air quality modelling is an integral part of that process. Air quality monitoring has been ongoing since 2014, and includes a number of diffusion tube sites, an AURN automatic monitor plus collocated diffusion tubes for bias adjustment purposes. Intensive school and business travel planning has taken place by Staffordshire County Council to address exceedance in this area.

Actions to Improve Air Quality

Whilst air quality has improved significantly in recent decades and will continue to improve due to national policy decisions, there are some areas where local action is needed to improve air quality further.

The 2019 Clean Air Strategy⁵ sets out the case for action, with goals even more ambitious than EU requirements to reduce exposure to harmful pollutants. The Road to Zero⁶ sets out the approach to reduce exhaust emissions from road transport through a number of mechanisms; this is extremely important given that the majority of Air Quality Management Areas (AQMAs) are designated due to elevated concentrations heavily influenced by transport emissions.

⁵ Defra. Clean Air Strategy, 2019

⁶ DfT. The Road to Zero: Next steps towards cleaner road transport and delivering our Industrial Strategy, July 2018

Action	Partner organisations	Impact
School and workplace travel planning	Staffordshire County Council	<p>School travel planning has had the more significant impact of the two streams.</p> <p>High level of engagement achieved at the Heath Hayes primary schools prior to lockdown.</p> <p>These projects delivered through the Air Aware project, coordinated by Staffordshire County Council, and includes several district councils on the management board, including CCDC.</p> <p>A business travel network was launched in Cannock to specifically engage with large employers in Cannock. This is aimed at sharing good practice amongst members, and benefit from collective action.</p> <p>A number of businesses are actively engaged in travel planning with Staffordshire County Council.</p> <p>A new (number 3) bus route was launched in 2021</p> <p>An anti-idling campaign was rolled out to businesses in the district in the bid to reduce tailpipe emissions.</p> <p>Schools in the Heath Hayes, Norton Canes and Great Wyrley have been engaged in the Air Aware project, which influences school commuting behaviour on the A5190 and A5, where air quality management areas are located. These schools have run anti-idling and active travel campaigns. County council colleagues have provided lesson plans and display signs to schools to promote these issues. Tailored travel plans have been provided to 4 schools in the district.</p>
Commencement of projects to promote uptake of low emission vehicles.	See below:	See below

Action	Partner organisations	Impact
(i) Taxis	CCDC Licencing Section Energy Savings Trust	<p>A taxi operator survey has been completed, which demonstrates that the current fleet is dominated by Euro 5 diesels, which have poor air quality performance and high carbon emissions. There is scope for improvement in this area if operators can be incentivised to change to cleaner alternatives.</p> <p>The Licensing Department will shortly consult on policy changes for the transition to an entirely ULEV (Ultra low emission vehicles) fleet by the early 2030s.</p>
(ii) On street charging	CCDC project officer	<p>A project is currently under way to secure a network of on street charging points in residential areas where it would otherwise be difficult for residents to charge electric vehicles at home, such as areas of terrace housing. Funding is currently available from the government's On Street Residential Charging Scheme ('ORCS'), but a detailed scheme needs to be prepared to access this funding stream. To further support this initiative, a green transport strategy is also being prepared, which aims to increase the uptake of active and green transportation, improve the provision of electric charging facilities and understanding the reasons and choices of travel in the district.</p> <p>A sustainable transport strategy is currently being developed.</p>
Local plans development in Heath Hayes / Wimblebury	CCDC planning policy and Staffordshire County Highways	To account for future allocated growth in and around AQMA 3 (Five Ways Island, Heath Hayes), Staffordshire County Council are considering the future transport infrastructure of the area and ensure that adverse air quality impacts are avoided.

Conclusions and Priorities

The conclusions from this year's ASR are:

Conclusion	Summary
Exceedences of air quality objectives within or outside of AQMAs.	None
Significant trends	<p>There has been a year-on-year improvement in air quality over recent years. However, although 2020 saw more marked reductions due to Covid lockdown measures (which reduced road traffic significantly), 2021 still maintained relatively low air quality levels. This is encouraging and demonstrates that nation policies are continuing to improve air quality.</p>
Possibility of revoking AQMAs.	<p>A review of existing AQMAs has concluded that the following can be revoked:</p> <ul style="list-style-type: none"> ▪ AQMA 1 ▪ AQMA 3 <p>This is supported by air quality monitoring undertaken in 2021.</p> <p>Trends at AQMA 2 continue to indicate that this may be revoked in the near future, but due to the uncertainties associated with the impact of the covid pandemic, further monitoring and assessment is required to ensure that the decision is correct.</p>
New developments that may have an impact on air quality.	<p>A number of planning applications for major developments were identified in 2021. However, none of them are associated with significant operational impact on air quality. Most however, require mitigation to minimise the construction phase impact on air quality, which is primarily dust emission control. These applications are:</p> <p>CH/21/0366 & CH/21/0405 - McArthur Glen Designer Outlet Village, Mill Green, Eastern Way, Cannock</p> <p>***</p>

Conclusion	Summary
	<p>SCC/21/0031, SCC/21/0075/EIA-SC, SCC/22/0021/VOC-ES</p> <p>& SCC/22/0050/EIA-SCO (Staffordshire County Council applications) - Poplars Waste Disposal Site, Lichfield Rd., Cannock.</p> <p>***</p> <p>CH/21/0231 - Units 8 & 9 Orbital Retail Park, Voyager Drive, Cannock</p>
Action Plan	<p>Updating AQAP was deferred in light of the conclusions of AQMA review and detailed assessment. Requires update upon possible revocation of AQMAs.</p>

Local Engagement and How to get Involved

If residents and businesses reduce the amount of fuel and chemicals used, it will improve air quality. The following ways can help:

Commute

- Visit [Air Aware Staffordshire](https://www.staffordshire.gov.uk/DoingOurBit/Get-Inspired/Clean-green-and-safe/Air-aware/Air-aware.aspx)⁷ which includes:
 - Bulletins for inspiration and information on ways and initiatives to reduce pollution from travelling,
 - Pledge to leave the car at home one day a week. See also [http://www.staffssaferroads.co.uk/](https://www.staffssaferroads.co.uk/)⁸,
 - Turning off car engines,
 - Car share once per week,
 - Cycling / scooting,
 - Servicing vehicles,
 - Home working,
 - Public Transport,
 - Low / zero carbon vehicles,
 - Renewable energy use at home.

Energy Efficiency

- Improving the energy efficiency of your home / school / workplace will help reduce energy bills, as well reducing the air pollution associated with power generation.
- For further information, please visit the [Energy Savings Trust \(EST\) website](https://energysavingtrust.org.uk/)⁹, which is a non-profit organisation that promotes energy savings, funded by the Government and private sector.

Around The Home

- Use water-based or low solvent paints, glues, varnishes, and wood preservatives, look for brands with a low VOC content.
- Make sure your home is well ventilated especially during DIY or cleaning.
- Have your central heating system checked regularly to avoid risking exposure to toxic carbon monoxide.
- Keep wood stoves and fireplaces well maintained, and make sure that wood burners are [exempted](https://smokecontrol.defra.gov.uk/appliances.php?country=england)¹⁰ for use in smoke control areas. Ready to use wood bought from a [Woodsure Certified Supplier](https://woodsuredirect.co.uk/)¹¹ will offer the following benefits:
 - Dry, Ready to Burn wood/logs & briquettes make any appliance more efficient.

⁷ <https://www.staffordshire.gov.uk/DoingOurBit/Get-Inspired/Clean-green-and-safe/Air-aware/Air-aware.aspx>

⁸ <https://staffssaferroads.co.uk/>

⁹ <https://energysavingtrust.org.uk/>

¹⁰ <https://smokecontrol.defra.gov.uk/appliances.php?country=england>

¹¹ <https://woodsuredirect.co.uk/>

- Burning dry wood instead of wet wood is part of the solution to reducing the impact on our environment.
 - Burning wet wood increases emissions and has a greater impact on air quality.
 - Any appliance and chimney system will suffer from smoke produced from wet wood, which increases maintenance and repair requirements, making it harder for chimney sweeps to keep systems in safe, effective condition.
 - Burning waste and treated wood (e.g., old furniture) can emit harmful fumes.
- Before organising days out, check the [air pollution forecast](#)¹².
 - Purchase "Green Power" for the electricity in your home. (Contact your power supplier).
 - Be energy efficient- make sure your house is well insulated and use energy efficient appliances ([link](#)¹³).
 - Use trigger sprays rather than aerosols.
 - Don't light bonfires or barbecues when air pollution levels are high.
 - Never burn household waste, especially plastics, rubber, and treated timber.

Cannock Chase Council's air quality reports and action plan documents are accessible from the following [link](#)¹⁴.

For enquires or suggestions on how to improve air quality please use one of the following:

Write to:	The Environmental Protection Section, Cannock Chase Council, Beecroft Road, Cannock, Staffordshire. ST18 0YS
Email:	Environmentalhealth@cannockchasedc.gov.uk
Telephone	01543 462621

For general information and air quality forecasts, Defra provide information at the [link](#)¹⁵. Forecasting uses a user-friendly index band to quickly demonstrate general short term

¹² <https://uk-air.defra.gov.uk/forecasting/>

¹³ <http://energysavingtrust.org.uk/energy-at-home/>

¹⁴ <https://www.cannockchasedc.gov.uk/residents/environmental-health/environmental-protection/air-quality-management>

¹⁵ <https://uk-air.defra.gov.uk/>

air levels in a localised area, and supplements this with advice for 'at risk individuals' and the general public.

Local Responsibilities and Commitment

This ASR was prepared by the environmental health department of Cannock Chase Council with the support and agreement of the following officers and departments:

Wayne Baillie - Lead Officer

Stephen Moore - Technical support

This ASR has been approved by:

Joss Presland - Head of Environment and Healthy Lifestyles

This ASR has been signed off by a Director of Public Health

If you have any comments on this ASR, please send them to Mr W. Baillie at:

Environmental Health Dept.,

Civic Centre,

Cannock Chase Council,

Beecroft Road,

Cannock,

Staffordshire. WS11 1BG

Telephone: 01543 462621

Email: environmentalhealth@cannockchasedc.gov.uk

Table of Contents

Executive Summary: Air Quality in Our Area	ii
Air Quality in Cannock Chase	ii
Actions to Improve Air Quality	iii
Conclusions and Priorities	vii
Local Engagement and How to get Involved.....	ix
Local Responsibilities and Commitment	xi
1 Local Air Quality Management	1
2 Actions to Improve Air Quality	2
Air Quality Management Areas	2
Progress and Impact of Measures to address Air Quality in Cannock Chase District.....	4
PM _{2.5} – Local Authority Approach to Reducing Emissions and/or Concentrations	13
2.1.1 PM _{2.5} in Staffordshire & Stoke-On-Trent - Next Steps.....	20
3 Air Quality Monitoring Data and Comparison with Air Quality Objectives and National Compliance	21
Summary of Monitoring Undertaken	21
3.1.1 Automatic Monitoring Sites	21
3.1.2 Non-Automatic Monitoring Sites	21
Individual Pollutants	22
3.1.3 Nitrogen Dioxide (NO ₂)	22
3.1.4 Particulate Matter (PM ₁₀)	22
3.1.5 Particulate Matter (PM _{2.5}).....	22
3.1.6 Sulphur Dioxide (SO ₂).....	22
Appendix A: Monitoring Results	23
Appendix B: Full Monthly Diffusion Tube Results for 2021	34
Appendix C: Supporting Technical Information / Air Quality Monitoring Data QA/QC	36
New or Changed Sources Identified Within Cannock Chase Council During 2021	36
Additional Air Quality Works Undertaken by Cannock Chase Council During 2021	38
QA/QC of Diffusion Tube Monitoring	61
Diffusion Tube Annualisation	61
Diffusion Tube Bias Adjustment Factors	61
NO ₂ Fall-off with Distance from the Road.....	62
QA/QC of Automatic Monitoring	62
PM ₁₀ and PM _{2.5} Monitoring Adjustment	63
Automatic Monitoring Annualisation	63
LAQM Annual Status Report 2022	xii

NO ₂ Fall-off with Distance from the Road.....	63
Appendix D: Map(s) of Monitoring Locations and AQMAs	67
Appendix E: Summary of Air Quality Objectives in England.....	72
Glossary of Terms	73
References	74

Figures

Figure A.1 – Trends in Annual Mean NO ₂ Concentrations.....	29
Figure A.2 – Trends in Number of NO ₂ 1-Hour Means > 200µg/m ³	32
Figure A.3 – Trends in Annual Mean PM ₁₀ Concentrations	33
Figure A.4 – Trends in Number of 24-Hour Mean PM ₁₀ Results > 50µg/m ³	33
Figure A.5 – Trends in Annual Mean PM _{2.5} Concentrations.....	33
Figure D.1 – Map of Non-Automatic Monitoring Site.....	68

Tables

Table 2.1 – Declared Air Quality Management Areas.....	3
Table 2.2 – Progress on Measures to Improve Air Quality.....	11
Table 3: Public Health Outcomes Framework Indicator 3.01 - Fraction of annual all-cause mortality attributable to anthropogenic (human made) particulate air pollution (measured as fine particulate matter, PM _{2.5}) for Staffordshire Authorities 2018 to 2020.....	14
Table 4: Estimated percentage of deaths by local authority area attributable to PM _{2.5} within Staffordshire for adults over 30, 2018 to 2020	14
Table 5: Measures being taken by Cannock Chase Council to address PM _{2.5}	15
Table 6 - Significant Planning Applications 2021	36
Table A.1 – Details of Automatic Monitoring Sites	23
Table A.2 – Details of Non-Automatic Monitoring Sites	24
Table A.3 – Annual Mean NO ₂ Monitoring Results: Automatic Monitoring (µg/m ³).....	26
Table A.4 – Annual Mean NO ₂ Monitoring Results: Non-Automatic Monitoring (µg/m ³)	27
Table A.5 – 1-Hour Mean NO ₂ Monitoring Results, Number of 1-Hour Means > 200µg/m ³	31
Table A.6 – Annual Mean PM ₁₀ Monitoring Results (µg/m ³)	33
Table A.7 – 24-Hour Mean PM ₁₀ Monitoring Results, Number of PM ₁₀ 24-Hour Means > 50µg/m ³	33
Table A.8 – Annual Mean PM _{2.5} Monitoring Results (µg/m ³).....	33
Table A.9 – SO ₂ 2021 Monitoring Results, Number of Relevant Instances	33
Table B.1 – NO ₂ 2021 Diffusion Tube Results (µg/m ³)	34
Table C.1 – Bias Adjustment Factor	62
Table C.2 – Annualisation Summary (concentrations presented in µg/m ³).....	64
Table C.3 – Local Bias Adjustment Calculation	65
Table C.4 – NO ₂ Fall off With Distance Calculations (concentrations presented in µg/m ³)	66
Table E.1 – Air Quality Objectives in England	72

1 Local Air Quality Management

This report provides an overview of air quality in Cannock Chase District during 2021. It fulfils the requirements of Local Air Quality Management (LAQM) as set out in Part IV of the Environment Act (1995) and the relevant Policy and Technical Guidance documents.

The LAQM process places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether the air quality objectives are likely to be achieved. Where an exceedance is considered likely the local authority must declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the measures it intends to put in place in pursuit of the objectives. This Annual Status Report (ASR) is an annual requirement showing the strategies employed by Cannock Chase Council to improve air quality and any progress that has been made.

The statutory air quality objectives applicable to LAQM in England are presented in Table E.1.

2 Actions to Improve Air Quality

Air Quality Management Areas

Air Quality Management Areas (AQMAs) are declared when there is an exceedance or likely exceedance of an air quality objective. After declaration, the authority should prepare an Air Quality Action Plan (AQAP) within 12 months setting out measures it intends to put in place in pursuit of compliance with the objectives.

A summary of AQMAs declared by Cannock Chase Council can be found in Table 2.1. The table presents a description of the 3 AQMAs that are currently designated within Cannock Chase. Appendix D: Map(s) of Monitoring Locations and AQMAs provides maps of AQMAs and also the air quality monitoring locations in relation to the AQMAs. The air quality objectives pertinent to the current AQMA designations are as follows:

- NO₂ annual mean.

We propose to revoke AQMAs No.1 and No.3 (see additional document: AQMA Review: Cannock Chase, April 2021 in Appendix C).

Table 2.1 – Declared Air Quality Management Areas

AQMA Name	Date of Declaration	Pollutants and Air Quality Objectives	One Line Description	Is air quality in the AQMA influenced by roads controlled by Highways England?	Level of Exceedance: Declaration	Level of Exceedance: Current Year	Name and Date of AQAP Publication	Web Link to AQAP
Cannock Chase Council AQMA 1	Declared 2006	NO ₂ Annual Mean	A5 Watling Street, Longford & Bridgtown + Wolverhampton Road, Wedges Mills	YES	44.7	27	Action Plan for AQMA No 1 & 2	http://www.cannockchasedc.gov.uk/business/environmental-health/environmental-protection/local-air-quality-management
Cannock Chase Council AQMA 2	Declared 2014	NO ₂ Annual Mean	A5 Watling Street, Churchbridge to Norton Canes	YES	36.2	27.1	Action Plan for AQMA No 1 & 2	http://www.cannockchasedc.gov.uk/business/environmental-health/environmental-protection/local-air-quality-management
Cannock Chase Council AQMA 3	Declared 2017	NO ₂ Annual Mean	Sections of roads serving 'Five Ways Island', Heath Hayes.	NO	45.9	32.5	E.g., Action Plan for AQMA No. 3	

Cannock Chase Council confirm the information on UK-Air regarding their AQMA(s) is up to date.

Cannock Chase Council confirm that all current AQAPs have been submitted to Defra.

Progress and Impact of Measures to address Air Quality in Cannock Chase District

Defra's appraisal of last year's ASR concluded;

Appraisal Comment	CCDC comment
Tables A6 to A9 have been included, although there is no data to be reported. Suggest that these tables are removed from future ASRs.	Noted and addressed in this report.
The report states the Council's intention to progress the revocation of AQMA 1 and continue to assess the status of AQMAs 2 and 3 following further monitoring and analysis. This is supported in the independent AQMA review undertaken, which has been supplied as supporting evidence.	This measure has not been progressed, however is still relevant.
The QA/QC section has duplication when referring to the bias adjustment methodology, with conflicting and incorrect information presented.	Noted and addressed in this document.
The value calculated for the local bias adjustment factor is different from the value reported in the Diffusion Tube Data Processing Tool;	Noted and addressed in this document.
The value for the national bias adjustment factor given in Table C.1 is incorrect;	Noted and addressed in this document.
No clear justification for the use of the national bias adjustment factor over the local. The Council should include a clear justification of the reasons for selecting one factor over another;	Noted and addressed in this document
Diffusion tube mapping is robust and clearly demonstrates the extent of the monitoring network. It would be beneficial if the maps were larger on the page.	Size restricted due to standardised in house formatting.

Cannock Chase Council, with partnering organisations, have taken forward a number of direct measures during the current reporting year of 2021 in pursuit of improving local air quality. Details of all measures completed, in progress or planned are set out in Table 2.2. nine measures are included within Table 2.2, with the type of measure and the progress Cannock Chase Council and Staffordshire County Council have made during the reporting year of 2021 presented. Where there have been, or continue to be, barriers restricting the implementation of the measure, these are also presented within Table 2.2.

More detail on these measures are not currently detailed in their respective action plans for reasons explained elsewhere in this document.

Key completed measures are

Measure being taken	Commentary
<p>Review of air quality management areas and detailed assessment by independent expert consultants. This has identified compliance with two out the three AQMAs. This in turn has caused further delay in producing an action plan, as identifiable measures are primarily aimed at the two compliant AQMAs</p>	<p>This report was completed in 2021 and provided in full elsewhere in this document.</p> <ul style="list-style-type: none"> • Evidence for revocation of AQMA 1 is that ‘Based on the measured annual mean nitrogen concentrations having been below the objective in 2017, 2018 and 2019, and less than 90% of the objective in 2018 and 2019, combined with recent trends in the data, it is recommended that this AQMA is revoked’. • ‘The detailed assessment has, therefore, demonstrated that there were no exceedances of the annual mean nitrogen dioxide objective at locations of relevant exposure within AQMA 3 in 2019, and therefore this AQMA can also be revoked. <p>Concentrations of nitrogen dioxide in future years are likely to reduce further due to changes to the vehicle fleet, as demonstrated by the monitoring trends presented in this report. However, increases in traffic will be introduced as large developments identified in Local Plans materialise. This will be countered by improved junction / road network. The implications require further quantification.</p>
<p>Cannock Chase Council have worked closely with Staffordshire County Council on connectivity projects (under the name ‘Air Aware’) aimed at improving air quality</p>	<ul style="list-style-type: none"> • Partnership working with the local transport authority remains a high priority to deliver air quality improvements and will be an ongoing process.

Measure being taken	Commentary
<p>in and around its AQMAs. These are as follows:</p> <ul style="list-style-type: none"> • Workplace travel planning. The Cannock Business Travel Network is a grant funded project aimed at larger businesses in Cannock and involves local government, travel providers and business. • School travel plans. Largely aimed at schools in and around AQMA 3 in Heath Hayes. • Intensive active travel campaign and infrastructure in AQMAs. This is particularly aimed at parents that habitually drive children to school. • Public events to promote EV vehicle uptake 	<p><u>Business support</u></p> <ul style="list-style-type: none"> • The launch of the business travel plan in Cannock was attended by 2 businesses, 2 public service operators and local government officers • 4 businesses have now been engaged with individually. • Travel surveys have been completed with two large employers in Cannock • Initiative proposals due to be presented in 2022, consisting of: <ul style="list-style-type: none"> ○ Launch of 'number 3' bus route ○ Focus on rail and bus travel due to existing cycle infrastructure ○ 6 business locations now support the Staffordshire County Council Anti-Idling Campaign <p><u>School Support</u></p> <ul style="list-style-type: none"> • 6 schools engaged in the Air Aware project within the district, 3 in Heath Hayes area, 3 in Norton Canes area and 1 near the A5 at Great Wyrley. • Schools have run an anti-idling campaign to promote air quality awareness and encourage parents directly to switch off their engines around schools. This campaign is delivered by the pupils themselves with support of staff. • All schools promoting a series of campaigns throughout the school year to promote active travel and raise awareness of air quality. These include Clean Air Day, Walk to School Week, Walk to School Month, Bike Week, Sustrans Big Walk and Wheel, etc.

Measure being taken	Commentary
	<ul style="list-style-type: none"> • Lesson plans available for schools to access promoting air quality and awareness of pollution. • Assemblies in schools to raise awareness of air pollution. • Signage for schools to remind parents/residents of anti-idling. • Travel Plans for schools, currently 4 schools with active travel plans. • Parking buddies allocated to 4 schools to keep cars from parking immediately outside school. <p>See case study in Figure 2.</p>
<p>Projects to support uptake of ultra-low emission vehicles (ULEVs) - Taxis</p>	<p>CCDC Licensing Section and Energy Savings Trust (EST).</p> <p>Completion of taxi operator survey, conducted by EST. The findings being:</p> <p>Provision of data and explanations to help the council understand the current mix of vehicles in the taxi fleet and assist with policy decisions.</p> <p>There are a large number of Euro 5 diesel vehicles in the fleet, which is a common problem across the UK, as it leads to poor air quality and high carbon emissions.</p> <p>Recommendation that the council should act now to encourage the switch to electric as soon as possible, taking comfort in the fact that at least 86 vehicles in the fleet should be able to do this easily.</p> <p>Many drivers have already chosen hybrid vehicles, meaning the industry is open to alternatives. Further incentives may be required to ensure the council meets its climate change and air quality targets.</p>

Cannock Chase Council expects the following measures to be completed over the course of the next reporting year, and prioritised in order:

Priority level	Measure to be taken	Commentary
1	Revoke AQMAs 1 and 2	This was a priority last year. However, staffing resource pressures interrupted the formal process. However, this process will be resurrected this year.
2	Ongoing Review of monitoring results in AQMA 2	This report demonstrates ongoing compliance with the annual mean NO ₂ objective. A further year of compliance should be sufficient to allow consideration to revoke the current AQMA.
3	Develop an action plan for non-revoked AQMAs	This has been deferred until AQMAs 1 and 3 have been revoked. We are mindful that AQMA 2 may be revoked in the near future. Furthermore, the AQMA is based on exceedance at a single residential property and action plan measures are severely limited due to the source being a strategic trunk road.
4	Continue with current air quality monitoring	To support LAQM process. No changes planned. This is essential to evaluate air quality in the district.
5	Support uptake of ULEV through On Street Residential Charging Scheme ('ORCS').	Led by CCDC's Project Manager (Capital). Work ongoing and awaiting public survey findings. The aim would be to provide on street electric vehicle charging infrastructure strategically throughout the district in locations where residents have little access to off street parking, and hence little scope for private charging facilities. A sustainable transport strategy is in development to support this process (see below).
6	Produce an Air Quality Developer Guide	A draft Air Quality Developer Guide has been produced. This requires a review and finalisation before publishing on the council's website.

Priority level	Measure to be taken	Commentary
7	Partnership working with Staffordshire County Council (Air Aware)	<p>As detailed above.</p> <p>As the main transport and connectivity authority serving the area, SCC are well placed to influence air quality in the district and considered to be the main partner in action planning.</p>
8	Produce policies and procedures for developer contributions towards air quality mitigation measures.	<p>Current planning policies do allow for developer contributions towards off site mitigation measures. However, it is considered that detailed procedures would allow the process to occur in a more effective manner, particularly if a suite of mitigation measures were available. This would involve joint working between several departments including Planning Policy, Legal, Environmental Health and relevant Highways Authority. Unfortunately, demands on staff time have prevented progress in this area. This measure is also dependent on the next measure.</p>
9	Green Transport Strategy	<p>Development of this strategy is ongoing and being led by CCDC's Project Manager (Capital). The aims of the document will be to:</p> <ul style="list-style-type: none"> • Increasing the uptake of Active and Green Transportation whilst at the same reducing the use of petrol and diesel vehicle journeys • To drive the uptake of electric vehicle, use, by implementing a detailed charging strategy which accounts for current and future demand across the district • By working in close partnership with the Energy Savings Trust and Staffordshire County Council to increase the number of publicly available vehicle charging points • Taking into account the reasons and choices of travel within the district <p>Though development of planning policies and strategic projects.</p>

Priority level	Measure to be taken	Commentary
10	Projects to support uptake of ultra-low emission vehicles (ULEVs) - Taxis	Although taxis are not considered to have a significant impact on AQMAs, they provide an important transport function for the district. Uptake of ULEVs will influence air quality in areas of high activity such as town centres and help make provision of charging infrastructure viable.

Cannock Chase Council worked to implement these measures in partnership with the following stakeholders during 2021:

- Staffordshire County Council
- Energy Savings Trust
- Staffordshire Air Quality Forum - consisting of:
 - district / borough / city / county councils in Staffordshire and Stoke, including representations from Environmental Health, Public Health, Highways and Connectivity departments
 - UK Health Security Agency

The principal challenges and barriers to implementation that Cannock Chase Council anticipates facing are:

- Staff changes
- Partnership working to deliver outcomes
- Funding to deliver sustainable / active transport infrastructure

Progress on the following measures has been slower than expected due to:

Staff changes in Environmental Health has created resource pressures and reduction in specialist knowledge. This impacted delivery of last year's priorities. However, arrangements are now in place to overcome this hurdle for 2022/23.

Cannock Chase Council anticipates that the measures stated above and in Table 2.2 will achieve compliance in AQMAs 1,2 and 3.

Table 2.2 – Progress on Measures to Improve Air Quality

Measure No.	Measure	Category	Classification	Year Measure Introduced	Estimated / Actual Completion Year	Organisations Involved	Funding Source	Defra AQ Grant Funding	Funding Status	Estimated Cost of Measure	Measure Status	Reduction in Pollutant / Emission from Measure	Key Performance Indicator	Progress to Date	Comments / Barriers to Implementation
1	Junction Improvements: Watling Street / Walkmill Lane / North Street	Transport Planning and Infrastructure	Other		2019	Highways England					Aborted				Detailed Assessment report demonstrates that AQMA now complying with standards. Process of revocation underway.
2	Develop procedures to secure developer contributions towards mitigation measures	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance		2022/23	CCDC		No			Planning		Developer contributions likely to utilised towards sustainable transport infrastructure (esp. cycling). - The A5 corridor is a particular focus, affecting AQMAs 1 & 2. - Policies already in place but would benefit from further enhancement of details.	Draft planning guidance document prepared.	Staff time
3	Develop a common Air Quality SPD / Air Quality Developer Guide	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance		2022	CCDC	N/A	No	Not funded		Planning		Completion of document and made available online.	Draft document completed.	Staff time
4	Travel plans for businesses within AQMAs	Promoting travel alternatives	Workplace travel planning	2018	2023	Staffordshire County Council	Defra	Yes	Funded	£100k - £500k (county wide)	Implementation	Not measured	<ul style="list-style-type: none"> Number of businesses engaged. Number of travel surveys completed Number of businesses supporting anti-idling campaign 	Phase 1 complete (2018-20), Phase 2 2021-23)	Phase 1 completed, phase 2 is targeting new businesses in Cannock area through current networks. New electric vehicle leased to demonstrate to businesses in phase 2. Performance indicator statistics cited above.
5	Travel Plans for Schools within AQMAs	Promoting travel alternatives	School travel plans	2018	2023	Staffordshire County Council	Defra / Public Health	Yes	Partially funded	£100k - £500k (county wide)	Implementation	Variable amongst schools. See Figure 1	Diffusion tube monitoring Number of schools engaged in Air Aware project	Phase 1 complete (2018-20), Phase 2 2021-23)	Ongoing monitoring of travel plans for schools

Measure No.	Measure	Category	Classification	Year Measure Introduced	Estimated / Actual Completion Year	Organisations Involved	Funding Source	Defra AQ Grant Funding	Funding Status	Estimated Cost of Measure	Measure Status	Reduction in Pollutant / Emission from Measure	Key Performance Indicator	Progress to Date	Comments / Barriers to Implementation
													Number of schools with travel plans		
6	Anti-idling campaigns at schools in vicinity of AQMAs	Promoting travel alternatives	Intensive active travel campaign & Infrastructure	2019	2023	Staffordshire County Council	Defra /SCC	Yes	Partially funded	<£10k (county wide)	Implementation	Yes, during the campaign	Number of drivers idling outside the schools who have run the campaign have fallen	6 schools have taken part	Awareness Campaign to all parents who drive to school. Parents sign pledge to receive reminder emails (legacy)
7	Public awareness campaigns	Public information	Via leaflets	2018	2023	Staffordshire County Council	Defra	Yes	Funded	£50k - £100k (county wide)	Implementation	Not measured	Surveys and consultations	Some public events to raise awareness in phase 1, further planned for phase 2	Public events held in Cannock in phase 1 and more planned for phase 2 with new EV to promote electric vehicles. Also comms campaigns targeted at AQMA areas in Cannock
8		Promoting low emission transport	Other	2021		CCDC and Energy Savings Trust			Not funded		Implementation	Not measured	Number of ULEV taxis	Trade comments noted on trade willingness to engage with EV's and proposals for charging points	Taxi policies to ensure transition to ULEVs by early 2030s under development and due for consultation. "Driver's day" was provided in 2021.
9		Promoting low emission transport	Procuring alternative Refuelling infrastructure to promote Low Emission Vehicles, EV recharging, Gas fuel recharging	2021		CCDC& Energy Savings Trust			Not funded		Planning	Not measured	Number of on street EV charging points	Commencing scoping exercise Draft green transport strategy prepared.	Aim to apply for ORCS funding towards on street charging infrastructure

PM_{2.5} – Local Authority Approach to Reducing Emissions and/or Concentrations

As detailed in Policy Guidance LAQM.PG16 (Chapter 7), local authorities are expected to work towards reducing emissions and/or concentrations of PM_{2.5} (particulate matter with an aerodynamic diameter of 2.5µm or less). There is clear evidence that PM_{2.5} has a significant impact on human health, including premature mortality, allergic reactions, and cardiovascular diseases. PM_{2.5} and Mortality in Staffordshire & Stoke-On-Trent

Although the levels of PM_{2.5} within the Cannock Chase District is below the 2020 EU Limit value, the impact on adult mortality directly attributable to PM_{2.5} is nonetheless still an important public health issue. This is revealed in data obtained from Public Health England used to inform Public Health Outcomes Framework indicator D017, as shown below.

