



Please ask for: Wendy Rowe **Your Ref:**
Extension No: 4584 **My Ref:**
E-Mail: wendyrowe@cannockchasedc.gov.uk

9 March 2021

Dear Councillor,

**Promoting Prosperity Scrutiny Committee
4:00pm Wednesday 17 March 2021
To be held via Remote Access**

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

Yours sincerely,

Council Solicitor and Monitoring Officer

To: Councillors:

Davis, Mrs. M.A. (Chairman)
Hewitt, P.M. (Vice-Chairman)

Bennett, C.	Stretton, Mrs. P.Z.
Dudson, A.	Sutherland, M.
Fisher, P.A.	Todd, Mrs. D.M.
Fitzgerald, Ms. A.A.	Wilkinson, Ms. C.L.
Layton, A.	Witton, P.T.
Startin, P.D.	

Agenda

Part 1

1. Apologies

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

(i) 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.

(ii) To receive any Party Whip declarations.

3. Minutes

To receive the Minutes of the Promoting Prosperity Scrutiny Committee held on 18 November 2020 (enclosed).

4. Promoting Prosperity Priority Delivery Plan Performance Update – Q3 2020/21

To receive the latest performance information (Item 4.1 – 4.7).

5. Covid-19 Recovery Action Plans Progress Update

To receive the progress updates as at 31 December 2020 for the Economic Recovery and Community Recovery Action Plans* (Item 5.1 – 5.12).

**The scope of the Community Recovery Action Plan cuts across the remits of the Promoting Prosperity, Community and Wellbeing Scrutiny Committees. As such, each Committee will consider the aspects of the Plan relevant to that Committee's work.*

- The implementation of tier-2 on 31 October coincided with the Prime Minister's announcement that day of a new national lockdown for England from 5 November to 2 December.
- The new lockdown was however quite different from the one in March, as most business sectors now remained open and trading, along with the education sector. Hospitality, leisure services, and non-essential retail had however been required to close again. Furthermore, there was no national shielding programme for vulnerable people in place or any national food distribution system available this time.
- In terms of national statistics, as at 16 November the average number of new cases in England per day was 25,329 (up from 22,443 the previous week). Therefore, transmission was increasing week by week. There were 14,915 hospital in-patients with Covid-19, up from 13,025 the previous week. Average deaths per day, 28 days following a positive test result, was 413, this was an increase from 332 the previous week.
- A significant expansion of testing capacity was planned nationally and during 2021 there would be two new testing laboratories in Leamington Spa and Scotland. This will add 600,000 to the daily testing capacity. There were several vaccines currently undergoing clinical trials, such as Janssen, Moderna and Pfizer/ BioNTech; although there was no licensed vaccine as yet.
- Nationally unemployment, as at September 2020, was 4.8%. 9.6m jobs had been furloughed under the Government Job Retention Scheme as at October 2020.
- With regards to the Council specifically, most staff had continued to work from home so there was not the same level of transition needed this time, and all services, bar a few exceptions, were generally operating at normal level. The main exceptions being the closedown of leisure and culture facilities managed by Inspiring Healthy Lifestyles (IHL), along with non-essential retail at the indoor and outdoor markets operating in the District.
- Key priorities for the Council were similar to those in wave 1, with support being provided to the local test and trace programme, advice to businesses on compliance with the current regulations and restrictions, payments to businesses forced to close through fixed grants (mandatory and discretionary) and taking enforcement action where necessary if there were any compliance issues.
- In respect of those persons classified as being Clinically Extremely Vulnerably (CEV), of which there were 4,267 in the District, they would be receiving a letter this week from the NHS signposting them to local authorities for support, which would include connecting them to priority supermarket delivery slots for food shopping, and ensuring that community pharmacies undertook delivery of prescriptions, for which they were paid to do.
- The Council was also working with the Cannock and Hednesford branches of the Salvation Army, the Cannock and Rugeley Foodbanks and other voluntary organisations in the District to provide support if needed

