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3 September, 2025

Dear Councillor,

Economic Prosperity Scrutiny Committee
6:00pm, Wednesday 16 September 2025
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:

Todd, D. (Chair)
Mawle, D. (Vice-Chair)
Bishop, L. Hill, J.O.
Bullock, L. Lyons, O.
Fisher, P. Thompson, S.
Haden, P. Thornley, S.
Hill, J.

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 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 approve the Minutes of the meeting held on 18 June 2025 (enclosed).

4. Quarter 1 2025/26 Performance Update - Economic Prosperity PDP

To receive the Quarter 1 performance update (April to June 2025) for the Economic Prosperity Priority Delivery Plan (Item 4.1 - 4.6).

The documents included are as considered by Cabinet on 4 September 2025.

5. Car Parking in the District

The Head of Operations will provide a presentation outlining the up-to-date position on car parking in the district.

6. Update on the Staffordshire Local Visitor Economy and Partnership Review

The Committee will receive an update from Councillor Steve Thornley, Chair of the Review Group.

7. UK Shared Prosperity Fund

The Head of Economic Development and Planning will provide an update.

8. Town Centre Regeneration update

The Head of Economic Development and Planning will provide an update.

9. Review of the Economic Prosperity Scrutiny Committee Work Programme 2025/26

The Head of Economic Development and Planning will update members on the work programme.

**Minutes of the Meeting of the
Economic Prosperity Scrutiny Committee
Held on Wednesday 18 June 2025 at 6:00pm
in the Esperance Room, Civic Centre, Cannock**

Part 1

Present:

Councillors:

Todd, D. (Chair)
Mawle, D. (Vice-Chair)
Haden, P. Lyons, O.
Hill, J. Thompson, S.
Hill, J.O. Thornley, S.

1. Apologies

Apologies for absence were received from Councillors L. Bullock and P. Fisher.

2. Declarations of Interests of Members in Contracts and Other Matters and Restrictions on Voting by Members and Party Whip Declarations

No declarations of interests in addition to those already confirmed by Members in the Register of Members Interests were made and no party whip declarations were received.

3. Minutes

Arising from consideration of the minutes the following queries were raised:

- **Page 20** - A member asked whether the Planning Obligations Working Group had been set up. The Head of Economic Development and Planning confirmed that this had not yet been established, but it was anticipated this would be done within the next few weeks.
- **Page 21** - A member sought an update on the Exacom system. The Head of Economic Development and Planning advised that due to capacity issues the Exacom system had not been placed on the priority list as other areas had taken priority. He would update members at the next meeting.
- **Page 22** - A member asked for an update on the recommendations that had been referred to Cabinet from the Town Centre Regeneration Review. It was confirmed that these had been submitted to Cabinet for consideration. The Economic Development and Regeneration Manager would ascertain whether these had been approved and report back later in the meeting.

Resolved:

That the Minutes of the meeting held on 19 March 2025 be approved.

4. Annual Scrutiny Business Report 2024-25

Consideration was given to the Report of the Head of Law and Governance (Item 4.1 - 4.4).

The Head of Economic Development and Planning led Members through the report which outlined the work of the Committee during 2024/25 as detailed at paragraph 5.8 of the report. He confirmed that there had been no matters to report on the Rugeley Power Station site development last year and therefore an update would be provided this year.

A member asked for an update on the Local Visitor Economy and Partnership Review that had not been completed last year. The Economic Development and Regeneration Manager advised that it was proposed that the review be carried over to 2025/26 so that it could be concluded. A further meeting would be arranged to agree the findings of the review and determine some recommendations to refer to Cabinet. A member questioned whether any new members should be added. It was confirmed that as two previous meetings of the review already been held the membership of the group should not be altered.

Resolved

That the annual report be noted.

5. End of Year Performance Report 2024-25

Consideration was given to the End of Year performance report for 2024-25 (item 5.1- 5.6).

The Head of Economic Development and Planning referred to the progress on the projects for the year 2024/25 and reiterated that there had been a delay in setting up the Planning Obligations Working Group and purchasing the Exacom system.