The estimated percentage number of deaths attributable to PM_{2.5} in adults over 30 has been translated into the estimated number of attributable deaths and are shown in Figure 2. Data for other Staffordshire and England are also shown for comparison. The data presented to 2020 is the latest data available at time of publication of this report.

Approximately on average 6.2% of deaths between 2018 to 2020 within the Cannock Chase District can be attributed to PM_{2.5}. (Note the method for calculating this figure has changed we only have the data for 2018,2019 & 2020 using this new method).

Table 3: Public Health Outcomes Framework Indicator 3.01 - Fraction of annual all-cause mortality attributable to anthropogenic (human made) particulate air pollution (measured as fine particulate matter, PM_{2.5}) for Staffordshire Authorities 2018 to 2020

Area	Percentage
Cannock Chase district	6.2
Staffordshire	6.0
England	6.6

Table 4: Estimated percentage of deaths by local authority area attributable to PM_{2.5} within Staffordshire for adults over 30, 2018 to 2020

District/County	2018			2019			2020		
	Deaths - all causes persons 30+	%*	Estimated attributable deaths	Deaths - all causes persons 30+	%*	Estimated attributable deaths	Deaths - all causes persons 30+	%*	Estimated attributable deaths
Cannock Chase	976	6.4	60	908	7.2	70	1046	5.1	50
Staffordshire	8798	6.1	530	8692	7.0	610	10227	4.9	500

Table 5: Measures being taken by Cannock Chase Council to address PM_{2.5}

Measure	Impact on NOx and PM ₁₀	New or existing measure	Comment
Urban Traffic Control	Yes - low	Existing & evolving	In Cannock Town Centre Update - Junction operational improvements
20 mph zones	Yes - low	Existing	In Brereton, Hednesford & Rugeley.
Road user charging	Yes - low	Existing	For M6 Toll
Workplace travel planning	Yes - low	Existing	See Table 2.2 link ¹⁶ link ¹⁷
School travel planning	Yes - low	Existing	See Table 2.2 Link ¹⁸

¹⁶ <https://www.staffordshire.gov.uk/Transport/Air-quality/Businesses.aspx>

¹⁷ <https://www.staffordshire.gov.uk/Transport/Air-quality/Air-quality-overview.aspx>

¹⁸ <https://www.staffordshire.gov.uk/Transport/Air-quality/Schools.aspx>

Measure	Impact on NOx and PM10	New or existing measure	Comment
Encourage / facilitate home working	Yes - low	Existing & evolving	<p>Whilst the Council adopted a Homeworking Policy in January 2013, this policy was to address ad hoc requests for homeworking by individual employees and has not been used as the route to extend homeworking arrangements in response to the coronavirus pandemic. Instead, the Council is shortly to begin a trial of a role / worker type approach to work location, which will see individual roles assessed based on service need to determine how and where each role works. The model includes both dual (home and office based) and mixed (home / office / site) categories.</p> <p>It is anticipated that the results of the trial will inform the Council's longer-term approach to work locations with the expectation that homeworking will remain a key feature of the working week for those roles where this is appropriate.</p>
Promotion of cycling	Yes - low	Existing & evolving	<p>Link¹⁹</p> <p>Link²⁰</p>

¹⁹ <https://www.staffordshire.gov.uk/Transport/cycling/Home.aspx>

²⁰ <https://www.chasefit.co.uk/activity/cycling.html>

Measure	Impact on NOx and PM10	New or existing measure	Comment
Promotion of walking	Yes - low	Existing & evolving	Link ²¹ Link ²² Update - New and improved pedestrian facilities including controlled crossings. Improved access to rail stations for walking and cycling
Staffordshire Share-a-lift scheme	Yes - low	Yes	Link ²³ Link ²⁴
Promote use of rail and inland waterways	Yes - medium	Yes	Staffordshire County Council rail strategy ²⁵
Local Transport Plans & District Strategies	Yes - medium	Existing & evolving	Link ²⁶ Link ²⁷
Public cycle hire	Yes - low	Yes	In-house cycle to work scheme via Link ²⁸

²¹ <https://www.staffordshire.gov.uk/environment/RightsOfWay/PromotedRoutes/home.aspx>

²² <https://www.chasefit.co.uk/activity/walking.html>

²³ <https://www.staffordshire.gov.uk/Transport/Car-sharing.aspx>

²⁴ <https://www.staffordshire.gov.uk/DoingOurBit/Get-Inspired/Clean-green-and-safe/Air-aware/Hop-in-a-car.aspx>

²⁵ <https://www.staffordshire.gov.uk/Transport/transportplanning/documents/Rail-strategy/Documents/Rail-Strategy.pdf>

²⁶ <https://www.staffordshire.gov.uk/Transport/transportplanning/documents/Documents/Cannock-Transport.pdf>

²⁷ https://www.cannockchasedc.gov.uk/sites/default/files/infrastructure_delivery_plan_2019_update.pdf

²⁸ <https://www.cyclescheme.co.uk/>

Measure	Impact on NOx and PM10	New or existing measure	Comment
Cycle network	Yes - low	Existing & evolving	Link ²⁹ Update - Active Travel Fund measures – Hednesford Rd, Cannock
Bus route improvements	Yes - medium	Evolving	Link ³⁰ Recent introduction of the number 3 bus service between Cannock and Brownhills. This will run through Kingswood Lakeside development park and has initial S106 funding for five years. This has direct benefits for AQMAs in Cannock.
Planning applications to require assessment of exposure / emissions for development requiring air quality impact assessment.	Yes - high	Yes	Local plan policies (under review ³¹) Current policy CP16. Link ³²
Planning guidance for developers	Yes	Yes	Link ³³
Developer contributions based on damage cost calculation	Yes - high	Yes	Link ³⁴

²⁹ <https://www.staffordshire.gov.uk/Transport/cycling/Documents/Cycling-in-Cannock-Chase-Issue-8.pdf>

³⁰ <https://www.staffordshire.gov.uk/Transport/buses/Plan-your-journey/Cannock-and-Rugeley.aspx>

³¹ <https://www.cannockchasedc.gov.uk/residents/planning/planning-policy/cannock-chase-local-plan>

³² http://www.cannockchasedc.gov.uk/sites/default/files/local_plan_part_1_09.04.14_low_res.pdf

³³ <http://www.cannockchasedc.gov.uk/residents/planning/planning-policy/supplementary-planning-policy-documents>

³⁴ http://www.cannockchasedc.gov.uk/sites/default/files/local_plan_part_1_09.04.14_low_res.pdf

Measure	Impact on NOx and PM10	New or existing measure	Comment
Public vehicle procurement - prioritising uptake of low emission vehicles	Yes - medium	Existing & evolving	Waste fleet vehicles comply with Euro VI. Vehicle fleet audit by Energy Savings Trust.
Procuring alternative Refuelling infrastructure to promote Low Emission Vehicles, EV recharging, Gas fuel Recharging.	Yes - high	Existing & evolving	Currently a single CCDC owned charging facility at Hednesford Park, Hednesford WS12 1QR. CCDC currently commencing an ORCS funding bid to acquire on street charging facilities for appropriate areas of the district. Similar considerations being taken at Staffordshire County Council.
Taxi licensing conditions	Yes medium	Yes	All vehicles are less than 3.5 years when first licensed, resulting in some benefit from the Euro 6 standards
A5 & M6 Partnerships	Yes - low	Yes	Link ³⁵
Domestic smoke control and enforcement	Yes - high	Yes	Link ³⁶
Garden bonfires - advice and nuisance	Yes - localised PM ₁₀ benefit	Yes	Link ³⁷

³⁵ https://www.hinckley-bosworth.gov.uk/info/10020/strategies_plans_and_policies/1272/a5_partnership

³⁶ <https://www.cannockchasedc.gov.uk/residents/environmental-health/environmental-protection/smoke-control>

³⁷ <https://www.cannockchasedc.gov.uk/residents/environmental-health/environmental-protection/nuisances-bonfires>

Measure	Impact on NOx and PM10	New or existing measure	Comment
Commercial burning advice and enforcement	Yes	Yes	Link ³⁸

2.1.1 PM_{2.5} in Staffordshire & Stoke-On-Trent - Next Steps

As PM_{2.5} is an issue requiring collaboration between the district, county and city authorities within Staffordshire, the following actions are proposed in addition to those outlined in the action plan. Progress on these and the action plan will be detailed in the 2022 ASR. This has been delayed due to the Covid Pandemic

- To agree a target for reducing the fraction of All-Cause Mortality from PM_{2.5} in each district, city, and county authority by 2020 this was delayed due to disruption caused by the Covid Pandemic
- To agree a target for reducing PM_{2.5} exposure (calculated from PM₁₀ exposure / background maps / local monitoring where available) this was delayed due to disruption caused by the Covid Pandemic
- To maintain compliance with the 2020 EU limit value of 25µg/m³
- To include Public Health Outcome Framework Indicator D01 in the Staffordshire and District Authority and City Council Joint Strategic Needs Assessment for 2019/2020 onwards and to report progress to the relevant Health and Wellbeing Boards. This was delayed due to disruption caused by the Covid Pandemic
- To continue to identify risks affecting PM_{2.5} which need to be addressed at a national level e.g.
- A number of authorities within Staffordshire are receiving applications for STOR (Short Term Operating Reserve) sites to supplement power to the National Electricity Grid at times of peak demand. These sites typically operate during the autumn / winter months and can be high emitters of PM.

³⁸ <https://www.cannockchasedc.gov.uk/residents/environmental-health/environmental-protection/nuisances-bonfires>

3 Air Quality Monitoring Data and Comparison with Air Quality Objectives and National Compliance

This section sets out the monitoring undertaken within 2021 by Cannock Chase Council and how it compares with the relevant air quality objectives. In addition, monitoring results are presented for a five-year period between 2017 and 2021 to allow monitoring trends to be identified and discussed.

Summary of Monitoring Undertaken

3.1.1 Automatic Monitoring Sites

Cannock Chase District Council undertook automatic (continuous) monitoring at 1 site during 2021. Table A.1 in Appendix A shows the details of the automatic monitoring sites. The [UK Air](#)³⁹ page presents automatic monitoring results for Cannock Chase Council.

Maps showing the location of the monitoring sites are provided in Appendix D. Further details on how the monitors are calibrated and how the data has been adjusted are included in Appendix C.

3.1.2 Non-Automatic Monitoring Sites

Cannock Chase Council undertook non-automatic (i.e., passive) monitoring of NO₂ at 15 sites during 2021. Table A.2 in Appendix A presents the details of the non-automatic sites.

Maps showing the location of the monitoring sites are provided in [Appendix D: Map\(s\) of Monitoring Locations and AQMAs](#). Further details on Quality Assurance/Quality Control (QA/QC) for the diffusion tubes, including bias adjustments and any other adjustments applied (e.g., annualisation and/or distance correction), are included in [Appendix C](#).

³⁹ https://uk-air.defra.gov.uk/data/flat_files?site_id=CANK

Individual Pollutants

The air quality monitoring results presented in this section are, where relevant, adjusted for bias, annualisation (where the annual mean data capture is below 75% and greater than 25%), and distance correction. Further details on adjustments are provided in Appendix C.

3.1.3 Nitrogen Dioxide (NO₂)

Table A.3 and Table A.4 in Appendix A compare the ratified and adjusted monitored NO₂ annual mean concentrations for the past five years with the air quality objective of 40µg/m³. Note that the concentration data presented represents the concentration at the location of the monitoring site, following the application of bias adjustment and annualisation, as required (i.e., the values are exclusive of any consideration to fall-off with distance adjustment).

For diffusion tubes, the full 2021 dataset of monthly mean values is provided in Appendix B. Note that the concentration data presented in Table B.1 includes distance corrected values, only where relevant.

Table A.5 in Appendix A compares the ratified continuous monitored NO₂ hourly mean concentrations for the past five years with the air quality objective of 200µg/m³, not to be exceeded more than 18 times per year.

Exceedences	No exceedences of either NO ₂ objectives were recorded in 2021.
Conclusions	<p>2021 can be considered as being more representative than 2020.</p> <p>Whilst traffic levels returned to pre-covid values, air quality remained at low levels.</p> <p>This strengthens the previous conclusions that AQMAs 1 and 3 now comply with the annual mean NO₂ objective.</p> <p>AQMA 3 appears to also comply, but a further year's data will be necessary to provide a high level of certainty.</p>
Monitoring network	No changes are proposed.

3.1.4 Particulate Matter (PM₁₀)

No PM₁₀ monitoring was undertaken in 2021.

3.1.5 Particulate Matter (PM_{2.5})

No PM_{2.5} monitoring was undertaken in 2020.

3.1.6 Sulphur Dioxide (SO₂)

No SO₂ monitoring was undertaken in 2020.

Appendix A: Monitoring Results

Table A.1 – Details of Automatic Monitoring Sites

Site ID	Site Name	Site Type	X OS Grid Ref (Easting)	Y OS Grid Ref (Northing)	Pollutants Monitored	In AQMA? Which AQMA?	Monitoring Technique	Distance to Relevant Exposure (m) ⁽¹⁾	Distance to kerb of nearest road (m) ⁽²⁾	Inlet Height (m)
HHMS	Cannock A5190 Roadside	Roadside	401392	309954	NO ₂	YES - AQMA 3	Chemiluminescent;	32	6	1.5

Notes:

(1) 0m if the monitoring site is at a location of exposure (e.g., installed on the façade of a residential property).

(2) N/A if not applicable

Table A.2 – Details of Non-Automatic Monitoring Sites

Diffusion Tube ID	Site Name	Site Type	X OS Grid Ref (Easting)	Y OS Grid Ref (Northing)	Pollutants Monitored	In AQMA? Which AQMA?	Distance to Relevant Exposure (m) ⁽¹⁾	Distance to kerb of nearest road (m) ⁽²⁾	Tube Co-located with a Continuous Analyser?	Tube Height (m)
MORT	Cannock Mortuary	Urban Background	397540	309767	NO ₂	No	0.0	n/a	No	2.7
BTL-B	Bridgtown Traffic Lights - Bungalow	Roadside	397952	308567	NO ₂	AQMA 1	0.0	5.0	No	1.8
67 WS	67 Watling Street, Bridgtown	Roadside	398051	308512	NO ₂	AQMA 1	0.0	7.8	No	1.1
54 WS	54 Watling Street, Bridgtown	Roadside	398250	308428	NO ₂	AQMA 1	0.0	5.2	No	1.2
HF	Horsefair, Rugeley	Roadside	404465	317741	NO ₂	No	0.0	7.2	No	2.4
268 WS	268 Watling Street	Roadside	400731	307419	NO ₂	AQMA 2	0.0	3.8	No	2.3
HHFW	Five Ways Island, Heath Hayes	Roadside	401563	309940	NO ₂	AQMA 3	0.0	1.6	No	2.4
CNKRd	Cannock Road, Heath Hayes	Roadside	401421	309965	NO ₂	AQMA 3	1.5	2.0	No	2.4
268 WSA	268 Watling Street A	Roadside	400635	307479	NO ₂	AQMA 2		3.5	No	2.0
268 WSB	268 Watling Street B	Kerbside	400863	307385	NO ₂	AQMA 2		<1	No	2.0
LICH RD	A5190 Lichfield Road, Cannock	Kerbside	398976	309866	NO ₂	No	14.0	1.0	No	2.0
HH01	Outside Heath Hayes Academy,	Roadside	401629	310590	NO ₂	AQMA 3	6.8	2.0	No	3.0

Diffusion Tube ID	Site Name	Site Type	X OS Grid Ref (Easting)	Y OS Grid Ref (Northing)	Pollutants Monitored	In AQMA? Which AQMA?	Distance to Relevant Exposure (m) ⁽¹⁾	Distance to kerb of nearest road (m) ⁽²⁾	Tube Co-located with a Continuous Analyser?	Tube Height (m)
	Wimblebury Road, Heath Hayes									
FW01	Outside Five Ways Academy, Hednesford Road, Heath Hayes	Roadside	400900	310607	NO ₂	AQMA 3	31.0	2.0	No	3.0
GM01	Outside Gorsemoor Primary School, Gorsemoor Road, Heath Hayes	Roadside	400723	310189	NO ₂	No	35.0	5.0	No	3.0
HHMS1, HHMS2, HHMS3	Cannock A5190 Roadside Monitoring Site	Roadside	401392	309954	NO ₂	AQMA 3	32.0	6.0	Yes	1.5

Notes:

(1) 0m if the monitoring site is at a location of exposure (e.g., installed on the façade of a residential property).

(2) N/A if not applicable.

Table A.3 – Annual Mean NO₂ Monitoring Results: Automatic Monitoring (µg/m³)

Site ID	X OS Grid Ref (Easting)	Y OS Grid Ref (Northing)	Site Type	Valid Data Capture for Monitoring Period (%) ⁽¹⁾	Valid Data Capture 2020 (%) ⁽²⁾	2017	2018	2019	2020	2021
Cannock A5190 Roadside	401392	309954	Roadside	96.7	96.7	22.7	17.5	21.5	14.4	15.7

Annualisation has been conducted where data capture is <75% and >25% in line with LAQM.TG16

Reported concentrations are those at the location of the monitoring site (annualised, as required), i.e., prior to any fall-off with distance correction.

Notes:

The annual mean concentrations are presented as µg/m³.

Exceedances of the NO₂ annual mean objective of 40µg/m³ are shown in **bold**.

All means have been “annualised” as per LAQM.TG16 if valid data capture for the full calendar year is less than 75%. See Appendix C for details.

Concentrations are those at the location of monitoring and not those following any fall-off with distance adjustment.

(1) Data capture for the monitoring period, in cases where monitoring was only carried out for part of the year.

(2) Data capture for the full calendar year (e.g., if monitoring was carried out for 6 months, the maximum data capture for the full calendar year is 50%).

Table A.4 – Annual Mean NO₂ Monitoring Results: Non-Automatic Monitoring (µg/m³)

Diffusion Tube ID	X OS Grid Ref (Easting)	Y OS Grid Ref (Northing)	Site Type	Valid Data Capture for Monitoring Period (%) ⁽¹⁾	Valid Data Capture 2020 (%) ⁽²⁾	2017	2018	2019	2020	2021
MORT	397540	309767	Urban Background	100	100.0	16.1	22.4	16.1	13.2	15.6
BTL-B	397952	308567	Roadside	100	100.0	34.0	24.6	25.6	25.6	27.0
67 WS	398051	308512	Roadside	100	100.0	32.7	25.0	33.8	17.9	20.1
54 WS	398250	308428	Roadside	92	99.7	37.5	34.3	31.2	24.7	21.9
HF	404465	317741	Roadside	100	100.0	31.7	29.8	23.3	24.1	25.8
268 WS	400731	307419	Roadside	100	100.0	36.9	39.0	37.0	27.6	27.1
HHFW	401563	309940	Roadside	100	100.0	49.5	44.5	43.9	31.4	32.5
CNKRd	401421	309965	Roadside	100	100.0	29.6	25.2	34.2	25.0	25.7
268 WSA	400635	307479	Roadside	100	100.0		41.8	41.5	28.2	29.0
268 WSB	400863	307385	Kerbside	100	100.0		50.0	57.0	31.6	18.4
LICH RD	398976	309866	Kerbside	100	100.0			19.4	23.4	26.2
HH01	401629	310590	Roadside	100	100.0			19.4	14.1	17.6
FW01	400900	310607	Roadside	92	99.7			13.0	18.3	25.1
GM01	400723	310189	Roadside	100	100.0			15.4	12.9	16.1
HHMS1, HHMS2, HHMS3	401392	309954	Roadside	100	100.0	16.8	17.2	31.2	16.2	19.3

☒ Annualisation has been conducted where data capture is <75% and >25% in line with LAQM.TG16.

☒ Diffusion tube data has been bias adjusted.

☒ Reported concentrations are those at the location of the monitoring site (bias adjusted and annualised, as required), i.e., prior to any fall-off with distance correction.

Notes:

The annual mean concentrations are presented as $\mu\text{g}/\text{m}^3$.

Exceedances of the NO_2 annual mean objective of $40\mu\text{g}/\text{m}^3$ are shown in **bold**.

NO_2 annual means exceeding $60\mu\text{g}/\text{m}^3$, indicating a potential exceedance of the NO_2 1-hour mean objective are shown in **bold and underlined**.

Means for diffusion tubes have been corrected for bias. All means have been “annualised” as per LAQM.TG16 if valid data capture for the full calendar year is less than 75%. See Appendix C for details.

Concentrations are those at the location of monitoring and not those following any fall-off with distance adjustment.

(1) Data capture for the monitoring period, in cases where monitoring was only carried out for part of the year.

(2) Data capture for the full calendar year (e.g., if monitoring was carried out for 6 months, the maximum data capture for the full calendar year is 50%).

Figure A.1 – Trends in Annual Mean NO₂ Concentrations

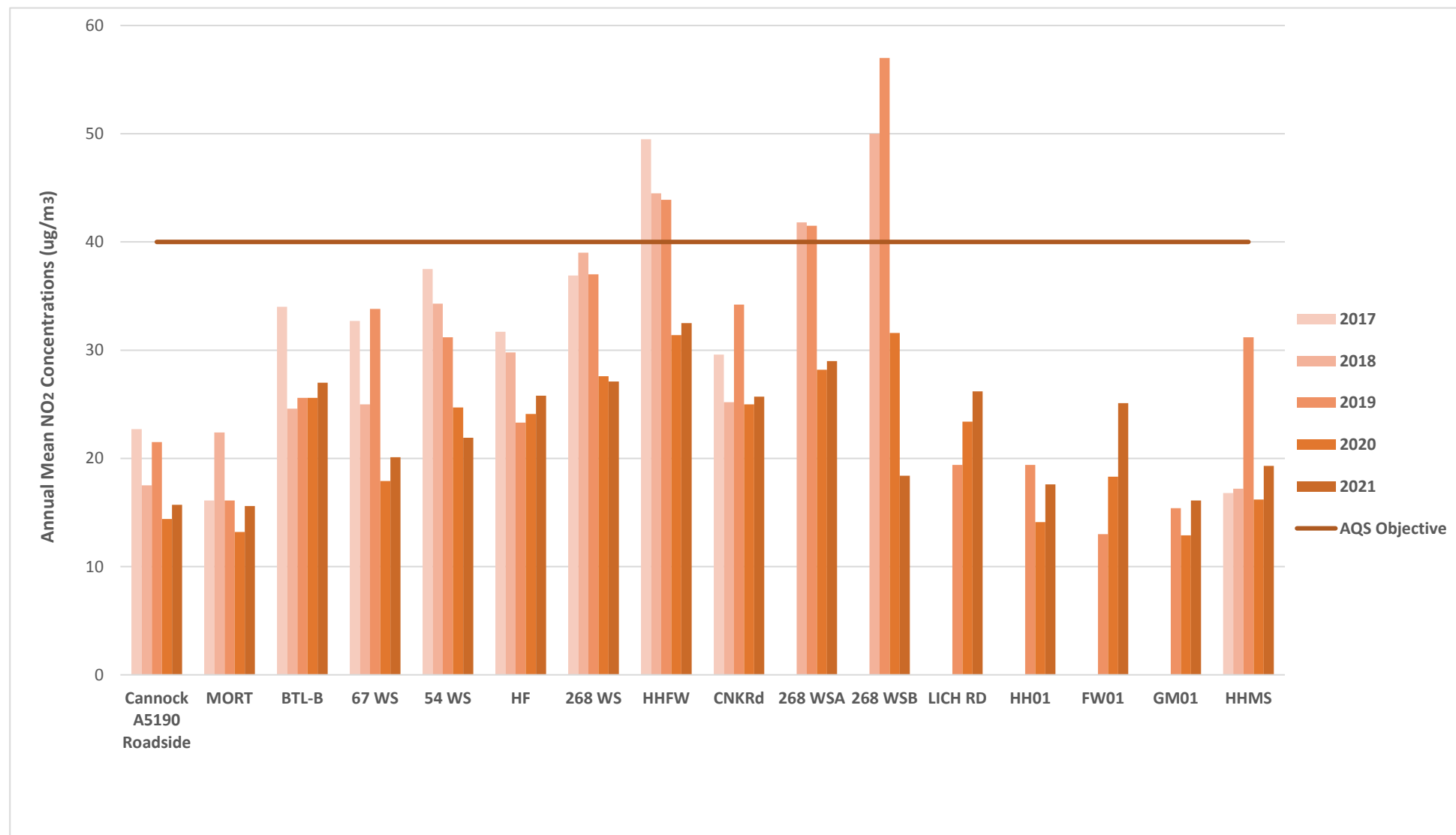


Figure 1: Annual mean NO₂ at school gate roadside locations, and comparison with indicative exceedance of 1-hour objective levels

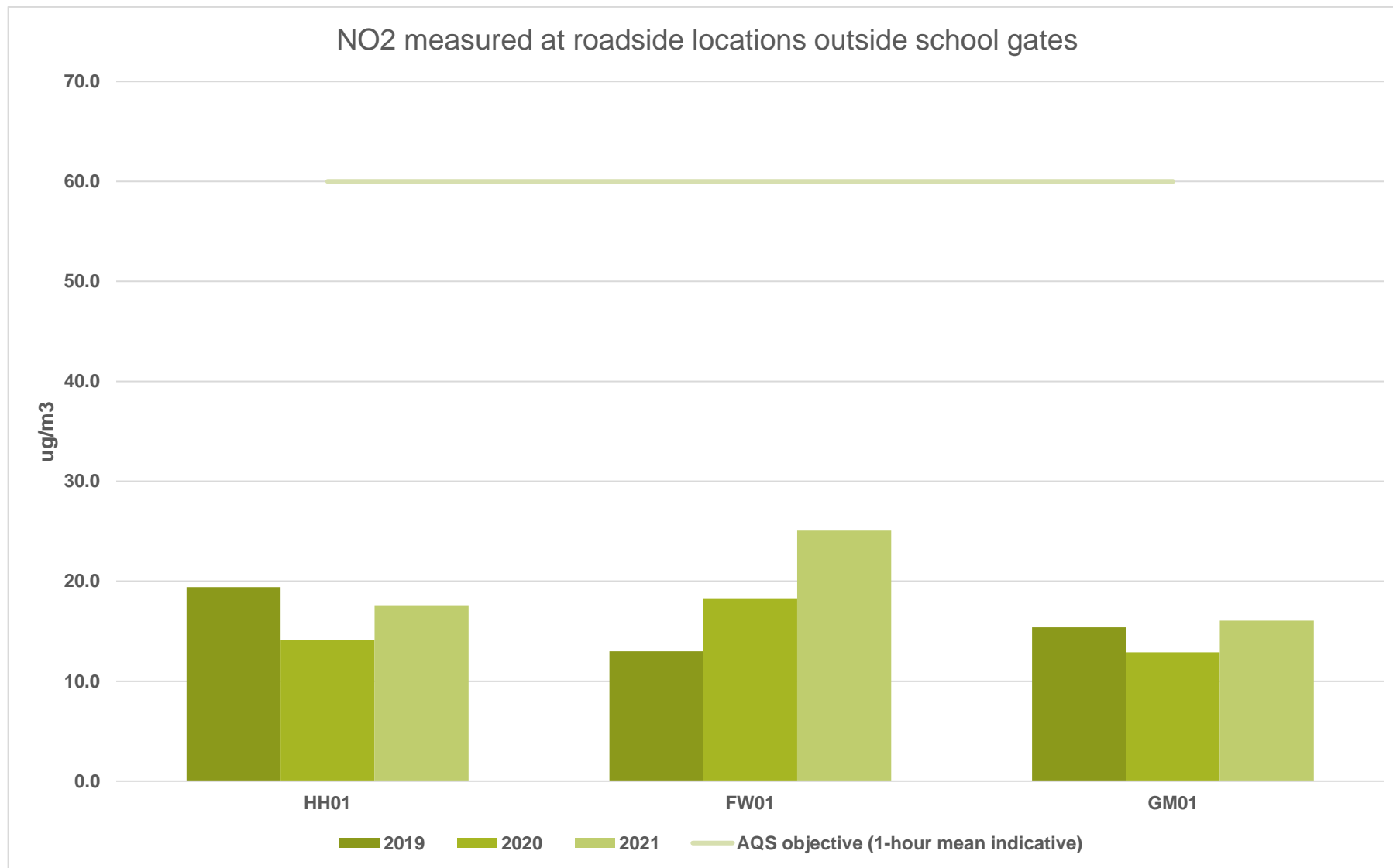


Table A.5 – 1-Hour Mean NO₂ Monitoring Results, Number of 1-Hour Means > 200µg/m³

Site ID	X OS Grid Ref (Eastin g)	Y OS Grid Ref (Northin g)	Site Type	Valid Data Capture for Monitoring Period (%) ⁽¹⁾	Valid Data Capture 2020 (%) ⁽²⁾	2017	2018	2019	2020	2021
Cannock A5190 Roadside	401392	309954	Roadside	96.7	96.7	0	0 (95.7)	0	0	0

Notes:

Results are presented as the number of 1-hour periods where concentrations greater than 200µg/m³ have been recorded.