- For the seven-day period up to 16 November, the number of positive cases of Covid-19 in the District was 353 per 100,000 people. Although a high rate, it was currently the lowest in Staffordshire relative to other local authority areas in the County. This was higher than the average rate in England of 269. The highest rate in Staffordshire was South Staffordshire at 437 and the average rate across Staffordshire was 411. It was important that all actions were taken to limit the spread of the virus within the District. It was too early to say whether the national lockdown was having an impact on reducing numbers, but it did look like it was slowing down.
- There were two high risk incidents in the District, one was in a working men's club and the other a nursing home. The working men's club would be allowed to open once the lockdown was lifted, provided they implemented the necessary precautions. Officers were supporting the club in this respect.
- In addition to the testing centre located at the Civic Centre site an application for a second Test Centre in the District based in Rugeley had been submitted. Residents in both Rugeley and Lichfield to be able to access this site, as there was no testing centre in Lichfield.
- Staffordshire had been selected as one of 67 pilot areas for lateral flow testing to be conducted. Such tests gave results in 30-45 mins, thus provided a fast way to test the local population. Work was underway with colleagues at Staffordshire County Council (SCC) on the necessary arrangements for the pilot.
- For the week ending 6 November the total number of deaths due to Covid-19 in the District was 863.
- The Economic impact as a result of the pandemic continued with the District having an unemployment rate of 5.6% and a much higher percentage of people on the Furlough Scheme. There were 3,570 claimants as at 8 October 2020. In July 38% of all jobs in the District had been furloughed (17,600 jobs).

He summarised by adding that issues related to the pandemic were expected to continue for some months. The next few months would be especially challenging for all of the public sector, and the Council was working with all relevant organisations in Staffordshire to ensure the right actions were being taken to mitigate the impact and spread of Coronavirus and to support businesses and the clinically vulnerable during this period.

The Chairman asked how the District was placed in regard to the test and trace system and whether people were waiting a while for their test results. The Managing Director did not have the up to date information on that aspect but commented that there was good access to tests within the District with the testing centre in Cannock being utilised at around 80%.

A Councillor sought confirmation of the location of the testing centre in Rugeley. The Managing Director advised that, as there were restrictions on identifying the location at present, he would email all Members outside of the meeting to confirm the location.

A Member asked how much had been paid out to businesses who were forced to close during the pandemic. The Managing Director confirmed that £20m had been paid out during Wave 1 of the pandemic and a working estimate of £4m during Wave 2.

	<p>A Member asked whether the lateral flow testing would cover the whole Cannock Chase area. The Managing Director advised that the Director of Public Health in Staffordshire would be allocated a total number of these tests and he would determine how and where they were deployed within Staffordshire. They may be targeted in certain areas such as the Education sector. Once a decision had been made details would be published in conjunction with the County Council.</p> <p>Reference was made to several shops that remained open during lockdown despite them not being eligible to do so. A Member asked whether they would be given a warning before being fined. The Managing Director confirmed that if businesses remained open, the Environmental Health Team would make contact to establish their understanding of the restrictions. There were a few grey areas where some shops sold both essential and non-essential items. However, the business must sell a significant amount of essential goods in order to remain open. Enforcement action would be taken to close the businesses if necessary. Members should raise any concerns they had in this respect with the Environmental Health Team.</p> <p>In terms of the discretionary element of the grants available to businesses forced to close during the lockdown the Managing Director confirmed that a document had been uploaded on to the Council's website under the Covid-19 business section that sets out details of the discretionary scheme.</p>
<p>5.</p>	<p>Homelessness Charter – Motion from Council 9 September 2020 and Housing First Project</p>
	<p>The Chairman referred to the motion that had been agreed at the Council meeting on 9 September 2020 that was outlined on the agenda. Prior to considering the motion she invited the Strategic Housing and Tenancy Services Manager to provide further information to Members in relation to the Homelessness and Rough Sleeping Strategy, a copy of which was attached to the agenda.</p> <p>The Strategic Housing and Tenancy Services Manager explained that the Council's Housing and Homelessness Strategy 2018-2023 was approved by Cabinet on 25 January 2018. There was no longer a statutory requirement to produce a housing strategy, but there remained a statutory duty to produce a homelessness strategy. Therefore, a new combined housing and homelessness strategy was prepared that ensured residents, Registered Providers and other stakeholders could continue to refer to a document which outlined the housing and homelessness issues facing the District and the actions in place to address them.</p> <p>The existing Strategy was updated in 2019 to incorporate a Rough Sleeping Strategy following a Government focus on rough sleepers due to increasing numbers across the country. However, figures for Cannock Chase District do remain in low numbers. The next Homelessness Review would be undertaken during 2022-23.</p> <p>She outlined the three key objectives in the Strategy, as follows: -</p> <ol style="list-style-type: none"> 1. Increase Affordable Housing 2. Manage and Maintain Housing Stock (Council and non-Council)

3. To promote the provision of suitable accommodation, services, information and advice to prevent homelessness and rough sleeping.

