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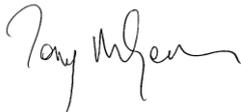
5 November, 2019

Dear Councillor,

**PROMOTING PROSPERITY SCRUTINY COMMITTEE
4:00 PM WEDNESDAY 13 NOVEMBER, 2019
ESPERANCE ROOM, CIVIC CENTRE, CANNOCK**

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

Yours sincerely,



**T. McGovern,
Managing Director**

To: Councillors:

Davis, Mrs. M.A. (Chairman)
Sutherland, M (Vice-Chairman)

Boucker, A.S.	Startin, P.D.
Fisher, P.A.	Stretton, Mrs. P.Z.
Fitzgerald, Ms. A.A.	Todd, Mrs. D.M.
Hewitt, P.M.	Wilkinson, Ms. C.L.
Layton, Mrs. A.	Witton, P.T.
Newbury, J.A.A.	

AGENDA

PART 1

1. Apologies

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

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

(ii) To receive any Party Whip declarations.

3. Minutes

To receive the Minutes of the Promoting Prosperity Scrutiny Committee held on 3 July, 2019 (*Enclosed*).

4. Quarter 2 2019/20 Promoting Prosperity Priority Delivery Plan Update

To receive the latest performance information (Item 4.1 – 4.10)

5. Cannock Town Centre Regeneration and Occupancy Rates Working Group and Rent Arrears Recovery Procedure Working Group – Update from Chairs

- Councillor P. Hewitt will provide a verbal update in respect of the Cannock Town Centre Regeneration and Occupancy Rates Working Group
- Councillor Mrs. M. Davis will provide a verbal update in respect of the Rent Arrears Recovery Procedure Working Group

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
PROMOTING PROSPERITY SCRUTINY COMMITTEE
WEDNESDAY 3 JULY, 2019 AT 4.00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 1

PRESENT: Davis, Mrs. M.A. (Chairman)
Councillors Sutherland, M. (Vice-Chairman)

Boucker, A.S.	Stretton, Mrs. P.Z.
Hewitt, P.M.	Sutton, Mrs. H.M.
Layton, Mrs. A.	Todd, Mrs. D.M.
Newbury, J.A.A.	Wilkinson, Ms C.L.
Startin, P.D.	Witton, P.T.

1. Apologies

An apology for absence was received from Councillor P.A. Fisher.

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

No declarations of interests or party whip declarations were received.

3. Minutes

Arising from consideration of the Minutes a Member sought further information regarding the proposal to operate a shuttle bus from the McArthurGlen Designer outlet village to the town centre. The Head of Economic Prosperity advised that discussions were taking place between McArthurGlen and Staffordshire County Council in relation to providing a bus service to and from the town centre and the designer outlet. Further updates would be provided at future meetings.

A Member asked for an update on the food market that was proposed to operate in the town centre between June and September. The Chairman confirmed that the company who were proposing to operate this had pulled out.

A Member referred to the Cannock Town Centre Partnership (CTCP) who had indicated that events would be advertised on Arriva buses and asked if this was still the case. He considered that the promotion of town centre events was important to their success. It was confirmed that Arriva had indicated they would advertise events on their buses and it was understood this was still the case. The Chairman commented that the next big event in the town centre was the Garden party at St Luke's Church in September and that the CTCP would be

promoting this in due course.

RESOLVED:

That the minutes of the meeting held on 13 March, 2019 be approved as a correct record.

4. End of Year Promoting Prosperity Priority Delivery Plan Performance Update

Consideration was given to the end of year performance information for the Promoting Prosperity Priority Delivery Plan (PDP) (Item 4.1 – 4.12 of the Official Minutes of the Council).

Members were advised to refer to the document that had been circulated at the meeting as the one included on the agenda had not printed correctly. They were also asked to note that on Item No. 4.2 – Increase housing choice, the first two paragraphs (Sustaining Safe and Secure Communities and Promoting attractive and healthy environments) related to the Community Wellbeing PDP and not the Promoting Prosperity PDP.

A Member made reference to the new Employment Support Pilot that had been launched in the Cannock North area. He asked for information on the number of residents who had signed up to courses. The Head of Economic Prosperity advised that this project was being delivered by Walsall College and was progressing well. He did not have the figures in relation to the up take of courses at hand but would provide this to Members at a future meeting. He confirmed that the project was targeted to support those on low pay in the Cannock North area with the aim of improving their skills and employment prospects.