Exceedances of the NO₂ 1-hour mean objective (200µg/m³ not to be exceeded more than 18 times/year) are shown in **bold**.

If the period of valid data is less than 85%, the 99.8th percentile of 1-hour means is provided in brackets.

(1) Data capture for the monitoring period, in cases where monitoring was only carried out for part of the year.

(2) Data capture for the full calendar year (e.g., if monitoring was carried out for 6 months, the maximum data capture for the full calendar year is 50%).

Figure A.2 – Trends in Number of NO₂ 1-Hour Means > 200µg/m³

Not applicable all results zero.

Table A.6 – Annual Mean PM₁₀ Monitoring Results (µg/m³)

Not Monitored.

Figure A.3 – Trends in Annual Mean PM₁₀ Concentrations

Not applicable.

Table A.7 – 24-Hour Mean PM₁₀ Monitoring Results, Number of PM₁₀ 24-Hour Means > 50µg/m³

Not Monitored.

Figure A.4 – Trends in Number of 24-Hour Mean PM₁₀ Results > 50µg/m³

Not applicable.

Table A.8 – Annual Mean PM_{2.5} Monitoring Results (µg/m³)

Not Monitored.

Figure A.5 – Trends in Annual Mean PM_{2.5} Concentrations

Not applicable.

Table A.9 – SO₂ 2021 Monitoring Results, Number of Relevant Instances

Not Monitored.

Appendix B: Full Monthly Diffusion Tube Results for 2021

Table B.1 – NO₂ 2021 Diffusion Tube Results (µg/m³)

DT ID	X OS Grid Ref (Easting)	Y OS Grid Ref (Easting)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Mean: Raw Data	Annual Mean: Annualised and Bias Adjusted 0.86	Annual Mean: Distance Corrected to Nearest Exposure	Comment
MORT	397540	309735	20.9	21.2	14.2	8.5	10.6	9.3	11.7	12.3	16.2	14.4	18.4	18.1	18.1	15.6	-	
BTL-B	397952	308567	40.6	36.7	33.4	30.1	31.8	28.0	32.9	28.6	35.6	27.6	33.2	30.9	31.4	27.0	-	
67 WS	398051	308512	29.3	26.4	22.9	19.6	19.5	18.6	21.3	20.6	25.9	20.4	25.7	23.1	23.4	20.1	-	
54 WS	398250	308428	37.1	36.9	30.2	I/S	34.0	28.9	32.8	31.6	35.5	28.3	33.9	24.7	25.5	21.9	-	
HF	404465	317741	35.1	28.8	31.2	21.1	29.9	26.3	45.4	26.4	33.7	29.4	36.5	29.7	30.0	25.8	-	
268 WS	400731	307419	38.6	37.5	30.3	35.7	35.8	35.3	42.6	37.7	42.6	29.2	40.4	31.0	31.5	27.1	-	
HHFW	401563	309940	43.6	41.8	37.4	51.2	42.9	41.9	53.5	45.5	49.7	39.2	53.0	37.3	37.8	32.5	-	
CNKRd	401421	309965	37.9	34.9	30.7	29.5	30.0	31.5	35.7	34.8	39.5	29.0	42.8	29.3	29.9	25.7	-	
268 WSA	400635	307479	35.5	37.1	34.6	33.5	35.2	30.4	35.3	31.8	42.3	35.2	44.7	33.6	33.8	29.0	-	
268 WSB	400863	307385	2.2	41.2	49.7	37.0	41.0	24.2	62.5	51.3	57.9	14.8	57.3	21.9	21.5	18.4	-	
LICH RD	398976	309866	35.7	19.7	27.0	19.9	29.6	24.8	30.0	31.0	36.2	29.8	34.2	30.3	30.5	26.2	-	
HH01	401629	310590	23.7	18.5	15.4	11.5	14.5	13.1	15.0	14.7	11.8	20.1	24.6	20.4	20.5	17.6	-	
FW01	400900	310607	31.2	23.8	26.3	I/S	21.0	16.3	18.1	15.6	24.2	24.8	31.5	29.2	29.1	25.1	-	
GM01	400723	310189	23.9	19.2	16.0	9.0	11.6	10.8	11.1	12.4	16.4	16.7	21.9	18.5	18.7	16.1	-	
HHMS1	401392	309954	27.5	21.7	20.3	18.7	16.8	15.4	18.7	18.2	23.3	18.3	26.2	23.6	-	-	-	Triplicate Site with HHMS1, HHMS2 and HHMS3 - Annual data provided for HHMS3 only
HHMS2	401392	309954	28.6	23.5	20.4	17.9	17.0	15.6	18.5	18.1	22.8	18.6	25.1	21.4	-	-	-	Triplicate Site with HHMS1, HHMS2 and HHMS3 - Annual data provided for HHMS3 only
HHMS3	401392	309954	27.0	25.3	21.3	19.5	17.3	15.5	18.1	19.3	22.7	16.2	25.5	21.8	22.5	19.3	-	Triplicate Site with HHMS1, HHMS2 and HHMS3 - Annual data provided for HHMS3 only

- All erroneous data has been removed from the NO₂ diffusion tube dataset presented in Table B.1.
- Annualisation has been conducted where data capture is <75% and >25% in line with LAQM.TG16.
- Local bias adjustment factor used.
- National bias adjustment factor used.
- Where applicable, data has been distance corrected for relevant exposure in the final column.
- Cannock Chase District Council confirm that all 2021 diffusion tube data has been uploaded to the Diffusion Tube Data Entry System.

Notes:

Exceedances of the NO₂ annual mean objective of 40µg/m³ are shown in **bold**.

NO₂ annual means exceeding 60µg/m³, indicating a potential exceedance of the NO₂ 1-hour mean objective are shown in **bold and underlined**.

See Appendix C for details on bias adjustment and annualisation.

Appendix C: Supporting Technical Information / Air Quality Monitoring Data QA/QC

New or Changed Sources Identified Within Cannock Chase Council During 2021

The following table provides information on identified new sources with a potential to impact air quality. This includes sources that are operational, have planning permission granted or have been identified at an earlier stage of the planning process:

Table 6 - Significant Planning Applications 2021

Planning Reference	Location	Planning Proposal	Comments
CH/21/0366	McArthur Glen Designer Outlet West Midlands, Mill Green, Eastern Way, Cannock, WS11 7JZ	EIA Screening Opinion: Erection of up to 13,055 sq. m (GEA) of commercial units comprising retail uses at ground floor (Class A1), erection with associated access and hard/soft landscaping (all matters reserved except access)	Air quality impact limited to the construction phase only. Controlled by a construction environment management plan
SCC/21/0031/ (Staffordshire County Council)	Poplars Waste Disposal Site, Lichfield Road, CANNOCK, WS11 8NQ	Request for an EIA scoping opinion in connection with proposals to retain the Poplars Anaerobic Digestion facility approved under planning permission CH.13/09/721 MW after the cessation of landfilling at Poplars to make the facility permanent - Poplars Waste Disposal Site, Lichfield Road, CANNOCK, WS11 8NQ	An environmental statement addendum to clarify air quality mitigation measures to be provided.
CH/21/0405	McArthur Glen Designer Outlet West Midlands, Mill Green, Eastern Way, Cannock, WS11 7JZ	Environmental Impact Development - Outline Planning Application for the construction of a multi storey car park, increasing the overall level of car parking spaces up to 2,500 across the McArthur Glen Designer	Air quality impact is limited to the construction phase only. Controlled by a construction environment management plan. No additional traffic

		Outlet West Midlands, realignment of existing service road and all other works with all matters reserved except scale.	generation above that predicted during the original planning application for the designer outlet village.
SCC/21/0075/EIA-SC (Staffordshire County Council)	Poplars Waste Disposal Site, Lichfield Road, CANNOCK, WS11 8NQ	Request for an EIA scoping opinion - proposed modifications to the consented operations at Poplars Landfill Site, including a revised restoration profile	An environmental statement addendum to clarify air quality mitigation measures to be provided. Air quality impact is restricted to the construction phase only.
SCC/22/0021/VOC-ES (Staffordshire County Council)	Poplars Landfill Site, Lichfield Road, CANNOCK, WS11 8NQ	Application to vary conditions 2 (approved plans), 3 (finished levels) and 23 (restoration and aftercare) of permission CH.446/88 (as amended by CH.446/88/721 MW D10 (revised restoration scheme) and CH.446/88 PWA (4) D3 (phasing)) to relocate landfill void space, to revise the restoration profile and surface water management, and to update the phasing of the operations.	Air quality concerns scoped out.
SCC/22/0050/EIA-SCO	Poplars Landfill Site, Lichfield Road, CANNOCK, WS11 8NQ	Request for an EIA Scoping Opinion for additional changes to existing infrastructure in the original planning application including: 1. Provision of a 6th Digester tank, to be the same height and volume as the existing tanks positioned in the footprint of the tank farm; 2. New coolers relocated to the east of Digester 1 to move them away from the main office building and to provide for easier maintenance; and, 3. Installation of a larger gas container on the existing	An environmental statement addendum to clarify air quality mitigation measures to be provided. The additional tank is to be provided in order to improve efficiency of processing the current feedstock quantities. The net effect should reduce emissions to air.

		footprint to reduce the need to flare excess gas which cannot be stored, thus maximising electricity generation	
CH/21/0231	Units 8 & 9 Orbital Retail Park, Voyager Drive, Cannock, WS11 8XP	External alterations to elevations associated with the amalgamation of Units 8 and 9 to accommodate a food store, relaxation of the range of goods currently restricted under Planning Permissions CH/97/0377 and CH/10/0454, to allow the sale of food and drink, other associated works	Air quality assessment provided which demonstrated that air quality within the adjacent AQMA will be negligible.

Additional Air Quality Works Undertaken by Cannock Chase Council During 2021

Cannock Chase Council commissioned an AQMA review and detailed assessment of AQMA. In summary, the findings are:

It is recommended that Cannock Chase AQMA (AQMA 1) is revoked. This recommendation is based on measurements representing the worst-case locations of relevant exposure within the AQMA being under the objective and either remaining steady or decreasing over the last three years.

It is recommended that CCDC AQMA 2 remains in place at this time and existing monitoring continues. If measured concentrations at the only monitoring site representative of relevant exposure (268WS) remain below the objective in the near future, then the AQMA should be revoked. It is, however, recommended that the spatial extent of the AQMA is amended to only include the properties that are directly adjacent to the A5 in the vicinity of the monitoring sites; properties further afield are set back considerably further from the road and will not experience objective exceedances.

Detailed dispersion modelling has been carried out for AQMA 3, which has demonstrated that there were no exceedances of the annual mean nitrogen dioxide objective at locations of relevant exposure within AQMA 3 in 2019, and therefore this AQMA should also be revoked.

The full report is appended as Appendix 1 below.

Appendix 1

AQMA Review :
Cannock Chase

April 2021



Experts in air quality
management & assessment

Client	Cannock Chase Council	Principal Contact	Stephen Moore
---------------	-----------------------	--------------------------	---------------

Job Number	J4433
-------------------	-------

Report Prepared By:	
----------------------------	--

Document Status and Review Schedule

Report No.	Date	Status	Reviewed by
J4433A/1/F1	16 April 2021	Final	

This report has been prepared by Air Quality Consultants Ltd on behalf of the Client, taking into account the agreed scope of works. Unless otherwise agreed, this document and all other Intellectual Property Rights remain the property of Air Quality Consultants Ltd.

In preparing this report, Air Quality Consultants Ltd has exercised all reasonable skill and care, taking into account the objectives and the agreed scope of works. Air Quality Consultants Ltd does not accept any liability in negligence for any matters arising outside of the agreed scope of works. The Company operates a formal Quality Management System, which is certified to ISO 9001:2015, and a formal Environmental Management System, certified to ISO 14001:2015.

When issued in electronic format, Air Quality Consultants Ltd does not accept any responsibility for any unauthorised changes made by others.

When printed by Air Quality Consultants Ltd, this report will be on Evolve Office, 100% Recycled paper.



Air Quality Consultants Ltd
23 Coldharbour Road, Bristol BS6 7JT Tel: 0117 974 1086 119
Marylebone Road, London NW1 5PU Tel: 020 3873 4780
aqc@aqconsultants.co.uk

Registered Office: 23 Coldharbour Road, Bristol BS6 7JT
 Companies House Registration No: 2814570

1 introduction

1.1 This note sets out a review of the three Air Quality Management Areas (AQMAs) in Cannock Chase District and includes detailed modelling of AQMA 3. It has been carried out by Air Quality Consultants Ltd on behalf of Cannock Chase District Council (CCDC) to determine whether any of the AQMAs can be amended or revoked. It has been prepared taking account of the requirements set out in LAQM.TG(16)⁴⁰ for amending or revoking AQMA orders. The professional experience of the Consultants who have undertaken the review is summarised in Appendix A1.

⁴⁰ Defra (2018) Local Air Quality Management Technical Guidance (TG16).

2 Review of AQMAs

2.1 CCDC has declared three AQMAs for exceedances of the annual mean nitrogen dioxide (NO₂) objective, as a result of emissions from traffic. AQMAs 1 and 2, declared in 2006 and 2014, respectively, encompass properties adjacent to the A5. AQMA 3 was declared in 2017 and encompasses the 'Five Ways Island' area of Heath Hayes. The AQMAs are shown in Figure 1.

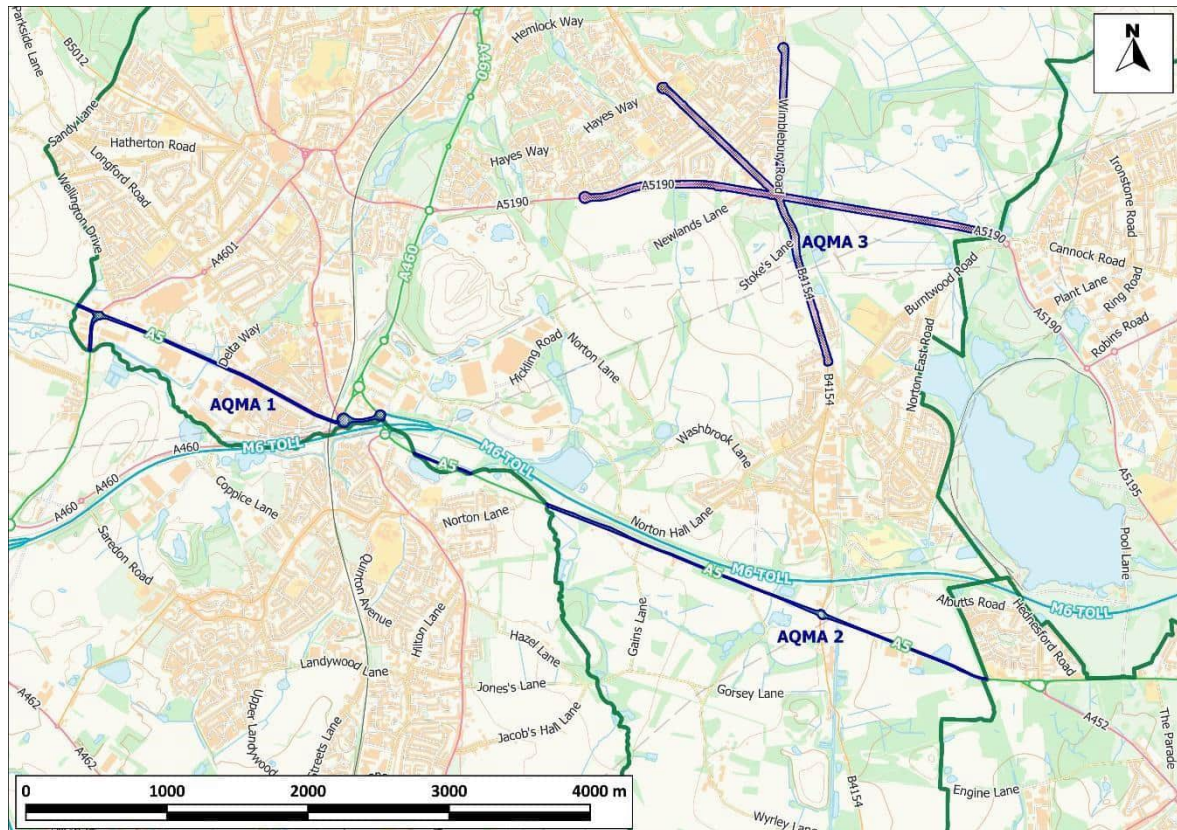


Figure 1: AQMAs in Cannock Chase District

Contains Ordnance Survey data © Crown copyright and database right 2021. Ordnance Survey licence number 100046099. Additional data sourced from third parties, including public sector information licensed under the Open Government Licence v1.0.

2.2 The following sections present monitoring data for each of the AQMAs shown in Figure 1

Cannock Chase AQMA (AQMA 1)

2.3 Monitoring is carried out using diffusion tubes at three locations within AQMA 1 (BTL-B, 67WS and 54WS); Figure 2 shows the locations of the monitors and the 2019 annual mean concentrations. The monitors are representative of worst-case exposure in the AQMA, being located at the façades of the residential properties nearest the A5.

2.4 As shown in Figure 3 and Table 1, concentrations of nitrogen dioxide increased between 2014 and 2016 at all three sites. Exceedances of the objective were recorded at site BTL-B in 2015 and 2016, and at site 54WS in 2016. Since 2016 there has been a decreasing trend in annual mean concentrations at sites BTL-B and 54WS. Except for a drop in measured concentrations in 2018, generally steady concentrations have been measured at site 67WS since 2016, with all years being below the objective.

2.5 Based on the measured annual mean nitrogen concentrations having been below the objective in 2017, 2018 and 2019, and less than 90% of the objective in 2018 and 2019, combined with recent trends in the data, it is recommended that this AQMA is revoked.



Figure 2: Air Quality Monitoring in Cannock Chase AQMA (AQMA 1)

Contains Ordnance Survey data © Crown copyright and database right 2021. Ordnance Survey licence number 100046099. Additional data sourced from third parties, including public sector information licensed under the Open Government Licence v1.0.

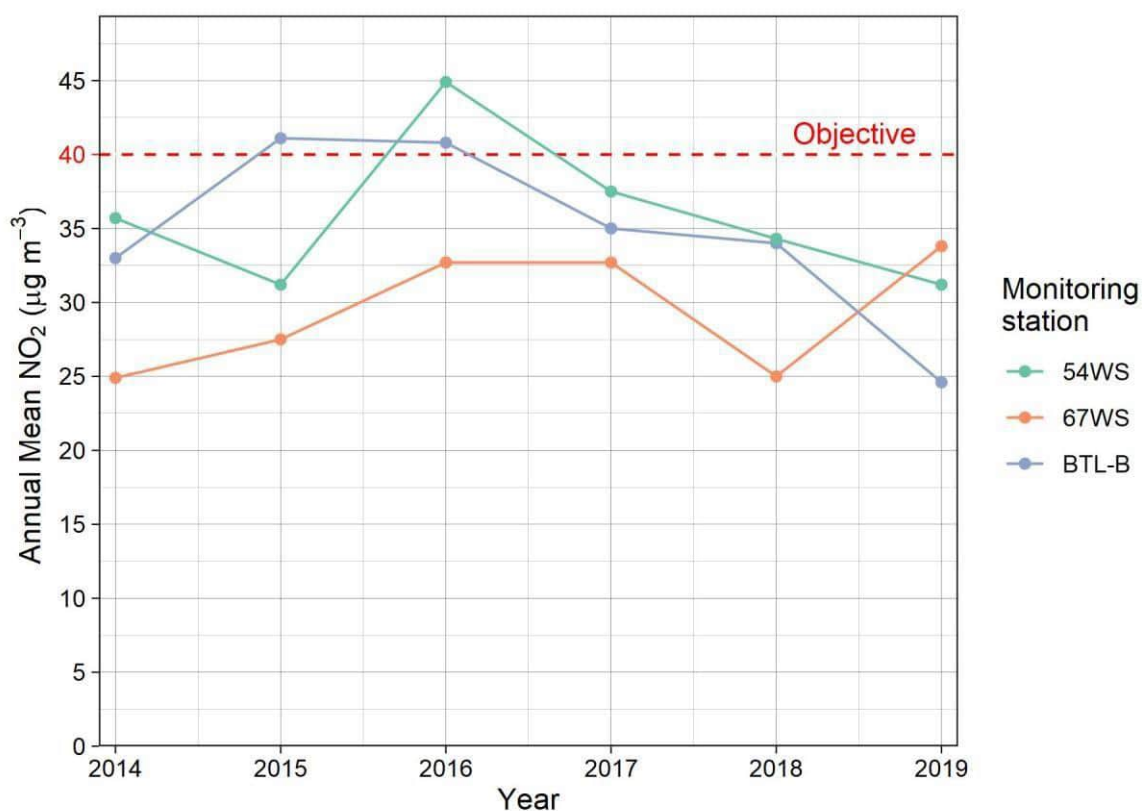


Figure 3: Annual Mean NO₂ Concentrations in Cannock Chase AQMA (AQMA 1)

Table 1: Summary of Nitrogen Dioxide Monitoring (2014-2019) in Cannock Chase AQMA (AQMA 1) (µg/m³)

Site	Site Type ^b	Location	Distance to kerb (m)	R ^c	2014	2015	2016	2017	2018	2019
BTL-B	RS	Bridgetown Traffic Lights - Bungalow	5	Yes	33.0	41.1	40.8	35.0	34.0	24.6
67WS	RS	67 Watling Street, Bridgtown	7.8	Yes	24.9	27.5	32.7	32.7	25.0	33.8
54WS	RS	54 Watling Street, Bridgtown	5.2	Yes	35.7	31.2	44.9	37.5	34.3	31.2

^a Exceedances of the objective are shown in bold.

^b RS = Roadside.

^c Site representative of relevant exposure?

CCDC AQMA 2

2.6 Monitoring is carried out using diffusion tubes at three locations within AQMA 2 (268 WS, 268 WSA and 268 WSB), as shown in Figure 4 and Table 2. While there are three sections to this AQMA, only the section where monitors are installed has relevant exposure near to the road, and only monitoring site 268 WS is representative of relevant exposure for the annual mean objective; the site is located on the lamppost immediately to the west of the residential property that is nearest to the A5 in the area, with the tube at approximately the same distance from the road as the building façade. Site

268 WS is also the only site with long-term measurements; the annual mean concentrations between 2014 and 2019 are shown in Figure 5.

- 2.7 Measured nitrogen dioxide concentrations increased between 2014 and 2016, when an exceedance of the objective was recorded. Concentrations have been below the objective in all years since, but within 10% of it (i.e., not below $36 \mu\text{g}/\text{m}^3$). Considering the uncertainty associated with diffusion tube measurements, it is possible that the objective may have been exceeded in recent years. However, it should be expected that, with the ongoing uptake of cleaner vehicles with demonstrably lower emissions, concentrations will reduce in the near future, thus it is considered unlikely that an objective exceedance will be measured at site 268 WS in years beyond 2019.
- 2.8 Measurements at sites 268 WSA and 268 WSB suggest higher concentrations on the north side of the A5, which would be expected given that prevailing winds usually have a southerly element, and the sites are closer to the M6. However, there is no relevant exposure on this side of the road, thus these measurements cannot be relied upon to determine the need for an AQMA in a purely qualitative review.
- 2.9 It is judged that there is not enough evidence available at this time to determine whether AQMA 2 should be revoked, but it is considered that there would be little benefit to undertaking detailed dispersion modelling of concentrations here. Instead, it is recommended that monitoring is continued at site 268 WS; if the post-pandemic annual mean concentrations continue to be below the objective, then at that time the AQMA should be revoked. It would also be reasonable to amend the spatial extent of the AQMA to cover only those few properties that are directly adjacent to the southern side of the road in the vicinity of the monitoring sites; properties further afield are set back considerably further from the road and will not experience objective exceedances.

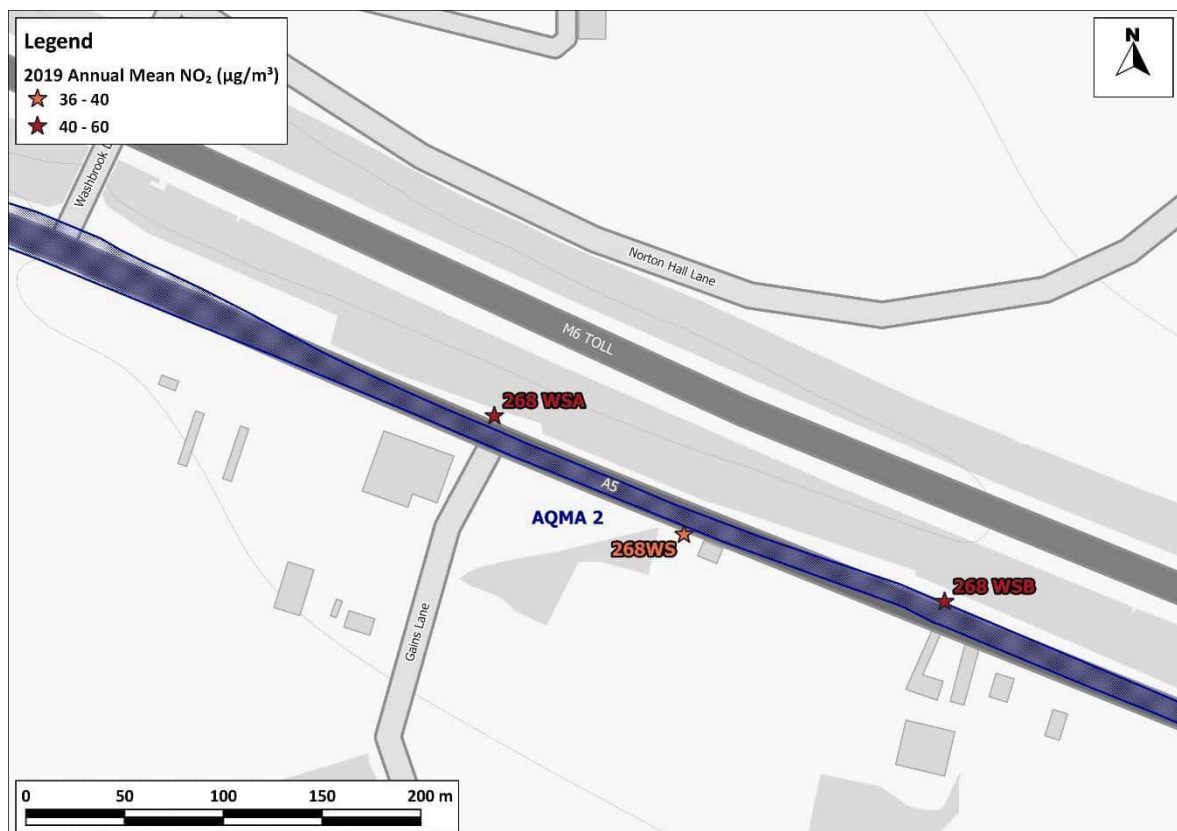


Figure 4: Air Quality Monitoring in CCDC AQMA 2

Contains Ordnance Survey data © Crown copyright and database right 2021. Ordnance Survey licence number 100046099. Additional data sourced from third parties, including public sector information licensed under the Open Government Licence v1.0.

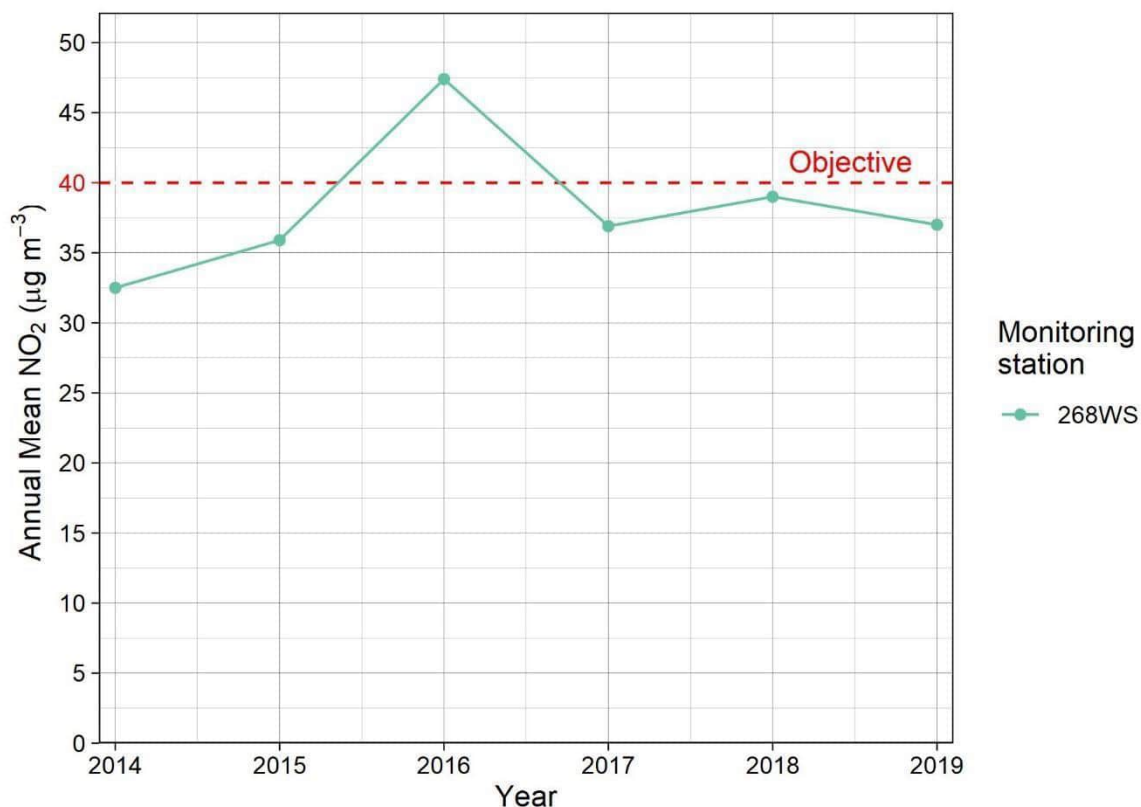


Figure 5: Annual Mean Nitrogen Dioxide Concentrations in CCDC AQMA 2

Table 2: Summary of Nitrogen Dioxide Monitoring (2014-2019) in CCDC AQMA 2 (µg/m³)

Site	Site Type ^b	Location	Distance to kerb (m)	R ^c	2014	2015	2016	2017	2018	2019
268 WS	RS	268 Watling Street	3.75	Yes	32.5	35.9	47.4	36.9	39.0	37.0
268 WSA	RS	268 Watling Street A	3.5	No	-	-	-	-	-	41.5
268 WSB	KS	268 Watling Street B	<1	No	-	-	-	-	-	57.0

^a Exceedances of the objective are shown in bold.