In terms of projects Members noted the progress of the Cannock Town Centre Regeneration Levelling up Fund scheme and asked how the public were being kept up to date on the progress. Officers confirmed that there were regular updates via social media posts along with press releases and updates in Chase Matters and the Council's website. However, officers were looking at alternative ways to communicate on the work taking place to residents who did not have digital access. The Communications Team would be reviewing the communications plan to assess whether the right people were being reached. It was noted that the latest press release had been very detailed and provided an explanation as to the reason the demolition works were taking time due to the complex nature.

Reference was made to the town centre prospectus which was presented to developers at the UKREiiF in May. A member asked for an update on any interest from developers arising from this event. The Head of Economic Development and Planning confirmed that following the event discussions had been held with several developers who had showed a genuine interest in the development opportunities within the town centre. There had been meetings with various developers and further follow-up meetings were being arranged. The Officer commented that he would provide the Committee with further information in relation to the potential developers who had expressed an interest.

It was explained that the prospectus was used as a sales tool to give potential developers an idea of the scale of development available and to enable the Council to obtain a feel for the appetite for development. He confirmed that a version of this prospectus would be prepared that could be shared publicly. A member asked whether potential developers had been made aware of the campaign to keep the Prince of Wales Theatre open and whether they had any views on this. The Officer confirmed that developers had been made aware that there was an existing theatre located within the development site and there was an ongoing discussion regarding its future. However, developers had expressed no views on this.

The Committee noted that the UKSPF funding had been used to implement and deliver the projects within the Investment Plan; this had been completed on time and the full budget allowance had been spent. A report would be prepared for consideration by Cabinet to reflect on the spending over the last 3 years and to highlight the projects and schemes that had been delivered and the impact on local communities. Officers had worked hard to assist each Parish Council to spend their allocation, ensuring the schemes were suitable and met the complex rules set by the Government.

Members were advised that the 12-month allocation for 2025/26 was significantly less, and therefore a priority approach would be taken on where to direct the money. Cabinet would shortly be receiving a report setting out the funding programme for the next 12 months. The Officer commented that there was no assurance of any further funding beyond 2026. A further update would be provided to Members at the next meeting in September.

The Head of Economic Development and Planning commented that the Local Plan examination was in progress and would be completed at the end of July. An update would be submitted to the Committee in the future to advise members accordingly.

Reference was made to the KPI's and the Committee noted two were below target within Building Control. A member asked how the indicator to ascertain customer satisfaction with the service was assessed. The Head of Economic Development and Planning commented that email surveys were sent following the issuing of a certificate, but the numbers were very low. He added that this was the Head of Regulatory Services area who had been unable to attend the meeting today. However, she would be attending future meetings and would be able provide further information then.

A member referred to the comment that performance was affected by vacancies in relation the KPI within Building Control and sought further information on this. The Head of Economic Development and Planning advised that the vacancies had been advertised but the roles had not yet been filled. This was due to there being a short supply of Building Control professionals and the introduction of new regulations was making recruitment to the posts difficult.

He added that the Head of Regulatory Services would be happy to provide members with an update on this at a future meeting.

Resolved:

- (A) That the end of year 2024/25 performance update be noted.
- (B) That members of the Committee be provided with further information in relation to the potential developers who had expressed an interest in the development opportunities in the town centre following the UKREiiF event in May.

6. Economic Prosperity Scrutiny Committee Work Programme 2025-26

Consideration was given to the Report of the Head of Economic Development and Planning (Item 6.1-6.14).

The Head of Economic Development and Planning provided an overview of the report and referred members to appendix 2 which outlined the services and functions that fell within the remit of the Committee and appendix 4 which was the draft work programme for members consideration. He added that there were 3 further meetings of the Committee during the municipal year and therefore members had to be realistic on what they could achieve. He confirmed that the Staffordshire Local Visitor Economy and Partnership Review had not been concluded during 2024/25 and would therefore be carried over and completed during this year.

