

**Please ask for:** Matt Berry

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9 September, 2020

Dear Councillor,

**CABINET**

**4:00 PM ON THURSDAY, 17 SEPTEMBER 2020**

**MEETING 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,



T. McGovern,  
Managing Director

To: Councillors:

Adamson, G.	Leader of the Council
Alcott, G.	Deputy Leader of the Council and Town Centre Regeneration Portfolio Leader
Preece, J.P.T.L.	Corporate Improvement Portfolio Leader
Pearson, A.R.	Community Safety and Partnerships Portfolio Leader
Mitchell, Mrs. C.	Culture and Sport Portfolio Leader
Johnson, T.B.	Economic Development and Planning Portfolio Leader
Newbury, J.A.A.	Environment and Climate Change Portfolio Leader
Martin, Mrs. C.E.	Health and Wellbeing Portfolio Leader
Kraujalis, J.T.	Housing Portfolio Leader

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# **A G E N D A**

## **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 13 August, 2020 (enclosed).

**5. Forward Plan**

Forward Plan of Decisions to be taken by the Cabinet: September to November 2020 (Item 5.1 –5.2).

**6. Summary of Complaints Received: April 2019 to March 2020 (Annual Report)**

Report of the Managing Director (Item 6.1 – 6.6).

**7. Commonwealth Games 2022 – Legacy Project**

Joint Report of the Head of Economic Prosperity and the Head of Environment & Healthy Lifestyles (Item 7.1 – 7.9).

**8. Exclusion of the Public**

The Leader to move:

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

# A G E N D A

## PART 2

### 9. Inspiring Healthy Lifestyles Capital Investment in Rugeley Leisure Centre – Financial Lease Agreement

Not for Publication Report of the Head of Environment and Healthy Lifestyles (Item 9.1 – 9.5).

The Report is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council).

No Representations have been received in respect of this matter.

### 10. Disposal of Land at Avon Road Car Park

Not for Publication Report of the Head of Economic Prosperity (Item 10.1 – 10.23).

The Report is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council).

A Representation has been received that this matter should be determined in the public section of the meeting for the following reasons:

1. “My Team and I attended the Public launch of the Cannock Town Centre Prospectus Development presentation, where there was a general theme of welcoming attendees and others, to bring forward future ideas for possible development initiatives, regarding the numerous Town Centre sites identified to that date by the Council.
2. No doubt due to Virus related matters, progress here may have been severely curtailed.
3. So, the current Avon Road Car Park, and associated land disposal, may be one of the earliest of any such ideas arising from that meeting for action?
4. The overall general thrust of the Prospectus involved several existing Town Centre Car Parks. Avon Road is certainly one such a *genuine* Town Centre facility. Members will be aware from the ASDA Public Enquiry that the status of that Supermarket is as an Out-of-Town facility, which is located across the other side of Hunter Road to the Avon Road Car Park itself.
5. Together with the demise of the 500 space (approx) St Modwin's Multi-Storey Car Park, (allegedly imminent) as per the latest *Labour Rose*, I consider that future replacement alternative(s) for such "lost" parking provision will be very high on any priority list within in the general Public arena in addressing this particular issue.
6. Finally, are the reasons given of Confidentiality for Part 2 consideration of this matter applicable here, if this Report is only for approval, (or not) of any good idea(s) or options available at present. “

Having considered the Representation, the Council still considers it to be in the public interest to hold this part of the meeting in private due to the fact that it will discuss information relating to the financial or business affairs of any particular person (including the Council).

## **11. Proposal to Support the Expansion of Supersmart Limited in Cannock Chase**

Not for Publication Report of the Head of Economic Prosperity (Item 11.1 – 11.17).

The Report is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council).

No Representations have been received in respect of this matter.

The Chairman of the relevant Scrutiny Committee has agreed that, due to commercial interests, this is an urgent decision that cannot be reasonably deferred. The decision will not be subject to call-in.

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**CABINET**

**HELD ON THURSDAY 13 AUGUST 2020 AT 4:00 P.M.**

**VIA REMOTE ACCESS**

**PART 1**

PRESENT: Councillors:

Adamson, G.	Leader of the Council
Alcott, G.	Deputy Leader of the Council and Town Centre Regeneration Portfolio Leader
Pearson, A.R.	Community Safety and Partnerships Portfolio Leader
Preece, J.P.T.L.	Corporate Improvement Portfolio Leader
Mitchell, Mrs. C.	Culture and Sport Portfolio Leader
Johnson, T.B.	Economic Development and Planning Portfolio Leader
Newbury, J.A.A.	Environment and Climate Change Portfolio Leader
Martin, Mrs. C.E.	Health and Wellbeing Portfolio Leader
Kraujalis, J.T.	Housing Portfolio Leader

**9. Apologies**

None.

**10. 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.

**11. Updates from Portfolio Leaders**

**Community Safety and Partnerships**

Review of Police and Crime Commissioners

The Portfolio Leader advised that following the Government announcement in July that the role of the Police and Crime Commissioners was to be reviewed, a number of questions had been raised to Members in relation to the review, what it would entail and what the likely outcomes would be.

Community Safety Hub and Safeguarding Referrals

The Portfolio Leader drew to Members attention the following numbers of Community Safety Hub (CSH) and Safeguarding Referrals for the period 21 May to 21 June 2020, compared to the same period in 2019:

	21/05/19 – 21/06/19	21/05/20 – 21/06/20	Change (+/-)
CSH Referrals	29	37	+8 (+28%)
Safeguarding Referrals (Adult and Child)	9	17	+8 (+89%)

## **Culture and Sport**

### Leisure Facilities

The Portfolio Leader advised that both of the District's leisure facilities had re-opened successfully for dry-side activities; Chase leisure centre on 25 July and Rugeley leisure centre on 1 August. Feedback from customers had been really good, with most classes at both centres being fully booked.

Videos showing the customer journey and featuring leisure centre staff had been developed to welcome back members and users. These could be found on the Inspiring Healthy Lifestyles (IHL) website and were well worth a look. All visits to both centres had to be booked in advance on the new booking system, which again could be accessed via IHL's website.

### 5s, Bradbury Lane

The Portfolio Leader advised that this facility re-opened on 10 August, and IHL was working on re-opening the museum of Cannock Chase toward the end of August.

### Rugeley Swimming Pool

The Portfolio Leader advised that the swimming pool at Rugeley leisure centre was still out of action but IHL had removed all the tiles from it and were currently preparing specifications to procure contractors to tender for the works required to bring the pool back into use as soon as practically possible.

### Tennis Awards

The Portfolio Leader advised that the Council's tennis coaching partners, Cheslyn Hay Tennis Club, had won the 2020 'Communities and Parks' award at the virtual Lawn Tennis Association (LTA) awards last week. Aimed at promoting more grass roots tennis participation, the Club, which boasted over 200 players, continued to deliver a range of coaching programmes including 'Tennis for Free' at Cannock park and Hednesford park.

This was a fantastic achievement for the Club, who already held the county award for Staffordshire and the LTA regional award for the Midlands. For anyone interested, 'Covid Free Tennis Coaching' sessions were being held throughout August every Tuesday and Friday morning at Hednesford park, and every Thursday and Sunday at Cannock park. Each session would last for 30 minutes in groups of no more than three, including a LTA Accredited Coach.

In response to a question from a Member about how this scheme could be accessed, the Head of Environment and Healthy Lifestyles advised that he would check this out, advise Members accordingly, and ensure this information was also displayed on the Council's website.

## **Economic Development and Planning**

### Economic Picture

The Portfolio Leader advised that as mentioned previously, the Covid-19 pandemic was having a massive impact upon the local economy, local businesses and residents/communities.

It was confirmed yesterday that the UK was now officially in a recession, with the Gross Domestic Product (GDP) estimate for April to June 2020 showing that the UK economy shrank by a record 20.4%, reflecting the impact of the pandemic and the lockdown. There was some encouraging news though in that the economy had started to recover, with GDP growth of 8.7% in June 2020 as lockdown measures were eased. It was however still too early to say whether this was part of a sustained 'v shaped' recovery though, and clearly it would be necessary to continue to monitor the impact of the recession on the District and continue with efforts to support local businesses through this difficult period.

In addition, the latest unemployment figures were published on Tuesday by the Office for National Statistics (ONS). In July, there were 3,660 residents out of work and claiming benefits, which equated to an unemployment rate of 5.8%. Although this was only a slight increase from the previous month, to date, 2,000 local residents had lost their jobs since March, and with the furlough scheme due to close at the end of October, it was expected that the unemployment numbers would sadly increase.

The focus over the coming months would be to redouble efforts to identify opportunities to create new jobs and investment to rebuild and renew the District's economy. The McArthurGlen Designer Outlet for example would create at least 1,000 new jobs, and the Council would be working hard to make sure local people could access these jobs.

### Business Support

The Portfolio Leader advised that the Council continued to work hard to support local businesses and ensure that they got access to the funding they needed to safeguard their businesses.

To date, the Council had allocated and paid out over £20 million of grants to over 1,700 eligible small businesses, as well as businesses in the retail, hospitality and leisure sectors. Excellent progress had also been made in allocating the £1 million Local Discretionary Grant fund and the scheme was now closed to new applications.

Thanks were again given to staff from the Revenues & Benefits and Economic Development teams for their tireless work in processing the applications and getting grants paid to businesses.

### Rugeley Power Station

The Portfolio Leader advised that he amended planning application for the Rugeley Power Station site had now been approved by the Planning Control Committees at both Cannock Chase District Council and Lichfield District Council. The amended application incorporated the proposals for a new 'through' school for Rugeley (led by the John Taylor Multi-Academy Trust), and it was anticipated that there would be a decision from the Department for Education on their application in the autumn. Demolition work was also progressing, and the next key event would be the controlled explosion of the

former boiler house at around 10am on Thursday 20 August.

### Planning

The Portfolio Leader advised that throughout the whole of the lockdown period, the Council had managed to maintain a full Development Control service, with 170 applications received since 23 March. Within weeks of the lockdown taking effect, the team was set up at home and many processes had been adapted with the help of technology and virtual Planning Control Committee meetings had taken place via Zoom. There had also been an increase in the number of planning enforcement cases, and the team was working hard to reduce the backlog of cases that had built up over the last couple of months. Despite the challenges faced, the performance of the team remained excellent, and thanks were given to all of the Officers involved.

Furthermore, a white paper was published by the Government last week, which promised the biggest overhaul of the planning system that was introduced via the Town & Country Planning Act 1947. The document contained a number of proposals that would have implications for the way the Council produced its Local Plan and dealt with planning applications. Officers would be studying the deal and a response given to the consultation that was running until the end of October 2020.

### South Staffordshire College – Digital Skills Academy

The Portfolio Leader advised that a new 'Digital Skills Academy' was due to be established in Cannock by South Staffordshire College, and was one of eleven 'shovel ready' schemes put forward by the Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP) that succeeded in attracting a share of the Government's £900 million 'Getting Building Fund'. Funding of £550,375 was awarded through the SSLEP, and the overall project would cost £1.1 million. The Academy would provide a comprehensive offer for a wide audience, including apprentices, adult learners and industry standard specialist technicians, and was a huge boost to improve skills levels in the District.

### **Environment and Climate Change**

#### Blue Bin Sticker Campaign

The Portfolio Leader advised that the blue bin sticker campaign would be starting in the next couple of weeks to inform residents of what they could put in their blue bin to help reduce the level of contamination and improve the quality of the recycled material.

It was understood that sometimes it could be confusing for residents to know what could be recycled, but hopefully the new sticker, which had been designed following feedback from residents, would help. Residents were being asked to think twice about everything they threw out and to follow the clear guidance on the new stickers.