The Housing Options Team provided applicants with a Personal Housing Plan to help them sustain their existing home or obtain a new home. The Team work with the Tenancy Sustainment Team to ensure that applicants are provided with one-to-one assistance to overcome any issues, particularly if they are first time tenants. There is a fast track service level agreement with Citizens Advice to provide budgeting and financial advice.

In order to meet the new “Duty to Refer” legislation hospitals A&E can make an immediate referral of anyone who has presented as homeless. In addition, an out of hours service is provided to assist anyone made homeless at weekends or overnight. The Team work with private landlords via the Landlords Forum (now on hold due to the pandemic) who provide accommodation to clients referred to by the Team and offer help and assistance with rent deposits and advances.

She also referred to the Shared Accommodation Project that utilises some difficult to let two-bedroom flats to provide accommodation for young single people. One flat has been piloted which has been successfully managed. However, this is quite complex and has limited expansion possibilities and has been limited further by the pandemic.

The focus for the last 2 years has been on Rough Sleeping. The Team initially started investigating for an outreach service in 2018 and provided a temporary winter service with help from the Government’s Cold Weather Payments. Lichfield District Council then made an approach to the Council regarding a joint Homelessness and Rough Sleeping Pathway and Housing First Project.

She then provided details of the Housing First Project, explaining that there are several supported housing units in the district that provide temporary accommodation and support to residents to prepare them to move on to a social housing tenancy. Where a client does not participate or engage with the support worker the accommodation may be terminated. Supported housing is generally for clients with low level support needs. However, clients with high level or complex needs either cannot be accommodated in supported housing or the accommodation is lost resulting in clients becoming homeless again.

The principles of Housing First are that the accommodation and support are not linked. Accommodation is secured for the client, this should be self-contained and, in a location suited to the client. A support plan is then designed based solely on the client’s needs. Failure to engage with the support worker or follow the plan does not put the client’s accommodation at risk. Long-term flexible support is provided and can be increased and decreased according to needs.

She advised that the joint Pathway & Housing First Project is funded by homelessness grants (Flex Housing Support Grant, Rough Sleeper Initiative Funding). It is for 2 years with an option to extend for further 2 years. The contract started in September 2019.

The outreach service aims to locate and engage with rough sleepers within the district, assess their needs and work with the client to secure suitable and appropriate accommodation; either temporary, supported or return to family. For some entrenched rough sleepers and those with complex needs, where other forms of housing are not appropriate or suitable, the Team work towards placing them in a Housing First property.

The outreach service has been invaluable during the pandemic assisting the Team with the requirements of the “Everyone In” Programme.

The project can currently accommodate up to 5 Housing First properties in the Cannock Chase District. Initially, attempts were made to obtain private rented accommodation, but approval was obtained to use 5 HRA flats. 4 have been accommodated.

She further advised that rough sleepers have complex issues. The project is being developed and a temporary Substance Abuse and Mental Health Worker has been appointed, through homelessness funding, to provide additional support to the project. Accessing services is an issue for all homeless clients and the Team engage with a cross County Working Group to establish a person-centred pathway to access a range of health and social services.

Members were the offered the opportunity to ask any questions. A Member asked how the Team distinguished between a rough sleeper and someone who became homeless, for example, through a breakup of their relationship and had nowhere to go but were not sleeping rough. The Strategic Housing and Tenancy Services Manager advised that the individual would be assessed by the Team alongside the legislation and criteria for assistance and their individual needs. A person who was in some type of accommodation would not be covered by Housing First. The Housing Options and Homelessness Team Leader confirmed that they would not be dealt with in the same way as a rough sleeper as assistance would be provided to prevent them from becoming homeless.

The Chairman was pleased to hear of the on-going work to support individuals with housing needs. However, she was concerned that with the coming winter months and the pandemic it may prove difficult to find accommodation for individuals in need. The Housing Options and Homelessness Team Leader advised that the Team did their best to source accommodation for those in need and there was a duty to provide accommodation during periods of bad weather. It was acknowledged that it was a challenge to house individuals locally.

With regard to paragraph (A) of the motion the Committee considered that the current Homelessness and Rough Sleeping Strategy was comprehensive and covered everything that was required, and a review was therefore not necessary.