The Chair considered that no further review should be undertaken in addition to the review carried over from last year and suggested that the Committee should concentrate on receiving updates/presentations on the following topics:

- Town Centre Regeneration
- UKSPF
- Local Plan
- Car Parking
- Building Control

The Chair added that these updates could be provided at the main Scrutiny meetings where all members would be involved. She considered this was more beneficial than setting up a small group of members to look at a topic for review via MS Teams meetings.

A member commented that presentations and updates did not allow for effective scrutiny and considered that the Committee should select a topic and undertake a review.

In terms of work programme items the Head of Economic Development and Planning advised that the Head of Regulatory Services was keen to update the Committee on the new building safety regime, following the Grenfell fire. This could be provided at one of the scheduled Scrutiny Committees. However, should members wish to undertake a review via a task and finish group he asked that the Committee bear in mind the capacity issues and limited resources.

The Chair considered that another item for the work programme for members to consider was the provision of car parking in the district. The Head of Economic Development and Planning confirmed that the Head of Operations would be happy to provide a presentation on this at the next Committee.

The Committee then discussed whether they considered setting up a smaller group of members to review a chosen topic was more effective. Following the discussion, it was agreed that the Head of Operations be asked to provide a presentation outlining the up-to-date position on car parking in the district at a future meeting. Members would then determine whether a task and finish group be undertaken following the presentation. The Committee agreed that the Staffordshire Local Visitor Economy and Partnership Review should be completed first.

The Head of Economic Development and Planning advised that if members considered that a task and finish review should be undertaken, they should select an aspect to focus on and be clear on what they wanted to achieve from the review and not make it too broad.

He suggested that the work programme include the following items:

- Presentation outlining the up-to-date position on car parking in the district (16 September 2025).
- Update on the Staffordshire Local Visitor Economy and Partnership Review (16 September 2025).
- Performance updates (16 September 2025, 9 December 2025 & 12 March 2026).
- Local Plan update (9 December 2025).

Members then discussed any further potential work programme items. In terms of supporting local businesses and ascertaining their requirements, it was noted that there was a need to recognise what skills were required in the district and to offer appropriate college courses. Officers advised that data was collected by the County Council and the College, and the Committee may wish to look at this at a future meeting. Member asked that some data be provided at a future meeting so that members could then determine whether any further action was required.

The Economic Development and Regeneration Manager then updated members regarding the recommendations from the Town Centre Regeneration Review which had been raised earlier in the meeting. She advised that Cabinet on 24 April 2025 had considered the recommendations from the review and there was a detailed response to each recommendation. It was therefore agreed that it would be beneficial for a copy of the Minutes to be circulated to all members of the Committee.

Resolved:

- (A) That the following be agreed for inclusion on the Committee's 2025/26 work programme:
- (i) That the review of the Staffordshire Local Visitor Economy and Partnership be completed and any findings and recommendations be submitted to the Committee (update to be provided at 16 September 2025 meeting).
 - (ii) That the Head of Operations provide a presentation outlining the up-to-date position on car parking in the district. Members would determine whether a task and finish group be undertaken following the presentation (16 September 2025 meeting).
 - (iii) That data be provided on the skills required within the district at a future meeting (meeting date TBC).
 - (iv) Town Centre Regeneration update (16 September 2025, 9 December 2025 & 12 March 2026 meetings).
 - (v) Performance updates (16 September 2025, 9 December 2025 & 12 March 2026 meetings).
 - (vi) UKSPF update (16 September 2025 meeting).
 - (vii) Local Plan update (9 December 2025 meeting).

- (B) That the Minutes from the Cabinet meeting on 24 April 2025 outlining the recommendations referred from the Town Centre Regeneration Review along with the detailed responses be circulated to all members on the Committee.





The meeting closed at 7:15pm.

Chair

Priority Delivery Plan for 2025/26

Priority 1 - Economic Prosperity

Summary of Progress as at end of Quarter 1

				N/A	Total Number of Projects
Action completed	Work on target	Work < 3 months behind schedule	Work > 3 months behind schedule	Action not yet due	
4				13	17

Summary of Successes as at Quarter 1

Successful attendance at the 2025 UKREiiF event.