The new sticker was also being used by other districts in the county, who were following this Council's lead to improve recycling.

#### Car Parking Ticket Machines

The Portfolio Leader advised that the investment in new contactless payment ticket machines and the payment-by-phone initiative, which was approved by Cabinet and in progress, were due to be delivered this calendar year. The Council's commitment to providing new contactless ticket payment machines

across the District's pay and display car parks supported the aim to play a key role in the recovery of the District and in increasing customer confidence to park and shop safely in the town centres.

### Fly-tipping Incident

The Portfolio Leader advised that a recent vehicle seizure had taken place in response to a fly-tipping incident. During lockdown there had been an increase in fly-tipping cases. For the months March to June 2020, the Street Cleansing team had had 216 incidents of fly-tipping, and Environmental Health had investigated 72 cases.

On Thursday 6 August a member of the public witnessed a van fly-tipping on Limepit Lane and posted photos of the van and the waste on Facebook. Many people shared this. The witness also contacted the Council, but as the incident occurred just out of Cannock Chase, within South Staffordshire district, the matter was referred onto South Staffordshire Council.

Environmental Health received a further complaint on Monday 10 August, which alleged that the owner of this van had been burning waste and was fly-tipping at an address in Benion Road. Environmental Health Officers attended the site and witnessed the fly-tipping occurring. The owner was found to not have a waste carrier's licence.

Arrangements were made to seize the vehicle the same day, and a Notice of Seizure issued and posted on the Council's website. The owner had yet to claim the vehicle.

This was an excellent example of a swift and decisive same day response to the menace of fly-tipping, which was an environmental crime, and it was hoped that this could serve as a deterrent to others.

Members would be updated in due course on the outcome of this matter.

## **Health and Wellbeing**

### Food Safety

The Portfolio Leader advised that the Local Authority Enforcement Monitoring (LAEM) return has been submitted to the Food Standards Agency (FSA) by the deadline date.

In summary, during 2019-20 the Food Team carried out a total of 880 interventions with food businesses (sometimes more than one at each business), and 96% of the District's food businesses were broadly compliant (in other words, had a rating of 3 or better – most had a rating of 5).

As of March 2020, there was a total of 845 food businesses registered in the District.

The Council did not have to take legal action against any of the food businesses last year.

The FSA had now said that visits to higher priority businesses could be made, and Officers would arrange these, according to the needs of the business and the risk. It was hoped that any backlog as a result of the Covid-19 situation would be recovered by end of December 2020, provided that the team were not subject to increased or continuing demands for contact tracing or compliance activity with licensed premises. It was emerging nationally that pubs were commonly implicated in transmission of Covid-19.

## Licensing

The Portfolio Leader advised that the Council had worked with the Director of Public Health to support a letter going to all licensed premises in the District, and had supplied a list of premises known of as potentially posing problems in relation to social distancing and non-compliance. These would be subject to further intervention in due course. Environmental Health was currently following up an incident at a local restaurant where a number of people were seen in a Facebook post not to be social distancing.

On Pavement Licences, just two enquiries had been received so far, and one application. As Members were aware, the Council had had to work very fast to introduce this scheme, so thanks were given to the Officers from the Licensing Team who made sure the Council was ready on time. The Council had agreed not to charge businesses a fee for this scheme, which was not the case in neighbouring local authority areas.

The additional work having to be undertaken by the Environmental Health and Licensing teams was causing a big strain on resources, so the Council was actively trying to secure extra funding to support the increased workload.

## Covid-19

The Portfolio Leader advised that she continued to represent the Council on the county-wide Covid-19 Member-led Local Outbreak Control Board, and received regular updates on incidents across the County, including most recently the outbreak related to the Crown and Anchor pub in Stone, and an ongoing elevated level of infections in parts of Burton.

Transmission and infection rates in the District at present were not giving cause for concern, but it was important that everyone continued to play their part in reducing the risk of Covid-19 spreading in the local communities, by remembering to regularly wash hands, comply with social distancing measures, self-isolating if feeling unwell and getting a test if had Covid-19 symptoms.

In respect of local level contact tracing, no information had as yet been made available by the Government on how this would work.

## **Housing**

### Hawks Green Depot Site Rationalisation Scheme

The Portfolio Leader talked through four photos that showed current progress in respect of the rationalisation scheme that had taken place at the Council's Hawks Green Depot site to allow for a house building scheme to take place.

Secure storage facilities had been set up on the part of the site which was still to be used by the Council for its operations. The waste skips had been relocated, and it was hoped that going forward recycling would be sorted by the Council's own staff, which would save money and improve green credentials.

Of the 44 homes to be built on a site, 22 would be Council housing and the remaining 22 private homes for sale on the market. The development would be called 'Old Hednesford Road', with site access coming off what is the Od Hednesford Road.

The contractor, which was a local business, had confirmed that as many workers and suppliers as possible for the development would be sourced from the local area.

## Town Centre Regeneration

### 'ShopAppy'

The Portfolio Leader advised that in Cannock, the 'ShopAppy' system was going at a slow pace but apparently this week had picked up. Cannock was up and running on the website, photos etc. just needed to be uploaded by the ShopAppy team. Ten businesses were now fully signed up. ShoAppy was arranging a meeting soon to engage with the businesses and answer any questions or reservations they had.

Rugeley was now on the system as well, but only had their first meeting last week so it was too soon to tell how many had signed up.

Hednesford was due to have its meeting next week to explain how the scheme worked, but they happy to join it.

The scheme worked by looking on the website for a particular item or store, with a description of the store, as well as details of its history, pictures, opening hours and any available offers or promotions. The customer could arrange click and collect if they saw something they wanted, pay online with a credit or debit card and then the funds were transferred to the business at the end of each week.

The system could also be used to book seats at the theatre, cinema, restaurants and cafes, as well as booking appointments at dentists, hairdressers etc. Basically, every business could use it.

The platform was free to use for twelve months, sponsored by the Greater Birmingham and Solihull Local Enterprise Partnership. There was no obligation to sign up after that. If any businesses wished to stay on the system, it would be at a cost of £19.99 per month, which was cheaper than general advertising, and even free advertising for the first twelve months. The scheme was used in a lot of town centres across the country and seemed very popular with businesses, who were stating that their sales had improved and it was worth it. ShopAppy was sponsored by, and worked with, VISA. VISA often promoted different businesses and areas in their newsletters, and if they thought the story was really good then they promoted it in the national press.

It was an exciting scheme, and support was needed from everyone to promote and support the platform, as how often did businesses get offered free promotion and advertising.

### Cannock Chase Markets

The Portfolio Leader advised of the following updates in respect of the various markets operating across the District:

- *Cannock Street Market*: this was popular with both traders and the public, with a good variety of stalls. It was currently only trading on a Friday, but Officers were in discussion with the operators (Sketts) regarding the possibility of restarting a Tuesday street market for the remaining period of the existing contract.

The contract was due to be re-tendered this year, and the tender documentation would go live next week. The re-tendered contract would be for a period of three years, with an opportunity to extend for up to a further two years. The new contract would start on 19 November 2020 and would require the chosen operator to run a street market in Cannock on both Tuesdays and Fridays.

- *Rugeley Outdoor Market*: this was a relatively small market of 6 to 7 stalls, operated by Darren Clapham on licence from the Council. The market recommenced successfully on 2 June and continued to trade as normal.
- *Cannock Indoor Market*: following the announcement of the closure of the Cannock indoor market hall from November 2020, seven indoor market traders had moved to the indoor market within Cannock shopping centre. As a consequence of the Covid-19 outbreak a further four stallholders had not reopened their businesses, thus meaning there were now only three indoor traders remaining in Cannock indoor market. All three traders had moved to stalls at the entrance to the market and advised that they were trading well.
- *Prince of Wales Market*: prior to the Covid-19 outbreak there were two stallholders in the Prince of Wales market. One of the traders gave notice during the lockdown period, so there was now only the flower seller operating from this site.
- *Rugeley Indoor Market*: including the tearoom, there were currently four stalls trading at the Rugeley indoor market. In addition, Officers were currently processing an application from a potential new stallholder. There was also three previous stallholders that had expressed an interest in returning to this site in September.

As Cannock indoor market was closing, promotion and marketing of the Council's market service was focussed on attracting new stallholders to the Rugeley indoor market.

## 12. Minutes

RESOLVED:

That the Minutes of the meeting held on 16 July, 2020, be approved as a correct record.

## 13. Forward Plan

The Forward Plan of Decisions for the period August to October 2020 (Item 5.1 – 5.2 of the Official Minutes of the Council) was considered.

The Culture and Sport Portfolio Leader advised that in respect of the item listed for September Cabinet ('Commonwealth Games 2022: Legacy Project'), Officers were continuing to work with the Games organisers on the mountain biking event due to take place during the games on Cannock Chase.

RESOLVED:

That the Forward Plan of Decisions for the period August to October 2020 be noted.

## 14. Final Accounts 2019/20

Consideration was given to the Report of the Finance (Item 6.1 – 6.34 of the Official Minutes of the Council).

RESOLVED:

That:

(A) The final accounts position for the year ending 31 March 2020 be noted.

(B) The financing of the capital programme as outlined in the report be approved.

#### Reasons for Decisions

The overall revenue account position showed a transfer from balances of £292,000 as compared to a Revised Budget transfer of £227,000, which represented an increase in the Transfer from Balances of £85,000.

The portfolio outturn for 2019/20 showed an unfavourable variance of £76,000, which consisted of a number of minor variations.

Investment income in the year increased by £85,000. Technical items showed a variance of £834,000, however this primarily related to a reduction in the transfer to the Business Rates Equalisation Reserve as a result in contribution to reserves of additional Business Rates income of £818,000.

Income from the Business Rates Retention Scheme was some £805,000 higher than anticipated due to changes in the distribution methodology for both the Central Investment Fund and Contingency Fund that formed part of the revised governance arrangements for the 2019/20 Staffordshire and Stoke-on-Trent Business Rates Pool (Pilot).

The Council Tax rate in year position showed a deficit of £125,000; however this was after a distribution of previous year surplus of £468,000. This, combined with the surplus brought forward, would provide a distribution to the Council of £133,000.

#### **15. Housing Revenue Account – Final Accounts 2019/20**

Consideration was given to the Joint Report of the Head of Finance and the Head of Housing & Partnerships (Item 7.1 – 7.7 of the Official Minutes of the Council).

RESOLVED:

- (A) The final accounts position of the Housing Revenue Account for the year ending 31 March 2020 be noted.
- (B) The financing of the capital programme as outlined in the report be approved.

#### Reasons for Decisions

The overall revenue account position showed net expenditure increased by £0.072 million when compared with the budget agreed by Council.

Income at 31 March 2020 was £19.976 million, broadly in line with the revised budget position of £19.788 million reported to Cabinet in February 2020.

Expenditure at 31 March 2020 was £19.706 million compared to the revised budget position of £19.626 million reported to Cabinet in February 2020. The £0.080 million increase in expenditure related primarily to savings in supervision and management, repairs and maintenance and bad debts provision offset by an additional Revenue Contribution to Capital Outlay contribution.

The final accounts therefore showed a transfer to working balances of £0.090 million, compared with a planned transfer of £0.162 million, a reduction of £0.072 million.

Working balances at 31 March 2020 were now £1.663 million, compared to the £1.735 million reported to Cabinet in February 2020.

The report set out the capital outturn of £2.678 million, compared to a budget of £3.901 million, a reduction of £.1223 million. Details of financing for the current year and resources available were also included.