A Member asked what percentage of newly built housing was required to be social housing. He was advised that there was a policy for the percentage of affordable housing required on new builds. However, Developers could negotiate according to the viability of the development. The Managing Director commented that the Council’s social housing programme delivered a much higher percentage of social housing – 50% social/50% other tenure.

With regard to paragraph (B) of the motion, the Chairman considered that given the situation with the pandemic, it would be difficult to arrange a stakeholder event as detailed in the motion. The Committee noted that such an event would be useful as it was important to bring together local voluntary organisations and partners to help deliver relevant elements of the Strategy. However, it was considered that it would be best to defer the stakeholder event given the current circumstances with Covid-19 and further discussions should take place at the next meeting of the Scrutiny Committee.

	<p>Resolved:</p> <p>That the Committee noted the motion from Council on 9 September in relation to homelessness and agreed: -</p> <p>(A) That the existing Housing, Homelessness and Rough Sleeping Strategy was comprehensive and there was no requirement to review it.</p> <p>(B) That, although it was important to engage with local voluntary organisations and partners to help deliver the Housing, Homelessness and Rough Sleeping Strategy, the proposed stakeholder event be deferred given the current circumstances with Covid-19 and further discussions take place with regard to this at the next meeting.</p>
6.	<p>Promoting Prosperity Priority Delivery Plan Performance Update – Q1 and Q2 2020/21</p>
	<p>The Committee noted the latest performance information in relation to the Promoting Prosperity Priority Delivery Plan for Q1 and Q2 (Item 6.1 -6.8).</p>
7.	<p>Covid-19 Recovery Strategy</p>
	<p>Consideration was given to the Council’s Covid-19 Recovery Strategy and associated action plans (Item 7.1 – 7.26).</p> <p>The Managing Director advised that the strategy and its associated plans were relevant as the Council would move out of response phase again, and there would be a longer-term legacy impact from the pandemic on the Council and the District.</p> <p>Key issues for the Committee’s awareness under each of the four work streams were:</p> <ul style="list-style-type: none"> • Financial recovery: The Council was facing a deficit funding position. Although central government grant support of circa £2m had been provided, this was in comparison to a deficit in the region of £3m. It was expected that the Council would end this financial year £700,000 in the red, with the funding gap being covered by earmarked reserves. The pandemic had destroyed income levels, so the speed of financial recovery would be dependent on wider economic recovery. <p>There was also substantial uncertainty on how the Local Government Sector is to be funded in the future.</p> <ul style="list-style-type: none"> • Economic recovery: Unemployment would be a semi-permanent feature for the District. Pre-Covid levels were the lowest ever seen and consistently below the regional average, so it had not been a massive issue over recent years. Now however the District had moved back to facing issues of unemployment, and the Council was working with businesses to support employment opportunities. <p>The District had a very high number of small businesses in operation, many of which suffered major cashflow problems during the first wave of the pandemic, so whilst there was a need to see what the impact from the second wave would be, the full impact wouldn’t become clear until during 2021, particular after the end of the extended furlough scheme.</p>

Of particular concern was the age group 18-24 as there would be a disproportionately high level of unemployment within this age range due to Covid-19.

- Community recovery: The position on this was more positive, with a renewed focus on supporting vulnerable people and strengthened relations with the voluntary sector in the District, which would need to be maintained going moving forward.
- Organisational recovery: The pandemic had changed working practices for the Council (such as holding committees remotely via zoom), and 80% of staff had been consistently working productively from home. As such, this raised questions about the need for physical office space. Staff had made use of new technologies and adapted to new ways of working, so it was important to keep this going.

The Committee was offered the opportunity to ask questions. A Member questioned the need to retain the Civic Centre offices when a significant number of staff were working from home. The Managing Director commented that several options would need to be considered. There was no proposal for all staff to work from home 100% of the time but a mix of home working/office-based communication would be required going forward. If there was a surplus of office space, there may be a need to seek new tenants to occupy the space. Alternatively, consideration could be given to relocating to another site and finding a different use for the current offices.





A Member commented that the Council had made the best use of technology during the pandemic and would now be more flexible in the post Covid-19 society.

A Member acknowledged the negative effect the pandemic was having on young people aged 18-24. She considered it was important to engage with them and provide assistance with any employment opportunities.

The meeting closed at 5.30pm.