Another Member asked if any help had been provided with travel costs as part of the pilot and whether there were any sanctions imposed. The Head of Economic Prosperity confirmed that it was a voluntary pilot which provided additional support to specific groups in addition to the work of the job centre. He did not have any information on whether there had been any help with travel costs.

With regard to the performance indicators a Member asked for information on the number of local construction jobs created as a result of the development of the McArthurGlen Designer outlet village. The Head of Economic Prosperity confirmed that it had been difficult to get the information from McArthurGlen in relation to the number of local people working on the construction site. Discussions were on-going in relation to this.

A Member raised concern in relation to the town centre vacancy rates as he considered the figures for Cannock were high. He commented that the street markets in Cannock were aimed at increasing footfall; however he considered that the street traders were taking the business off the shop owners. The vacancy rates were higher in Cannock than in Hednesford and Rugeley where there were no street markets. The Head of Economic Prosperity advised that there were greater challenges facing Cannock town centre than Rugeley and Hednesford town centres. He confirmed that the key indicator aimed to keep

vacancy rates below the national rate of 12% and all three town centres were below this average. The Member considered that individuals who were using drugs within and surrounding the town centre and the lack of police presence was having an effect on the number of people coming to the town. The Head of Housing and Partnerships commented that community safety fell under the remit of the Community Scrutiny Committee. The issue of drug use/activity and anti social behaviour within the town centre was being managed. She made reference to the next meeting of the Community Scrutiny Committee to which a representative of Staffordshire Police had been invited to attend to discuss issues of this nature.

A Member asked for confirmation of the number of Council houses being built in the District in comparison to the number of registered housing providers building in the District. The Head of Housing and Partnerships confirmed she would provide this information to the Member concerned.

RESOLVED:

- (A) That the end of year performance information for the Promoting Prosperity PDP be noted.
- (B) That the Head of Economic Prosperity provide the Committee with information on the number of residents who had signed up to courses following the introduction of the new Employment Support Pilot in the Cannock North area.
- (C) That the Head of Housing and Partnerships provide Councillor Witton with the number of Council houses being built in the District in comparison to the number of registered housing providers building in the District.

5. Promoting Prosperity Annual Report 2018-19

Consideration was given to the Joint Report of the Head of Housing and Partnerships and Head of Economic Prosperity (Item 5.1 – 5.6 of the Official Minutes of the Council) which summarised the work undertaken by the Promoting Prosperity Scrutiny Committee during 2018-19.

A Member asked for an update on the outcome of the Working Group to review the Policy for the Commercial Use of the highway, in particular, the recommendations agreed by Cabinet on 13 December as outlined in paragraph 5.6 of the report.

The Head of Economic Prosperity confirmed that officers were currently reviewing the fee structure and looking at the feasibility of expanding the application of the Policy to cover the whole District. Discussions had been held with Staffordshire County Council regarding whether the enforcement of highways obstructions covered by the Policy could be delegated to the District Council; however it looked unlikely this would be delegated. He confirmed that this was in the Community Wellbeing PDP for 2019/20 and he understood that it fell within the remit of the Community Scrutiny Committee. He would seek to confirm this. The outcome of the recommendations would be reported to Cabinet

later this year.

A Member raised concern that this matter now came under the Community Wellbeing PDP. The Promoting Prosperity Scrutiny Committee had undertaken a review of this Policy last year and the Member considered it was a town centre issue and was a little confused as to why it had been moved to another PDP.

The Head of Economic Prosperity advised that the “A Boards” Policy was administered by the Licensing team and it therefore came under the remit of the Community Wellbeing PDP. He confirmed that it would still be scrutinised and the outcome of the findings would be reported to Cabinet in due course.

Members expressed concern that the Policy had been moved from the Promoting Prosperity PDP and asked to be provided with an explanation as to why it had been moved when the Committee undertook a review of the Policy last year.

With regard to the Working Group set up to review the Vulnerable Persons Decorating and Grass Cutting Scheme the Head of Housing and Partnerships confirmed that the changes put forward by the Working Group and agreed by Cabinet had been implemented on 1 April 2019. It was anticipated that more homes would be able to be decorated under the new scheme.

With regard to the changes proposed by the Working Group as part of the review of the Cannock Street Market the Head of Economic Prosperity commented that the Tuesday street market had taken place on 3 occasions. This had got off to a slow start as on the first occasion there had been torrential rain. Members considered that it was important for this market to be advertised/promoted so that the public were aware that it was taking place.