**16. Exclusion of the Public**

RESOLVED:

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

**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**CABINET**

**HELD ON THURSDAY 13 AUGUST 2020 AT 4:00 P.M.**

**VIA REMOTE ACCESS**

**PART 2**

**17. Cannock Town Centre – Current Position and Future Options**

Consideration was given to the Not for Publication Report of the Head of Economic Prosperity (Item 9.1 – 9.16 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The report outlining the current position on the Cannock town centre re-development scheme on the Multi-Storey Car Park and Market Hall site, and the developer interest on the Avon Road car park site be noted.
- (B) The procurement process for a development partner for the Cannock town centre re-development scheme be paused until market conditions improved.
- (C) The Council should seek to progress technical work to inform the business case to progress the full demolition of the Multi-Storey Car Park / Market Hall site.
- (D) The revenue allocation of £40,000 that was previously approved by Cabinet in March 2019 for technical work for the partial demolition of the Multi-Storey Car Park, should be now utilised for support technical work for full demolition.
- (E) Authority be delegated to the Head of Economic Prosperity, in consultation with the Town Centre Regeneration and Economic Development & Planning Portfolio Leaders, to commission any necessary work to take forward decision (D), above, and on completion of the technical work, present a business case to Cabinet to enable a final decision to be made on whether to proceed with full demolition.

Reasons for Decisions

To address the Council's potential risks associated with the ongoing maintenance of the Multi-Storey Car Park in Cannock town centre.

It was considered that a cleared site would potentially be more attractive to the market place once the economic climate improved.

To adjust the Council's strategy to reflect the current market conditions and interest shown in the Avon Road site.

In response to a concern raised by the Deputy Leader about an email received from a local resident on this agenda item, the Managing Director advised that he was satisfied none of the confidential information included in the report had been released into the public domain, and the information to which said resident referred was included on the agenda for the meeting and the Cabinet's Forward Plan, both of which were publicly accessible documents.

The meeting closed at 5:15 p.m.

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LEADER

## FORWARD PLAN OF DECISIONS TO BE TAKEN BY THE CABINET: SEPTEMBER TO NOVEMBER 2020

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, Civic Centre, PO Box 28, Beecroft Road, Cannock, Staffordshire, WS11 1BG or via email at [membersservices@cannockchasedc.gov.uk](mailto: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
<b>September 2020:</b>						
Summary of Complaints Received: April 2019 to March 2020 (Annual Report)	Managing Director / Leader of the Council	17/09/20	No	No		N/A
Commonwealth Games 2022 – Legacy Project	Head of Economic Prosperity and Head of Environment & Healthy Lifestyles / Economic Development & Planning Portfolio Leader and Culture & Sport Portfolio Leader	17/09/20	Yes	No		N/A
Inspiring Healthy Lifestyles Capital Investment in Rugeley Leisure Centre – Financial Lease Agreement	Head of Environment and Healthy Lifestyles / Culture and Sport Portfolio Leader	17/09/20	No	Yes	Information relating to the financial or business affairs of any particular person (including the Council)	None
Disposal of Land at Avon Road Car Park	Head of Economic Prosperity / Town Centre Regeneration Portfolio Leader	17/09/20	Yes	Yes	Information relating to the financial or business affairs of any particular person (including the Council)	Yes – details included on Cabinet agenda.
<b>October 2020</b>						
Cannock Railway Station	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	15/10/20	Yes	TBC		

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
<b>November 2020</b>						

<b>Report of:</b>	<b>Managing Director</b>
<b>Contact Officer:</b>	<b>Tony McGovern/ Louise Griffiths</b>
<b>Telephone No:</b>	<b>01543 464553</b>
<b>Portfolio Leader:</b>	<b>Leader of the Council</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Cabinet: 17/09/20</b>

**CABINET**  
**17 SEPTEMBER 2020**  
**SUMMARY OF COMPLAINTS RECEIVED: APRIL 2019 TO MARCH 2020**  
**(ANNUAL REPORT)**

**1 Purpose of Report**

- 1.1 To update Cabinet on the number and types of complaints received by the Council in the period April 2019 to March 2020.

**2 Recommendation(s)**

- 2.1 Cabinet are asked to note the information about complaints received by the Council in this period and lessons learnt.

**3 Key Issues and Reasons for Recommendations**

Key Issues

- 3.1 This report contains information about the quantity, nature and timeliness of responses to formal complaints received in the period April 2019 to March 2020.

Reasons for Recommendations

- 3.2 The Council's Customer Feedback and Complaints Policy contains a commitment to report complaints information to Cabinet.

**4 Relationship to Corporate Priorities**

- 4.1 This report supports the Council's Corporate Priorities as follows:
- (i) High standards of customer service contribute to the Council's corporate priorities of promoting prosperity and improving community wellbeing by supporting businesses and individual residents.

**5 Report Detail**

- 5.1 The Council has substantial customer contact with residents and businesses on a daily basis. Examples of the scale of this contact include:
- Dealing with all businesses that are liable to pay Business Rates.
  - Dealing with all residents who are liable to pay Council Tax.
  - Dealing with claims for Housing Benefit and Council Tax reduction in times of reducing entitlements and the implementation of Universal Credit.
  - Dealing with Council tenants in the 5136 houses on rent, housing repairs etc.
  - Dealing with all food, licensed premises and taxi businesses in the District for licensing purposes.
  - In the 12 month period, 79,088 telephone calls were handled by Customer Services; an average of 6,590 calls per month.
  - An additional circa 50,501 calls were handled by Revenues and Benefits staff.
- 5.2 A proportion of the contact with customers involves difficult and sensitive issues such as taking enforcement action for non-payment of Council Tax/Business Rates and breaches of legislation. In the context of this significant and complex customer contact, the Council receives a relatively small number of complaints but it remains important that effective arrangements are in place to handle these and to learn any lessons.
- 5.3 There were a total of 33 formal complaints in the 12 month period from April 2019 to March 2020, broken down as follows:
- Quarter 1 – April to June = 13
- Quarter 2 – July to September = 10
- Quarter 3 – October to December = 8
- Quarter 4 – January to March = 2
- 5.4 In Quarter 1, 9 of the 13 complaints were resolved at Stage 1 of the policy. 3 of the 13 complaints went to Stage 3 of the Policy which is submission to the Council's Appeals and Complaints Panel (or Planning Control Committee if relevant) for consideration by Members. 2 of the 13 complaints were about an elected Member(s).
- 5.5 In Quarter 2, 9 of the 10 complaints were resolved at Stage 1 of the policy. 1 of the 12 complaints was resolved at Stage 2 of the policy.

- 5.6 In Quarter 3, all complaints were resolved at Stage 1 of the policy. 1 of the 8 complaints was about an elected Member.
- 5.7 In Quarter 4, all complaints were resolved at Stage 1 of the policy.
- 5.8 A breakdown of the 31 complaints received is attached at Appendix 1.
- 5.9 3 of the 33 formal complaints received were about an elected Member(s) that required investigation in the period April 2019 to March 2020.
- 5.10 10 of the 31 complaints received were about Council Officers that required investigation.
- 5.11 There was 1 detailed investigation by the Local Government and Social Care Ombudsman in the period between April 2019 and March 2020; the complaint was not upheld.
- 5.12 Key lessons from the complaints received during this period include:
- To complete all void repairs (where possible) before handover. A tenant complained about the condition of property on handover, with further informal complaints received about the condition of properties by other tenants. A Void Improvement Group reviewed this and determined to improve the standard of properties being returned. Staff changes have also now been made.
  - To ensure better communication with tenants in respect of job times. A tenant complained about not being informed of the length of time it would take to complete a job. There was a breakdown in communication between the Contact Centre and Housing Repairs; this has now been resolved and Teams now have liaison meetings and systems are better updated with information.
  - Another communication skills improvement was required following a tenant's complaint that they were not treated with much respect or giving sufficient information on their waiting list position. All Housing staff attended a customer services training course during Q1 2019/20 and the Allocations Team staff were trained in how to obtain the waiting list information from Northgate.
  - Timescales for escalation of a complaint to be incorporated when the Complaints Policy is next reviewed. The current Policy is silent on escalation times.
  - To ensure that any email/Northgate recording notes are to be non-judgemental and factual.

## **6 Implications**

### **6.1 Financial**

None.

### **6.2 Legal**

None.

**6.3 Human Resources**

None.

**6.4 Section 17 (Crime Prevention)**

None.

**6.5 Human Rights Act**

None.

**6.6 Data Protection**

None.

**6.7 Risk Management**

None.

**6.8 Equality & Diversity**

None.

**6.9 Best Value**

None.

**7 Appendices to the Report**

Appendix 1: Breakdown of Complaints Received

**Previous Consideration**

Customer Feedback and Complaints Policy                      Council    21 February 2018

**Background Papers**

Individual complaints

**APPENDIX 1****BREAKDOWN OF COMPLAINTS RECEIVED**

<b>QUARTER 1 – April 2019 to June 2019</b>		
<b>SERVICE</b>	<b>COMPLAINT</b>	<b>RESOLVED AT STAGE 1 (YES/NO)</b>
Environmental Health	Level of service received/lack of action taken	YES
Housing	Level of customer service received	YES
Housing	Property allocation and Anti Social Behaviour	YES
Housing	Property allocation and condition	YES
Housing	Level of customer service received (about an Officer)	YES
Housing	Property repair	YES
Housing	Officer conduct	YES
Housing	Level of customer service received and application of Council procedure	YES
Local Taxation & Benefits	Benefit overpayment	YES
Planning	Conduct of Members and an Officer	NO
Housing	Discrimination (about an Officer)	NO
Housing	Level of service received	NO
Monitoring Officer	About a Member	N/A
<b>TOTAL NUMBER OF COMPLAINTS FOR Q1 = 13</b>		

<b>QUARTER 2 – July 2019 to September 2019</b>		
<b>SERVICE</b>	<b>COMPLAINT</b>	<b>RESOLVED AT STAGE 1 (YES/NO)</b>
Housing	Level of customer service received and application of Council procedure (about an Officer)	YES
Housing	Condition of property	YES
Housing	Property repair/maintenance	YES
Housing	Discrimination (about an Officer)	YES
Local Taxation & Benefits	Level of service received (about an Officer)	YES
Parks and Open Spaces	Level of customer service and maintenance of open space	YES
Parks and Open Spaces	Maintenance and condition of a Park	YES
Planning	Lack of notification regarding planning application	YES
Property Services	Decision regarding vacant business premise	YES
Environmental Health	Mortuary services	NO
<b>TOTAL NUMBER OF COMPLAINTS FOR Q2 = 10</b>		

<b>QUARTER 3 – October 2019 to December 2019</b>		
<b>SERVICE</b>	<b>COMPLAINT</b>	<b>RESOLVED AT STAGE 1 (YES/NO)</b>
Customer Services	Telephony system/Call waiting time	YES
Democratic Services	Application of Council Policy / Procedure (about an Officer)	YES
Environmental Health	Environmental Nuisance	YES
Housing	Discrimination	YES
Housing	Level of customer service (about an Officer	YES
Parks and Open Spaces	Level of service received (about an Officer)	YES
Planning	Outcome of decision and level of customer service	YES
Monitoring Officer	About a Member	N/A
<b>TOTAL NUMBER OF COMPLAINTS FOR Q3 = 8</b>		

<b>QUARTER 4 – January 2020 to March 2020</b>		
<b>SERVICE</b>	<b>COMPLAINT</b>	<b>RESOLVED AT STAGE 1 (YES/NO)</b>
Housing	Level of service received	YES
Local Taxation & Benefits	Level of service received and time taken to deal with appeal	YES
<b>TOTAL NUMBER OF COMPLAINTS FOR Q4 = 2</b>		

<b>Joint Report of:</b>	<b>Head of Economic Prosperity / Head of Environment &amp; Healthy Lifestyles</b>
<b>Contact Officer:</b>	<b>Dean Piper</b>
<b>Telephone No:</b>	<b>01543 464 223</b>
<b>Portfolio Leaders:</b>	<b>Economic Development &amp; Planning / Culture &amp; Sport</b>
<b>Key Decision:</b>	<b>Yes</b>
<b>Report Track:</b>	<b>Cabinet: 17/09/20</b>

**CABINET  
17 SEPTEMBER 2020  
COMMONWEALTH GAMES 2022 – LEGACY PROJECT**

**1 Purpose of Report**

- 1.1 To set out a proposal for the Council to become a funding partner in a partnership project led by Forestry England aimed at creating a new high quality cycling trail at Cannock Chase Forest to ensure delivery of the Commonwealth Games 2022 Mountain Biking event and which acts as a legacy facility targeted at local residents and visitors to Cannock Chase.