CHAIRMAN

Promoting Prosperity Priority Delivery Plan 2020/21 – As at 31 December 2020



Delivery of actions for Q3				
				Total Number of Actions
Action completed	Work in progress but slightly behind schedule. Action will be completed in next Quarter.	Action > 3 months / 1 Quarter behind schedule and action is required to address slippage	Action / project cannot be completed / delivered. Option to close to be agreed by Leadership Team / Cabinet.	
5	2	3	0	10



Performance Indicators

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District							
a) Local people working on construction site (those inducted)	Q	N/A	a) 150-200	Covid affected data collection - unable to report			
b) Retail jobs for local people			b) 700-800	Measurement to commence Qtr 4			
Passenger numbers using the station due to the development of McArthurGlen	A	N/A		Measurement to commence Qtr 4			
Increase the skill levels of residents and the amount of higher skilled jobs in the District							
Increase in qualifications at NVQ Level 3/4 (NOMIS)	A	NVQ3 – 55.6% average Jan – Dec 2019	Aim to increase levels year on year				
	A	NVQ4 – 34.3% average for quarter Jan – Dec 2019	Aim to increase levels year on year				
Create strong and diverse town centres to attract additional customers and visitors							
Town Centre Vacancy Rates <i>*July 20 data collected late due to COVID</i> <i># Unable to collect data due to Covid-19 and lockdown</i>	Q Average for Quarter	Cannock 10.9%	Aim to keep below national rate of 12%	14.8%*	20.3%	#	
		Rugeley 4.8%		3.2%*	6.3%	#	
		Hednesford 4.6%		7.5%*	8.6%	#	



Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
Increase access to employment opportunities							
Employment Levels	A	Employment rate 90.6% Economically active in employment Apr 19 – Mar 20	Aim to keep above West Midlands rate 73.9%				
Unemployment Levels (out of work benefits / universal credits now included) (NOMIS)	Q		Aim to keep below West Midlands rate				
	Cannock	2.6%		5.7%	5.8%	5.5%	
	West Mids.	3.9%		7.1%	7.4%	7.3%	
Create a positive environment in which businesses in the District can thrive							
Number of Growth Hub enquiries from Cannock Chase businesses	A	GBSLEP (hub) – 68	60				
	A	SSLEP (hub & landline) – 64	60				
Commencement of the regeneration of Rugeley Power Station							
Increase in supply of employment land				Measurement to commence 2022			
Increase housing choice							
Total number of net new dwellings completed	A	930	Average of 241 dwellings pa				
Number of additional units delivered (Council Housing)	A	9	0				
Number of additional units (Affordable Housing) – total for Council and Registered Providers	Q	108	55	3	25	31	

Projects being progressed during 2020/21





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

Approach	Key Project	Milestone(s)	Comments	Q1	Q2	Q3	Q4
<i>Boosting Resident skills</i>							
Engage with LEPs, the business community, West Midlands Combined Authority and national bodies to improve the skills base of our residents	Access to local jobs for local people	Hold a jobs fair for the designer outlet (not possible due to Covid 19)	1 st Retail Skills Academy Induction has taken place with 50 attendees. Future Inductions will be implemented. Discussions ongoing between McArthur Glen and DWP to establish a virtual careers fair for the wider employment opportunities.				
<i>Town Centres driving change</i>							
Regeneration of Rugeley Power Station	Work with the landowner and Lichfield District Council to progress the regeneration of the site	Site owner to complete demolition programme	Demolition work ongoing expected to complete in early 2021.				X
		Receive 'reserved matters' planning applications for phase 1 of development	Amended planning application incorporating 'all through school' approved by Planning Control Committee on 22 nd July 2020. Application for through school from John Taylor Multi Academy Trust currently being considered by Department for Education.				

Approach	Key Project	Milestone(s)	Comments	Q1	Q2	Q3	Q4
<i>Increase housing choice</i>							
The Council will invest £12.9m to provide additional affordable homes across the district	Hawks Green Depot	Start on Site	Completed	✓			
	Aelfgar	Exchange of Contracts with Staffordshire County Council for purchase of site	Complete drafting of sale and overage documents and exchange contracts Timescale revised as a result of impact of COVID-19 and will now be completed in Q3. Contracts exchanged December 2020.			✓	
		Planning Application Submission (new)	Assessment, drafting and submission for outline planning approval (Submitted outline planning application January 2021)			●	
		Assessment of available zero carbon housing standards and appointment of a consultant	Completed Decision taken to pursue Passivhaus.		✓		
		Development Partner to be procured under a recognised framework, where possible	Investigations into Dudley Framework and completion of tender documentation in progress. Undertake mini-competition if necessary Timescale revised as a result of impact of COVID-19 and will now be completed in Q4.				X