^b RS = Roadside, KS = Kerbside.

^c Site representative of relevant exposure?

AQMA 3 (Five Ways Island)

- 2.10 Monitoring is carried out using one automatic monitoring station (HHMSAuto) and nine diffusion tubes (HHFW, CNKRD, HFRDRD, HH01, HH02, FW01, FW02, GM01 and GM02) within and around AQMA 3 (Five Ways Island), as shown in Figure 6. Long-term monitoring has been carried out at the automatic monitoring station and three diffusion tube sites (Figure 7 and Table 3).
- 2.11 Site HHFW has recorded exceedances of the objective in each of the past six years. Measurements at site CNKRD were above the objective in 2015 and 2016, but not in any year since, despite being on the same side of the road as HHFW, suggesting that the extent of any exceedances is likely limited to the immediate vicinity of the roundabout. Measurements at the sites first deployed in 2019 have all been well below the objective.
- 2.12 It should be noted that monitoring site HHFW is located on the façade of a public house, which would not normally represent relevant exposure in terms of the annual mean objective. While some public houses may have permanent residents, the residential parts of the building would tend to be at first floor level, where concentrations will be lower, and likely below the objective. As such and given that concentrations at site CNKRD have been below the objective in recent years, there may be no relevant exposure to the annual mean objective exceedances in AQMA 3.
- 2.13 It is recommended that detailed dispersion modelling of traffic emissions in the vicinity of the roundabout is carried out to determine whether any properties that are representative of relevant exposure are likely to have experienced an objective exceedance in 2019. This analysis has been undertaken and is presented in section 3 of this report.

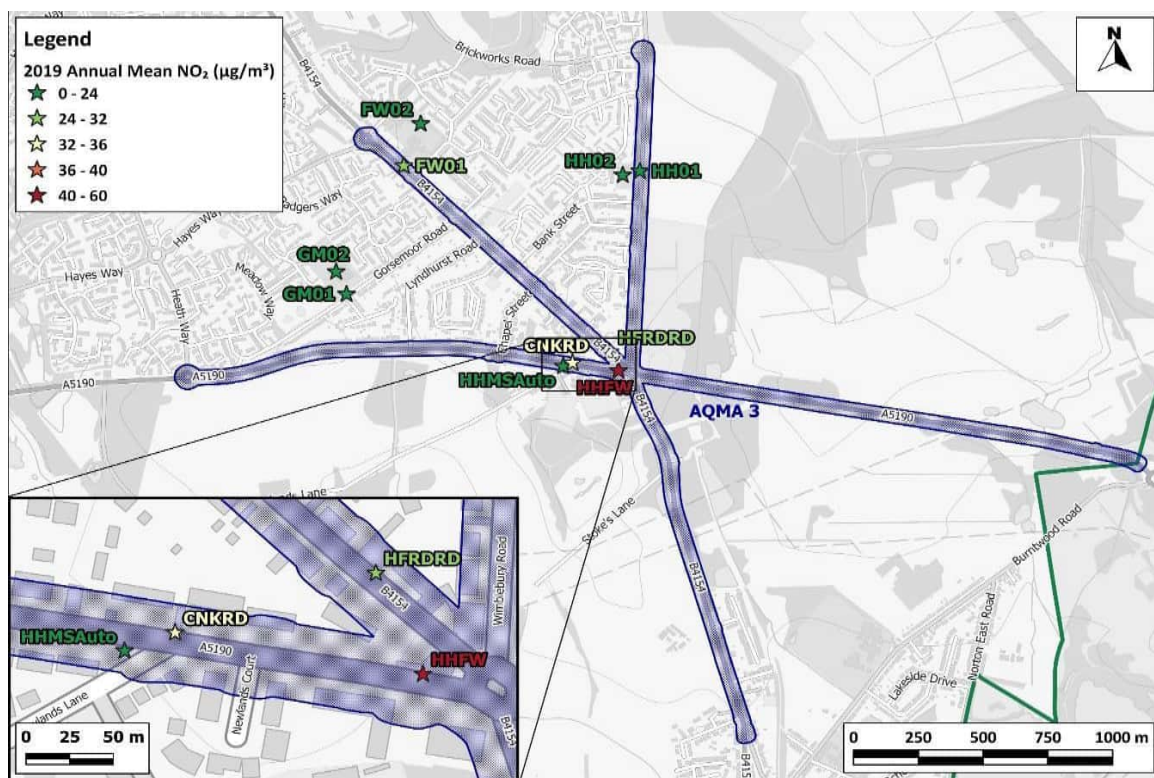


Figure 6: Air Quality Monitoring in AQMA 3 (Five Ways Island)

Contains Ordnance Survey data © Crown copyright and database right 2021. Ordnance Survey licence number 100046099. Additional data sourced from third parties, including public sector information licensed under the Open Government Licence v1.0.

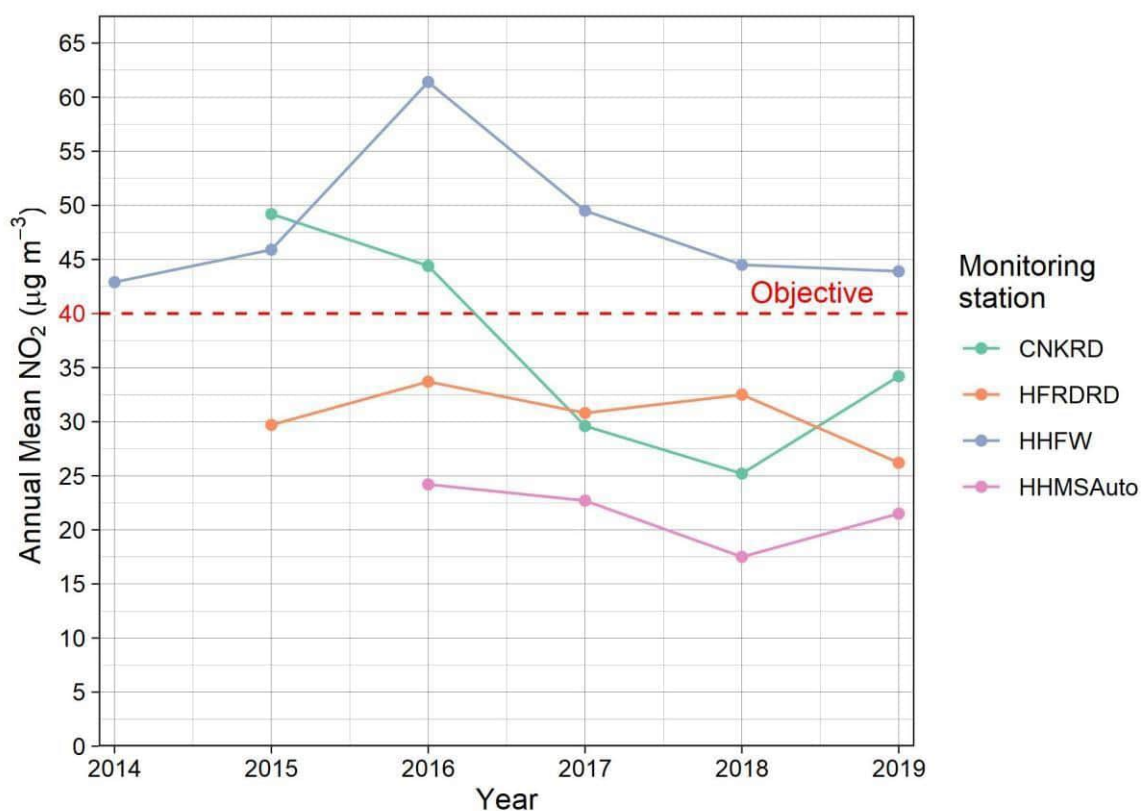


Figure 7: Annual Mean Nitrogen Dioxide Concentrations in AQMA 3 (Five Ways Island)

Table 3: Summary of Nitrogen Dioxide Monitoring (2015-2019) in AQMA 3 (Five Ways Island) ($\mu\text{g}/\text{m}^3$)

Site	Site Type ^b	Location	Distance to kerb (m)	R ^c	2014	2015	2016	2017	2018	2019
HHMSAuto	RS	Cannock A5190	6	No	-	-	24.2	22.7	17.5	21.5
HHFW	RS	Five Ways Island	1.6	Yes	42.9	45.9	61.4	49.5	44.5	43.9
CNKRD	RS	Cannock Road	2		-	49.2	44.4	29.6	25.2	34.2
HFRDRD	RS	Hednesford Road	3.2	Yes	-	29.7	33.7	30.8	32.5	26.2
Site	Site Type ^b	Location	Distance to kerb (m)	R ^c	2014	2015	2016	2017	2018	2019
HH01	RS	Heath Hayes Academy	2	No	-	-	-	-	-	19.4
HH02	UB	Heath Hayes Academy	54	N/A	-	-	-	-	-	13.0

FW01	RS	Five Ways Academy	2	No	-	-	-	-	-	28.7
FW02	UB	Five Ways Academy	97	N/A	-	-	-	-	-	15.4
GM01	RS	Gorsemoor Primary School	5	No	-	-	-	-	-	16.9
GM02	UB	Gorsemoor Primary School	82	N/A	-	-	-	-	-	14.0

^a Exceedances of the objective are shown in bold.

^b RS = Roadside, UB = Urban Background.

^c Site representative of relevant exposure?

3 Detailed Assessment of AQMA 3

- 3.1 Annual mean concentrations of nitrogen dioxide in 2019 throughout AQMA 3 have been predicted using the ADMS-Road's dispersion model, with vehicle emissions derived using Defra's Emission Factor Toolkit (EFT) (v10.1). Full details of the approach, including the model inputs and the model verification, are provided in Appendix A2.
- 3.2 Figure 8 presents a contour plot of 2019 annual mean nitrogen dioxide concentrations at Five Ways Island Roundabout; it was only in the vicinity of this roundabout that concentrations above 40 µg/m³ were predicted in the vicinity of locations of relevant exposure.

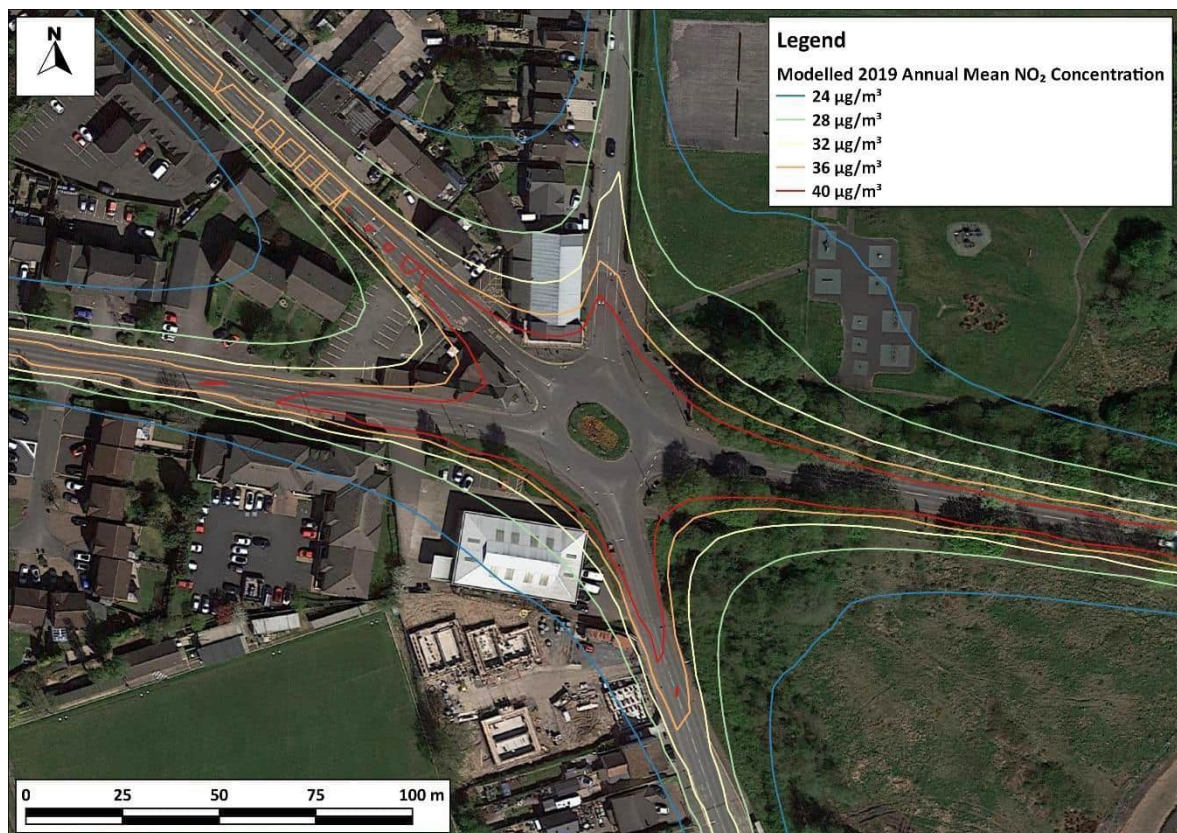


Figure 8: Modelled 2019 Annual Mean NO₂ Concentrations in AQMA 3

Imagery ©2021 Google.

- 3.3 Figure 8 demonstrates that there are only two buildings within the area of exceedance of the annual mean objective; one is a carpet and bed showroom to the north of the roundabout, which is not relevant exposure (and hence the air quality objectives are not applicable), and the other is the Five Ways Inn to the west, which does not include relevant exposure at ground-floor level but may include permanent residential accommodation at first-floor level. Modelled annual mean nitrogen dioxide concentrations at receptors located on the first-floor level façade of the Five Ways Inn are presented in Figure 9. The concentrations are all well below the objective.

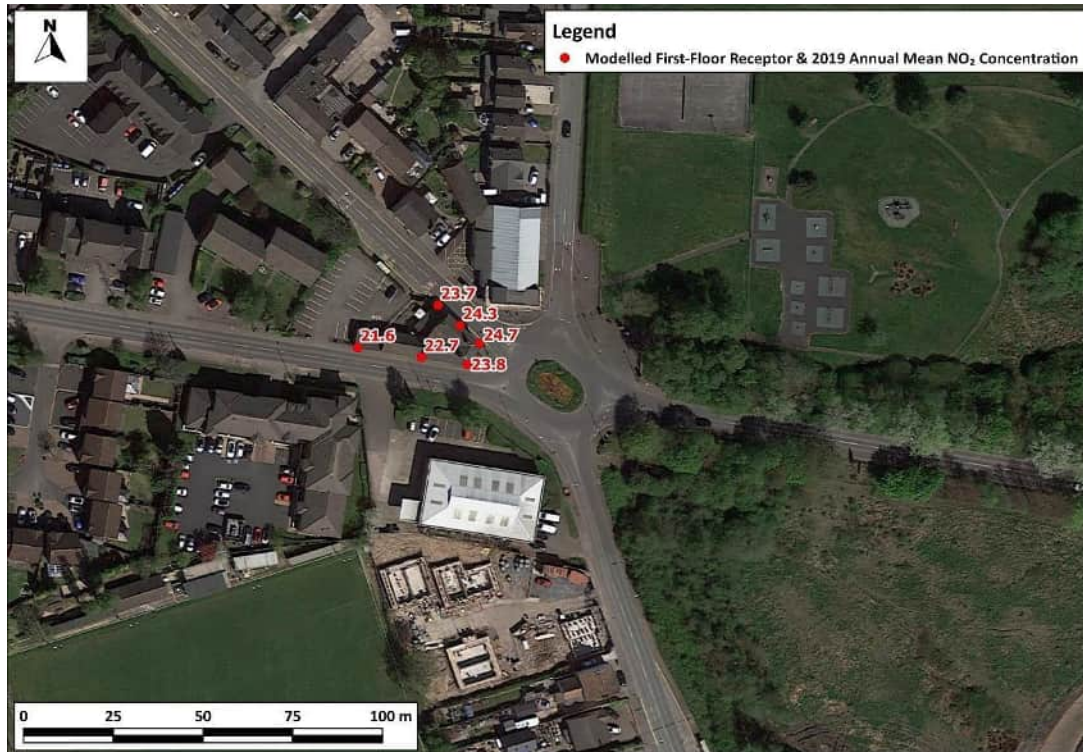


Figure 9: Modelled 2019 Annual Mean NO₂ Concentrations at First-Floor Level of the Five Ways Inn

Imagery ©2021 Google.

- 3.4 The detailed assessment has, therefore, demonstrated that there were no exceedances of the annual mean nitrogen dioxide objective at locations of relevant exposure within AQMA 3 in 2019, and thus that this AQMA can also be revoked. Concentrations of nitrogen dioxide in future years are likely to reduce further due to changes to the vehicle fleet, as demonstrated by the monitoring trends presented in this report.
- 4 **Summary**
- 4.1 It is recommended that Cannock Chase AQMA (AQMA 1) is revoked. This recommendation is based on measurements representing the worst-case locations of relevant exposure within the AQMA being under the objective and either remaining steady or decreasing over the last three years.
- 4.2 It is recommended that CCDC AQMA 2 remains in place at this time and existing monitoring continues. If measured concentrations at the only monitoring site representative of relevant exposure (268WS) remain below the objective in the near future, then the AQMA should be revoked. It is, however, recommended that the spatial extent of the AQMA is amended to only include the properties that are directly adjacent to the A5 in the vicinity of the monitoring sites; properties further afield are set back considerably further from the road and will not experience objective exceedances.
- 4.3 Detailed dispersion modelling has been carried out for AQMA 3, which has demonstrated that there were no exceedances of the annual mean nitrogen dioxide objective at locations of relevant exposure within AQMA 3 in 2019, and therefore this AQMA should also be revoked.

5 Appendices

A1	Professional Experience	16
A2	Modelling Methodology	17

A1 Professional Experience

██████████ BSc (Hons) MSc PhD CSci MIEEnvSc MIAQM

██████████ is an Associate Director with AQC, with more than 20 years' relevant experience. She has been involved in air quality management and assessment, and policy formulation in both an academic and consultancy environment. She has prepared air quality review and assessment reports, strategies and action plans for local authorities and has developed guidance documents on air quality management on behalf of central government, local government, and NGOs. She has led on the air quality inputs into Clean Air Zone feasibility studies and has provided support to local authorities on the integration of air quality considerations into Local Transport Plans and planning policy processes.

██████████ has appraised local authority air quality assessments on behalf of the UK governments and provided support to the Review and Assessment helpdesk. She has carried out numerous assessments for new residential and commercial developments, including the negotiation of mitigation measures where relevant. She has also acted as an expert witness for both residential and commercial developments. She has carried out BREEAM assessments covering air quality for new developments. ██████████ has also managed contracts on behalf of Defra in relation to allocating funding for the implementation of air quality improvement measures. She is a Member of the Institute of Air Quality Management, Institution of Environmental Sciences and is a Chartered Scientist.

██████████, BSc (Hons) CSci MIEEnvSc MIAQM

██████████ is a Principal Consultant with AQC with over nine years' relevant experience. He has undertaken air quality assessments for a wide range of projects, assessing many different pollution sources using both qualitative and quantitative methodologies, with most assessments having included dispersion modelling (using a variety of models). He has assessed road schemes, airports, energy from waste facilities, anaerobic digesters, poultry farms, urban extensions, rail freight interchanges, energy centres, waste handling sites, sewage works and shopping and sports centres, amongst others. He also has experience in ambient air quality monitoring, the analysis and interpretation of air quality monitoring data, the monitoring and assessment of nuisance odours and the monitoring and assessment of construction dust. He is a Member of the Institute of Air Quality Management and is a Chartered Scientist.

██████████, BSc (Hons)

██████████ is an Assistant Consultant with AQC, having joined in September 2020. He holds a BSc in Meteorology and Climate Science from the University of Leeds and is currently finishing his PhD at the University of Edinburgh, which investigates population exposure to air pollution and its inequality in the UK. ██████████ has a keen interest in modelling and data science. He is now gaining experience in the field of air quality monitoring and assessment.

A2 Modelling Methodology

Receptors

A2.1

Concentrations of annual mean nitrogen dioxide have been predicted across a source-oriented grid of receptors, along with a background Cartesian grid, to enable the production of contour plots. The receptor grid has been modelled at a height of 1.5 m above ground level and is shown in Figure A2.1. Additional receptors have been modelled at the façade of the Five Ways Inn at the locations shown in Figure 9, to reflect first-floor level exposure; these receptors have been modelled at 4.5 m height. Concentrations have also been modelled at the automatic and diffusion tube monitoring sites located within AQMA 3, in order to verify the model outputs.

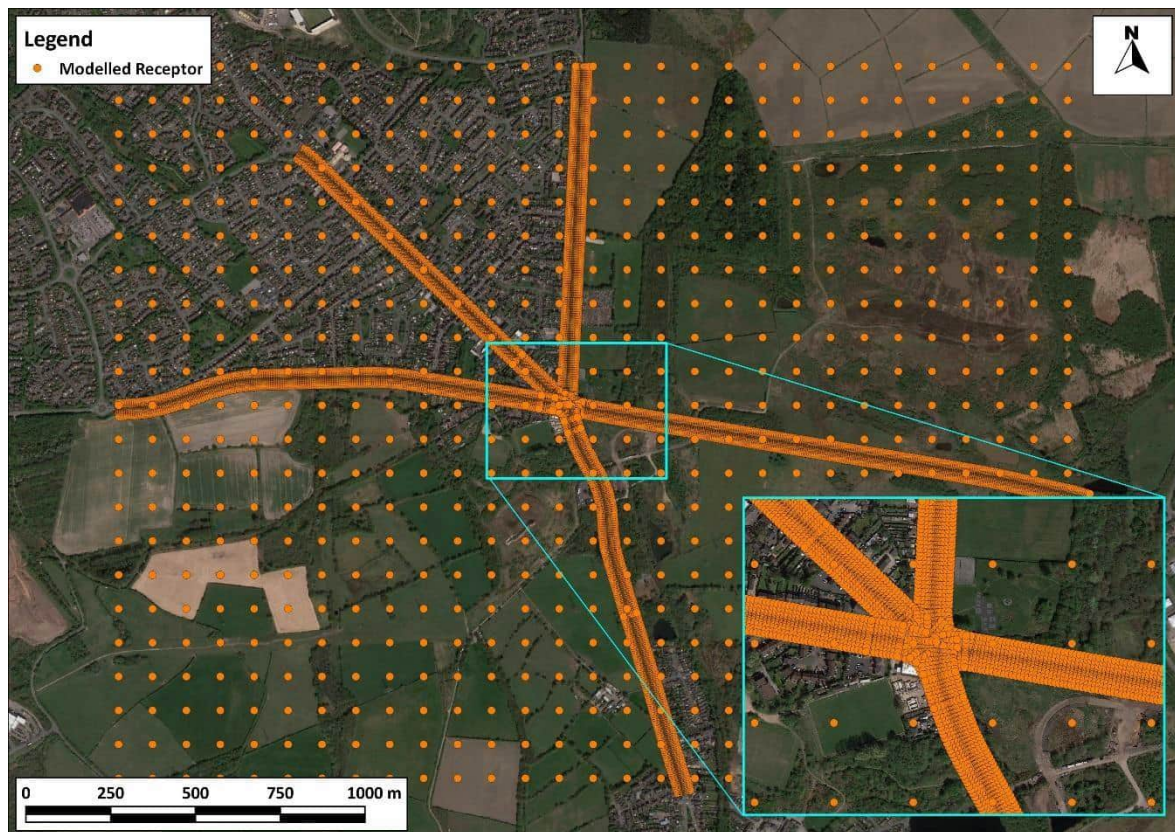


Figure A2.1: Gridded Receptors
Imagery ©2021 Google.

Background Concentrations

A2.2 Background concentrations have been defined using Defra's 2018-based background maps (Defra, 2021a), calibrated against local measurements made at the HH02, FW02 and GM02 background diffusion tube monitoring sites. The locations of the monitoring sites are shown in Figure 6. The measured nitrogen dioxide concentrations at these sites in 2019 were, on average, 1.18 times higher than the 2019 mapped background concentrations. All mapped background nitrogen dioxide concentrations for the grid squares covering the study area have therefore been calibrated by applying a factor of 1.18. Background concentrations at individual receptors were interpolated from the grid of calibrated background concentrations, to avoid step changes in concentrations between background grid squares.

Model Inputs

A2.3 Predictions have been carried out using the ADMS-Road's dispersion model (v5). The model requires the user to provide various input data, including emissions from each section of road and the road characteristics (including road width). Vehicle emissions have been calculated based on vehicle flow, composition and speed data using the EFT (Version 10.1) published by Defra.

A2.4 Vehicle flows and fleet composition data have initially been taken from a classified count carried out at the Five Ways Island roundabout in 2017. The peak hour (7:30-9:30 AM + 4-6 PM) movements from the count data have been factored to AADT flows by comparison with 2019 DfT count data for the A5190⁴¹. The

⁴¹ DfT (2021) Road traffic statistics, Available: <http://www.dft.gov.uk/matrix/>.

traffic data used in this assessment are summarised in Table A2.1. Diurnal and monthly flow profiles for the traffic have been derived from the national profiles published by DfT⁴².

Table A2.1: Summary of Traffic Data used in the Assessment (AADT Flows)

Road Link	AADT	% Car	% LGV	% Rigid HGV	% Artic HGV	% Bus/Coach	% Motorcycle
A5190 West	13,191	82.7	12.9	3.0	0.6	0.3	0.5
B4154 North	10,644	83.5	13.7	1.3	0.0	1.0	0.6
Wimblebury Road	4,819	83.1	13.7	2.5	0.2	0.1	0.5
A5190 East	17,821	83.0	13.2	2.6	0.5	0.1	0.5
B4154 South	10,018	84.1	12.3	1.7	0.1	1.1	0.6

A2.5 Figure A2.2 shows the road network included within the model, along with the speed at which each link was modelled. Traffic speeds have been estimated based on professional judgement, taking account of the road layout, speed limits and the proximity to a junction.

⁴² DfT (2020) DfT Road traffic statistics (TRA03), Available: <https://www.gov.uk/government/statistical-data-sets/roadtraffic-statistics-tra>.

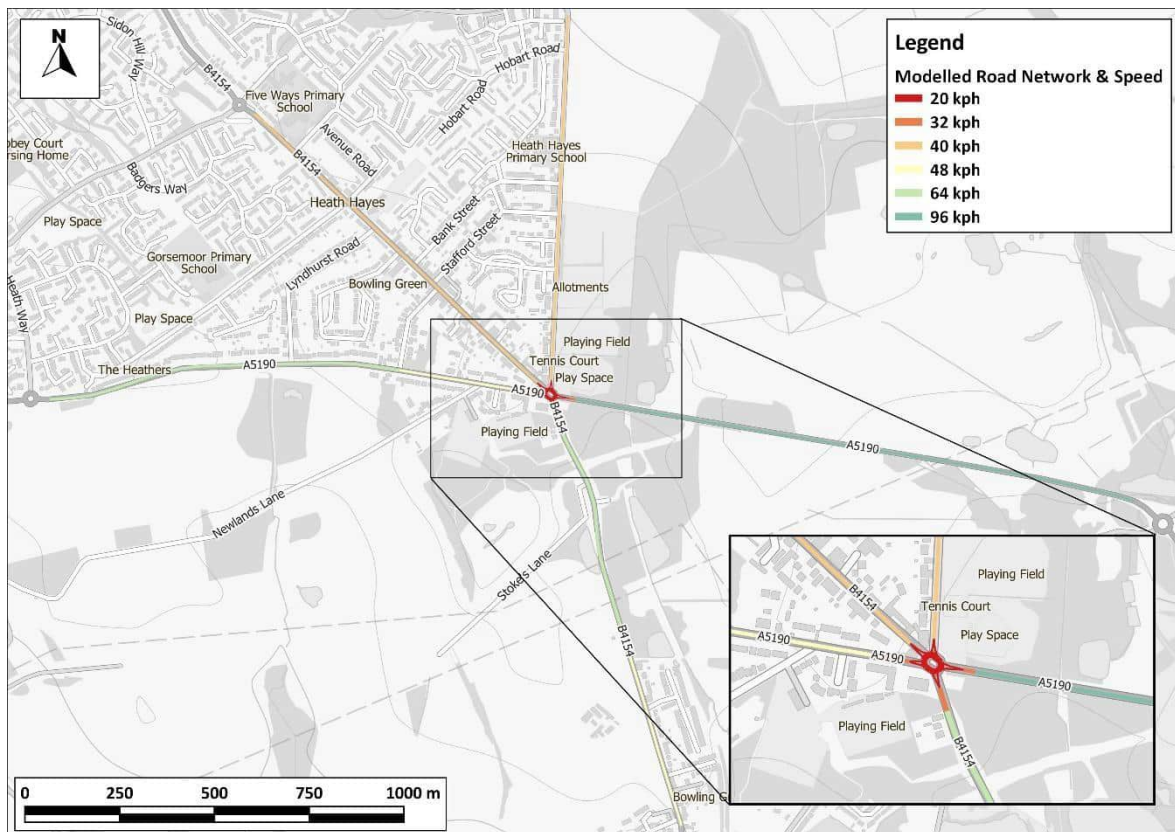


Figure A2.2: Modelled Road Network & Speed

Contains Ordnance Survey data © Crown copyright and database right 2021. Ordnance Survey licence number 100046099. Additional data sourced from third parties, including public sector information licensed under the Open Government Licence v1.0.

- A2.6 Hourly sequential meteorological data in sectors of 10 degrees from Coleshill for 2019 have been used in the model. The Coleshill meteorological monitoring station is located 30 km to the southeast of Heath Hayes. It is deemed to be the nearest monitoring station representative of meteorological conditions in the vicinity of Heath Hayes; both are located at inland locations in the West Midlands where they will be influenced by the effects of inland meteorology over relatively flat-lying topography. A wind rose for the site for the year 2019 is provided in Figure A2.3. The station is operated by the UK Met Office. Raw data were provided by the Met Office and processed by AQC for use in ADMS. Meteorological model input parameters are summarised in Table A2.2 and, where considered necessary, discussed further below.