**2 Recommendation(s)**

- 2.1 To note the proposal from Forestry England for the Council to participate in a partnership project aimed at creating a new high quality off-road cycling trail at Cannock Chase Forest to improve cycling experiences for local residents and visitors to the area and to create a legacy from the Commonwealth Games 2022 Mountain Biking event hosted on Cannock Chase.
- 2.2 That Cabinet:
- (i) authorise the Council to allocate £50,000 of capital funding from the Council's District Investment Fund towards the total cost of the project (£912,774) subject to the conditions outlined at paragraph 6.9 of this report and any other conditions proposed by Cabinet.
  - (ii) authorise a further £50,000 of capital funding from the Council's District Investment Fund which will be earmarked to support future projects, opportunities and initiatives in the Cannock Chase District that may arise from hosting the Commonwealth Games Mountain Biking event.

- (iii) delegate authority to the Head of Economic Prosperity and Head of Environment & Healthy Lifestyles to enter the Council into a funding agreement with Forestry England and to manage the Council's input into the delivery of the project, in consultation with the Portfolio Leaders for Economic Development & Planning and Culture & Sport.
- (iv) delegate authority to the Head of Economic Prosperity and Head of Environment & Healthy Lifestyles to explore and develop any future projects, opportunities and initiatives in the Cannock Chase District that may arise from hosting the Commonwealth Games Mountain Biking event, in consultation with the Portfolio Leaders for Economic Development & Planning and Culture & Sport.

### **3 Key Issues and Reasons for Recommendations**

#### Key Issues

- 3.1 Cannock Chase Forest is one of the venues for the Birmingham 2022 Commonwealth Games and is to be used specifically for the mountain biking events.
- 3.2 The importance of the Games has been identified as a key opportunity in the Council's Corporate Plan 2018-2023 and the Economic Prosperity Strategy 2020-2030 and the hosting of the mountain biking event will provide a platform to showcase the District nationally and internationally. Key to the success of the event will be the ability to ensure that high quality and environmentally sustainable trail infrastructure is delivered. The Council has been working with key partners to plan for the trail and the Managing Director and Head of Environment & Healthy Lifestyles have been engaged in groups responsible for the planning of the event.
- 3.3 In addition to the organisation of the event itself, the focus has also been on securing a legacy effect by inspiring greater participation in off road cycling at all levels and encouraging local residents to be physically active in the outdoors. The existing cycling facilities and infrastructure on Cannock Chase are already well used but there is potential to capitalise on the profile that the Commonwealth Games will bring whilst respecting the sensitive nature of the Area of Outstanding Natural Beauty (AONB) and Special Area of Conservation (SAC).
- 3.4 As part of the focus on achieving a legacy, the Council has been offered an opportunity to participate in a partnership project, led by Forestry England. Specifically, the Council has been requested to contribute £50,000 of funding towards the total cost of the project (£912,774) which will firstly deliver the track infrastructure required to meet the event and cycling needs identify by the Commonwealth Games 2022 Organising Committee, secondly will create a new blue intermediate trail to provide an exciting off-road cycling opportunity that will provide benefit to local residents and visitors to the area and finally will create an enhanced complementary cycle play offer. It will create a lasting legacy from the Commonwealth Games mountain biking event for the District, develop the health and wellbeing of local residents and deliver tourism benefits.

### Reasons for Recommendations

- 3.5 To decide whether the Council should contribute financially to a Commonwealth Games 2022 Legacy project led by Forestry England.

## **4 Relationship to Corporate Priorities**

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

- (i) **Promoting Prosperity** – contributing to creating a positive environment in which businesses in the District can thrive; creating employment opportunities and maximising benefits from the McArthurGlen Designer Outlet Cannock. Supporting the delivery of the 'Destination Cannock Chase' theme within the Economic Prosperity Strategy and ensuring that a legacy from the Commonwealth Games 2022 is achieved.
- (ii) **Community Wellbeing** – encouraging local residents of all ages and backgrounds to gain access to and participate in cycling and physical activity to improve their health and well-being.

## **5 Report Detail**

- 5.1 Cannock Chase is a venue for the Commonwealth Games 2022 and will host the mountain biking events. As part of the hosting of the event, Forestry England is leading on the design, procurement and management of works required to create the infrastructure for the event itself, but also to develop a network of trails that create a legacy from the event providing high quality and enjoyable off-road cycling experiences that will benefit local residents and communities and also draw in new visitors to the area. An overview of the project is contained with the proposal document produced by Forestry England at Appendix 1.
- 5.2 The proposed new 'blue' trail will meet the needs of the Commonwealth Games 2022 Mountain Biking event and will create a legacy by significantly improving the existing trail infrastructure at Cannock Chase Forest – the proposed route is attached at Appendix 2.
- 5.3 The blue trail will act as a progression route to more technical and challenging routes such as the 'Red' Follow the Dog trail. The new blue trail has the potential to improve cycling participation rates for local residents and create opportunities to work closely with local schools, community groups and cycling groups/clubs. It will particularly appeal to young people and family groups and provide a safe and enjoyable route that enables families to cycle together off-road.
- 5.4 The project also has the potential to develop and enhance Cannock Chase as a sustainable visitor destination, drawing in more day visitors to the District and potentially overnight stays, supporting the 'Destination Cannock Chase' theme contained within the Council's Economic Prosperity Strategy. However, by creating a high quality and well managed new trail this will prevent riders from cycling on sensitive areas; recognising the status of Cannock Chase as an Area

of Outstanding Natural Beauty (AONB) and a Special Area of Conservation (SAC).

- 5.5 The proposal from Forestry England forecasts that there will be an increase in participants on the trails at Cannock Chase as a result of the new facilities and promotion linked to the Commonwealth Games, with a 20% increase in year one (from 95,473 to 115,000) and a 3% annual increase thereafter. A paper outlining some of the project's benefits to local residents is attached at Appendix 3.
- 5.6 The total cost of the project is estimated at £912,774. Forestry England are putting in £180,000 of their own funds and have secured £500,000 from the British Cycling / Sport England 'Places to Ride Fund' and £132,774 from the Commonwealth Games 2022 Organising Committee. This leaves a shortfall of £100,000. The Council has been asked to contribute to meet the shortfall of the cost of the new project. Forestry England have also approached Staffordshire County Council with the view to them also financially contributing.
- 5.7 In addition, it is likely that there will be the possibility for the Council to explore and develop future projects and opportunities in the Cannock Chase District that may arise from hosting and supporting delivery of the Commonwealth Games Mountain Biking event. This provision is to be set aside and earmarked for any such opportunities. For example, this funding could be used to improve the Heritage Trail or required signage to support the Commonwealth Games event or to participate in any supporting activities such as the Cultural Festival or Queens Baton relay.
- 5.8 Subject to confirmation of the funding package, it is anticipated that Forestry England will confirm the appointment of a project manager. Oversight of project delivery will be undertaken by a Project Board led by Forestry England and comprised of key partners/stakeholders such as Sport England and British Cycling.
- 5.9 The initial priority for Forestry England would be to progress the procurement of a contractor to design and deliver the physical works and subject to approval of the route design, physical works on site would commence by September 2021, with work completed in time for the games in July/August 2022. The site will then be handed back to Forestry England so that the trail can be used a legacy facility for local residents and visitors to the area.
- 5.10 Cabinet need to consider any conditions that it would wish to set as part of any offer of funding to the project. As a minimum, Officers would recommend the following:
  - i. The Council is represented on the Project Board and any working groups as appropriate and Forestry England must ensure that regular project updates are provided.
  - ii. Confirmation from Forestry England that it will positively work with the Council to engage with local schools, community groups and local cycling groups/clubs to enable access to the new facilities and to increase participation rates in physical activity and cycling particularly targeting young people and disadvantaged groups.

- iii. To positively work with the Council on any tourism / marketing campaigns or activities to promote the new facility to visitors.

## **6 Implications**

### **6.1 Financial**

To support the delivery of the legacy project, Forestry England is seeking a one-off financial contribution of £50,000 from the Council towards the total cost of £912,774. This is to partially meet the funding gap for the design and build of the new blue trail which is £100,000. A cost plan is included in the proposal document at Appendix 1. On-going maintenance of the trail will be met by Forestry England.

Furthermore, Cabinet is asked to approve a further £50,000 of expenditure to support future costs incurred by the Council in delivery of new signage associated with the Commonwealth Games mountain biking event and complementary improvements to the Heritage Trail.

It is proposed that the £100,000 will be funded from the District Investment Fund. There is currently sufficient resource within the Fund. However, any use of the fund will reduce the money available for future investment schemes.

### **6.2 Legal**

Prior to making any financial contribution to this project, the Council would need to ensure that a legal agreement was in place, with Forestry England and other funding partners, to cover the conditions prescribed by Cabinet for the funding of this project.

### **6.3 Human Resources**

No direct implications.

### **6.4 Section 17 (Crime Prevention)**

None.

### **6.5 Human Rights Act**

None.

### **6.6 Data Protection**

None.

### **6.7 Risk Management**

A full risk register would be developed as part of the project management arrangements put in place by Forestry England. However, the main risk to consider at present is the inability to secure full funding for the project which could have a detrimental impact on delivery of the project.

**6.8 Equality & Diversity**

None.

**6.9 Best Value**

None.

**7 Appendices to the Report**

Appendix 1: Proposal from Forestry England – ‘On the right track’

Appendix 2: Proposed route for new leisure trail

Appendix 3: Paper from Forestry England – Resident benefits

**Previous Consideration**

None

**Background Papers**

CCDC Economic Prosperity Strategy 2020-2030.

# Cannock Chase Forest, Cycle Trail Development

‘On the Right Track’



## ‘On the Right Track’ Proposal document

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### 1. Project Summary

This will be a once in a lifetime opportunity to help deliver innovative, world-class off road bike trail facilities at one of the Birmingham Commonwealth Games 2022 key venues, Cannock Chase Forest. As part of their hosting for the games, Forestry England is undertaking a substantial range of projects in order to provide a world class ‘field of play’ for the events and beyond. For part of the redevelopment of the mountain bike trails at Cannock Chase Forest, we are seeking funding contribution, specifically towards creation of a new high quality **New Blue Trail**. Planning for the trail is well underway, ready to be adopted for the exciting and inspirational 2022 Commonwealth Games Mountain Bike event. The whole network of trails created as a result of the work will bring communities and athletes together during the events and also give a lasting legacy for diverse audiences in the whole region beyond the games. The new blue trail facility will ensure that a legacy is in place that enhances and inspires greater participation in off road cycling at all levels and encourages people to be physically active in the outdoors.