Approach	Key Project	Milestone(s)	Comments	Q1	Q2	Q3	Q4
		Scheme developed and a further report received for scheme approval and permission to spend	Timescale revised as a result of impact of COVID-19 and will now be completed in 2021-22				X
	Chadsmoor	Site investigations and development activities to support a planning application	Initial ecological surveys completed				
		Assessment, drafting and submission for planning approval	Appointment of planning consultant completed in Q2 Timescale revised as a result of impact of COVID-19 and will now be completed in Q4.				X

THE ECONOMY - RECOVERY ACTION PLAN

Delivery of actions – Cumulative at Q3					
					Total Number of Actions
Phase	Action completed	Work in progress	Work has not yet started /action has slipped and is behind schedule	Action / project cannot be completed / delivered	
Response	0	2	0	0	2
Restore	5	5	1	0	11
Reshape	2	13	1	0	16
TOTAL	7	20	2	0	29



ECONOMIC RECOVERY - ACTION PLAN



Outcomes Required:





- To support the District's economic recovery in the short-medium term
- Reshape the District's economy to create new growth opportunities and jobs for local residents
- Deliver against the vision set out in Economic Prosperity Strategy, particularly focusing on clean growth opportunities
- To help unemployed local residents to get back into work or training opportunities






COVID-19 Impacts:





- Economic recession leading to increase in business closures, mass unemployment (including youth unemployment), decline of town centres and decrease in investor confidence.
- Delay of major investment projects.
- Impact on the Council's financial position in terms of reduced business rates, Council tax.



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Phase 1 – Response				
Finance	Local implementation of national support measures: business rates holidays, Retail & Hospitality Grants, Small Business Grants	Head of Finance and Head of Economic Prosperity	£20 million of funding allocated to over 1,750 eligible businesses during first wave of COVID-19. Further tranches of funding have been allocated to the Council to pay to businesses mandated to close as result of 2 nd and 3 rd national lockdowns and Tier restrictions	
Finance	To determine and implement Discretionary Grant policy to target resources at key sectors and in accordance with Government Criteria	Head of Finance and Head of Economic Prosperity Phase 1 and Phase 2 applications to be processed by end of August 2020 with final	Economic Development Team and Business Rates working through application assessments. Initial scheme closed end of August 2020 and unused monies returned to MHCLG.	




Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
		payments made by end of September 2020.	<p>CCDC allocated further funding in December 2020 to support businesses affected by COVID-19</p> <p>Additional Restrictions Grant – £2,015,240 (Discretionary)</p> <p>Local Restrictions Grant £1,485,504 (payments to businesses mandated to close by Government)</p> <p>Wet led pubs – to receive one-off payments of £1,000 in line with Government guidance.</p>	
Phase 2 – Restore				
Town Centre and High Streets				
Economic	Support the town centres to re-open and adapt to the Governments COVID-19 Secure guidance.	Economic Development Manager	<p>Support was given to re-open after 1st lockdown and again after subsequent restrictions and lockdowns</p> <p>Cannock Chase moved into Tier 4 on 31st December requiring non essential retail and hospitality businesses to close.</p>	
Economic	To ensure the public realm reflects Social distancing Policy and supports Town centres reopening (using Re-opening High Streets Safely Funding awarded by Government).	Economic Development Manager / Waste & Engineering Manager	<p>Social distancing measures (posters / floor markings) in place in all town centres</p> <p>Measures kept under regular review.</p> <p>Non-essential retail and hospitality businesses are currently closed in line with Government restrictions.</p>	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Economic	To support traders/shops via individual visits from Environmental Health Officers.	Food Safety & Licensing Manager Visits are on-going	COVID Secure checklists issued to traders/businesses. Many businesses have re-opened and are displaying 'COVID-19 secure' certificates in shop windows. Currently, the COVID Support Team are working with businesses to ensure compliance with COVID regulations. Regular visits and patrols being carried out, some of which are being conducted jointly with Staffordshire Police.	
Economic	Identify funding and assistance available to support traders/businesses and signpost to appropriate support.	Economic Development Manager / Cannock Town Centre Partnership Officer	Mapping of COVID-19 support measures ongoing and signposting as necessary i.e. GBSLEP 'Click and Drop' initiative, Retail 'webinars', Staffordshire County Council – PPE Starter packs for micro-businesses.	
Economic	(i) Revisit proposed environmental improvements for Cannock Town Centre to assess if they are still appropriate in current climate Improvements to street furniture and 'graffiti' art project.	Economic Development Manager / Cannock Town Centre Partnership Officer Complete by December 2020	Painting of street furniture and graffiti art project is now complete.	
	(ii) Proposed improvements to frontage of Prince of Wales Theatre under review – subject to survey (from Prosperity PDP).	Survey complete. Findings now being investigated further – decision on how to proceed by December 2020.	Survey currently being undertaken to test fixings on frontage of theatre – this will inform whether improvements to signage / lighting can proceed and at what cost. Survey to be completed in January 2021.	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Business Support				
Economic	Identify opportunities for managed workspace / business hubs across the District (from Prosperity PDP)	Economic Development Manager	Cannock Chase Enterprise Centre extension underway; Officers assessing other opportunities to develop new workspace.	
Economic	Promote and signpost local businesses to appropriate support based on their needs.	Economic Development Manager	Economic Development Team signposting as necessary	
Media and Communications				
Economic	Communication of appropriate business support initiatives / interventions and signposting to latest guidance and support	Economic Development Manager / Policy & Communications Manager	Local Discretionary Grant scheme and GBSLEP Pivot & Prosper fund now closed with a potential 2 nd phase in the future – subject to funding	
Economic	Potential for targeted campaigns i.e. re-opening of town centres, tourism/hospitality, McArthurGlen opening	Economic Development Manager / Policy & Communications Manager	<p>Publicity to coincide with the re-opening of town centres has been done.</p> <p>Further promotion will be done as and when necessary.</p> <p>McArthurGlen Opening now delayed due to Cannock Chase entering Tier 4 restrictions and further national lockdown which started on 5th January 2021.</p>	
Phase 3 – Reshape				
Economic Prosperity Strategy				
Economic	Undertake regular assessment of the economic impact of the pandemic and lockdown on the District economy and identify intelligence and data on the impact on key sectors / industries / businesses within the District.	<p>Economic Development Manager / Research & Information Officer</p> <p>Dashboard updated monthly</p>	Economic dashboard has been developed to report on national, regional and local data.	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Economic	Work with key partners and business organisations i.e. Chamber of Commerce, LEP, WMCA etc and engage with regional economic recovery planning at WMCA and GBSLEP levels.	Head of Economic Prosperity	CCDC engaged with GBSLEP Economic Recovery Taskforce & WMCA Recovery Plan. Staffordshire County Council Redundancy Taskforce.	
Economic	Refresh the Economic Development Needs Assessment (EDNA) which forms part of the evidence base for the Local Plan Review.	Planning Policy Manager Completed by October 2020	The EDNA has been revised to take account of impact of COVID-19 and updated economic forecasts. The EDNA will be published as part of the next stage of the Local Plan i.e. the Preferred Options consultation.	
Economic	Refresh the Council's Economic Prosperity Strategy to ensure it takes account of the changed economic environment and identify evidence-based interventions for the medium to long term to ensure economic reset and recovery.	Head of Economic Prosperity Economic Development Manager Research & Information Officer September 2020 to Summer 2021	The refresh of the Strategy will take longer to carry out to enable the Council to focus on supporting businesses impacted by the 2 nd wave of COVID-19 and to fully assess the impact of the pandemic on the local economy.	
Economic	To identify opportunities to support the Council's aim to become net carbon neutral by 2030	Head of Economic Prosperity	Climate Change Baseline study has been produced by AECOM as part of the Local Plan evidence base. The findings from the study will feed into the refresh of the Economic Prosperity Strategy.	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Major projects / investments				
Economic	McArthurGlen Designer Outlet West Midlands – continue to work with McArthurGlen to plan for opening and develop a marketing plan. (from Prosperity PDP)	Economic Development Manager / Policy & Communications Manager Opening delayed until early 2021.	Ongoing relationship with McArthurGlen.	
Economic	Cannock Railway Station – progression of business case and design work necessary to facilitate transformation of Station (from Prosperity PDP) Short term improvement works (utilising Section 106 funds): <ul style="list-style-type: none"> • Totem signage • Re-surfacing car park • Cycle storage • Murals on platforms and walkways 	Head of Economic Prosperity / West Midlands Rail Exec / Staffs CC Stage 1 – Strategic Outline Business Case work has been completed. Report to Cabinet on outcome of Stage 1 – December 2020 Work complete by early 2021.	Business case is being presented to Cabinet on 28 th January 2021. Package of short term enhancements to start on-site w/c 11 th January 2021. Works being carried out in partnership with West Midlands Rail, West Midlands Trains and Staffordshire County Council.	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Economic	Commonwealth Games 2022 – capitalise upon the mountain biking event on Cannock Chase and work with Forestry England to secure legacy through improved ‘blue grade’ trail, play area and facilities for local residents /visitors	Head of Economic Prosperity Head of Environment and Healthy Lifestyles Mountain biking event – August 2022	Cabinet has approved £50k funding contribution to the track / mountain bike trail.	
Employment and skills				
Economic	Work with FE colleges to support local residents re-skill/up-skill Work with South Staffordshire College to progress Digital Skills Academy project	Economic Development Manager Economic Development Manager Funding application expected to be approved and grant agreement issued by end of 2020.	Funding Agreement signed for £0.5m by Stoke-on-Trent & Staffordshire LEP to deliver the Digital Skills Academy project	
Economic / Community	Work with key partners to put in place responsive employment support for newly unemployed residents and those facing redundancy including disadvantaged groups and communities and young people. Mapping of employment and skills opportunities.	Economic Development Manager working with Department for Work and Pensions, GBSLEP and SSLEP. Proposals to be worked up by October 2020. Report to Cabinet – November 2020.	Work with employers and partners (JCP etc) to secure local jobs for local residents linked to new economic opportunities. Participate in County wide Redundancy Taskforce.	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
	Explore potential for Council to participate in Government Kickstart scheme and encourage local businesses to take on placements.	By December 2020 (revised timescale by March 2021)	Officers continue to explore opportunities to participate in the scheme.	
Economic / Community	Progress Connecting Communities project focused on Cannock North ward. This tackles unemployment and low pay in local communities. (from Prosperity PDP)	Economic Development Manager	Project has been extended by WMCA to December 2021. Project will continue to be delivered during 2020/21 including starts, jobs and progressions throughout 2020.	