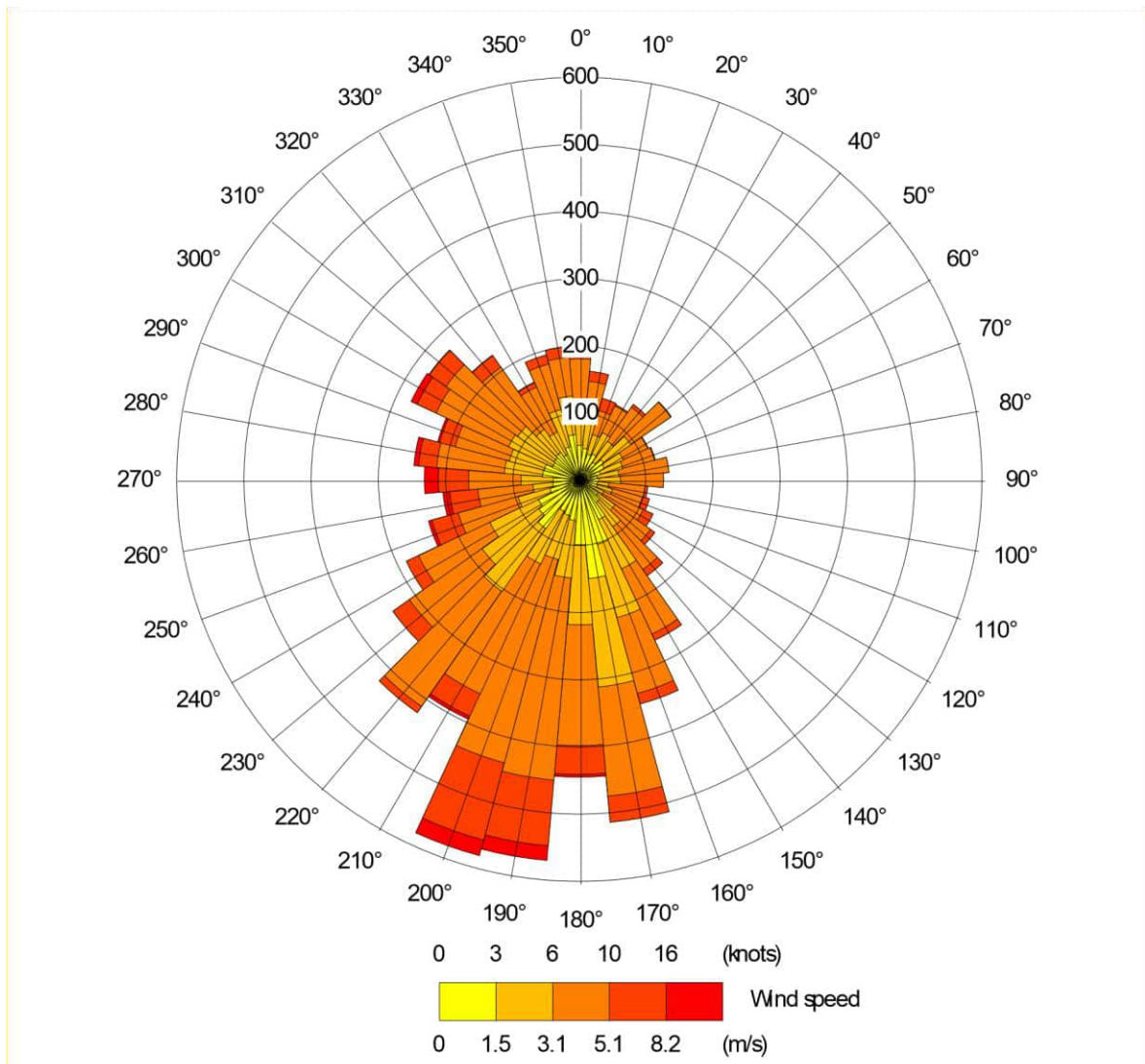


Figure A2.3: Coleshill 2019 Wind Rose

Table A2.2: Summary of Meteorological Model Inputs

Model Parameter	Value Used
Meteorological Monitoring Site	Coleshill
Meteorological Data Year	2019
Dispersion Site Surface Roughness Length (m)	0.5
Dispersion Site Minimum MO Length (m)	10
Met Site Surface Roughness Length (m)	0.2
Met Site Minimum MO Length (m)	1

Model Verification

A2.7 In order to ensure that ADMS-Roads accurately predicts local concentrations, it is necessary to verify the model against local measurements. The model has been run to predict the annual mean concentrations during 2019 at the HHMS automatic and HFRDRD, CNKRD, HHFW, FW01 and HH01 diffusion tube monitoring sites within AQMA 3. The locations of the monitoring sites are shown in Figure 6.

- A2.8 Most nitrogen dioxide (NO₂) is produced in the atmosphere by reaction of nitric oxide (NO) with ozone. It is therefore most appropriate to verify the model in terms of primary pollutant emissions of nitrogen oxides (NO_x = NO + NO₂).
- A2.9 The model output of road-NO_x (i.e., the component of total NO_x coming from road traffic) has been compared with the 'measured' road-NO_x. Measured road-NO_x has been calculated from the measured NO₂ concentrations and the predicted background NO₂ concentration using the NO_x from NO₂ calculator (Version 8.1) available on the Defra LAQM Support website.
- A2.10 The unadjusted model has under predicted the road-NO_x contribution; this is a common experience with this and most other road traffic emissions dispersion models. An adjustment factor has been determined as the slope of the best-fit line between the 'measured' road contribution and the model derived road contribution, forced through zero (Figure A2.4). The calculated adjustment factor of 2.339 has been applied to the modelled road-NO_x concentration for each receptor to provide adjusted modelled road-NO_x concentrations.
- A2.11 The total nitrogen dioxide concentrations have then been determined by combining the adjusted modelled road-NO_x concentrations with the predicted background NO₂ concentration within the NO_x to NO₂ calculator. Figure A2.5 compares final adjusted modelled total NO₂ at each of the monitoring sites to measured total NO₂ and shows a close agreement.

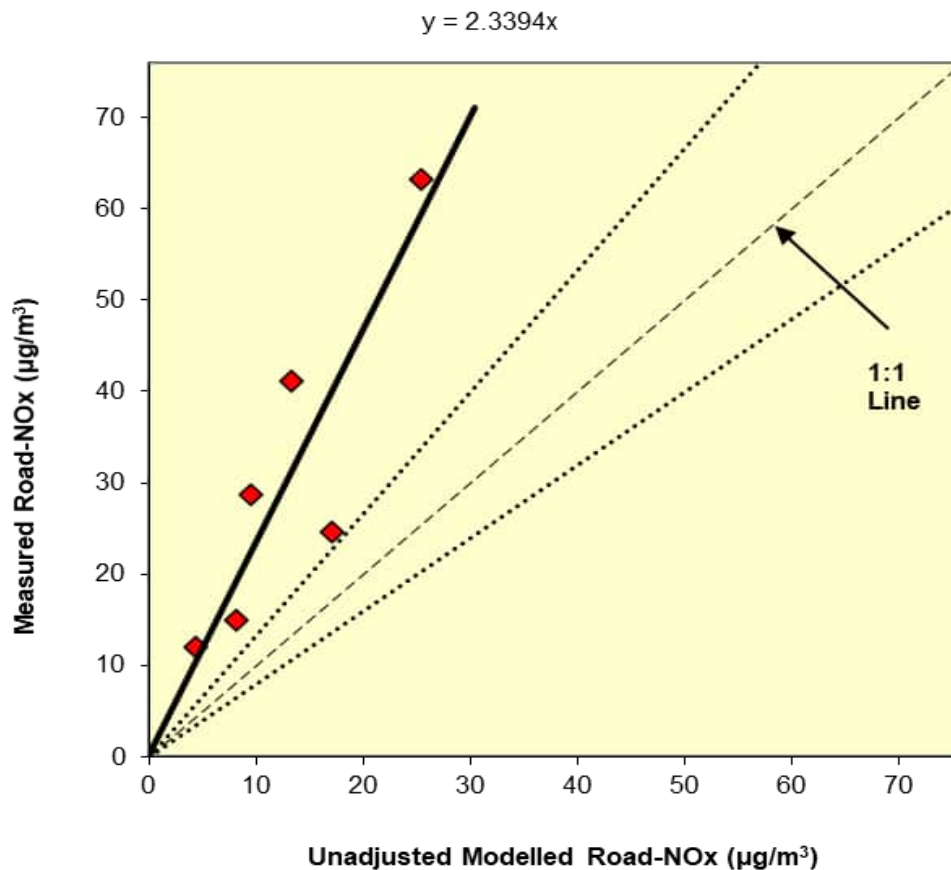


Figure A2.4: Comparison of Measured Road NO_x to Unadjusted Modelled Road NO_x Concentrations. The dashed lines show ± 25%.

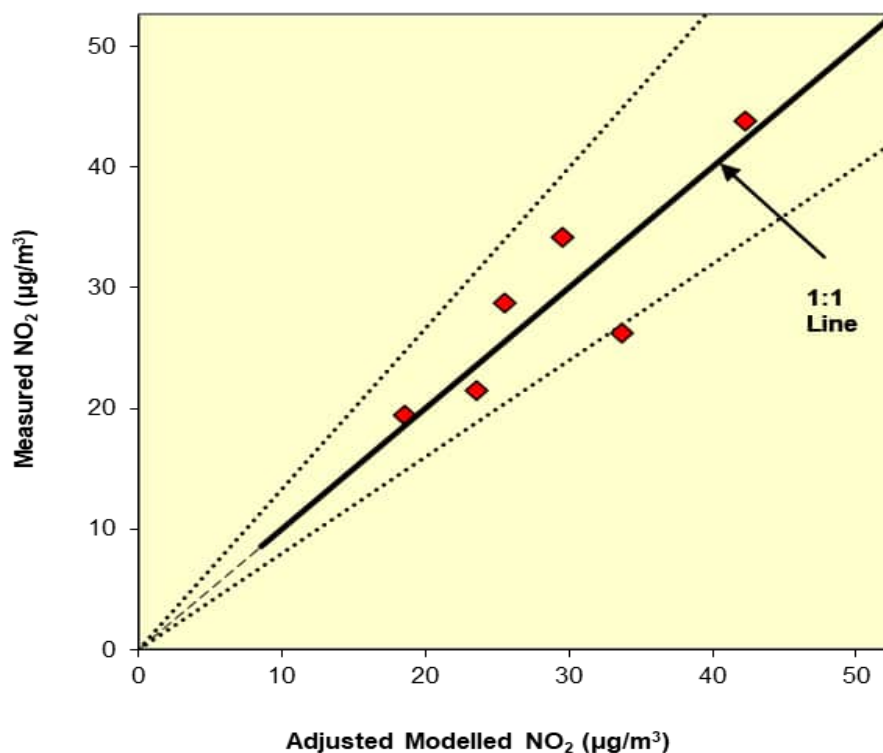


Figure A2.5: Comparison of Measured Total NO₂ to Final Adjusted Modelled Total NO₂ Concentrations. The dashed lines show $\pm 25\%$.

2.11.1 Table A2.3 shows the statistical parameters relating to the performance of the model, as well as the 'ideal' values¹. The values calculated for the model demonstrate that it is performing well.

Table A2.3: Statistical Model Performance

Statistical Parameter	Model-Specific Value	'Ideal' Value
Correlation Coefficient ^a	0.88	1
Root Mean Square Error (RMSE) ^b	3.98	0
Fractional Bias ^c	0.00	0

^a Used to measure the linear relationship between predicted and observed data. A value of zero means no relationship and a value of 1 means absolute relationship.

^b Used to define the average error or uncertainty of the model. The units of RMSE are the same as the quantities compared (i.e. µg/m³). TG16 (Defra, 2018b) outlines that, ideally, a RMSE value within 10% of the air quality objective (4µg/m³) would be derived. If RMSE values are higher than 25% of the objective (10 µg/m³) it is recommended that the model is revisited.

^c Used to identify if the model shows a systematic tendency to over or under predict. Negative values suggest a model over-prediction and positive values suggest a model under-prediction.

Post-processing


A2.12 The model predicts road-NO_x concentrations at each receptor location. These concentrations have been adjusted using the adjustment factor set out above, which, along with the background NO₂, has been processed through the NO_x to NO₂ calculator available on the Defra LAQM Support website. The traffic mix within the calculator has been set to "All other urban UK traffic", which is considered suitable for the study area. The calculator predicts the component of NO₂ based on the adjusted road-NO_x and the background NO₂.

Figure 2: Air Aware. School Case Study

Staffordshire and Stoke-On-Trent Air Quality Project


Air Aware Staffordshire

School Case Study: Heath Hayes Academy



The Staffordshire and Stoke-On-Trent Air Quality Project (Air Aware Staffordshire) was a DEFRA funded project to work with Schools and Businesses in air quality management areas (AQMAs) in Staffordshire and Stoke-On-Trent. An initial 15 schools were identified to work with in the first year and a further 10 identified to work with in year two.


Heath Hayes Primary Academy is located close to one of the highest polluted areas in the county near the 'Five Ways' island in Cannock. Air pollution levels exceed the legal limits and local and commuter traffic have been identified as contributing factors. The aims and objectives of working with Heath Hayes and surrounding schools include reducing car use, raising active travel, reducing local air pollution and raising awareness of air quality.



Heath Hayes has 193 Pupils from Reception to year 6 (aged 5-11 years old) with an average size catchment area. There was a high propensity to drive with 60% of the pupils travelling to school by car. The headteacher was keen to reduce the number of cars around the school at pick up and drop off times and to improve the air quality. The school was also in the bottom 10% for obesity levels and the head was keen to improve pupil's health.

The School Travel Advisor worked closely with the school staff to develop the school travel plan using Modeshiō Stars to evidence the work they were doing and record the changes. Working together we identified a number of measures and objectives that would help achieve the outcomes.

- To promote a new Park & Stride scheme.
- To promote cycling and scooting as an alternative to the car.
- To increase cycle and scooter storage.
- To engage with parents and pupils to raise awareness of Air Pollution and its effects.
- To increase the health and fitness of the pupils and lower exposure to pollution.



Launching the Park & Stride

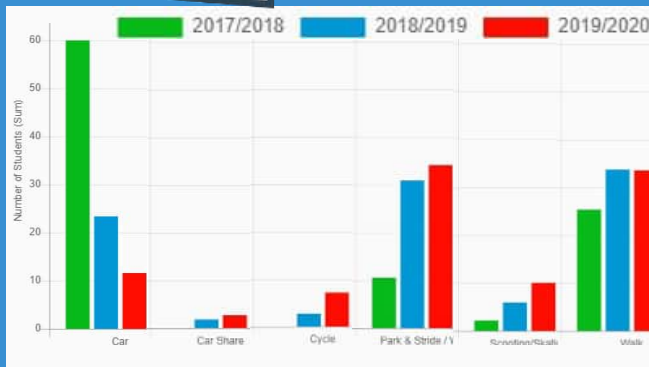
The school appointed eight “AcOve Travel Ambassadors” to help promote the iniOaOves and campaigns that were run as part of the travel plan. They met with the school travel plan champions and travel advisor on a regular basis to discuss campaigns and come up with creaOve ideas and they played a key role in all of the campaigns and promoted the iniOaOves to their peers within school. They invited residents, PCSOs, Councillors and the local MP into school to see the work they were doing and to gain their support.



The school ran many campaigns during the 2 year project, delivered air quality lesson plans provided by the Travel Advisor, clubs to promote acOve travel and sessions to raise awareness of air quality and road safety.

Some of the most notable campaigns were:

- Clean Air Day;** when the school invited parents in to see the acOviOes and delivered whole school lessons about air polluOon.
- An AnO-Idling Campaign;** a County Council designed toolkit delivered by the Travel Ambassadors to target parents who were idling whilst picking up pupils from school, both of these gained huge media aSenOon and featured on BBC and ITV news.
- Walk to School Week;** where all children were encouraged to walk. They launched the Park & Stride scheme that week so even those sOll travelling by car could walk some of the way.
- Scoot to School Week;** which was promoted to all children and saw a massive 60% of the children scooOng to school at least once that week. They also ran aOer school scooter club to help increase confidence on scooters, and installed addiOonal storage.



- Car use fell from 60% to 12%
- Car share went from 0% to 3%
- Cycling increased from 1% to 7%
- Park & Stride rose from 10% to 34%
- ScooOng went up from 2% to 10%
- Walking went up from 24% to 33%
- All AcOve Travel rose from 27% to 50%

Notable Achievements

- Featured on TV News Broadcasts twice during the campaign
- Monitoring showed a reducOon in Air PolluOon of up to 20%
- Achieved Gold Status for the School Travel Plan
- Visits MPs and Councillors to showcase achievements and raise awareness
- Awarded Regional School of the Year at the NaOonal ModeshiO Stars Awards for Travel Planning



QA/QC of Diffusion Tube Monitoring

Details of non-automatic (i.e., passive) monitoring using diffusion tubes are as follows:

Diffusion tubes are supplied and analysed by Staffordshire Scientific Services, Staffordshire County Council. The preparation method is 20 % TEA, 80 % water – pipetted.

The lab follows the procedures as set out in the Harmonisation Practical Guidance and is UKAS accredited for this method. It takes part in the NO₂ Network Field Inter-comparison, managed by Health and Safety Laboratory on behalf of AEA. Their lab code is 1017. The bias factor for 2021 is 0.86, which is calculated using local co-location data. The lab takes part in the WASP scheme managed by Health and Safety Laboratory. Lab code 1017. The latest results for this can be found at [Link](#).⁴³

Diffusion Tube Annualisation

All diffusion tube monitoring locations within Cannock Chase District recorded data capture of 75% therefore it was not required to annualise any monitoring data. In addition, any sites with a data capture below 25% do not require annualisation.

Diffusion Tube Bias Adjustment Factors

The diffusion tube data presented within the 2022 ASR has been corrected for bias using an adjustment factor. Bias represents the overall tendency of the diffusion tubes to under or over-read relative to the reference chemiluminescence analyser. LAQM.TG16 provides guidance with regard to the application of a bias adjustment factor to correct diffusion tube monitoring. Triplicate co-location studies can be used to determine a local bias factor based on the comparison of diffusion tube results with data taken from NO_x/NO₂ continuous analysers. Alternatively, the national database of diffusion tube co-location surveys provides bias factors for the relevant laboratory and preparation method.

Cannock Chase Council have applied a national bias adjustment factor of 0.86 to the 2021 monitoring data. A summary of bias adjustment factors used by Cannock Chase Council over the past five years is presented in Table C.1.

TG16 provides guidance on where local/ national bias factors should be applied. Generally, the guidance suggests that a local factor would be more appropriate, however, the recommendation for use of a national factor where the survey consists of tubes exposed over a range of settings, which differ from the co-location site overrides other consideration in our instance. Although an automatic NO₂ monitoring site is located at Cannock A5190 roadside in AQMA3, this is a local road and not particularly representative of the A5 trunk road where AQMAs 1 and 2 are located, there is a significant number of HGV vehicles and various speed and queue variables. We feel that the amalgamated bias

⁴³ <https://laqm.defra.gov.uk/air-quality/air-quality-assessment/qa-qc-framework/>

correction data for other Staffordshire highways lab customers reflects a range of road types and is consistent with their lab procedures. Therefore, more reliable than a local bias factor based on 1 monitoring location.

Table C.1 – Bias Adjustment Factor

Year	Local or National	If National, Version of National Spreadsheet	Adjustment Factor
2021	National	03/22	0.86
2020	National	03/21	0.85
2019	National	Not Recorded	0.93
2018	National	Not Recorded	0.88
2017	National	Not Recorded	0.88
2016	National	Not Recorded	0.91

NO₂ Fall-off with Distance from the Road

Wherever possible, local authorities should ensure that monitoring locations are representative of exposure. However, where this is not possible, the NO₂ concentration at the nearest location relevant for exposure should be estimated using the Diffusion Tube Data Processing Tool/NO₂ fall-off with distance calculator available on the LAQM Support website. Where appropriate, non-automatic annual mean NO₂ concentrations corrected for distance are presented in Table B.1.

No diffusion tube NO₂ monitoring locations within Cannock Chase Council required distance correction during 2021.

QA/QC of Automatic Monitoring

The Cannock A5190 Roadside monitoring site is classified as an AURN site. As such, the following apply:

Data Management	Arranged through AURN network
Local Site Operator (LSO) duties	Cannock Chase Council Environmental Health Department
Frequency of Calibrations	Fortnightly
Audit/servicing	Arranged by AURN network
Ratification process	Arranged by AURN Network
Data Availability	Link ⁴⁴

⁴⁴ https://uk-air.defra.gov.uk/data/flat_files?site_id=CANK

PM₁₀ and PM_{2.5} Monitoring Adjustment

Not applicable

Automatic Monitoring Annualisation

All automatic monitoring locations within Cannock Chase Council recorded data capture of greater than 75% therefore it was not required to annualise any monitoring data. In addition, any sites with a data capture below 25% do not require annualisation.

NO₂ Fall-off with Distance from the Road

Wherever possible, local authorities should ensure that monitoring locations are representative of exposure. However, where this is not possible, the NO₂ concentration at the nearest location relevant for exposure should be estimated using the NO₂ fall-off with distance calculator available on the LAQM Support website. Where appropriate, non-automatic annual mean NO₂ concentrations corrected for distance are presented in Table B.1.

No automatic NO₂ monitoring locations within Cannock Chase Council required distance correction during 2021.

Table C.2 – Annualisation Summary (concentrations presented in $\mu\text{g}/\text{m}^3$)

No annualisation of data required for this report.

Table C.3 – Local Bias Adjustment Calculation

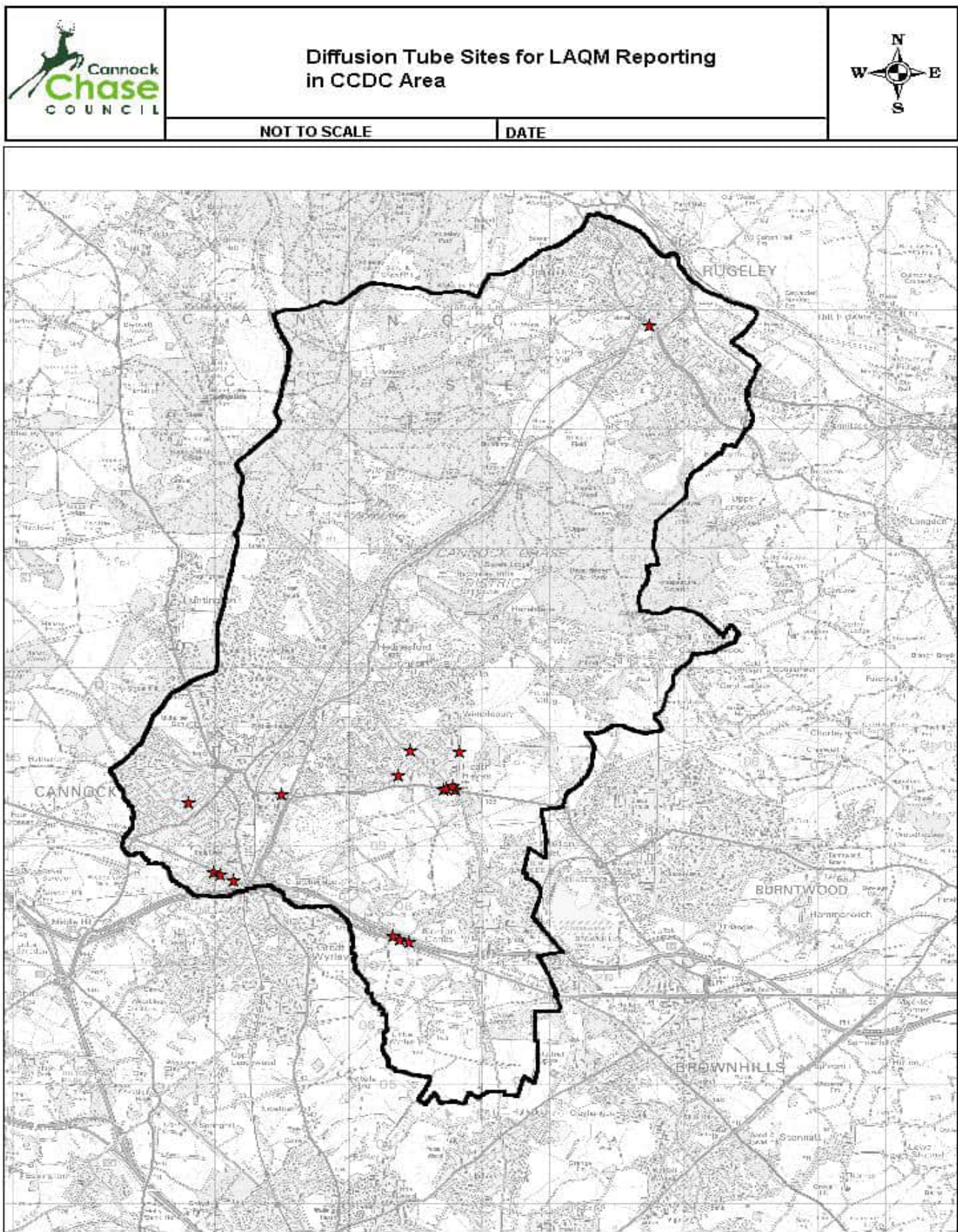
Local bias adjustment was not used in this report.

Table C.4 – NO₂ Fall off With Distance Calculations (concentrations presented in µg/m³)

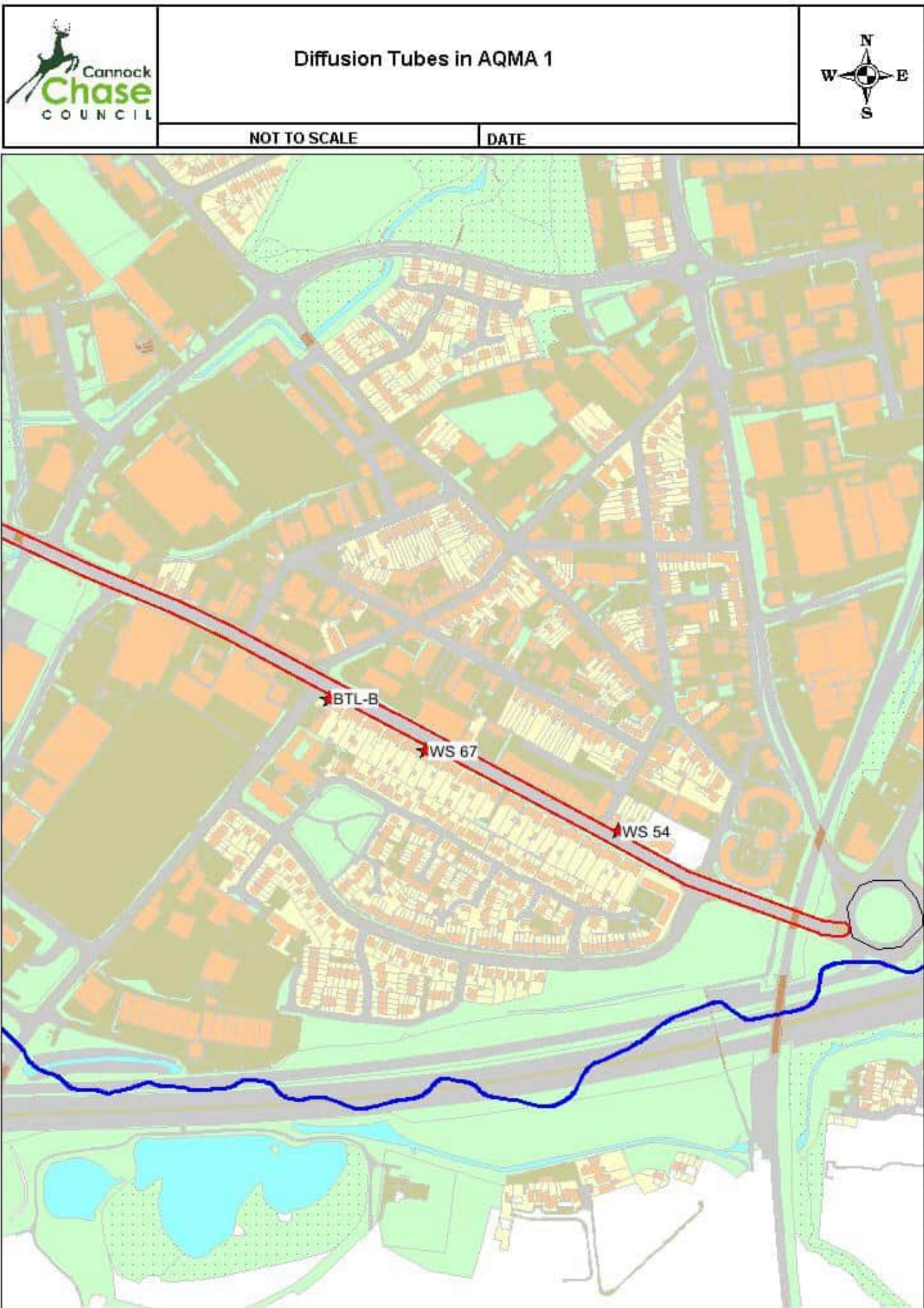
Not applicable for this document as there were no exceedances in the relevant locations

Appendix D: Map(s) of Monitoring Locations and AQMAs



Figure D.1 – Map of Non-Automatic Monitoring Site

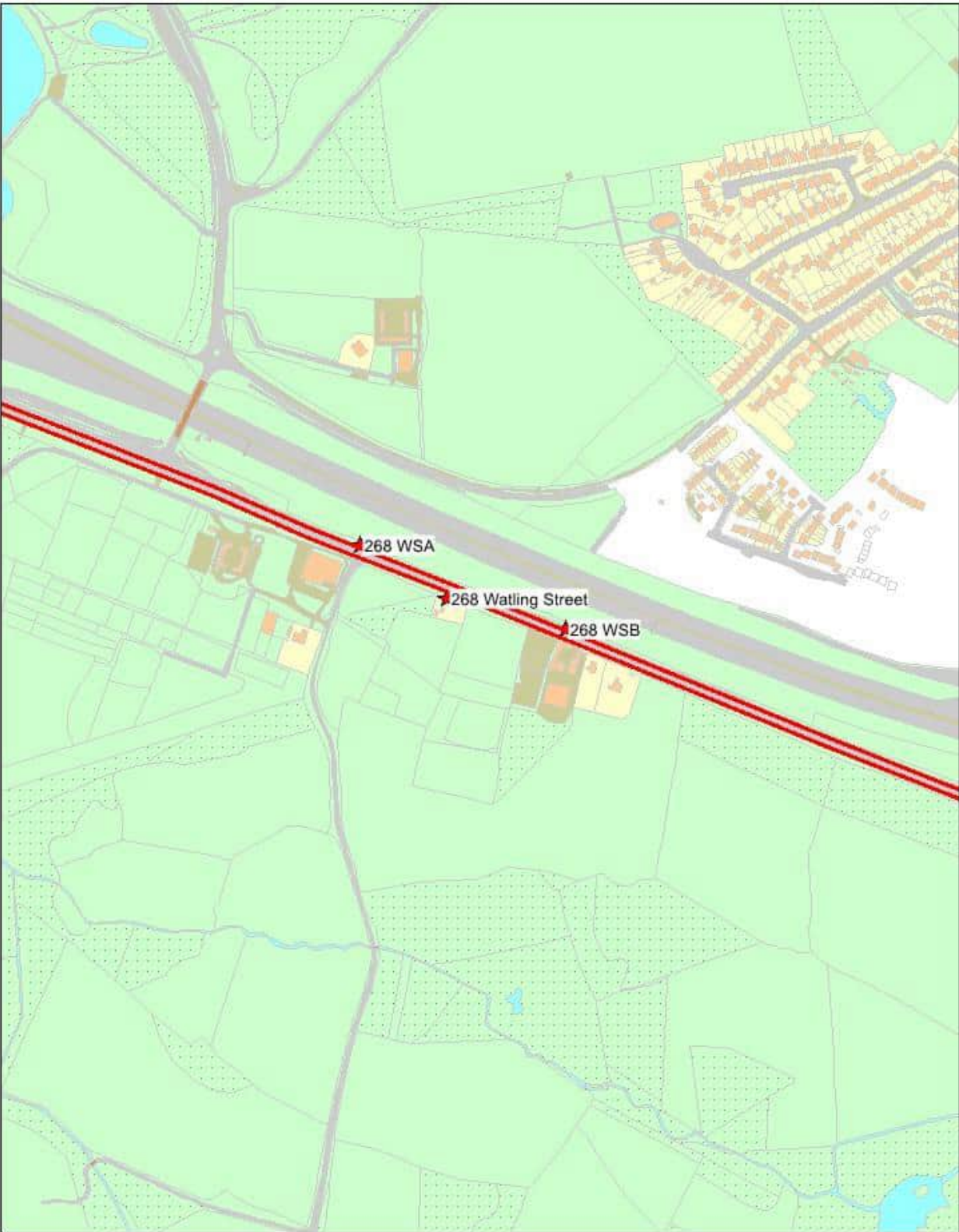


© Crown copyright and database rights [2018] Ordnance Survey [100019754]
 You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.