Cannock Chase Forest is a unique resource and within an Area of Outstanding Natural Beauty (AONB) and a Special Area of Conservation (SAC). The forest is strategically located on the doorstep of a large and growing urban population. The new trail and other trail improvements will aim to respect the sensitive nature of the natural environment and help enhance the forest for people, nature and the economy.

Working in partnership with British Cycling and others, who are involved in delivering a range of complimentary projects, this will leave a sustainable legacy, a centre of excellence for off-road cycling in the West Midlands and on the door step for Cannock residents. As part of the wider mosaic of projects we will also be initiating skills development, learning through cycle ‘play’ as well as running an effective campaign that promotes a greater understanding of responsible off-road cycling within an environmentally sensitive landscape. We would hope to link to the official Learning and Schools legacy Programme from the Games.

### 2. Back ground

As well as delivery and excellent field of play and facility for athletes participating in the Mountain Bike events as part of the Commonwealth Games, the new facility provides a unique opportunity to inspire our densely populated (2.5 million people within a 20 mile radius) urban community to ride. With your support we will deliver safe, traffic-free, highly challenging and enjoyable off-road cycling experiences within a superb forest setting. We will create high quality, innovative and inclusive cycling opportunities that connect with our local community and appeal to new visitors from all ages and backgrounds. Working in a wide-ranging partnership, we will leave a lasting legacy that meets the cycling needs of our growing community and also enhances the unique local environment.

## ‘On the Right Track’ Proposal document

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This project will benefit hugely from the publicity and local interest generated by hosting such a prestigious event as the Commonwealth Games, within the Cannock district. As a legacy from the event, our goal is to ensure that we have fully inclusive facilities that inspire a new generation of riders, offering progression to keep visitors returning and enjoying their cycling. We are already connecting with the community by working in partnership with a wide range of bodies who share our goals. We have identified clear demand and need based on detailed visitor and community insight and proposed innovative riding solutions for local community groups who are currently under-represented and who often lead sedentary lifestyles.

The new facilities will support Cannock Chase District Councils (CCDC) new district-wide health improvement programme - ‘Cannock Chase Can’ tackling obesity and its wider health impacts. Forestry England will work closely with CCDC and the Community Wellbeing team to develop an exciting new health programme focussing on local delivery of the Government’s Child Obesity Action Plan. The new facilities will build on our current and legacy development work with Sport Across Staffordshire and Stoke-on-Trent (SASSOT) - a network of local agencies working together to increase the number of people taking part in physical activity and sport.

Forestry England is the largest manager of off-road cycling trails in England and we have been managing trails for over 25 years - our facilities and destinations already have worldwide recognition and appeal. Forest sites are probably unsurpassed in their potential for engaging people in outdoor activities with nature, adventure, challenge and managed risk are part of the essence that make them ideal places for participation in cycling. Our own *Active Forest* programme is dedicated to hosting and facilitating a range of community engagement activities and connecting into local networks. An example of this is the ‘Chase Fit Cycling’ resource using cycling as a key activity which links the County Sports Partnership with Local Authorities and the Wigan Leisure and Culture Trust ‘Inspiring Healthy Life-styles’ programme. In line with our draft Cycling Strategy, we already welcome cyclists of all ages and abilities to take up access opportunities for permissive cycling and our completed facilities will be well managed and maintained to the highest standards - providing memorable riding experiences for future generations to enjoy.

### 3. Forestry England Strategic Context

Forestry England is in the later stages of creating a cycling strategy which seeks to steer and inspire the future of off-road cycling across England. The draft mission is:

**Connecting everyone with the nation’s forest by providing England’s favourite off road cycling experiences”**

The insight gained as a result of this strategy work has been shared with British Cycling and complements the aspirations of both organisations to create an inclusive, whole life

## ‘On the Right Track’ Proposal document

off-road cycling offer. In the context of this discussion paper, the draft delivery plan has two actions which support this draft mission:

To use insights to design and deliver off road cycling experiences which meets the needs of a changing society and our priority audiences (Activity Hunters and Den Builders).	<ul style="list-style-type: none"> <li>• Customer centred facilities and activities <b>designed</b> to meet the needs of our priority audiences.</li> <li>• Customer centred trails and activities <b>delivered</b> and <b>activated</b> in a way that meet the needs of our priority audiences.</li> </ul>
Offer cycling trails and activities for everyone with a particular focus towards our priority audiences (Activity Hunters and Den Builders).	<ul style="list-style-type: none"> <li>• Consistent set of principles for trail design, way-marking and signage to meet the needs of the priority audiences.</li> <li>• Work in partnership with key partners (e.g. British Cycling) to provide activities and events that meet the needs of the priority audiences. For example, group led rides that meet the needs of priority audiences (e.g. Breeze).</li> </ul>

The synergy between a cycle play trail and our strategy are clear, however as a result there are a number of areas of trail development that need agreeing at the outset.

### 4. Current issues

**1. Impact of hosting the Commonwealth Games 2022:** The potential impact of hosting this exciting sports spectacle to inspire our local community in 2022 should not be underestimated. The infrastructure changes required for hosting the Games will enable us to accommodate large-scale participation events, which previously we have had to decline. These mass events such as the charity fun runs and cycling challenges will bring a new audience to the site and can often be the initial trigger to motivate otherwise inactive groups. We can both utilise and promote the new facilities as part of the mass event experience encouraging return visits by those experiencing the forest for the first time. Discussions with Dean Hill (Physical Activity and Wellbeing Lead, Commonwealth Games Birmingham 2022) confirm how this project and the wider Cannock Forest offer aligns so well with the Health and Wellbeing pillar which is core to the Games and its legacy. The Physical Activity and Wellbeing work stream is focussing on increasing physical activity and promoting positive mental health. Increasing cycling in all its forms and looking at a whole system approach linking behaviour change with infrastructure will be the major delivery system for this work. Dean comments that ‘the proposed developments for Cannock (Forest Centre) would be a major contributing factor to the Games having a positive legacy evaluation’. Intern supporting economic regeneration and growth with the Cannock area.

(Copies of this and further supporting correspondence are available).

**2. Pressure on current facilities:** Currently Cannock Chase Forest Centre is the starting point for several mountain bike trails. There are two red grade (‘difficult’) trails, one blue (‘moderate’) and a family green (‘easy’) grade trail. The existing blue grade trail receives

## ‘On the Right Track’ Proposal document

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this classification due to its long length of 20 km rather than its technical features. Currently as a result we are not offering the range or class of facility we would need to for the games event athletes, nor attracting riders to the site who wish to develop their skills from basic to intermediate levels. At present we have people cycling the red route without having developed the necessary technical skills. This has led to safety concerns and a less positive experience for riders who find this steep progression too challenging. At the same time, competent and experienced riders are having a poorer experience on the red route by being held back at regular intervals. Apart from very limited skate and BMX ramps there is no other extensive provision for off-road cycling available to our surrounding community. Cannock Chase Forest Centre provides a vital area of accessible countryside to inspire healthy regular cycling on the outskirts of this fast growing urban landscape. The proposed new blue trail will meet the event and cycling needs identified by the Organising Committee, and also as a result of our insight research, will really enhance wider appeal, provide a clear progression routes to the more technical red trails and thereby maintaining interest and challenge for all levels of riders. We will continue to work with our local volunteers including the Chase Trail Volunteers and Swinnerton Cycles - encouraging community involvement in the management and ongoing maintenance of the mountain bike trails.

(Proposed routes and trail maps can be provided).

**3. Planning Permission and Sensitive environments:** Initial meetings have taken place with the Cannock Chase Council planning team. Following this meeting we are exploring the delivery of the project through The Town and Country Planning (General Permitted Development) (England) Order 2015 General Permitted Development regulations Class E. We have used Permitted Development regulations successfully in the past with recreational trail developments and this is our preferred option. A letter confirming this approach is included with the attached documents.

Due to the proximity of the development to the SAC, Forestry England is also undertaking Habitats Regulation Assessment screening process in discussions with the SAC team.

As well as being situated in an Area of Outstanding Natural Beauty (AONB), the heathland within the Cannock Chase is designated as a Special Area of Conservation (SAC) for its internationally important ecology. At a regional level Forestry England supports members of the Cannock Chase AONB partnership and the SAC Partnership. The key strategic role of Cannock Chase Forest Centre trails in absorbing increased cycling pressure and promoting responsible riding has been recognised within the SAC Strategic Access Management & Monitoring Measures Detailed Implementation Plans (DIP) - of particular relevance are the Site Users and Car Parking Plans which can be supplied. Through this project we will increase riders' awareness of local environmental issues and the damage that can be caused by off-road riding on sensitive sites away from the formal trails. In designing this new trail we will ensure that environmental sustainability is a key consideration. To this end the new blue route will draw riders away from the sensitive SAC areas. Through this and other strategic work we are in regular contact with Cannock Chase District Council,

## ‘On the Right Track’ Proposal document

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Stafford Borough Council, Lichfield District Council, Staffordshire County Council, National Farmers Union, Staffordshire Wildlife Trust, Walton Chasers Orienteering Club, Rugeley Traders, WLTC ‘Inspiring healthy lifestyles, Natural England, RSPB, Historic England, Museum of Cannock Chase and West Midlands Bird Club. Positive messaging which builds on the current growing awareness of environmental concerns could be a great opportunity to change behaviour. We have included provision for a positive ‘responsible riding’ marketing and communication campaign as part of our overall project works.

#### 4. Barriers to Access:

Currently there are missing ‘gaps’ in the current cycling experience on offer at the Cannock Chase Forest Centre which will impact on legacy from the games - there is a need to offer an ‘open to anyone at any time’ opportunity for new local partnerships with activity providers. Following the games, the new blue trail will have peak-unrestricted use at weekends, evenings and school holidays. During the working week the blue trail will be ideally suited as a venue for partners to deliver skills development programmes. Our Forest Centre marketing and communications strategy will have a clear focus on the entry level - learn to ride - groups embracing all ages and backgrounds. Your funding will enable us to provide a fit for purpose facility that can inspire people with no or very limited cycling skills and those wishing to progress to intermediate level. Our new facilities will help to break down barriers for those who find the more challenging mountain biking experience too daunting and are easily put off by the technical skills required and equipment needs. A key attraction of the facilities will be the appeal to family groups of being able to ride together while exploring and developing new skills in a fun and enjoyable way without the worry of traffic.

#### 5. Delivery Strategy

**1. Competent facility hosting** - planning and operational management: Forestry England is an executive agency of the Forestry Commission. As a statutory body, the new facilities will be located on freehold land covered by the CROW open access legislation. We already welcome cyclists of all ages and abilities to take up access opportunities for permissive cycling and our completed facilities will be well managed and maintained to the highest standards. The new facilities will be hosted on Cannock Chase Forest and managed within the Cannock Chase Forest Centre Business Plan. The operational financial implications of long term management and maintenance will be factored into this Business Plan along with depreciation and replacement costs. The facilities will be free of charge but will be supported from car parking revenues and secondary visitor spend. As an organisation we operate a mixed business model, deriving some income from trading activities as well as from government funding via Forestry Commission England. Forestry England are experienced land managers, and manage a comprehensive range of assets, permissions and large scale events and have an extensive visitor and community offer. We have policy, procedures, delivery frameworks, structures and staff resources already in place to support project delivery. We operate within a structured business model producing

## ‘On the Right Track’ Proposal document

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national, district and individual Forest Centre Business Plans and plan for large infrastructure and capital works hosting through Capital Works and other Programmes. We produce annual reports for parliament scrutiny and are subject to regular financial auditing.