RESOLVED:

- (A) That the Promoting Prosperity Scrutiny Committee Annual Report 2018/19 be noted and submitted to Council for information.
- (B) That the Head of Economic Prosperity provide Members with an explanation as to why the Policy for the Commercial Use of the Highway had been moved to the Community Wellbeing PDP when the Committee undertook a review of the Policy last year.

6. 2019-20 Promoting Prosperity PDP

Consideration was given to the 2019-20 Promoting Prosperity PDP (Item 6.1 – 6.6 of the Official Minutes of the Council). The Head of Economic Prosperity and Head of Housing and Partnerships went through the information outlining the important issues in relation to the performance indicators.

The Head of Economic Prosperity advised that it was proposed that an event would be organised to mark the demolition of the towers at Rugeley Power Station. He would advise Members of the details in due course.

The Head of Housing and Partnerships outlined the proposals for the Hawks

Green Depot site. She confirmed that the services operating from the site had been reviewed and some would be moving to alternative sites. It was planned to build 44 new homes on the remainder of the site - 50% would be for private sale and 50% would be for social housing. There was a completion date of 2022.

RESOLVED:

That the 2019-20 Promoting Prosperity PDP be noted.

7. **Promoting Prosperity Committee Work Programme 2019-20**

Consideration was given to the services and issues falling under the remit of the Promoting Prosperity Committee (Item 7.1 – 7.3 of the Official Minutes of the Council).

The Chairman advised it was proposed that two Scrutiny reviews be undertaken this year; one to review a Housing service and the other to review an Economic Prosperity Service. She sought Members views on any topic they wished to review. Members considered that any Scrutiny review that was undertaken needed to add value and a number of possible topics were discussed.

A Member suggested undertaking an Assets Review. The Head of Economic Prosperity advised that there was a small team of staff who dealt with reactive work. A Corporate Asset Manager was due to commence in September. An asset register of buildings had been developed but it was still necessary to ascertain what land was owned by the Council. It was noted that although this review was required it would be a big piece of work and there was no capacity to undertake it at this time. It was agreed that this would not be reviewed this year and that it could be a possible review topic for next year once the new Manager had settled in.

The Head of Housing and Partnerships advised that she had omitted from the list of issues and services the development of a policy to provide compensation for Housing Tenants should their home/property be damaged as a result of Council employees undertaking work in their homes. She suggested that the Committee may wish to undertake a review which would help set this scheme up and develop the policy.

A Member suggested a review of the Housing Applications Process be undertaken. This would look at the time taken for housing applications to be processed.

Another proposal was to review how the Council engaged with local businesses. The Head of Economic Prosperity advised that this could be looked at along with how the Council supported businesses and encouraged inward investment to help create the right jobs.

Another suggested topic was to look at Cannock town centre and why the occupancy rates were low. The review could consider whether ASB, drug activity and the street market was having an effect on the occupancy rates.

Following a discussion it was agreed that the two Scrutiny reviews for 2019-20 would be:

- (i) Economic Prosperity - A review of Cannock town centre regeneration and occupancy rates
- (i) Housing – Housing Allocations Process

The Chairman suggested that two Working Groups be established to undertake the reviews with half of the Committee sitting on the one review and the other half sitting on the other review.

It was agreed that the membership of the review to look at Cannock Town Centre Regeneration and Occupancy Rates would be made up of Councillors A.S. Boucker, P.M. Hewitt, P.T. Witton, Ms. C.L. Wilkinson, Mrs. H.M. Sutton, P.D. Startin and Mrs. D.M. Todd.

The membership of the review of the Housing Allocations Process would be made up of Councillors Mrs. P.Z. Stretton, J.A.A. Newbury, Mrs. M.A. Davis, Mrs. A. Layton and M. Sutherland.

As Councillor P.A. Fisher was not in attendance at the meeting he would be invited to sit on the review of the Housing Allocations Process.

RESOLVED:

(A) That the two reviews undertaken during 2019/20 would be as follows:-

- (i) Economic Prosperity – Cannock Town Centre Regeneration and Occupancy Rates (Councillors A.S. Boucker, P.M. Hewitt, P.T. Witton, Ms. C.L. Wilkinson, Mrs. H.M. Sutton, P.D. Startin and Mrs. D.M. Todd)
- (ii) Housing - Review of the Housing Allocations Process (Councillors Mrs. P.Z. Stretton, J.A.A. Newbury, Mrs. M.A. Davis, Mrs. A. Layton and M. Sutherland).