Cannock town centre regeneration - submission of planning application for demolition of the Forum Shopping Centre.

Submission of UKSPF funded 25/26 projects to MHCLG.

Summary of Slippage as at Quarter 1

None.

Priority 1 - Economic Prosperity

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Delivery of major economic growth regeneration projects	Cannock Town Centre Regeneration - Phase One						
	• Complete demolition works including former Multi-storey car park			X			
	• Commence construction works for Northern gateway		X				
	Cannock Town Centre Regeneration - Phase Two						
	• Submit planning application for phase two of the demolition works	X				The Phase 2 planning application in respect of the Forum Shopping Centre was submitted in June 2025	★
	• Commence demolition works for phase two (Forum and Cabot units)			X			
	• Agree preferred development delivery option for cleared development sites			X			
	Investment and growth projects						
	• Promote Cannock town centre development prospectus at UKREiiF 2025	X				Investment Prospectus produced and launched at UKREiiF development event in Leeds, May 2025 with significant interest generated in the regeneration of Cannock town centre.	★

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
	<ul style="list-style-type: none"> Agree programme of projects for UKSPF for 2025/26 	X				The programme was agreed with the Leader in advance of submitting to Government May 2025. Full details are being reported to Cabinet in July 2025.	★
	<ul style="list-style-type: none"> Refresh Economic Growth Strategy 				X		
	<ul style="list-style-type: none"> Develop pipeline of future projects 				X		
Local Plan	<ul style="list-style-type: none"> Local Plan Examination and adoption 			X			
	<ul style="list-style-type: none"> Review Statement of Community Involvement in Line with New Regulations - scope out extent of changes required 				X		
	<ul style="list-style-type: none"> Community Infrastructure Levy - Prepare specification for CIL Viability Assessment 				X		
	<ul style="list-style-type: none"> Design SPD - secure budget, prepare specification and appoint consultant. (Local Plan Examination requiring new SPD Spring 2026) 				X		
	<ul style="list-style-type: none"> Local Validation Checklist - consider need for new update and consultation. 				X		
	<ul style="list-style-type: none"> New Local Plan - Green Belt Assessment - consultant team procurement 			X			

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Planning Obligations - Review of Policy and Allocations	<ul style="list-style-type: none"> Charging schedules for Section 106 and Biodiversity Net Gain (BNG) monitoring fees <ul style="list-style-type: none"> Introduce Monitoring Fees 	X				Fees were introduced from 1 April 2025.	★
	<ul style="list-style-type: none"> Planning obligations Working Group <ul style="list-style-type: none"> Project Identification, prioritisation and monitoring 		X				

KPIs for Priority 1 - Economic Prosperity

Symbol	Description	Qtr 1	Qtr 2	Qtr 3	Qtr 4	End of Year
★	Performance exceeds target	5				
✓	Performance on target					
▲	Performance < 5% below target					
✗	Performance > 5% below target	2				
N/A	Reported Annually / Not Applicable					
	TOTAL	7				

Indicator	Year End 24/25	Target 25/26	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Year End 24/25	Rating Symbol	Comments
Planning									
Major Planning Applications determined within time	100%	60%	100%					★	
Non-major Planning Applications determined within time	97.4%	70%	100%					★	
Major Planning Applications overturned at appeals as percentage of no. applications determined	0%	< 10%	0%					★	
Non-major Planning Applications overturned at appeals as percentage of no. applications determined	0%	< 10%	7%					★	Members refused 1 application against officers' recommendation to approve. 1 overturn out of 14 appeals
Building Control									
Applications registered and acknowledged within 3 days of valid receipt	92%	95%	86%					✗	Where target day missed applications were all registered by day 5
Full plans applications with initial full assessment within 15 days of valid receipt	77%	80%	65%					✗	This result is due to staff absences but the statutory deadlines were met for all applications.
Customers satisfied or very satisfied with the service	95%	90%	100%					★	