**2. Robust Project Management:** A comprehensive project management process will be followed in order to deliver this project to the highest quality standards. Forestry England has appointed Mace Ltd, through the Crown commercial services framework, to provide project management services. A full project execution plan is now in development and will set out in a structured format the project scope, objectives and relative priorities See Section G for more detail.

**3. Considerate Design and Construction.** The new high quality Blue Grade Trail is designed to be adopted for the exciting and inspirational 2022 Commonwealth Games mountain biking event. Although the new facility is still in design stages, we have a good understanding and view of how any new infrastructure, opportunities and benefits will be built and delivered to agreed specifications, quality and safety standards. We have been working proactively with the Birmingham Commonwealth Games Organising Committee and with partners, including working very closely with British Cycling experts, to ensure the delivery of the new facility meets event criteria, community and legacy needs and expectations for the future.

**4. Collaboration with specialists.** We will bring a range of professional specialists from Forestry England with expertise of working in multidisciplinary teams for projects of this nature: many with experience from providing technical grade facilities at other sites, as well as experience in structuring the procurement for design and build specifications for mountain bike technical assets. Specifically we will draw on our lead Civil Engineer on mountain bike design, Martin O’Vaster, who comes with over 30 years of experience from family trails to the UCI Mountain Bike World Cup. Martin has led on the initial design of the proposed new Blue Trail ensuring that safety is fully integrated with challenge and skills progression as well as active fun experiences for participants. The design will meet the ‘Blue Grade’ technical specification we have established to meet industry standards. Trail design will be reviewed by Gary Wallis as appointed by the Games Organising Committee, who is an industry off-road event consultant to ensure that the design compliments and is useable for the Games and any associated legacy. British Cycling specialists are leading the development of aspects the innovative bike proposal and will be adopting a ‘test and learn’ process.

**5. Access Access by car** We will continue to explore and promote non-car based opportunities to access the Forest Centre. At present the majority of our visitors access the site by car and the income from car park revenue helps to ensure the site is maintained to the highest quality standards. The site currently has car parking provision for around 750 cars with overflow capacity for another 1,250 cars. Our car park pricing

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encourages families to come in just the one vehicle and promotes car sharing. We also offer a membership scheme for regular visitors.

**Access by bike and on foot** The Cannock Chase Heritage Trail provides off-road walking and cycle access to the Forest Centre from Rugeley, Hednesford and Cannock town centres. The Trail is well way-marked with regular distance markers, directional signage and information boards.

**Connecting with train and bus services** We have bus stations located in the three main towns of Cannock, Hednesford and Rugeley providing a network of services across the district. At present there is no regular bus service direct to the Centre. A park and ride service is being proposed to accommodate the large numbers of anticipated spectators for the Games in 2022 and it is hoped that a direct bus service might form part of the community legacy. We will work with AONB/SAC/local authorities to establish better public transport links.

Train stations are located at Cannock, Hednesford and Trent Valley in Rugeley. These stations can be accessed via the main line from Birmingham New Street and a wider West Midlands network.

The linking Heritage Trail can be easily accessed via both train and bus stations.

Taxi ranks are situated within the town centres of Cannock, Hednesford and Rugeley providing a wide range of vehicle sizes to encouraging group visits and enabling those with limited mobility.

### **Overall Scheme Details**

As part of their venue and hosting responsibilities for the games, Forestry England is undertaking a substantial range of projects in order to provide a world class ‘field of play’ for the events and to give wider community benefits beyond the games. For the redevelopment of the mountain bike trails at Cannock Forest Chase, the trail route and trails within need to be ‘fit for purpose’; specifically a newly created high standard blue grade trail. Planning for the trail is underway and on track to be adopted for the 2022 Commonwealth Games Mountain Bike Event. The whole network of trails created as a result of the work will bring communities and athletes together during the events and also give a lasting legacy for diverse audiences in the whole region beyond the games. The new blue trail facility will ensure that a physical legacy is in place that enhances and inspires greater participation and challenge in off road cycling at all levels and encourages people to be physically active in the outdoors.

## 6. Scope

Substantial improvements to physical elements of the trail routes at the world renowned Cannock Forest Chase ‘centre of excellence’ are required for the Commonwealth Games

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Mountain Bike Event. The scope of the project is a proposed new cycle offer starting and finishing at the Cannock Chase Forestry Centre, specifically a ‘**New Blue Trail**’. The new trail would be a dedicated single-track cycle route of approximately 4.5 kilometres. The project seeks to design, build, test and deliver this offer to serve as part of the Mountain Bike Event route for the games. The intention is to give high quality and challenges participation experiences that help demonstrate and develop skills for games athletes’ and then wider audiences following the games. The adopted trail will function as a stand-alone legacy facility, targeted at the entry level of the sport (i.e. children, young people and older beginners lacking in single track experience). The new blue trail allows a more accessible and fit for purpose pathway to skill development, coaching, play and learning offers in development as part of wider package. The trail would be contained within existing Forestry England land ownership and the project achieved through a carefully considered planning, design and build service, hosted by Forestry England with contribution from a range of expert partners, including British Cycling. The trail would be constructed to ‘blue grade’ standards used widely across the Estate and in a similar manner to that as the existing cycle dedicated single-trail routes (‘Follow the Dog’, and ‘the Monkey Trail’); out of materials already present upon site or else from locally sourced materials, which are appropriate with landscape character. Once constructed the NBT would be maintained by a mixture of existing Forestry England staff and volunteer effort. All new infrastructures would be maintained to high standard in compliance with the trails and play provisions risk assessments and all other relevant health and safety best practice measures. In order to provide supporting promotional and engagement opportunities, connections with the venue and new facilities will also be made through a range of channels.

(A map attached details the location of the proposed ‘New Blue Trail’ )

The following information is attached to support this application:

- FE CCF Project and Programme for the Cannock Chase MTB Trails and Civils Work (Attached)
- FE CCF Proposed Legacy Routes (Attached)
- FE CCF Project Costs Stage 1 Plan (Attached)
- FE CCF Stakeholder Presentation (Attached)
- FE Mace Example Risk Register (Attached)

More information can be supplied to support this application, including:

- FE CCF Mountain Bike Trails - Baseline Project Brief
- FE and Cannock Chase SAC Partnership Habitats Assessment
- FE CCF Full Stakeholder Analysis and Summary of SWOT workshop discussions.
- FE CCF Example Forest Operation Scheme constraints OPS 1
- FE CCF Cannock Chase Forest Centre Business Plan Update - 2020/21
- FE CCF **Strategic Access Management and Monitoring (SAMM)** Plans - Car Parking / Site Users / Visitor Survey
- Beaufort Research, Quality of visitor experience survey - 2019, Cannock Chase

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- Dissertation - Visitor satisfaction of Mountain Bikers at Cannock Chase Forest: Investigating the influence of different demographic groups - Mathew J Perry.
- Dissertation - Visitor satisfaction of Mountain Bikers at Cannock Chase Forest: Investigating the influence of different demographic groups - Mathew J Perry.
- FE Project dashboard example.
- FE Forestry England last annual report and accounts.

### Scope exclusion

Forestry England are also working with British Cycling on a wider innovative and complimentary cycle play offer at Cannock Chase Forest to be ready for the Commonwealth Games that aims to:

- Encourage cycling play through the building of a fun, friendly family cycling pathway
- Facilitation of cycling activities and events
- Supporting access routes for local clubs
- Supporting training and coaching
- Supporting learning about responsible riding to education groups.
- Specific campaign aimed at women and girls

The cost for this will not be included. There will be no allocation of funds to support any commercial activity or venture on site by third party operators or others (E.G. On site Cycle Hire, Go Ape, Activity and event provision and including off site operators including transport links to site)

Any specific marketing and promotional campaigns will not draw on these projects funds.

## 7. Cycle trail project objectives

The new blue trail facility at Cannock Chase as part of redevelopment of the trails, will meet the mission statements for the Birmingham Commonwealth Games in the following ways:

1. Give a unique platform and excellent field of play for the Commonwealth Games Mountain Bike Event; giving access to and participation in a world-class facility; bringing athletes’ and others together in one place during events and then giving a lasting physical legacy to be proud of beyond the games.
2. Offer investment and a legacy in a location that will engage and connect communities and athletes; inspiring people to ride, develop new skills and giving opportunities for physical and healthy activity in the outdoors. Thus bringing about greater mental and physical wellness.
3. Strengthen and grow opportunities for communities in the region, working with others to breakdown barriers; allowing for aspirations to be met through access to improved facilities and investing in and supporting financial sustainability for site operators, small enterprises away from and on site.

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4. Building better physical, virtual and promotional connections to a showcase facility that can be celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.
5. Leaving a legacy of high quality and well-managed facilities within an ongoing positive vision for the Cannock Forest site, specifically recognising the status within areas of special designation; so helping to bring about a culture of responsible riding to protect our sensitive environments.

### 8. Project Benefits

Measure	Impact
Detail of the legacy benefits that will be provided by the project	Detail of the impact that this benefit will have
Total event route length/area and level of use of by athletes on new trail facility at the Mountain Bike Event. Include attendance levels and feedback mechanism for quality standard of route/sections.	Participation and reflection of being part of a historical and memorable world-class event. Connecting communities locally, regionally, nationally and internationally with athletes at the top of their field.
Spectator interest measure - numbers, data and feedback from spectators	Showcasing the lasting physical legacy to be proud of beyond the games and inspiring future access and opportunity for healthy outdoor physical activity.
Measure of range and number of produced material for new information, maps, visual content and material about the Mountain Bike Event, the venue and the new blue trail, linked to the Birmingham 2022.	Building better physical, virtual and promotional connections to a showcase facility that can be celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.
Rates of interest and uptake (e.g. click through page analytics) in event web resources as well as Forestry England web pages and wider social media campaigns.	
Blue Trail length/area for new built facility for the physical legacy.	Inspire better existing and as well as new use in a location that will engage and connect communities.
Measure (survey/data analysis) of participation levels against audience and activity type and feedback given. - All off-road cycling trails - Blue Trail	Inspiring people to ride, develop new skills through giving opportunities for physical and healthy activity in the outdoors. Thus bringing about greater mental and physical wellness.
Increase bike riding activity and skill development by a range of audiences	Allowing for aspirations to be met through access to improved facilities.
Measure of use of resulting produced material for new information, guides, maps, visual content and material about the new blue trail following the event.	New skills developed, greater understanding of cycling. Building better physical, virtual and promotional connections to a showcase facility that can be

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Rates of interest and uptake (e.g. click through page analytics) web resources as well as Forestry England web pages and wider social media campaigns.	celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.	
Summary of investment to include: financial and resource investment levels, staffing contributions, volunteer hours, ‘in kind’ and partnership contributions.	Strengthen and grow joint working and collaborative opportunities for communities in the region, working with others to breakdown barriers, investing in and supporting financial sustainability for connected businesses, site operators, small enterprises away from and on site.	
Measure of new partnership and /or enterprise activity including joint working projects and stakeholder collaboration following the games.	Building better physical, virtual and promotional connections to a showcase facility that can be celebrated and recognised locally - in the West Midlands as well as regionally, nationally and globally.	
Continued Environmental Impacts Assessments and monitoring requirements for the Area of Outstanding Natural Beauty (AONB) and Special Area of Conservation (SAC) designations.	Leaving a legacy of high quality and well-managed facilities within an ongoing positive vision for the Cannock Forest site, specifically recognising the status within areas of special designation; so helping to bring about a culture of responsible riding to protect our sensitive environments.	
<p><b>Data Collection and monitoring</b></p> <p>There are five existing trail counters at Cannock, which allow us to monitor the use, time and frequency of trail use. As part of the Active Forest programme we currently undertake in excess of 300 visitor surveys. In addition we have a rolling programme of independent Beaufort Visitor surveys. Collectively these data sources provide valuable baseline information about the demographics and activities undertaken by visitors to the forest.</p> <p>We will install new counters within the new facilities and regularly monitor change in use. We will also monitor riding levels on the sensitive SAC sites to assess the impact of our responsible riding campaign. In addition we will regularly survey visitors using both the new play/ cycle facility and the blue trail providing qualitative data on users.</p>		
<p><b>Benefits of the project plus their financial value</b></p> <p>Benefits will be registered and tracked within the Forestry England’s mission to contribute positively towards ‘People, Nature and Economy’. The table below gives a summary:</p>		
<b>Benefit</b>	<b>Register</b>	<b>Financial and key performance links</b>
Local, regional and	Tourism through increase in day visits to Cannock Chase. Forest and wider area. Visitor	Increase in Visitor numbers