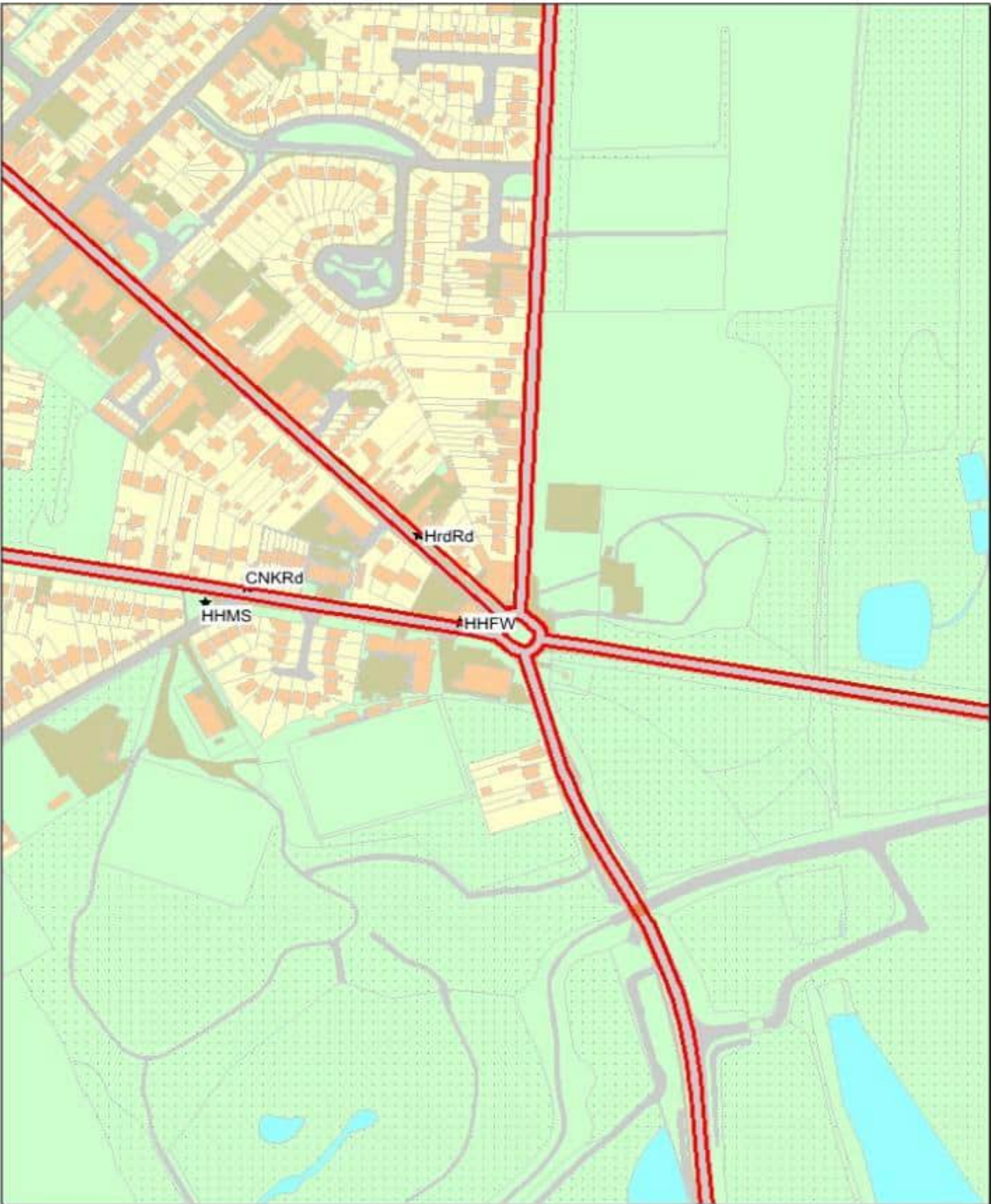
© Crown copyright and database rights [2018] Ordnance Survey [100019754]
You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.

	<h3>Diffusion Tubes in AQMA 2</h3>	
NOT TO SCALE		DATE



© Crown copyright and database rights [2018] Ordnance Survey [100019754]
You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.

	<h3>Diffusion Tubes in AQMA 3</h3>	
NOT TO SCALE		DATE



© Crown copyright and database rights [2018] Ordnance Survey [100019754]
You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form.

Appendix E: Summary of Air Quality Objectives in England

Table E.1 – Air Quality Objectives in England⁴⁵

Pollutant	Air Quality Objective: Concentration	Air Quality Objective: Measured as
Nitrogen Dioxide (NO ₂)	200µg/m ³ not to be exceeded more than 18 times a year	1-hour mean
Nitrogen Dioxide (NO ₂)	40µg/m ³	Annual mean
Particulate Matter (PM ₁₀)	50µg/m ³ , not to be exceeded more than 35 times a year	24-hour mean
Particulate Matter (PM ₁₀)	40µg/m ³	Annual mean
Sulphur Dioxide (SO ₂)	350µg/m ³ , not to be exceeded more than 24 times a year	1-hour mean
Sulphur Dioxide (SO ₂)	125µg/m ³ , not to be exceeded more than 3 times a year	24-hour mean
Sulphur Dioxide (SO ₂)	266µg/m ³ , not to be exceeded more than 35 times a year	15-minute mean

⁴⁵ The units are in micrograms of pollutant per cubic metre of air (µg/m³).

Glossary of Terms

Abbreviation	Description
AQAP	Air Quality Action Plan - A detailed description of measures, outcomes, achievement dates and implementation methods, showing how the local authority intends to achieve air quality limit values'
AQMA	Air Quality Management Area – An area where air pollutant concentrations exceed / are likely to exceed the relevant air quality objectives. AQMAs are declared for specific pollutants and objectives
ASR	Annual Status Report
Defra	Department for Environment, Food and Rural Affairs
DMRB	Design Manual for Roads and Bridges – Air quality screening tool produced by Highways England
EU	European Union
FDMS	Filter Dynamics Measurement System
LAQM	Local Air Quality Management
NO ₂	Nitrogen Dioxide
NO _x	Nitrogen Oxides
PM ₁₀	Airborne particulate matter with an aerodynamic diameter of 10µm or less
PM _{2.5}	Airborne particulate matter with an aerodynamic diameter of 2.5µm or less
QA/QC	Quality Assurance and Quality Control
SO ₂	Sulphur Dioxide

References

- Local Air Quality Management Technical Guidance LAQM.TG16. April 2021. Published by Defra in partnership with the Scottish Government, Welsh Assembly Government and Department of the Environment Northern Ireland.

Report of:	Head of Economic Prosperity
Contact Officer:	Dean Piper
Telephone No:	01543 464 223
Portfolio Leader:	District & High Street Development
Key Decision:	Yes
Report Track:	Cabinet: 25/08/22

Cabinet
25 August 2022
Economic Prosperity Strategy Refresh

1 Purpose of Report

- 1.1 To present the refreshed Economic Prosperity Strategy for adoption by Cabinet.

2 Recommendation(s)

- 2.1 That Cabinet formally approves the refreshed Economic Prosperity Strategy as presented at Appendix 1.
- 2.2 That the Head of Economic Prosperity in consultation with the Portfolio Leader for District and High Street Development, be authorised to implement the Strategy utilising existing resources and maximising external funding, and to keep the Strategy under review, making any minor amendments as necessary to reflect changes in legislation or Government policy.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 The Council published its Economic Prosperity Strategy for 2020-2030 in January 2020.
- 3.2 The Council has a key role to play in supporting the economic prosperity of the District and is currently working to deliver a number of high profile projects that will deliver new jobs and investment and increase the skills levels of local residents.
- 3.3 Due to the changing economic and policy context and to reflect the fact that the Council has refreshed its Corporate Plan, it has been necessary to review and update the Economic Prosperity Strategy. Work has been undertaken to update

the Strategy and to engage members and stakeholders to review the vision and priorities via a number of workshop sessions.

- 3.4 Following the workshops, officers have refreshed the Economic Prosperity Strategy, and this now covers the 10 year period from 2022 to 2032. The Strategy includes a revised vision statement, a refreshed set of economic priorities and an updated Action Plan.

Reasons for Recommendations

- 3.5 The refreshed Economic Prosperity Strategy sets out an economic vision for the period 2022-2032 and includes a number of projects and activities that are designed to improve the prosperity of local residents, increase economic growth and productivity, whilst supporting the Council's goal to achieve carbon neutrality. The Strategy sets out a number of key economic indicators that will need to be monitored and will identify the District's progress towards achieving the vision.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:

- (i) Economic Prosperity: supporting the Council's aim to 'reinvigorate our economy and create a District that thrives'.

5 Report Detail

Background

- 5.1 In January 2020, Cabinet approved the Council's Economic Prosperity Strategy. The purpose of the Strategy is as follows:
- To clearly set out a vision for the future and a 'direction of travel' for the District's economy.
 - To identify how the District can support / complement emerging Industrial Strategies and town centre strategies and plans.
 - Provide a clear focus for delivery and Council investment in economic development projects/initiatives as well as bids for external funding.
 - To exert influence on the strategies and plans of key stakeholders / partner organisations.
- 5.2 Since the Strategy was adopted in January 2020; there have been a number of important of macro-economic and policy changes which have necessitated a review and refresh of the Economic Prosperity Strategy.
- 5.3 The Covid-19 pandemic had a major disruptive impact on the District's economy with some businesses forced to close or operate with restrictions. Many local workers were placed into furlough and unemployment rates increased significantly, although the number of local residents claiming benefits, has decreased, albeit not returning to pre-pandemic levels.

- 5.4 The pandemic had a significant impact on sectors such as retail, hospitality, and arts / entertainment. In response, a package of Government grants and employment support was announced in an attempt to mitigate the economic impact of COVID-19 and to assist with running costs of closed businesses which remained without income. The Council played a key role in distributing grants to eligible businesses via mandatory support grants and Additional Restrictions Grant monies (ARG). 8,845 grants totalling £38.3m have been issued during the last 2 years and have provided a much needed lifeline to struggling businesses affected by Covid and the Pandemic.
- 5.5 The District's economy has started to recover from the pandemic with unemployment reducing and businesses investing, creating renewed confidence in the District as a place to do business. The McArthurGlen Designer Outlet opened in April 2021 and has created significant investment and new jobs for the District. The re-development of the former Rugeley Power Station site is progressing well, with demolition works completed and remediation works well underway. In October 2021, the Council was successful in securing £20 million from the Levelling Up Fund to support the regeneration of Cannock Town Centre. There has been considerable investment in skills provision with the opening of a new Engineering Academy and Digital Skills Academy at Cannock College. In early August 2022, Cannock Chase Forest successfully hosted the Mountain Biking event for the 2022 Birmingham Commonwealth Games, and this event has showcased the District, with the potential to create to grow the visitor economy in the medium-long term.
- 5.6 However, the macro-economic climate is extremely challenging and is this is creating pressure for local businesses and residents. The conflict in Ukraine, is likely to create further economic uncertainty for the UK economy, and in turn is exacerbating the existing pressures on cost of living, with energy bills and inflation soaring.
- 5.7 At a national level, there has been a change in the policy context, with the Government launching its Levelling Up White Paper and a renewed focus on achieving Net Zero targets. The Government has launched new funding streams i.e., Levelling Up Fund, UK Shared Prosperity Fund, designed to level up parts of the UK that have fallen behind in terms of their economic performance. Governance arrangements for the delivery of economic growth activities is also likely to change, with the potential for further devolution to County areas and a change in the role of Local Enterprise Partnerships.

Refreshed Economic Prosperity Strategy

- 5.8 Taking account of the various economic challenges and changes to the policy context, the existing Economic Prosperity Strategy has been refreshed to ensure that it is up to date and also reflects the priorities outlined in the Council's new Corporate Plan for 2022-26. The review of the Strategy is also set against the context of the current challenging financial environment for the Council and the limited availability of resources and capacity to deliver.
- 5.9 To support the review process, officers commissioned an external consultancy (Lichfields) to facilitate virtual workshops with members and external stakeholders during November 2021 and January 2022. The workshops were used to gather feedback and insight on the extent to which the Strategy's vision and priorities

required updating and to ensure that overall, the strategy captures the key opportunities to drive the economic growth of the District. The key messages from the workshops were as follows:

- The previous economic vision was still appropriate and did not require any fundamental changes, but would benefit from being clearer, particularly in relation to achieving 'clean growth' principles.
- There was acknowledgement that there had been some progress made in delivering the actions in the original Strategy, but the Council's efforts had been diverted to support the Covid-19 response and supporting local businesses.
- The Council's success in securing £20 million of funding from the Levelling Up Fund for Cannock Town Centre had created an opportunity to build confidence in the District and secure further investment for other projects across the District. There was a need for the Council to work with partners to develop a project pipeline and have projects ready to go when funding becomes available.
- The economic themes needed to be refreshed and there was acknowledgment that there were strong connections and inter-dependencies between the themes.
- The Action Plan linked to the Strategy needed to be revisited and updated with completed projects removed, and new projects added.

5.10 Following the workshop sessions, officers have refreshed the Economic Prosperity Strategy, and this now covers the 10 year period from 2022 to 2032. The Strategy includes a revised vision statement, a refreshed set of economic priorities and an updated Action Plan. The new Economic Prosperity Strategy is attached at Appendix 1.

Economic vision

5.11 The Economic Prosperity Strategy sets out an ambitious vision for the District to 2032 as follows:

By 2032 Cannock Chase will be capitalising upon clean growth opportunities to drive a highly productive, prosperous, and resilient economy. The District's unique environmental assets, locational advantages and entrepreneurial spirit will define Cannock Chase as a vibrant place to live, work and visit.

5.12 The refreshed vision is consistent with the Council's overarching ambitions as set out in the new Corporate Plan, where the Council states its aim to 'reinvigorate our economy and create a District that thrives'. The vision responds to the growing momentum around an area that is transforming and re-defining its economic purpose and builds upon existing strengths and unique assets (most notably Cannock Chase Area of Outstanding Natural Beauty and the infrastructure that supports this) and re-states the Council's ambition to support economic opportunities that promote clean growth.

Key themes and actions

- 5.13 To support the delivery of the vision, five themes, set out below, are identified within the Strategy with corresponding rationales and ambitions:
1. Attract investment to develop the District's economy
 2. Encourage entrepreneurship, promote apprenticeships, and support business
 3. Attract modern, green, and skilled industries and create jobs
 4. Rejuvenate our town centres
 5. Support the development of our visitor economy
- 5.14 Within the Strategy, a range of immediate and short-term projects and opportunities are identified, many of which are already being progressed or are in the pipeline:
1. Levelling Up Fund project for Cannock Town Centre.
 2. UK Shared Prosperity Fund - Cannock Chase has been allocated £3.021m to and this money will be invested over the next three years to fund projects that support economic growth, skills development, and local communities.
 3. Rugeley Power Station re-development and Zero Carbon Rugeley.
 4. Cannock Railway Station potential upgrade.
 5. McArthurGlen Designer Outlet West Midlands Phase Two.
 6. 2022 Commonwealth Games - Mountain Biking event at Cannock Chase Forest and potential legacy.
 7. South Staffordshire College - Skills and Innovation Hub and future investment.
 8. New Local Plan for the District.
- 5.15 The Strategy also sets out a portfolio of wider opportunities and slightly longer-term interventions that could offer the potential to deliver against the economic vision, priorities and ambitions.

Resource implications

- 5.16 The Economic Prosperity Strategy sets out an economic vision and direction of travel for the District over the next 10 years. The Strategy builds upon existing activities being taken forward by the Council in relation to economic development; however, the adoption of the Strategy will involve both additional ongoing resources and one-off initiatives. Additional revenue resources were allocated in the Council budget in February 2020 to support the delivery of the Economic Prosperity Strategy and action plan and this funding remains available to allocate to priority actions. Cabinet should note that the delivery of the Levelling Up Fund project for Cannock Town Centre will have a major call on the remaining resources, and these will support programme management costs and feasibility and design work during the lifetime of the project.
- 5.17 There could potentially be capital investment needed in the future for a number of projects identified in the action plan and these would need to be subject to separate business cases at the appropriate time. The Council would seek to maximise external funding opportunities and build on its successful track record in securing external funding and investment.

Implementation

- 5.18 Key actions will be incorporated into the Council's annual Priority Delivery Plans, where they are Council led projects. It should, however, be noted that many of the actions will be delivered by partners. Performance will be reported to Cabinet on a quarterly basis as part of the established PDP reporting process. The Strategy and action plan will be reviewed by officers on a regular basis.

<h2>6 Implications</h2>

6.1 Financial

There are no direct financial implications arising from this report. As discussed within the report funding for the development and delivery of the Economic Prosperity Strategy has already been provided within the budget and there has been no additional cost than that budgeted identified within this report. It is also worth noting that the existing reserve set aside for the Economic Prosperity Strategy is also being utilised to support programme management costs associated with the delivery of the Levelling Up Fund scheme for Cannock Town Centre.

6.2 Legal

There are no legal implications arising from this report.

6.3 Human Resources

None.

6.4 Risk Management

The Economic Prosperity Strategy seeks to address the corporate risk 'Macroeconomic conditions adversely affect the District's economic performance' which is identified on the Council's Strategic Risk Register. This risk will be mitigated by the Council having a clear economic vision and action plan and set of interventions that aim to create the conditions for investment and improved prosperity for local residents.

6.5 Equality & Diversity

The Economic Prosperity Strategy is a strategic document which sets out priorities for the future and proposed actions/interventions. Where appropriate, specific projects and proposals would be assessed for their impact in due course.

6.6 Climate Change

The Strategy sets out how the Council aims to develop the economy to capitalise upon clean growth opportunities and develop opportunities for green jobs and investment to be created.

7 Appendices to the Report

Appendix 1: Economic Prosperity Strategy 2022-2032

Previous Consideration

Economic Prosperity Strategy - Cabinet - 30 January 2020.

Background Papers

[Economic Prosperity Strategy 2020-2030](#)

Cannock Chase

Economic Prosperity Strategy

2022 -2032





Contents

	page
Foreword from Portfolio Leader for District & High Street Development	3
Introduction	4
Fit with national, regional and local strategies	6
Cannock Chase economic context	8
Local context	9
Economic vision - Cannock Chase in 2032	14
Economic themes	15
Actions / priorities	17
Review and evaluation	22



Foreword

Over the last decade, Cannock Chase has transformed itself into a prosperous economy becoming not only a thriving hub for Advanced Manufacturing, but a beacon for emerging sectors including retail, business services, construction and environmental technologies.



Despite COVID-19, the District continues to have an excellent track record of attracting new inward investment and developing new and existing businesses to reach their potential and driving forward exciting and transformational regeneration projects.

Having secured £20 million from the Government's Levelling Up Fund, the Council has exciting plans to redevelop Cannock Town Centre. The Birmingham 2022 Commonwealth Games has put Cannock Chase on the global stage with the successful hosting of the mountain biking events. The transformation of Rugeley Power Station continues at a pace, and the exciting plans which place the District at the forefront of the green revolution. The McArthurGlen Designer Outlet is going from strength to strength with phase 2 of the development set to come forward by 2025.

The Council intends on working with its strategic partners to deliver against the vision and priorities in this strategy and to ensure that the District can capitalise upon the wider Levelling Up opportunities. The District Council has just been awarded an allocation of £3 million from the UK Shared Prosperity Fund and we will work with partners and our communities to ensure that the funding is well spent and delivers against our priorities to reinvigorate our local economy, empowering residents to lead healthy and independent lives, and creating a local environment that is protected, preserved and enhanced for future generations.

Cannock Chase District Council would like to thank those who were involved in the production of this strategy.

Cllr Mike Sutherland

Portfolio Leader for District & High Street Development



Introduction

Cannock Chase is a place of heritage, strong local identities, and vibrant communities. It is a District that is going places and the area is re-defining its purpose and reputation as a place for growth and investment. The District is presented with a number of exciting opportunities over the next few years, including:



The Commonwealth Games 2022 mountain biking event hosted in Cannock Chase attracted a large domestic and international TV audience and is increasing interest in cycling locally.

Phase 2 of the McArthurGlen Outlet with a further 50 new retail units expected to be developed and opened by 2025.



Delivery of the Council's £20 million Levelling Up regeneration scheme for Cannock town centre.



Capitalising upon the opportunities offered by the clean growth sector.



Adoption of a new Local Plan; providing land for new housing and employment sites to support growth and investment in the District.



The transformation of Rugeley Power Station as an exemplar zero carbon community.



Cannock railway station transformational upgrade.



The continued development and investment in the Cannock Campus of South Staffordshire College to expand the skills and learning opportunities on offer including HE level qualifications for the first time in the District.



£3 million of UK Shared Prosperity Fund to deliver economic growth projects that support our vision to create a thriving District.



Our new 10 year Economic Prosperity Strategy outlines the Council's vision and priorities for the District's economy.

The Council wants to work with its partners to support businesses to thrive and grow and to ensure local residents can take advantage of the many opportunities that are being created.

The strategy sets out the priorities that the Council will focus on over the next few years and the ambitions that we will strive to deliver against in the medium-long term.

The Economic Prosperity Strategy is aimed at any organisation that may be able to contribute to the economic growth of the District. This could include strategic bodies such as Local Enterprise Partnerships, West Midlands Combined Authority, Staffordshire County Council, as well as local businesses, further / higher education institutions, Town / Parish Councils, landowners and developers or potential investors.

The Council is clear that success can only be achieved by effective partnership working and whilst the Council can affect positive change through its own resources, it cannot deliver the Strategy without the buy in of other public sector bodies and the business community.



Photograph courtesy of Opus Land

Fit with national, regional and local policies and strategies

The Economic Prosperity Strategy complements and connects with a number of key national, regional and local policies and strategies. Policies of other partners and bodies have a major influence on the Council's work and the allocation of funding to support economic growth is often linked to these policies.

Levelling Up White Paper

The Government published its long awaited Levelling Up White Paper in February 2022 and has placed the Levelling Up of the UK as a central part of its policy agenda. The White paper presents 12 over-arching missions to level up the UK and boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging. To support its Levelling Up agenda, the Government has announced a new £2.6 billion UK Shared Prosperity Fund (UKSPF) which will be invested by local authorities in three main areas: communities and place, support for local businesses and people and skills. Cannock Chase has been provisionally allocated £3.021 million from the UKSPF and is required to allocate and spend the money by March 2025. Furthermore, Cannock Chase Council has been awarded £20 million from the Government's Levelling Up Fund to support the regeneration of Cannock Town Centre. The Council will continue to strive to maximise the opportunities to level up the District and secure further Government funding.



Devolution

The Government sets out its plans for further devolution of powers and funding to local areas in the Levelling Up White Paper. Mayoral led Combined Authorities have hitherto benefitted from devolution, however, the Government has set out a commitment to look at further devolution at county level and Staffordshire leader's have expressed an interest in negotiating a county deal that could help to deliver more jobs and investment for the District.



Climate Change

Climate Change is one of the biggest global challenges and the Government has set out a target for the UK to become net zero by 2050. The Government has published various strategies to meet the UK's climate change targets, most recently publishing a Net Zero Strategy in October 2021. Cannock Chase Council has declared a climate emergency and committed to the District becoming carbon neutral by 2030.



West Midlands Combined Authority (WMCA)

The Council is a non-constituent member of the WMCA and has benefitted from investment to support housing delivery and employment & skills interventions. The Council will continue to work pro-actively with the WMCA particularly on housing delivery; skills and town centre regeneration and upgrades to infrastructure, including Cannock Railway Station.



Cannock Chase Council Corporate Plan 2022-26

This document sets out the Council priorities and objectives for the next four years. The Corporate Plan focuses on four key priorities Supporting Economic Prosperity, Health and Wellbeing, Community and being a Responsible Council. The Economic Prosperity Strategy contributes to all priority areas and will set out in detail how the Council will aim to attract investment to develop the District's economy, encourage entrepreneurship, promote apprenticeships, support businesses, rejuvenate our town centres and support the development of the visitor economy.



Cannock Chase Local Plan

The Council's Local Plan (Part 1) 2014 was adopted in June 2014 and is a development plan document that shapes the physical, economic, social and environmental characteristics of the District between 2006 and 2028. The Council is currently developing a new Local Plan which will ensure that sufficient land is allocated to meet needs for housing and employment land as well as creating the right policies for other uses such as retail and leisure.



Cannock Chase Health in All Approach

Cannock Chase Council has agreed to implement a 'Health in All Policies' approach to help the Council identify how best to tackle health inequalities within the District. By adopting the Health in All Policies approach, the Council has agreed to ensure that it takes into account the health implications of the decisions it makes, targets the key social determinants of health, and most importantly focuses policy and services on improving the health of our local residents.



The Economic Prosperity Strategy plays a key role in creating economic opportunities for local residents and communities and the proposed interventions should positively impact upon health outcomes.

Staffordshire County Council - Economic Strategy

Staffordshire County Council is a key strategic partner and plays a key role in supporting economic growth, skills development, tourism and investment in infrastructure. The County Council has recently published an updated Economic Strategy for the county and has identified as a priority, a need to continue to engage positively with District Councils and support their economic strategies and town centre regeneration plans.



Local Enterprise Partnerships (LEPs)

The Council remains a member of both the Stoke-on-Trent and Staffordshire and Greater Birmingham & Solihull LEPs. The Levelling Up White Paper sets out proposals to reform LEPs and refocus their remit to business support, enterprise and innovation - LEPs will also in effect act as a voice for business to shape plans for levelling up and regenerating local communities. The Council will continue to engage pro-actively with both LEPs and ensure that there is a smooth transition to new governance and delivery arrangements.



Economic context

Covid-19 and the Economy

Like all local authority districts across the UK, Cannock Chase's economy and labour market has experienced unprecedented disruption due to the Covid-19 Pandemic. The pandemic had a detrimental impact on trade, workforce and turnover for businesses which were forced to close, particularly in sectors such as retail, hospitality, and arts entertainment. In response, a package of Government grants and employment support was announced in an attempt to mitigate the economic impact of COVID-19 and to assist with running costs of closed businesses which remained without income, and the Council has played a key role in distributing grants to eligible businesses.



The pandemic has had a global economic impact and whilst the UK economy recovered well during 2021 and early part of 2022, there are now further economic headwinds due to recent global events. The Russian invasion of Ukraine, whilst principally a human tragedy, is likely to create further economic uncertainty for the UK economy, and in turn is exacerbating the existing pressures on cost of living, with energy bills and inflation soaring.

The Office of Budget Responsibility (OBR) predicted in its March economic outlook, that higher global energy prices will feed through to higher domestic prices over the course of 2022, with CPI inflation now forecast to peak at close to 9 per cent in the fourth quarter of 2022, and possibly could reach 10%, before reducing to 4% in 2023.

The OBR forecasts that the UK economy (as measured by real Gross Domestic Product) will increase by 3.8% in 2022, 1.8% in 2023 and 2.1% in 2024. It is evident that it will be some considerable time before output and employment returns to pre-pandemic levels. However, with the economic situation highly uncertain, there is the possibility that the UK could fall into recession towards the end of 2022 or early 2023.



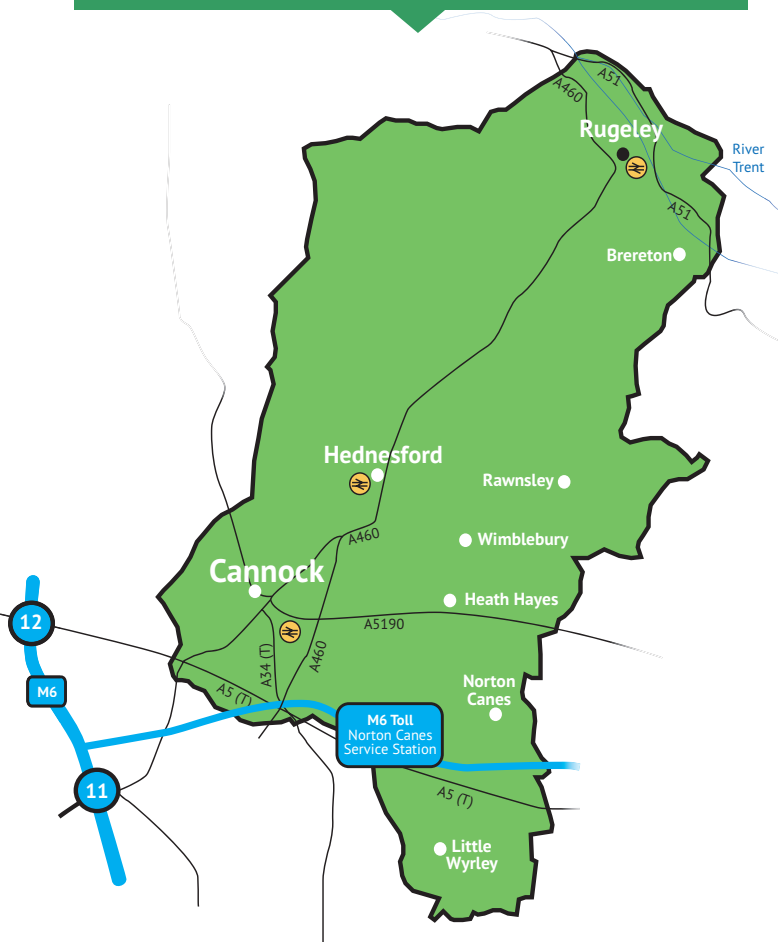
Local context

Cannock Chase District lies in the central part of Staffordshire and can be characterised as having three distinct economic sub areas; Cannock, Hednesford and Heath Hayes; Rugeley in the north of the District; and Norton Canes in the south - east. Situated just north of the West Midlands conurbation, the District extends from the A5 in the south, to the River Trent in Rugeley in the north covering approximately 7,800 hectares.