THE COMMUNITY RECOVERY ACTION PLAN

ROUGH SLEEPERS AND THE HOMELESS

<p>Outcomes Required: To secure sustained accommodation and specialist support for Rough Sleepers</p>
<p>COVID-19 Impacts: Rough Sleepers rehoused in temporary accommodation – secured 10 rooms for a fixed period – up to 19 individuals supported. Government priority to not return Rough Sleepers to the streets. Courts suspended Eviction Action – September 2020 onwards expected increase in homelessness</p>

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress Indicator
Rough Sleepers and the Homeless				
Phase 1 – Response				
	Provision of accommodation, food and support for homeless and rough sleepers	Strategic Housing Manager	Complete 10 rooms block booked (reduced to 8) – August/September 2020 Outreach support provided by Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing)	
	Engage with rough sleepers/homeless to secure alternative settled and sustainable accommodation	Strategic Housing Manager	5 Rough Sleepers/homeless persons rehoused in to 4 units of settled furnished accommodation – Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing) 3 rough sleepers/homeless persons to private rent or other supported accommodation 5 were evicted for ASB 2 enabled to return home 1 passed away (not COVID related)	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress Indicator
	Identify and maintain temporary accommodation for homeless and rough sleepers	Strategic Housing Manager	On-going – 3 persons accommodated under “Everyone In” require rehousing. Of which 2 Rough Sleepers to be rehoused through Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing) and 1 into social housing. January 21 - A further 4 rough sleepers/homeless persons have been accommodated under protect programme bringing the total number of rough sleepers presently in emergency accommodation to 5	
Phase 2 – Restore				
	Identify ongoing needs	Strategic Housing Manager	On-going funding submission made “next steps programme” Accommodation Programme” for short-term funding and winter provision Funding provision of £42k received.	
Phase 3 – Reshape				
	Identify options for providing longer term solutions	Strategic Housing Manager	Application submitted to MHCLG Next Steps Accommodation Programme for capital funding to extend the no. of units provided under Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing) Submission for purchase of 2 additional properties successful. Target date for completion 31 March 2021. Actions being progressed to achieve acquisition	