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national economy	<p>day and overnight spend, improved visitor flow in Cannock Chase and accompanying spend across the region.</p> <p>Business investment and spend in the locality/ area and for the games, including travel, hosting and support services.</p> <p>See <a href="#">Cannock Chase Economic Prosperity Strategy 2020 to 2030</a></p> <p>For the vision to develop the District as a better place to live, work, invest and visit and capitalise on clean growth opportunities to positively respond to the climate change emergency. There is specific mention of the Cannock Chase Forest MTB Event as a venue for the Games, a link to capitalising on the ‘clean growth’ sector as well as the Economic Prosperity Strategy.</p>	<p>Increase in Car Park income (in annual accounts)</p> <p>Link to District and Regional measures.</p>
People, communities and wider society	<p>Health and wellbeing - tackling obesity and its wider health impacts as identified with Cannock Chase District Council, forestry England and other regional and Government Plans.</p> <p>Increase the number of people taking part in physical activity and sport.</p> <p>Increase the number of people taking part in physical activity and sport.</p> <p>Understanding and behaviour</p>	<p>Increase in participation levels and educational/ specific cycling campaigns</p> <p>Link to Active Forest programme for Sport defined measures.</p> <p>Link to work on Natural Capital accounting to measure the value of recreation and wellbeing our woods bring to people.</p>
Nature and Environment	<p>Special Area of Conservation benefit from improved management and removal/redirection of trails.</p> <p>Greater understanding of the conservation value of the Special area of Conservation (SAC).</p> <p>More considerate behaviour to reduce site and individual negative impact</p> <p>Contribution towards aspects of the Government’s 25-year Environment plan.</p>	<p>Cross reference to Forestry England Conservation and Ecology plans.</p> <p>Net improvement on SAC monitoring and surveys on behaviour change/understanding of issues related to</p>

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		nature, local ecology and sustainability.
<p>More information on Forestry England’s approach to Natural Capital Accounting.  <a href="https://www.forestryengland.uk/article/natural-capital-accounts">https://www.forestryengland.uk/article/natural-capital-accounts</a>          October 2019 The natural capital asset value of the estate was valued at £26.05bn (Total).</p>		

Performance Impact	Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
Participants	95,473	115,000	118,000	120,000	123,000	125,000
Throughput	186,000	223,000	230,000	237,000	245,000	250,000
Volunteers	16,000 hrs	TBC	16,300	16,650	17,000	17,400

### Notes for the above table:

**Participants and Throughput:** 20% increase in year one due to new facilities and promotion linked to commonwealth games followed by a modest c.3% per annum growth based on experience and expected partner activity. Gold Coast trail showed a significant increased due to the games and then a flattening off of figures post games.

**Volunteers:** baseline of 16,000hrs volunteering per year. Games year numbers to be confirmed by organising committee. Modest rise post games due to increased activity.

## 9. Stakeholders

Birmingham 2022 Organising Committee  
 Birmingham City Council  
 Birmingham 2022 legacy team  
 Cannock CWG steering group  
 Forestry England - local site team  
 Cannock Chase District Council  
 Staffordshire County Council  
 Staffordshire Borough Council  
 South Staffordshire Council  
 Cannock Chase AONB  
 Transport for WM  
 Sport Across Staffordshire and stoke on Trent (SASSOT)  
 Union Cycle International (UCI)  
 West Midlands Police

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Forestry England - National  
 Sport England  
 British Cycling  
 Mace Ltd  
 Theme3 - play architect  
 Cannock Site Tenants  
 Contractors  
 Local users and non users  
 MTB riders and clubs  
 Forestry Volunteers  
 Friends of the Forest  
 Community and other local groups/schools

Forestry Commission  
 DCMS - Government  
 Natural England  
 SAC  
 RSPB

### 10. Risks

A full Risk Register will be conducted as part of the project management process and our project managers, Mace Ltd, are organising a risk workshop with the Project Team, which will form the basis of the full project risk register. An example Risk Register from the Contract Managers, Mace can be supplied. At this stage key risks identified are:

- Although proposals are well underway, the scope of the project is not yet fully defined which may result in changes to the quality, cost or programme. Mace Ltd have been appointed as Project and programme Management consultants to help keep the project deliverables on track.
- A funding gap has been identified based on initial estimates, if additional funding to fill the gap is not found the full scheme may not be deliverable or the scope may have to be reduced. Early involvement with Stakeholders and enlisting representatives on Project Management Team and the Games Delivery Group meetings, will continue to help identify any opportunities arising.
- Ecological constraints and the wider ecological sensitivities of the area which may alter the methods of working. As well as being situated in an Area of Outstanding Natural Beauty (AONB), the heathland within the Cannock Chase is designated as a Special Area of Conservation (SAC) for its internationally important ecology. Undertaking required surveys, working with relevant Authorities and specific topic workshops will help with early planning for and mitigation of this risk. Due to the proximity of the development to the SAC, Forestry England is also undertaking Habitats Regulation Assessment screening process in discussions with the SAC team.

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- Planning considerations. Initial meetings have taken place with the Cannock Chase Council planning team. Following this meeting we are exploring the delivery of the project through The Town and Country Planning (General Permitted Development) (England) Order 2015 General Permitted Development regulations Class E. We have used Permitted Development regulations successfully in the past with recreational trail developments and this is our preferred option. A letter confirming this approach is included with the attached documents.
- Coronavirus (COVID-19) could delay programme implementation if restrictions become more severe or if key team members are not available due to illness.

Possible constraints to the programme include:

- The blue trail is in place for the Birmingham 2022 commonwealth games, this a non-moveable date - the current programme has 7 months between the completion of the build and event itself.
- Timing for ecological surveys and mitigation as required for example Great Crested newt surveys.

### 11. Commercial case

Forestry England is the accounting body an executive agency of the Forestry Commission. As an organisation we operate a mixed business model, deriving income from trading activities and from government funding via Forestry Commission England. The majority of our income is from the sale of timber, leisure and tourism services and maximising the broader commercial potential of the land we manage. We operate within a structured business model producing national, district and individual Forest Centre Business Plans. We produce annual reports for parliament scrutiny and are subject to regular financial auditing. A copy of our last annual report and accounts is included in the attached documents. We have strong partnership working arrangements through the provision of expertise and have agreements already in place with:

- British Cycling - Forestry England have a Partnership Concordat with British Cycling which has been in place for a few years as a result of their continuing proactive relationship
- Sport England - Active Forest Programme and Place to Ride Funding Bid.

The project board, team and games delivery group will ensure that monitoring a full accounting of project elements takes place.

#### **Project Board**

- Forestry England
- Mace Ltd
- Sport England
- British Cycling

#### **Project team**

- Mace Ltd
- Forestry England
- Design Team/Contractor

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- Sport England
- Games Delivery Group**
- Mace Ltd
  - Forestry England
  - Birmingham 2020
  - Sport England

Specific Projects workshops for planning, Special area of Conservation, Communication and other to be identified.

### **Stakeholder Engagement Meetings.**

We have explored a number of other funding opportunities to meet this challenge including the SAC; LEP; our internal investment fund and are in dialogue with our Forestry England/Sport England relationship managers. We have a proposal with Birmingham City Council and the CWG organising committee for a contribution of £132k towards the project. We are unable to seek commercial sponsorship due to the link with the Commonwealth Games.

## 12. Procurement plan

Forestry England operates to detailed procurement guidance that is in line with Government Buying Standards. It is proposed that our national mountain bike construction framework will be used to deliver the new mountain blue trail. This national framework has gone through an open tender exercise and the work itself will be mini tendered through the 6 contractors on the national design and build list. The contract for the trail build itself will be through an NEC3 contract.

## 13. Financial case

The amount we are hoping to achieve with this application should we be successful is **£100,000**, which is our funding shortfall for the design and build element of the new blue trail.

The total cost of this project is estimated at **£912,774**. Currently we have secured **£180,000** of cash partnership funding from Forestry England with an additional in-kind contribution of £60,000 in professional staff time and £48,000 in volunteer value. We have been awarded **£500,000** from the British Cycling/Sport England ‘Places to Ride Fund’ (55%) and have recently secured **£132,774** from Birmingham City Council and the CWG organising committee (14%). This leaves us with a shortfall of **£100,000**, we are asking Cannock Chase District Council and Staffordshire County Council for a contribution to achieve the shortfall of **£100,000**. If successful with both bids then this project will be fully funded.

Mace Ltd, who are directing the project management, have prepared a cost plan for the project, FE CCF Project Costs Stage 1 Plan is attached. A summary is included in the table below:

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Trail	Cost
New Trail	£355,364
Trail civils enabling works	£69,784
Technical Trail features (10% of trail and signage	£35,536
Client Directs (Communications/Campaign)	£40,000
Project Fees	£100,000
Project Surveys/Planning/Additional Fees	£60,000
Inflation (3%) on Construction cost	£11,727
Contingency (10%)	£60,363
<b>Subtotal</b>	<b>£732,774</b>
Provisional Cost of Bike Play sum	£113,636
Client Directs (Communications/Campaign)	£10,000
Project Surveys/Planning/Additional Fees	£20,000
Project Fees	£20,000
Contingency (10%)	£16,364
<b>Subtotal</b>	<b>£180,000</b>
<b>PROJECT TOTAL - adds up to:</b>	<b>£912,774</b>

Forestry England is contributing £180k to this project, as we believe this will provide a lasting legacy from the Games for the local community, environment and wider population of Birmingham and the West Midlands. We believe that the benefits justify this level of expenditure.

The long term maintenance of the trail will be funded from the increased car parking receipts and secondary spend at Cannock Chase Forest that we believe will be generated by the additional facilities and promotional legacy of hosting the Games mountain bike competition. These changes to income and expenditure will be built into the Forestry England business plan and financial model.

### 14. Project delivery dates and milestones

Strategic Definition, Scoping, Route Proposals, Development Options and Brief	End April 2020
Planning and Preparation Considerations: Including procurement of surveys, planning agreements, engagement with key partners and stakeholders	End May 2020
Funding Applications: Places to Ride; Birmingham City Council; CWG Other Venues Capital Funding; Cannock Chase District Council	End June 2020
Concept Design: Invitation to Tender, Tender sign off and contractor appointed	Mid September 2020
Development Design: Planning Authority Requirements; Design	Mid December 2020

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of Mountain Bike Event Route, Blue Trail and all other trail proposals confirmed	
Technical Design: Project Board Approval	Mid February 2021
Construction: Physical works on site and practical completion	Mid September 2021
Handover of new trail facilities	Early November 2021
Test FE normal usage and Test Event (TBC for November 2021)	Mid June 2022
Forest Live	Mid June 2022
Birmingham 2022 Commonwealth Games: Site Handover; Event build dates; Logistics; Athlete training; Demobilisation; Event Site Hand back	02 August 2022
Legacy Post Games Works: Monitoring and Evaluation	End October 2022
The most recent Project and Programme for the Cannock Chase MTB Trails and Civils Work is attached. This includes more detail in programme phases and task ‘owners’. Courtesy of Mace (the consultancy and construction company managing the programme on behalf of Forestry England and partners).	