The District's population was estimated at 100,762 residents in Mid-2019, with projections indicating that over 101,500 people lived in Cannock Chase in 2020. The population is projected to see continued growth with an estimated 112,313 residents by the late 2030s, creating demand for around 50,696 households in Cannock Chase by 2038. In 2019 63,400 - around 62.9% of residents were working age with approximately 84.6% of economically active people in employment between July 2019 and June 2020. This rate of employment was above the West Midlands average of 74.7% and the England average of 76.2%. (Source: Office for National Statistics).

Population estimates show that internal migration - residential moves into Cannock Chase from other local authorities such as Lichfield and South Staffordshire - has been the biggest contributor to population growth in the District in recent years. The Government's Standard Methodology provides a minimum annual figure of new housing to be built. The District's housing requirement is currently (as at April 2019) set at 277 dwellings per annum, whereas the current adopted plan has an annual requirement to deliver 241 per annum. This increase in housing would create further increases in population.



The District is highly accessible, and this is a strength that has helped to stimulate considerable economic growth in recent years. One of the District's major advantages is its connectivity to the strategic road network including the M6 Toll. Consequently, logistics and distribution features strongly in the local economy. Furthermore, the District benefits from a network of bus routes and railway stations at Rugeley, Hednesford and Cannock providing connections to Stafford in the north and Birmingham to the south.



For many years, Cannock Chase was closely associated with the coal mining industry. In recent times, the District's economy has diversified and is now seen as a modern mixed economy and is home to many significant local, regional, national and international companies which represent a number of key sectors including logistics/distribution, automotive and construction. Examples include; APC, Veolia, HellermannTyton, First Choice and Amazon. Whilst the District is home to a number of recognised brands and large businesses; the District's economy is dominated by the small and medium-sized enterprises.



The change in the District's economic base has been reflected in improved performance on productivity over the last few years. The industry sectors Wholesale and Retail Trade, Construction, Transportation and Storage, and Manufacturing provided the largest proportions of Total GVA in the District in 2018. However, the District still has productivity challenges to address with data indicating that GVA per head in Cannock Chase was below the regional and national averages in recent years. Supporting high value industries and businesses will play an important role in strengthening the District's economy and creating better paid and higher skilled roles.

As at April 2022, 3.3% of the District's residents aged 16-64 were claiming out of work benefits. Whilst this was below regional and national averages, the rate of claims among young people was considerably higher with 5.7% of residents aged 18-24 claiming out-of-work benefits. Economic research indicates that young people have been particularly affected by the pandemic due to the disproportionate impact of lockdown on sectors such as hospitality, retail, and leisure which typically employ higher proportions of people aged under 25.

At a local level, the Council has monitored the economic impact of the pandemic and despite initial concerns over the potential for large scale redundancies and business closures, the District's economy has proved to be resilient and has recovered well. It will be important to continue to monitor local economic conditions due to the ongoing conflict in Ukraine and cost of living crisis.

Skills levels are a challenge for the District. The Indices of Deprivation 2019 ranks Cannock Chase just outside the 10% most deprived local authority district nationally for education, skills and training. Educational attainment at GCSE level is typically below comparator averages, with around 55.6% of the working-age population estimated to be qualified to NVQ Level 3+ in 2019 - below the Great Britain average of 58.5%. The gap between local and national qualification levels is more evident at NVQ Level 4+, with 34.3% of the District's 16-64 population estimated to hold this level of qualification in 2019, compared to 40.3% nationally. Initiatives are being put in place to try to address this issue, for example: the Engineering Academy based at the Cannock College, part of South Staffordshire College. Educational attainments rates for the District are also below the Staffordshire and national average.

The pandemic and lockdown caused an increase in the rate of claims for out of work benefits in Cannock Chase, particularly among young people. Since the end of the restrictions and withdrawal of Government support schemes such as the Job Retention Scheme (Furlough), unemployment rates have steadily reduced from a peak in May 2020, when 6.2% of the working age population were claiming out of work benefits.





Due to the District's location and strong accessibility, there is considerable flow of labour between the District and surrounding areas/economies; these principally include South Staffordshire, Lichfield, Walsall, Stafford and the Greater Birmingham and the Black Country areas. However, the shift in working patterns and behaviours post pandemic, is meaning that there are now greater levels of remote or hybrid working, which will mean that office based sectors will continue to review their property requirements and high speed digital connectivity will become even more critical going forward. The shift to home working also means that local residents can access employment opportunities further afield with a reduced need for commuting.




The District's primary towns of Cannock, Hednesford and Rugeley remain the main areas of economic activity and where most of our residents and businesses are located. In recent years, the town centres have experienced challenging conditions, with the move to online shopping and the impact of the Covid-19 pandemic and the restrictions which forced many retailers and traders to close. There has been a sharp increase in the number of empty units in our town centres, and whilst this is unfortunate, it does present an important opportunity to rejuvenate and repurpose our town centres.




Cannock Chase Key Economic Statistics


41.4%
5 year survival
rate for business
enterprises
2020





21.4%
Business enterprises
in construction
industry
2021



3.3%
working-age people
16-64 claiming work-
related benefits*
April 2022




23.1%
employee jobs in wholesale and
retail trade; Repair of motor
vehicles and motorcycles
2020


35,701
Private sector jobs
in Cannock Chase
2020



55.9%
working-age people
(16-64) qualified
to NVQ3+
**January 2021 -
December 2021**




-0.5%
Annual growth
in GVA
(current prices)
2019



75.9%
working-age people
(16-64) economically
active in employment
**January 2021 -
December 2021**



46.7%
working-age people (16-64)
employed in managerial,
professional and technical roles
January 2021 - December 2021



14,879
people commute
into Cannock
Chase for work
2011





23,534
people commute
out of Cannock
Chase for work
2011

* not all out-of-work due to change in Government criteria to allow people who lost hours and pay during the pandemic to also claim work-related Universal Credit

SWOT analysis

STRENGTHS



- Strong recovery from the Covid-19 pandemic.
- High workforce productivity in some sectors.
- Relative housing affordability and pipeline for further housing investment in the District (Housing Investment Fund).
- Attractive physical environment and leisure offer (e.g., Cannock Chase AONB).
- Good transport connectivity and proximity to the West Midlands Conurbation.
- Proven track record of partnership working and securing Government Funding.

WEAKNESSES



- Ageing working-age population.
- Low overall productivity, lagging behind other areas.
- Limited Higher Education Offer.
- Lack of incubation space/small unit space to meet demand.
- Insufficient NVQ level 3 / 4 achievers in District to sustain growth of high value sectors.
- Anecdotal evidence of poor digital connectivity that compromises business performance.

OPPORTUNITIES



- Local Plan Review - need to plan for more housing and economic growth.
- Maximising benefits of investment at the McArthurGlen Outlet.
- Potential to exploit the visitor economy offer.
- Build on £20m Levelling Up fund investment in Cannock Town Centre.
- Transformation of former Rugeley Power Station into exemplar zero carbon community and new All Through School.
- Capitalising on the Commonwealth Games 2022 Mountain Biking Events based on Cannock Chase.
- Post pandemic opportunities i.e., reshaping town centres and move to Agile Working.

THREATS



- Ongoing adverse economic conditions and uncertainty caused by Ukraine conflict and increase in cost of living.
- Future local labour supply is uncertain.
- Lack of immediately available employment land and pressure to release more land for housing.
- Higher skilled workforce currently out commuting.
- Challenging local government financial environment.
- Increase in Tourism on Cannock Chase may affect or harm the AONB and Special Area of Conservation (SAC) wildlife.
- Town centres are struggling and there has been a rapid increase in empty units and lack of footfall.

Cannock Chase Economic Vision to 2032

The Council's overarching ambitions are set out in our Corporate Plan. Economic Prosperity is a key priority within our Corporate Plan and we have made a commitment to 'reinvigorate our economy and create a District that thrives'. This mission is critical for the Council over the next four years.

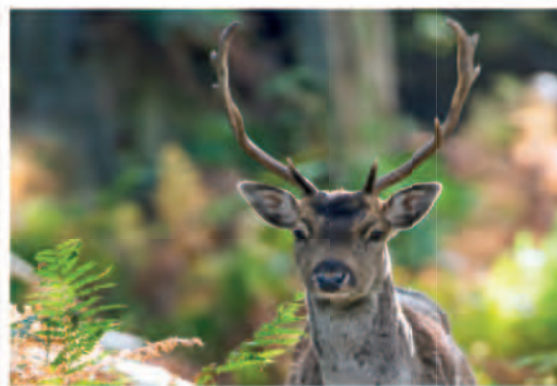
By 2032 Cannock Chase will capitalise upon clean growth opportunities to drive a highly productive, prosperous and resilient economy. The District's unique environmental assets, locational advantages, and entrepreneurial spirit will define Cannock Chase as a vibrant place to live, work and visit.

The Economic Prosperity Strategy focuses on a longer 10 year time period, recognising that there is a need to have in place a clear and aspirational economic vision that will act as a beacon for our economic growth agenda going forward. The vision responds to the growing momentum around an area that is transforming and re-defining its economic purpose, galvanised by the opening of the McArthurGlen Designer Outlet, transformation of the former Rugeley Power Station and £20 million of Levelling Up Fund investment in Cannock Town Centre. The vision builds upon existing strengths and unique assets (most notably Cannock Chase Area of Outstanding Natural Beauty and the infrastructure that supports this, and the District's excellent strategic connectivity) where the District already has competitive advantage but also where there is significant scope to use these assets to drive prosperity amongst the District's residents and businesses in the future.

We hope that our strategic partners will also buy into this vision and enable us to realise the full potential of our District.

To realise this vision, the Council will aim to:



1. Attract investment to develop the District's economy.
2. Encourage entrepreneurship, promote apprenticeships, and support business.
3. Attract modern, green, and skilled industries and create jobs.
4. Rejuvenate our town centres.
5. Support the development of our visitor economy.



Key priorities & ambitions

The Economic Prosperity Strategy identifies a series of key priorities and ambitions that have been developed and tested with elected members, leadership team and local stakeholders through the strategy engagement process to guide activity in support of implementing the Economic Prosperity Strategy over the coming years.

The priorities and ambitions align with the Council's Corporate Plan 2022-2026 priorities and aims.

Priorities	Rationale	Ambitions
<p>1 Attract investment to develop the District's economy.</p> 	The District has had success in attracting private investment in recent years; most notably £160 million of investment from McArthurGlen.	Ensure the District has a good supply of quality employment sites.
	The Council has secured £20 million from the Levelling Up Fund and has a £3 million allocation from the UK Shared Prosperity Fund which will support a range of projects to drive economic growth.	Position the District as an ideal location for inward investment, particularly in high value sectors.
	Cannock Chase continues to be a desirable location for inward investors; with sites such as Kingswood Lakeside ever in demand.	Attract more domestic and overseas inward investors to create new jobs and investment to grow our economy.
	There is a lack of readily available employment sites, but new sites should start to come forward once the new Local Plan is adopted.	Punch above our weight in terms of securing Government funding to level up all parts of our District and transition our economy to net zero, building on the success of the Levelling Up Fund bid.
	There is a need to invest in infrastructure to unlock further economic and housing growth.	Upgrade to infrastructure including sustainable transport, roll out of electric vehicle charging points, utilities, broadband and green infrastructure unlocking investment in new development.
<p>2 Encourage entrepreneurship, promote apprenticeships, and support business.</p> 	Existing businesses need to be supported to recover and grow post pandemic.	Create a dynamic business environment that supports and encourages existing businesses to grow and peoples ambition to set up and run their own business.
	Business start up rates are comparable with other parts of the West Midlands region.	Provide high quality and streamlined business start-up support and advice, that supports those businesses that most need it.
	However, 5 year survival rates are amongst the poorest.	Ensure that there is sufficient availability of land and premises to support new / early stage businesses.
	The District lacks modern and affordable managed workspace and premises for small businesses.	Ensure that Cannock Chase's residents benefit from investment in Apprenticeships opening up career pathways in a range of sectors.
	The Council has worked with Staffordshire County Council to invest in Apprenticeships; with 38 apprentices recruited via the Staffordshire Means Back to Business scheme.	

Priorities

Rationale

Ambitions

3 Attract modern, green, and skilled industries and create jobs.



The District's economy is currently over-reliant on lower value added sectors such as wholesale, retail, and logistics/distribution.

A high proportion of higher skilled and higher paid workers are commuting out of the District to find employment.

Low level of skills are prevalent across the District, particularly in a number of deprived areas.

Educational attainment is below the county average.

South Staffordshire College is re-establishing itself locally and has invested in a new Engineering and Digital Skills Academy.

There is a need to attract in higher value sectors to diversify the economy.

The need to transition to net zero to address climate change presents a massive opportunity to develop new industries and skilled jobs in our District; it also presents a challenge to existing businesses to become more energy efficient.

The District declared a Climate Change Emergency and signed a motion to become Carbon Neutral by 2030.

The District is well positioned to attract in new sectors that are focused on clean growth sectors.

The District is home to a growing number of environmentally sustainable and responsible businesses.

Cannock Chase's residents benefit from a strong skills base which matches the West Midlands average and fuels the District's highly productive clean growth economy.

The Cannock Campus of South Staffordshire College continues to be successful and develop its offer to support sector based skills and training opportunities.

Average wages within the District are at least equal to the national average and ideally above this level.

Cannock Chase is a place where communities and families have high aspirations, and these can be realised by living in the District.

4 Rejuvenate our town centres.



Cannock Town Centre has high vacancy rates in comparison to other town centres in the District and the West Midlands/UK averages.

The way town centres are used by residents/visitors both nationally and locally had significantly changed prior to COVID-19 and have declined further since. This has resulted in the main town centres being left behind.

However, town centres remain important places and hubs for people to live, work and visit and the Council wants to reshape our high streets to create places that people have pride in.

Reduce levels of vacant units across our three town centres and increase footfall across all three town centres.

Deliver the £20 million Levelling Up Fund scheme for Cannock Town Centre to create an exciting new culture and leisure hub and improve public realm.

Secure future investment for Hednesford and Rugeley town centres to improve public realm and create new opportunities for residents and businesses.

Ensure that our town centres are future proof and resilient.

Priorities

Rationale

Ambitions

5 Support the development of our visitor economy.



The District is now home to a major tourism destination; with McArthurGlen Designer Outlet attracting c. 3 million visitors per year.

The 2022 Birmingham Commonwealth Games mountain biking events have provided a major showcase of the District.

The Cannock Chase Area of Outstanding Natural Beauty (AONB) is a prized asset, which is enjoyed by local residents but also people from further afield.

The District historically has not sufficiently promoted itself on a national / regional scale as an attractive place to visit, live and work.

The District lacks quality accommodation and is not exploiting the short stay market or opportunity for 'staycations'

The District has a distinctive and attractive identity and is fully capitalising upon its environmental assets.

Cannock Chase is viewed internally and externally as a quality visitor destination providing first class recreation opportunities and experiences.

Local communities and areas are working to offer exciting local events and make their areas more attractive and welcoming.

Cannock Chase has grown its visitor economy to become a key sector within the local economy - fully exploiting the Designer Outlet and Commonwealth Games opportunities.

Actions

This Strategy identifies a series of actions and projects that provide a great starting point and momentum upon which to build over the coming years. The Council has a key role to play in the delivery of these actions; but many actions will be through collaboration with strategic partners or by acting as facilitators or influencers. The Council has an excellent track record of working in partnership and is committed to continuing this approach to maximise the collective talent and resources at our disposal and ultimately to deliver economic prosperity for our District.

Concerted effort will be required by the Council and its partners in order to realise the economic vision and accompanying ambitions over the lifetime of the strategy to kick start the next phase in Cannock Chase's economic evolution.



Immediate Opportunities and Short-Term Projects

A range of projects and investments are already underway across the District or are in the pipeline to boost economic development and productivity. Some of these form part of wider regeneration and investment programmes, while others form standalone interventions.



These cover a variety of themes and project types, including transport investment to improve and upgrade connectivity and accessibility, skills development projects to boost resident skills and respond to employer skills shortages and interventions to regenerate and revitalise the District's town centres.



Levelling Up Fund project for Cannock Town Centre

£20 million of investment from the Levelling Up Fund to kick start the transformation of Cannock Town Centre by creating an exciting new cultural and leisure hub and delivering public realm enhancements.



UK Shared Prosperity Fund

Cannock Chase Council has received an allocation of £3.021 million from the Government's new £2.6 billion UK Shared Prosperity Fund and this money will be invested over the next three years to fund projects that support economic growth, skills development, and local communities.



Rugeley Power Station re-development & Zero Carbon Rugeley

Ambitious regeneration of the former Power Station site, encompassing new housing, All Through School, employment opportunities, riverside park and the development of an exemplar Zero Carbon community.



Cannock Railway Station

Transformational upgrade creating an attractive gateway into the District and modern station environment that significantly improves passenger facilities and experience.



McArthurGlen Designer Outlet West Midlands - Phase 2

Phase 2 of the successful Designer Outlet, with a further 50 retail units expected and completion of multi-storey car park, taking total car parking spaces up to 2,500. Will create further jobs and investment for the District. Phase 2 expected to be complete by 2025.



2022 Commonwealth Games

Cannock Chase hosted the mountain biking events in August 2022 and this showcased the Cannock Area of Outstanding Natural Beauty and put the District on the global stage. The Council is working to secure a lasting legacy from the Games.



South Staffordshire College - Skills & Innovation Hub

South Staffordshire College play a major role in driving up skills levels in our District and have invested significantly in the Cannock Campus, with a brand new Engineering Academy and Digital Skills Academy opening over the last couple of years. The College continues to evolve its offer and is looking to further invest in facilities to support the development of key sectors.



New Local Plan for the District

The current Local Plan was adopted in 2014 and is currently being reviewed to set out future housing, employment, and infrastructure growth requirements for the next 20 years. The new Local Plan will allocate further sites to support the economic growth of the District.

Wider Projects and Opportunities

Alongside these more immediate projects and interventions, this Economic Prosperity Strategy identifies a series of wider opportunities that deliver against the economic vision and ambitions, some of which will be subject to further development over the coming months and years.

Timescale:
S: up to 3 years,
M: 4 to 6 years,
L: 10 years

Priority	Potential action	Timescale
1 Attract investment to develop the District's economy. 	Work with key partners to develop a pipeline of projects / investment plan to support future economic growth opportunities.	M-L
	Identify and bid for Government funding opportunities where the funding supports our vision and priorities.	On-going
	Support investment in key infrastructure to unlock economic and housing growth; specifically: <ul style="list-style-type: none"> • Upgrade to Cannock Railway Station • Cycling and walking infrastructure • Five Ways Interchange • 5G / gigabit capable broadband • Net zero interventions i.e., Electric Vehicle Charging points, renewable energies. 	M-L
	Allocate and promote quality employment sites to attract new inward investment and support local business growth.	M-L
2 Encourage entrepreneurship, promote apprenticeships, and support business. 	Work with Growth & Skills Hubs to streamline and simplify access to business support services, access to training and apprenticeships.	S
	Continue to ensure that local development projects identify opportunities for local skills development and training via apprenticeships and local labour initiatives.	M-L
	Continue to work with partners to develop and deliver programmes to support business start-ups and potential entrepreneurs.	S-M
	Identify potential locations for new managed workspace / enterprise hubs and seek funding to develop schemes.	M-L

Priority

Potential action

3 Attract modern, green, and skilled industries and create jobs.



Work with local Colleges, to support residents into skilled roles; promoting available training provision, services and programmes.

On-going

Secure funding for initiatives to support local businesses to transition to low / zero carbon.

S-M

Work with partners to identify and promote opportunities to create green jobs in our District.

M-L

4 Rejuvenate our town centres.



Deliver the £20 million Levelling Up Fund project for Cannock Town Centre to transform the site of the former Multi-Storey car park into an exciting leisure and culture hub.

S

Work with Town Councils and local businesses/traders to support the development of initiatives to increase the vibrancy of our town centres and increase footfall.

On-going

Develop town centre prospectuses for both Hednesford and Rugeley to identify visions for the town centres, opportunities and potential projects that could secure funding/investment.

M-L

5 Support the development of our visitor economy.



Work with Destination Staffordshire to promote our key attractions, accommodation providers and events.

S

Work to develop a coherent tourism brand and identity that capitalises upon the flagship attractions in our area and outstanding environmental assets.

M-L

Work with local tourism providers to create opportunities for linked trips and encourage day visitors to stay longer.

M-L

Work pro-actively with our flagship attractions to support their long-term vision and plans.

L

Identify opportunities to diversify and strengthen the District's accommodation offer to capitalise upon the growth of the domestic tourism market

L



Review and evaluation




The Economic Prosperity Strategy will be reviewed on a regular basis.

The Council will seek to review and refresh the evidence gathered during the development of the Strategy and consider:

- If the Vision statement and priorities remain relevant or consider whether adjustments are necessary
- Progress on the delivery of the short term and wider projects and opportunities is being made or if adjustment to the projects (including the addition of new opportunities) is required
- Status reports on all expected outcomes and carry out any necessary remedial actions
- New joint working opportunities with partners
- Any lessons learnt / best practice

A number of key performance indicators have been identified which relate directly to the key priorities within the Economic Prosperity Strategy. The table below presents these and sets out how the District is faring in comparison to regional and national performance (where data is available). These indicators will be kept under regular review.

Priority	Indicator	Monitoring period	Cannock Chase	West Midlands	Great Britain (* or UK, ** England)
1 Attract investment to develop the District's economy. 	Employment Land Supply	Not until 2028	N/A	N/A	N/A
	Annual GVA growth	2014-2019	25.1%	20.7%	19.0% (UK)
	GVA per head figure	2019	£21,389	£24,343	£29,599 (UK)
2 Encourage entrepreneurship, promote apprenticeships, and support business. 	Employment rate	January -December 2021	75.9%	73.6%	74.8%
	Unemployment figures - Out of work benefits Claimant Count	May 2022	3.2%	5.0%	3.9%
	Total number of jobs	2020	40,000	2,645,000	30.5m
	Number of Business Births	2020	350	29,660	351,350
	Business Survival Rates	2015 births. 5 Year survival (2020)	180 of 435 41.4%	11,305 of 29,350 38.5%	149,120 of 377,315 39.5%
	Apprenticeships starts	Q2 2021/22 (August 2021 to January 2022)	510	22,200	201,700 **

Priority	Indicator	Monitoring period	Cannock Chase	West Midlands	Great Britain (* or UK, ** England)
3 Attract modern, green, and skilled industries and create jobs. 	Businesses supported to transition to Net Zero	Not until 2023/24 (UKSPF funded project)	N/A	N/A	N/A
	NVQ Level 3+ data	January - December 2021	55.9%	57.2%	61.5%
	NVQ Level 4+ data	January - December 2021	33.4%	38.8%	43.5%
4 Rejuvenate our town centres. 	Vacancy Rates - Cannock	2022	25% as at July 2022	15.8% as at June 2022	14.1% as at June 2022
	Vacancy Rates - Hednesford	2022	5.6% as at July 2022	15.8% as at June 2022	14.1% as at June 2022
	Vacancy Rates - Rugeley	2022	5.4% as at July 2022	15.8% as at June 2022	14.1% as at June 2022
5 Support the development of our visitor economy. 	Day trips	2019 or 2020	794,000 2020	124 million 2019	1.7 billion 2019
	Over night trips	2019 or 2020	47,200 2020	8.9 million 2019	122.8 million 2019
	Life satisfaction levels	2020/2021 (out of 10, 0 = poor)	7.1	7.4	7.4*



Keep in touch and how to contact us...

 Search for 'Cannock Chase Life'

 @CannockChaseDC

 @CannockChaseDC

 www.youtube.com/CannockChaseDC



Cannock Chase Council

**Civic Centre, Beecroft Road, Cannock,
Staffordshire WS11 1BG**

tel 01543 462621

www.cannockchasedc.gov.uk

Report of:	Head of Economic Prosperity
Contact Officer:	Amanda Laight
Contact Number:	01543 464309
Portfolio Leader:	Innovation & Resources
Key Decision:	No
Report Track:	Cabinet: 25/08/22

**Cabinet
25 August 2022
Elmore Park Public Toilets**

1 Purpose of Report

- 1.1 To present a proposal to replace the existing toilet block in Elmore Park, Rugeley and to seek approval from Cabinet to invest in the proposal.

2 Recommendation(s)

- 2.1 Cabinet to approve the proposal to demolish the existing toilet block in Elmore Park and replace with two accessible toilets in the same location.
- 2.2 Cabinet to agree to pause the Phase 2 development of the Community Sports and Recreation Hub at the Stadium site on Pye Green Road, Hednesford, and delegate authority to the Head of Environment & Healthy Lifestyles to evaluate the remaining Phase 2 works and identify potential alternative schemes; the immediate impact of which will be to release capital funding back into the Council's Capital Programme, to fund alternative schemes.
- 2.3 Cabinet to recommend to Council that a sum of £110,000 for the proposed scheme, is added to the Council's Capital Programme and revenue costs will be included within the Elmore Park budget for ongoing maintenance and repairs.
- 2.4 Cabinet to delegate authority to the Head of Economic Prosperity in consultation with the Portfolio Leader for Innovation & Resources to implement all actions necessary to progress the replacement of the toilets at Elmore Park.
- 2.5 Cabinet notes that due to the current volatility of construction costs and tender prices, that if the tendered costs are significantly higher than those included within this report, that a further report be presented to Cabinet for permission to proceed.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 On 30 January 2020, Cabinet agreed to proceed with officers undertaking a feasibility study and options appraisal to address the condition of the toilets in Elmore Park, Rugeley; on the basis the estimated cost of feasibility work could be met from existing budgets.
- 3.2 Since then, officers have undertaken an assessment of the condition of the toilets and reviewed options. The recommended option is to demolish the existing toilet block and replace with new toilets, two of which would be accessible.

Reasons for Recommendations

- 3.3 This report sets out a proposal to replace the existing Elmore Park toilets and authority is required from Cabinet to proceed with the recommended scheme.
- 3.4 Authority is also required from Cabinet to pause Phase 2 works linked to the Stadium to allow a re-evaluation of the scheme to take place, and to release funding back into the Council's capital programme.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:
 - (i) Supporting Priority 2, Health and Wellbeing, and Priority 3, The Community. The availability of a public toilet facility within Elmore Park may help reach out and encourage more people to use the park, helping them to improve their physical and mental health and well-being.

5 Report Detail

Background

- 5.1 In January 2020, Cabinet agreed to proceed with a feasibility study to assess the practicalities and cost of proposals to improve the toilets with the aim of including a toilet refurbishment scheme in the Council's Capital Programme. This followed community and member concerns being expressed in relation to the poor condition of the existing toilets. Officers have reviewed the current condition of the toilets and looked at different options. The work has been delayed somewhat due to the Covid-19 pandemic, officer capacity and backlog maintenance work on other sites taking priority.

Existing Toilet Facilities within Council owned parks

- 5.2 The Green Flag Award Scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world.

- 5.3 In total, Cannock Chase Council has four parks with Green Flag Award status, these being Cannock Park, Hednesford Park, Ravenhill Park and Elmore Park.
- 5.4 Although these parks all have toilet facilities, the Green Flag Award criteria is not prescriptive about the facilities on each site; only that the site should have appropriate provision of recreational facilities and activities for all sectors of the community. There is also a general requirement for the buildings to be well maintained and a management plan in place for each site.
- 5.5 A summary of the toilet facilities at each Green Flag Park are outlined below:
- Cannock Park - one accessible public toilet integral with the changing rooms building.
 - Hednesford Park - two public toilets integral with the pavilion building. One of the toilets is classified as 'accessible' and the other is a 'changing place' toilet.
 - Ravenhill Park - three public toilets integral with Brereton & Ravenhill Parish Hall building (one male, one female & one accessible).
 - Elmore Park - A separate block of male and female public toilets adjacent the park entrance. None of these toilets is accessible.

Review of the Existing Elmore Park Toilets



- 5.6 The existing toilet facilities within the park are located near to the park entrance off Elmore Lane, opposite the bus station and are clearly visible from the park entrance. Integral within the building is a small retail kiosk, which has not been let for many years and remains empty and boarded up. The facilities include male toilets (one cubicle & two urinals) and female toilets (two cubicles).

- 5.7 The toilets are in poor condition, key issues are as follows:
- There are no facilities for less ambulant users or any baby changing facilities.
 - There is no heating or hot water and there are no wash hand basins, and hence no running water for handwashing.
 - The toilet cubicles are not accessible for less mobile users.
 - The walls are a single skin of painted rustic blockwork. Cracks are evident in the walls.
 - Internally the toilet facilities and building have regularly suffered from extensive vandalism and anti-social behaviour requiring regular repair and maintenance. On average, circa £1,000 per annum has been spent on keeping these toilets in working order.
- 5.8 In summary, the building is dated and does not meet current standards. As it gets nearer the end of its useful life, maintenance costs are likely to increase.

Feasibility Study and Options Appraisal

- 5.9 On the basis of the toilet facilities provided at other parks, this report reflects providing two toilets, one male and one female, with both toilets being classified as accessible. Consideration was also given to the provision of a 'Changing Places' toilet to meet the needs of those people who would not be able to use an accessible toilet. Having reviewed the 'Changing Places' guidance, Elmore Park is not the ideal location for such facility and hence this has not been included as an option within this report.
- 5.10 Three options have been considered in detail:
- (i) Fully refurbish the existing toilet block to incorporate two toilets, both accessible.
 - (ii) Demolish the existing toilet block and not provide any replacement public toilet facilities.
 - (iii) Demolish the existing toilet block and build new toilets in the same location.
- 5.11 Consideration has been given to the practicalities of undertaking each option, the potential impact on the public use and enjoyment of the park and the financial implications of each solution. Demolishing the existing toilet block and not replacing with new toilets is an option and is the cheapest option financially. However, not providing toilets within the park, might affect the ability of some people to enjoy the park. The nearest alternative public toilet facility would be 0.6 miles away at Rugeley Leisure Centre (which is the current position for non-ambulant park users). Therefore, this option is not recommended.
- 5.12 Full details of the assessment are provided within Appendix 1.
- 5.13 Based on the assessment undertaken by officers, refurbishing the existing toilet block is the cheapest option (£142,500 cost over 5 years). However, the existing building structure does not lend itself to being adapted to create modern accessible toilet facilities and practically, it may not be possible to undertake the necessary alterations in order to make the building compliant. Also, the existing

toilet block includes the empty retail kiosk which would need to be retained as an ongoing liability. The existing building is not aesthetically pleasing and is an unwelcoming structure near the park entrance. It is therefore recommended that option 1 is discounted and not considered further.

- 5.14 It is therefore recommended that Cabinet approve the option to demolish the existing toilet block and re-provide with new toilets. This option allows for the demolition of the existing toilet block and the installation of a new building containing two accessible toilets. The specification of the new facility would be fully compliant with the current building regulations and will be designed to meet the requirements of a low carbon future. Existing paving flags would need to be levelled and re-laid to suit levels. Cabinet should note that following the approval of the new Asset Strategy, that a more detailed review of Elmore park will be undertaken as part of the agreed asset review process, and this will examine the condition and future potential of the other structures within the park.
- 5.15 The cost of demolishing the existing toilets and re-building a new toilet block in the same location is estimated at £110,000.
- 5.16 The annual maintenance costs are estimated at £12,500. Over a 5 year period, the total cost to the Council would be £172,500.
- 5.17 There are no capital funds currently available in the Council's capital Programme to fund the scheme. However, officers have identified the need to review and re-evaluate an existing scheme; the Phase 2 Development of the Community Sports and Recreation Hub at the Stadium site on Pye Green Road. As part of the agreed scheme, a package of works has already been completed, but there are some works outstanding, totalling £258,628. It is recommended that Cabinet agrees to re-evaluate the outstanding works and potentially re-focus on existing and wider wheeled activities, including, more onsite cycling provision for beginners and intermediates. The revised proposal will be in line with the Council's Commonwealth Games legacy around cycle sports, activity, and links to health and wellbeing, as a follow up to the Games incredible success, locally on Cannock Chase, regionally, and nationally.
- 5.18 It is therefore recommended that Phase 2 of the Stadium project is paused to allow for this evaluation to take place, with a further report to be brought back to Cabinet setting out proposed options, including the above Commonwealth Games legacy links. Pausing now would release funding back into the Council's Capital Programme and allow other schemes such as the Elmore Park Toilet scheme to move forward. There is the potential to utilise Section 106 funding to fund a revised scheme for the Stadium Phase 2, and a full review of S106 funds will be undertaken by officers.

6 Implications

6.1 Financial

- 6.1.1 Below are the cost implications for each option. The recommended option is Option 3, which will require initial capital investment of £110,000 and an ongoing maintenance cost of £12,500 per annum will be required.

Option	Capital Cost	Ongoing Annual Maintenance Cost	Total Cost After 5 Years
(i) Refurbishment of the Existing Toilet Block Provision of 2 accessible toilets and the existing kiosk will remain. The majority of the maintenance cost is for cleaning.	£75,000	£13,500	£142,500
(ii) Demolition of the Existing Toilet Block Nominal annual maintenance provision for the area where the toilets were located.	£36,000	£500	£38,500
(iii) Demolish the Existing Toilet Block and Rebuild a New Toilet Block in the Same Location Provision of 2 accessible toilets. The majority of the maintenance cost is for cleaning.	£110,000	£12,500	£172,500

6.1.2 In March 2020, Cabinet agreed to the Phase 2 Development of the Community Sports and Recreation Hub at the Stadium site on Pye Green Road, Hednesford.

6.1.3 The following Phase 2 works have been completed, in progress, or have been commissioned, totalling just over £142,000 of a total £401,000 for the project.

Park signage and installation	£11,841	Completed
Rubber mulch to BMX Track	£59,800	Completed
Additional Drainage work	£9,068	Completed
Eco trails	£18,000	Commissioned and externally match funded
Themed soft planting at entrance - Queens Jubilee and Commonwealth Games	£12,181	Completed
Planters at entrance	£2,100	Completed

Architects & PD roles for design work for Community Hub and changing rooms	£7,720	In progress
Quantity Surveying and pricing for above design work	£8,100	In progress
Mulch to allotment banks	£14,561	Commissioned

6.1.4 The following Phase 2 works are outstanding, totalling £258,628.

Additional footpaths	£51,000	Outstanding
Skate Park development	£175,000	Outstanding
Project Contingencies	£35,000	Outstanding

6.1.5 It is proposed to pause and re-evaluate the remaining Phase 2 works and look at the potential of refocusing on existing and wider wheeled activities, including, more onsite cycling provision for beginners and intermediates, etc.

6.1.6 If approved by Cabinet, pausing the Phase 2 works at this point would mean that capital would be immediately released and become available for alternative schemes, such as the redevelopment of Elmore Park toilets.

6.1.7 The pause would also allow for a review to be undertaken of the S106 monies available in the area and a revised Phase 2 scheme to be drawn up and agreed.

6.2 **Legal**

There are no legal implications arising from this report.

6.3 **Human Resources**

There are no human resources implications arising from this report.

6.4 **Risk Management**

The existing toilets are not compliant with current standards and hence a solution resolving this needs to be progressed.

6.5 **Equality & Diversity**

The existing toilets do not meet the needs of people with mobility issues, neither do they have baby changing facilities.

The solutions offered do not include a 'Changing Places' toilet. Whilst this is not currently a requirement, future changes in legislation may make this necessary.

6.6 Climate Change

The existing building does not have any heating and hence does not currently require any energy efficiency improvements to the fabric. Any new building should be designed to BREEAM Excellent standard. Incorporating a public toilet facility within the Pet's Corner building will require the Council to commit to improving the energy efficiency of the Pet's Corner building.

7 Appendices to the Report

Appendix 1: SWOT Analysis

Previous Consideration

Feasibility Study and Options Appraisal in Respect of the Toilet Facilities Located in Elmore Park, Rugeley	Cabinet	30 January 2020
Motion Referred from 06/11/19 Council – Elmore Park Toilets	Cabinet	19 December 2019
Motion to Council 06/11/19 – Elmore Park Toilets	Council	06 November 2019

Background Papers

- The House of Commons Communities and Local Government report on 'The Provision of Public Toilets', 6 October 2008.
- The Building Regulations Part G.
- Changing Places: The Practical Guide.
- Elmore Park Management Plan 2021-23.

SWOT Analysis of Each Option

Option	Advantages	Disadvantages	Opportunities	Threats
(i) Refurbishment of the Existing Toilet Block	The toilets are near the play area and park entrance, so more accessible for the bus station and general public use, not just park users. Converting each side of the toilet block into one toilet would prevent more people gathering in the toilets whilst providing adequate space for a parent or responsible adult with small children and pushchair to use the toilets.	The proximity to the park entrance makes the toilet block an easier target for anti-social behaviour and vandalism. Also, the building itself is now 50 years old and is showing signs of age with cracking in the existing walls which are only made of single skin hollow blocks. Hence, when considering the remaining life of the building, major expenditure on alterations may not be best use of resources. The toilets would be likely to be out of action for three months.	The inclusion of accessible toilets would be beneficial to those less-ambulant park users and nearer for those using the bus station.	The empty kiosk has not been let for a long time and would still be part of the toilet block as an ongoing liability. The refurbished toilets may be a greater attraction for vandalism. Widening the entrance doors to each toilet may not be viable within the existing structure (structural survey required to ensure the reduced area of wall would be capable of taking the weight of the roof)
(ii) Demolition of the Existing Toilet Block	Financially, this is the cheapest solution with minimal ongoing maintenance cost for the repurposed land. The entrance and view of the park from Elmore Lane would be much more aesthetic	There would be no public toilet provision within the park, which might affect the ability of some people to enjoy the park. The nearest alternative public toilet facility would be 0.6 miles away at Rugeley Leisure Centre (which is the current position for non-ambulant park users).	The space where the toilets are currently located would look more welcoming and could become a new planting bed or shrubbery.	Not having any public toilets may create a negative impact on the locality through an increase in street fouling and could negatively impact on the confidence for people to venture into Rugeley town centre because there is no access to any public toilets
(iii) Demolish the Existing Toilet Block and Build a New Toilet Block in the Same Location	The new toilet block would have a 40+ year life span. The toilets are clearly accessible for play area and the park entrance, so more accessible for the bus station and general public use, not just park users.	When taking running costs into consideration, over a five year period this is the most expensive solution offered. The toilets would be likely to be out of action for two months. Two toilets would be required in order to make the building substantial enough.	The provision of accessible toilets would be beneficial to those less-ambulant park users and those using the bus station. The inclusion of baby changing facilities would be beneficial to families.	The proximity to the park entrance makes the toilet block an easier target for anti-social behaviour and vandalism.

Report of:	Head of Economic Prosperity
Contact Officer:	Debbie Harris
Contact Number:	01543 464490
Portfolio Leader:	District & High Street Development
Key Decision:	No
Report Track:	Cabinet 25/08/22

Cabinet
25 August 2022
Deed of Gift Agreement – Commemorative Beacons

1 Purpose of Report

- 1.1 To authorise the gifting of 7 commemorative beacons to relevant town/parish councils and/or other appropriate legal entities across the district.

2 Recommendation(s)

- 2.1 Cabinet endorse the commissioning of the 7 commemorative beacons and authorise the gifting of the beacons, by deed, to town/parish councils, or other appropriate local legal entity in each of the respective areas of Cannock, Rugeley, Hednesford, Norton Canes, Bridgtown, Chadsmoor and Heath Hayes and Wimblebury.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 It was confirmed by the Department for Levelling Up, Housing and Communities that the 'Welcome Back Fund' could be used to pay for the commissioning and design/ manufacturing of commemorative beacons.
- 3.2 Difficulties were experienced in finding a suitable supplier and this led to a short turnaround time in commissioning, manufacturing and delivering these beacons in time for the Queens Jubilee event held in June 2022. Consequently, it was not possible to seek Cabinet authority in advance of commissioning and funding the Beacons.
- 3.3 As a result of cost escalation in construction materials and advice from the manufacturers "Dero", the specification was enhanced to ensure the product

would be of good quality and not topple over when in use. Refer to Appendix 2 for photographs of the finished product, lit and unlit.

- 3.4 A Deed of Gift has been drawn up, refer to Appendix 1, to ensure ownership and responsibility of the beacon has been gifted to the relevant Council / Parish / Equivalent legal entity. The Deed passes all responsibility with regards to use of the beacon, storage, and siting for any future events.
- 3.5 The Council are in possession of 6 of the 7 signed Deed of Gift Agreements. Execution of the Deed is a formal requirement of the Council, not the Welcome Back funders.

Reasons for Recommendations

- 3.6 Cabinet approval is required to authorise the Council to enter into the Agreement with each of the local areas for the gifting of the beacons. The Agreement will transfer and assign all legal rights, title, and interest to each of the town/parish councils or legal equivalent entities, to take ownership of and accept full responsibility for the beacons and their use.
- 3.7 6 of the beacons have been delivered to the proposed gift recipient's, with the exception, of Cannock which is currently held in storage. This is due to the change in Chair and Management of the existing Town Centre Partnership.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priority for "Economic Prosperity: To reinvigorate the economy and create a District that thrives" and in particular:
 - (i) Rejuvenate our town centres
 - (ii) Support the development of our visitor economy

5 Report Detail

- 5.1 The Council received an allocation of £179,245 from the Government's Welcome Back Fund and Re-Opening the High Street Safely Fund). The funding was available to support the delivery of events in the district and activities to boost footfall and activity in eligible town and district centres. Officers identified the potential to source commemorative Beacons that could be used as a focal point at events in the various towns in the district. The first major event that the Beacons could be used for was the Queen's Platinum Jubilee event in June 2022.
- 5.2 All areas eligible for the Welcome Back Fund were contacted by Officers to see if a beacon was required (Cannock, Rugeley, Hednesford, Norton Canes, Bridgtown, Chadsmoor and Heath Hayes and Wimblebury).
- 5.3 Various businesses were contacted within the district to obtain quotes for the design, manufacture, and delivery of these Beacons.
- 5.4 Only one manufacturer, Dero, came back that was able to meet the brief for the design.

- 5.5 Several meetings had been held with the manufacturer of the Beacons. Designs were drawn and submitted. The Beacons needed to be manufactured, delivered, and installed in time for the first commemorative event held in June 2022.
- 5.6 The commemorative beacons have been delivered to 6 of the areas, with the exception of Cannock which is held in storage until such time as the recipient is in a position to sign the Deed of Gift.
- 5.7 Each beacon cost circa £2,950, which has been funded principally through the Council's Welcome Back Fund allocation and existing Council Economic Development / Tourism budgets.
- 5.8 The Council's Constitution and delegations do not extend authority for assets of this nature to be gifted without Cabinet authority. Therefore, approval is sought from Cabinet to authorise the execution of relevant deeds of gift.

6 Implications

6.1 Financial

The initial cost of the beacons purchased in 21/22 was £20,842; being partially funded by the Government's Welcome Back Fund £11,910 with the balance of £8,932 being funded from existing Council Economic Development / Tourism budgets.

Cabinet should note that any future maintenance of the Beacons and other associated costs will be at the expense of the relevant area that each Beacon was gifted to.

6.2 Legal

Deed of Gift Agreement to be entered into on behalf of the Council with each of the local Town / Parish Councils/equivalent entities to transfer and assign all rights, title, and interest to each council in receipt of a beacon.

6.3 Human Resources

None

6.4 Risk Management

The Deed of Gift covers the risks associated with the Beacon.

6.5 Equality & Diversity

None

6.6 Climate Change

None

7 Appendices to the Report

Appendix 1 - Deed of Gift Agreement (included sketch design of beacon)

Appendix 2 - Photographs of finished beacon, lit and unlit.

Previous Consideration

Welcome Back Fund - 30 September 2021

Background Papers

None

Dated

2022

DEED OF GIFT OF COMMEMORATIVE BEACON

Between

(1) CANNOCK CHASE DISTRICT COUNCIL

AND

(2) [NAME]



Civic Centre
Beecroft Road
Cannock
WS11 1BG

THIS DEED OF GIFT is made the _____ day of _____ 2022

PARTIES

- (1) **CANNOCK CHASE DISTRICT COUNCIL** of Civic Centre, Beecroft Road, Cannock, Staffordshire, WS11 1BG (the “**Donor**”).
- (2) **[DONEE NAME]** of **[ADDRESS]** (the “**Donee**”).

WHEREAS

- A. The Donor has good and complete right, title and interest in and to the objects described in Part 1 of the Schedule, (hereinafter referred to as the “**Objects**”) and has full authority to give, grant, transfer and assign its right, title and interest in and to the Objects.
- B. The Donor wishes to irrevocably give, grant, transfer and assign by way of gift, the Objects to the Donee (the “**Gift**”).
- C. The Donee has agreed to accept the Gift on the terms set out in this Deed.

THE GIFT

1. The Donor does hereby irrevocably give, grant, transfer and assign, by way of gift, to the Donee, its successors and assigns all right, title and interest in and to the Objects.
2. The Donor affirms that he has good and complete right, title, and interest in and to the Objects; that he has full authority to give, transfer and assign its right, title and interest in and to the Objects and the subject of this Gift is free and clear of all encumbrances and restrictions.
3. The Objects are provided on an “as is” basis and the Donor makes no warranties, express or implied, as to the fitness or condition of the Objects.
4. The Donee acknowledges that it has read and understood the information provided by the Donor set out in Part 2 of the Schedule.
5. This Deed shall inure to the benefit of, and shall be binding upon, the successors of the parties hereto.
6. This Deed and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.
7. The parties irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Deed or its subject matter or formation (including non-contractual disputes or claims).

Executed as a Deed and delivered for and
On behalf of [] **COUNCIL**
Acting by:

....., a Councillor and
(*Signature of first Councillor*)

....., a Councillor
(*Signature of second Councillor*)

In the presence of:-

.....
Signature of Witness

.....
Full name of Witness [BLOCK CAPITALS]

.....
Address of Witness

.....
Occupation of Witness

OR

Executed as a Deed and delivered for and
On behalf of [] **COUNCIL**
Acting by:

....., a Council Member and
(*Signature of first Member*)

....., a Council Member
(*Signature of second Member*)

OR

Executed as a Deed by
[CIC NAME]
acting by a director and a director OR
its secretary

Director (signature)

Director OR Secretary (signature)

OR

Executed as a Deed by
[CIC NAME]
acting by a director in the presence of:

Director (signature)

Witness' Signature

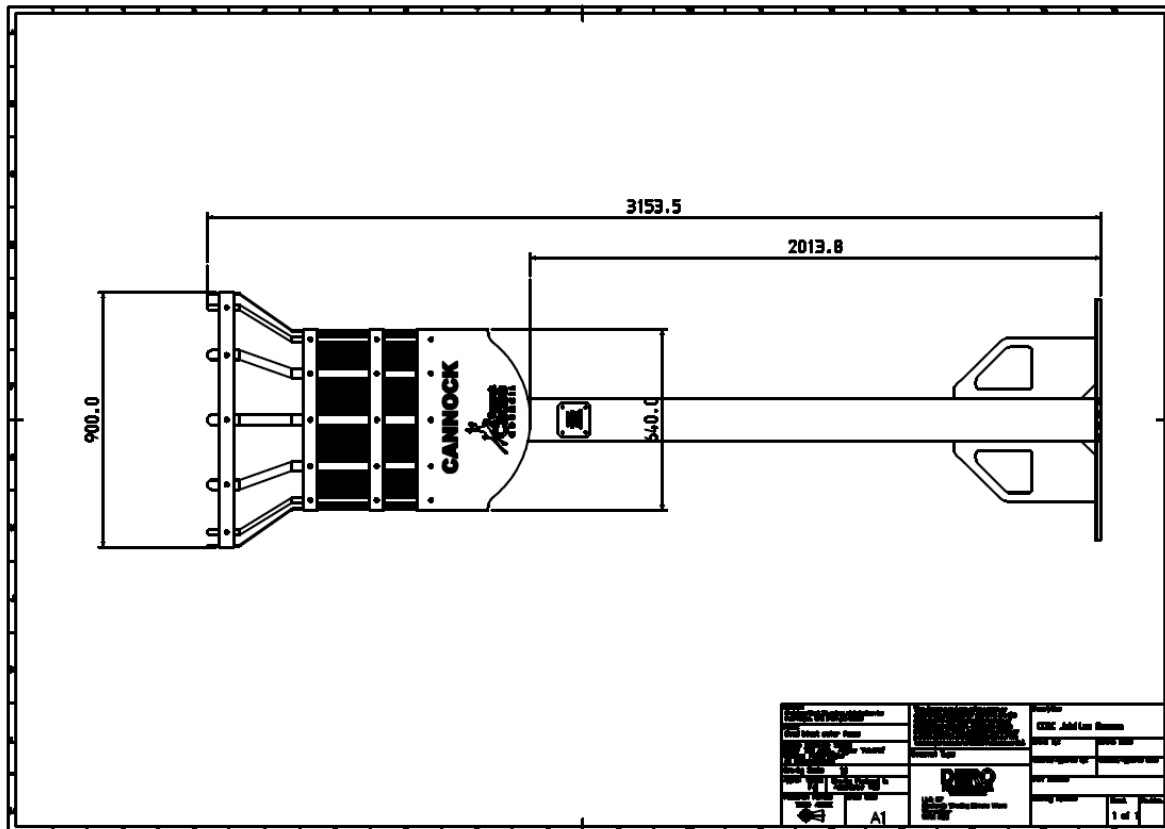
Witness' Full Name (block capitals)

Witness' Address

Witness' Occupation

SCHEDULE

Part 1



Part 2

GIFTING OF WBF BEACONS

You have been gifted a handmade beacon/brazier for use in your locality (town centre/high street) which has been funded from Welcome Back monies held by Cannock Chase Council.

The future use of the Beacon/Brazier is entirely at your own discretion - the original objective is to provide a Beacon/Brazier which was capable of being lit and used by official event organisers at any future commemorative events, festivals held in that area etc.

The central pillar of the Beacon/Brazier is designed to be a date timeline for the future and plaques can be added over time each time the Beacon/Brazier is lit.

We would recommend:

- Before using your Beacon/Brazier, you must consider and complete a risk assessment for your own records every time the Beacon is to be lit.
- The event organiser will be ultimately responsible should any problems occur - therefore the organiser must have appropriate public liability insurance in place and should secure any necessary licencing consents accordingly.

- You must have the consent from the landowner where the Beacon/Brazier is to be sited.
- Health and safety considerations must be built into any plan/ arrangements for any event involving the Beacon/Brazier.
- Once lit, the Beacon/Brazier should be always supervised. Barriers would also be used to keep visitors at a safe distance from the Beacon/Brazier.
- The Beacon/Brazier must be sited on flat solid ground.
- The design of the Beacon/Brazier allows for temporary anchoring down through using fixings through holes made in the base (you would have to source the relevant bolts, fixings and have this professionally fitted).
- If you wish to locate the Beacon/Brazier permanently in a location, you must secure planning permission from Planning.
- Secure storage arrangements for the Beacon/Brazier is essential.
- The Beacon/Brazier is a log burner design. Smokeless, untreated wood would need to be used. You would be best to use a taper fire lighter due to the height of the basket off the ground when lighting the Beacon/Brazier. (If this is not possible then a ladder would have to be used.
- Completing working at heights assessment /ladder use and appropriate manual handling training is needed for any person involved in moving and fixing and lighting the Beacon/Brazier.
- Obviously, the beacon should not be in lit in high winds, storms, rain, snow etc. or any situation that would put you, your volunteers, or visitors at risk.
- If weather conditions deteriorate e.g., the wind does pick up and starts blowing embers then the Beacon/Brazier should be extinguished immediately.
- You will need to consider storage of any wood to be used during any event.
- A relevant fire extinguisher should be placed immediately close by in case of an emergency and need to act. Signs should be placed around the beacon and in appropriate areas stating that the beacon could be hot and do not touch. Do not throw objects at the fire basket, especially when lit. Keep children away from the area.
- Care must be taken when the fire has gone out due to the metal and embers being hot.

The manufacturers contact details are:

www.dero.co.uk

Tel: +44 (0)1905 455199

Photographs of the Beacon



Report of:	Head of Finance
Contact Officer:	Rob Wolfe
Telephone No:	01543 464 397
Portfolio Leader:	Innovation and Resources
Key Decision:	No
Report Track:	Cabinet: 25/08/22

Cabinet
25 August 2022
Revenues and Benefits Collection Report - Quarter 1

1 Purpose of Report

- 1.1 To inform Cabinet of the performance of the Revenues and Benefits Service as regards:
- collections of Council Tax during the first quarter of the financial year.
 - collections of Business Rates during the first quarter of the financial year.
 - the recovery of overpaid Housing Benefit during the first quarter of the financial year.
- 1.2 To seek approval to the write off of the arrears listed in the **CONFIDENTIAL APPENDICES**.

2 Reasons for Appendices being 'Not for Publication'

- 2.1 In accordance with the provisions of Schedule 12A of the Local Government Act 1972 (as amended), the Appendix is considered 'not for publication' under the following categories of exemption:
- Exempt Paragraph 2 – Information which is likely to reveal the identity of an individual.
 - Exempt Paragraph 3 – Information relating to the financial or business affairs of any particular person (including the Council).

3 Recommendation(s)

- 3.1 That the information regarding collections be noted.
- 3.2 That the arrears listed in the **CONFIDENTIAL APPENDICES** be written off.

4 Key Issues and Reasons for Recommendations

Key Issues

- 4.1 Efficient collection of the Council's revenues is of major importance to the funding of Council services and those provided by our preceptors.
- 4.2 Council Tax due for the current year amounts to £60.4 of which some **27.8%** was collected by the end of June. This slightly less than last year's performance in the same period (28%).
- 4.3 Business Rates due for the current year amounts to £37.4M of which some **24.0%** was collected by the end of June. Again showing a reduction on the previous year (26.2%)

Reasons for Recommendations

- 4.4 Whilst our collection rates are traditionally good, regrettably not all of the monies owed to the Council can be collected and this report contains a recommendation to write off bad debts which cannot be recovered.

5 Relationship to Corporate Priorities

- 5.1 Not applicable.

6 Report Detail

Council Tax

- 6.1 Council Tax is collected on behalf of the District Council, Parish Councils and our Major Preceptors (Staffordshire County Council and Commissioner for Police, Crime, Fire and Rescue). The effect of the Collection fund arrangements means that Cannock Chase Council retains around 12.4% of the council tax collected.
- 6.2 Council Tax due for the current year amounts to £60.4M and we would hope to collect in the region of 97.5% within the year, as was the case prior to the Covid-19 pandemic. The knock-on effect of underpayments during the past two years, (in which collection rates of 96% band 96.2% were achieved), the current economic climate and the need for Revenues staff to continue to manage Council Tax Energy Rebate awards, will add to the difficulty in achieving this target in the current year. Action will continue to collect arrears after the end of the financial year, with around 99% traditionally being recovered.
- 6.3 In accordance with the Council's approved policies, all reasonable and lawful attempts are made to recover all amounts due. In the first instance this involves the issue of bills, reminders and final notices, followed by Summonses in the Magistrates Court where the warning notices are not effective. At all stages of this process, debtors are encouraged to engage in voluntary arrangements to repay their arrears, to prevent the need for formal action.

Where necessary and when Liability Orders are granted by Magistrates, the Council uses its powers to make deductions from earnings and benefits of debtors, where it can, and instructs Enforcement Agents where such deductions are not possible or appropriate.

In the most severe cases and for debts exceeding £5,000, the Council will consider personal bankruptcy action against individuals.

6.4 The recovery powers available to the Council are considerable but not completely infallible. Some of the limitations which lead to debts being written off are described below.

6.4.1 Statutory safeguards such as Debt Relief Orders, Individual's Voluntary Arrangements exist to protect debtors suffering hardship, to attempt to the expensive, stressful, and sometimes ineffective process of personal bankruptcy. Where a debt is included in such an instrument, or when a debtor is bankrupt, our ordinary recovery powers cannot be used.

6.4.2 For any of our powers to be effective we need to know the whereabouts of a debtor, and this is not always the case. Where debtors abscond, we will use all reasonable endeavours to trace them and are often successful in doing so. Unfortunately, on occasions this is not so and we must submit a debt for write off.

Our trace procedures include:

- Checking our internal Council systems and following any information which may help us to trace the debtor.
- Use of Transunion credit reference agency data.
- Trace and collect facilities offered by our Enforcement Agencies
- Visits to the last known address by the Council's Property Inspector and use of external tracing agents.

Unfortunately, legislation does not currently permit access to DWP or HMRC records to trace Council Tax debtors or their employers, though a Cabinet Office project is currently reviewing this.

Data protection legislation allows us to receive information as to a debtor's whereabouts, but we cannot disclose information to other creditors. Reciprocal arrangements with utility companies and similar are not therefore workable.

6.5 21 Irrecoverable council tax debts in the sum of £36,716.39 are listed in the confidential appendix to this report.

Business Rates

6.6 Business rates income now forms a part of the Council's core funding, with around 29% of receipts being retained by this Council. The remainder is collected on behalf of Central Government and our major preceptors.

- 6.7 Business Rates due for the current year amounts to £37.4M of which some **24.0%** was collected by the end of the June. The effects of Covid 19 have been detrimental to our collection rates.
- 6.8 The recovery powers available to us are again contained in the Council's approved policies and are used in full. Those powers and our procedures are similar to the council tax powers described above, with the exception that deduction from individuals' benefits and earnings are not permissible, even if the debtor is an individual.
- 6.9 Where rates are owed by an individual, similar safeguards exist for the debtors and trace facilities are used by the Council for absconding debtors, as described above.
- 6.10 Additionally, in the case of business rates, as has been reported to Cabinet previously, our collection efforts are sometimes frustrated by weaknesses in legislation. Rates are due from the occupiers rather than the owners of property and where the occupier is a company, we can only recover from that company. Some proprietors will strip a company of its assets or dissolve the company before we have had an opportunity to implement our recovery procedures. A new company is then formed in a similar style, to trade from the same premises.

Central Government has previously undertaken to review the loopholes that exist in rating and company legislation, though no changes have yet been received. Your officers continue to actively monitor these issues.

- 6.11 No business rate debts are included in the write off appendix to this report.

Housing Benefit Overpayments

- 6.12 The Council manages the Housing Benefit scheme on behalf of the Department for Work and Pensions, who fund the cost of benefits paid to claimants.
- 6.13 Recovery of overpaid Housing Benefit continues to progress well, with some £79,255.15 being collected into the Council's General Fund in the first quarter of the year.
- 6.14 16 irrecoverable Benefit Overpayment debts in the sum of £76,987.50 are included in the **CONFIDENTIAL APPENDIX** to this report.

7 Implications

7.1 Financial

Under the Business Rates Retention Scheme, business rates write offs will no longer be offset against the National Non-Domestic Rating Pool. Write offs will now form part of the costs of collection of business rates.

Council Tax write offs are losses to the Collection Fund and, as such, form part of the cost of collection incurred by this Council. The Council Tax write-offs on this report are 21 cases totalling £36,716.39. This represents 0.06% of the outstanding collectable debit as at the 1 April 2022.

The cost of collecting the debts has been considered as part of the decision to put them forward for write off. If further information does come forward about the whereabouts of any of the individual debtors, the Council will pursue recovery action.

Cabinet are asked to write off the debts as they are considered to be irrecoverable for the reasons given in the appendices. The debts remain legally due to the Council and should the circumstances causing the write off in any particular case, subsequently change, recovery action may be recommenced.

6.2 Legal

Cabinet are asked to write off the debts as they are considered to be irrecoverable for the reasons given in the appendices. The debts remain legally due to the Council and should the circumstances causing the write off in any particular case, subsequently change, recovery action may be recommenced.

6.3 Human Resources

None.

6.4 Risk Management

The risk issues contained in this report are not strategic and therefore should not be included in the Strategic Risk Register.

6.5 Equality & Diversity

None.

6.6 Climate Change

None.

7 Appendices to the Report

Appendix 1: Council Tax Write-Offs over £1,000

Appendix 2: Housing Benefit Overpayments write-offs over £1,000

Previous Consideration

None.

Background Papers

None.