### 15. Project management

A comprehensive project management process will be followed in order to deliver this project to the highest quality standards. Forestry England has appointed Mace Ltd, through the Crown commercial services framework, to provide project management services. A Baseline Project Brief and Project Programme for the Cannock Chase MTB Trails Civils Work is already in place, see attached. A full project execution plan is being developed and will set out in a structured format the project scope, objectives and relative priorities, covering and including the following:

- Project overview; Description; Value; Programme; Brief; Milestones and Gateway; Key roles and responsibilities; Project constraints; Key stakeholders
- Programme Management; Site management; Delivery processes and team
- Health and safety Management; Sustainability and environmental Management, Quality Management, Risk management; Building services and commissioning management; Change control
- Communication channels; Client progress reporting; Customer relationship management; Key project meetings; Media and public relations
- Reporting and monitoring; Administration and information management; Auditing Project control documentation
- Business development; Corporate responsibilities; Commercial and procurement
- Contract, insurances and warranties
- Handover and exit plan - Lessons learnt

The Project Execution Plan is likely to adapt as the project progresses through its design and construction stages in line with the Project and Programme MTB Civils Work Plan. It will be a regularly updated and referred to as a communication tool, as well as a control reference. Regular project reporting will follow the tried and tested format of a simple Dashboard report (See example in the attached documents).

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### Project Board

The governance also includes monthly project board meetings. The project board includes the following people:

- Mace Ltd, Senior Project Manager - **Paul Robertson**
- Mace Ltd, Assistant Project Manager - **Shaun Cuthill**
- Forestry England, Business Development Manager – **Laura Charles/Sarah Walker**
- Forestry England, Recreation Manager - **Andy Coggins**
- QMP, Senior Associate - **Jerry Thompson**
- Sport England, Capital Investment Manager - **Andy Couves**
- Forestry England, Forest Management Director - **Paddy Harrop**
- Birmingham 2022, Director of Sport - **Matt Kidson**
- Birmingham 2022, Director of Venue Management and Event Services - **Dominic Olliff**
- Birmingham 2022, Lead Venue Planner - **Vicky Roberts**
- British Cycling, Head Of Business Planning & Transformation - **Andy Farr**

Further information about the qualifications and experience of the project team and board can be provided upon request.

### 16. Product Development - project outputs, team structure and project process

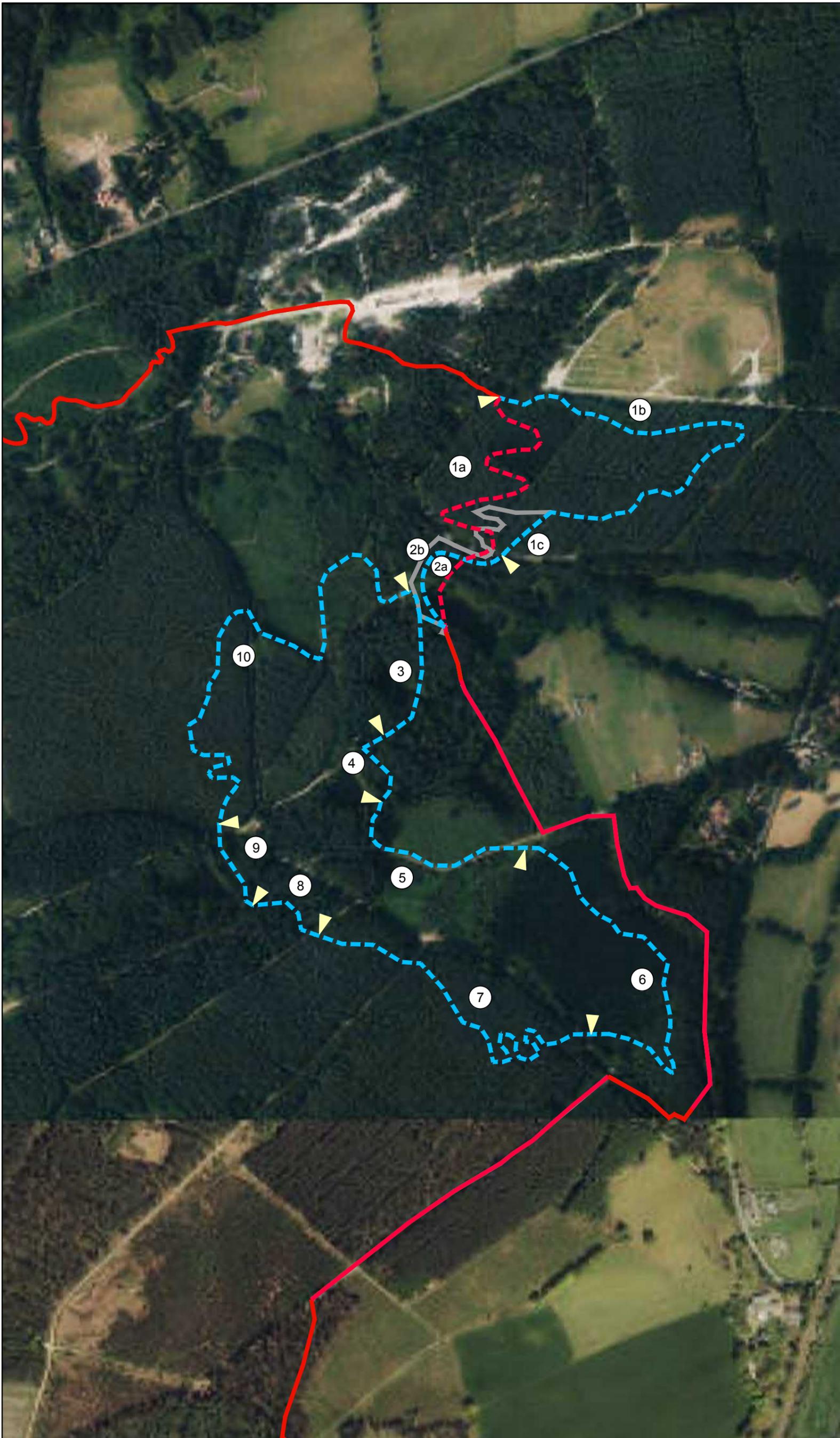
NOTES / REVISIONS:

Key: **Appendix 2**

-  Existing Red MTB Route
-  Proposed MTB Trail Enhancements
-  Proposed New Blue MTB Route
-  Proposed decommissioning of existing sections of Red MTB Route

Key to numbering on plan:

- 1a Purpose built single track red grade, allows long term alteration the first section of Follow the Dog to a blue singletrack trail.
- 1b This is the existing FtD red trail. This will be upgraded to blue singletrack grade.
- 1c Purpose built single track blue trail exiting on to forest road, including some form of corral for safe join.
- 2a Purpose build blue grade single track trail, and bridge crossing water course.
- 2b Widen causeway to 6-8m allow spectators, event set up and safety traffic. Post games enable improved and safer visitor management.
- 3 Purpose built section of blue single-track running parallel to spectator route/green trail (Fairoak).
- 4 Upgrades to dam/bridge.
- 5 Purpose built single track blue trail.
- 6 Purpose built single track blue trail.
- 7 Purpose built single track blue trail. In two separate blocks, crossing the tramways.
- 8 Purpose built single track blue trail. Crossing green trail and joining dam.
- 9 Dam/Bridge
- 10 Purpose built single track blue trail. Slightly revised to avoid sensitive wildlife.



**PRELIMINARY**



FOREST DISTRICT:			
Central England			
JOB TITLE:			
Cannock Chase Forest Commonwealth 2022			
DRAWING TITLE:			
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## Commonwealth Games 2022 & Cannock Chase Forest

### - A unique legacy to benefit the residents of Cannock Chase

#### 1. Purpose

Hosting the Mountain Biking finals of the Commonwealth Games 2022 at Cannock Chase Forest provides a once in a lifetime opportunity for Forestry England and Cannock Chase Council to work together. With your support the Games will deliver a much needed economic boost to the area and will also leave a lasting legacy of increased participation in cycling for the residents of Cannock Chase. This paper highlights the benefits of your investment to this lasting legacy.

#### 2. Inspiring and keeping the residents of Cannock Chase Healthy - a shared goal.

'Working with partners to support residents and communities to take control of their health and wellbeing' is a core mission behind the Health & Wellbeing Strategy for the Council.

The latest District Needs Analysis (2019/20) confirmed that 28.2% of residents aged 16+ were physically inactive - a level above the national average (25.1%). 74% of adults aged 18+ were classed as overweight or obese in 2017-2018 an increase on previous years and close to the highest in the West Midlands. The prevalence of excess weight among both Reception aged children and Year 6 children resident in the District was above the England average. The Health Impact of Physical Inactivity Indicator estimates that around 20% of emergency hospital admissions for coronary heart disease and colorectal cancer in Cannock Chase if the population aged 40-79 undertook recommended levels of physical activity. This Project can help to address these local health priorities.

Over the course of recent decades, the potentially beneficial legacy impacts of mega-sport(s) events have been recognized by researchers, practitioners and policy makers. In particular one prospective and healthful legacy impact is that of increased levels of physical activity and sports participation by the host population<sup>1</sup>.

Our challenge with this Project is to ensure that the Commonwealth Games event not only inspires a generation but also leaves a lasting legacy.

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<sup>1</sup> Source – Was Glasgow 2014 inspirational? Published research paper Feb 2019.

### 3. Responding to the local needs of Cannock Chase residents

We have responded to feedback from our visitors and the local community and included the following elements in the Project;

- ✓ The creation of a new and innovative cycle/play facility targeted at families and encouraging cycling play through a fun cycling pathway.
- ✓ The development of a technical Blue Grade Mountain Bike Trail (the trail to be adopted for the Games) which meets the demands of both experienced and novice off-road bike riders offering progression to keep visitors returning and enjoying their cycling.
- ✓ Establishing Cannock Chase Forest as a centre of excellence for off-road cycling in the West Midlands. Supporting training and coaching for all levels of ability
- ✓ A campaign to promote responsible riding away from the more sensitive areas of the Chase.
- ✓ Working closely with Cannock Chase Councils new district wide health improvement programme - 'Cannock Chase Can', Forestry England will work with the Community Wellbeing team to develop an exciting new health programme for residents focussing on local delivery of the Government's Child Obesity Action Plan.
- ✓ Expand our community engagement activities through the Active Forests programme - an example of this being 'Chase Fit Cycling' using cycling as a key activity linking with the Inspiring Healthy Lifestyles programme.
- ✓ Provide the highest quality - traffic free - cycling experiences open to all 365 days / year.

### 4. Partners and Financial Shortfall

The total cost of the Project is estimated at **£912,000**. We have been awarded £500,000 from the British Cycling / Sport England 'Paces to Ride' fund. Forestry England is contributing £180,000 in cash. We have secured funding from Birmingham City Council and the CWG Organising Committee for £132,000 leaving a **shortfall of £100,000 to make this exciting project a reality.**

**We are also in discussion with Staffordshire County Council over this shortfall.**

As project partners you would be directly involved in both project delivery for the Games and also in working with us on leaving a lasting legacy for your residents.

For additional information on the financial breakdown, project management and timescales please contact either;

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