(B) That Councillor P.A. Fisher be invited to sit on the review of the Housing Allocations Process.

The meeting closed at 5.30 pm.

CHAIRMAN

Promoting Prosperity PDP 2019-20

Delivery of actions for Q2				
				Total Number of Actions
Action completed	Work in progress but slightly behind schedule. Action will be completed in next Quarter.	Action > 3 months / 1 Quarter behind schedule and action is required to address slippage	Action / project cannot be completed / delivered. Option to close to be agreed by Leadership Team / Cabinet.	
3 (60%)	2 (40%)	0	0	5

Cumulative progress in delivering actions - April to September 2019				
				Total Number of Actions
Action completed	Work in progress but slightly behind schedule. Action will be completed in next Quarter.	Action > 3 months / 1 Quarter behind schedule and action is required to address slippage	Action / project cannot be completed / delivered. Option to close to be agreed by Leadership Team / Cabinet.	
13 (68%)	2 (11%)	3 (16%)	1 (5%)	19

Performance Indicators

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District							
a) Local people working on construction site (those inducted)	Q	N/A	a) 150-200	156	229		
b) Retail jobs for local people			b) 700-800	Measurement to commence Summer 2020			
Passenger numbers using the station due to the development of McArthurGlen	A	N/A		Measurement to commence Summer 2020			
Increase the skill levels of residents and the amount of higher skilled jobs in the District							
Increase in qualifications at NVQ Level 3/4	A	NVQ3 – 51.1% average	Aim to increase levels year on year				
	A	NVQ4 – 26.6% average for quarter	Aim to increase levels year on year				
Create strong and diverse town centres to attract additional customers and visitors							
Town Centre Vacancy Rates	Q	Cannock 10.9% average for quarter	Aim to keep below national rate of 12%	12.7% (measure Jul 2019)	14.1% (measure Oct 19)		
	Q	Rugeley 4.8% average for quarter		1.6% (measure Jul 2019)	1.6% (measure Oct 19)		
	Q	Hednesford 4.6% average for		6.5% (measure Jul 2019)	7.5% (measure Oct 19)		

		quarter					
Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
Increase access to employment opportunities							
Employment Levels	A	Employment rate 75.7%	Aim to keep above West Midlands rate 73.8%				
Increase access to employment opportunities (continued)							
Unemployment Levels (out of work benefits / universal credits now included)	Q		Aim to keep below West Midlands rate				
	Cannock	1.4%		2%	2.1%		
	West Midlands	2.9%		3.4%	3.55%		
Create a positive environment in which businesses in the District can thrive							
Number of Growth Hub enquiries from Cannock Chase businesses	A	GBSLEP (hub) - 68	60				
	A	SSLEP (hub & landline) - 64	60				
Commencement of the regeneration of Rugeley Power Station							
Increase in supply of employment land				Measurement to commence 2022			
Increase housing choice							
Total number of net new dwellings completed	A	234 net dwellings completed	Average of 241 dwellings pa				
Number of additional units delivered (Council Housing)	A	19	9	9			
Number of additional units (Affordable Housing) –	Q	51	140 total	22	11		

total for Council and Registered Providers			(Council and RP)				
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Projects

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District							
Implement all associated McArthurGlen S106 planning obligations	Employ Town Centre Officer and Support Town Centre Initiatives	Evaluation of Partnership and Town Centre initiatives				X	
	Improvements to Cannock Railway Station	Work with partners to develop outline business case	There have been delays in West Midlands Railways being able to successfully procure a suitable consultant to develop the Outline Business Case. A consultant has now been appointed and work on the OBC should commence in September 2019. Cabinet have approved a revised target for completing the OBC from Q2 to Q4				X
		Identify potential funding sources and submit bids for funding	Due to the slippage outlined above, Cabinet have approved a revised target for completing this action from Q3 to 2020/21				

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District (cont)							
		Delivery / phasing plan agreed.	Due to the slippage outlined above, Cabinet have approved a revised target for completing this action from Q4 to 2020/21				
Increase the skill levels of residents and the amount of higher skilled jobs in the District							
Work proactively with partners to increase skill levels and access to higher skilled jobs in the District	Work with partners to establish retail skills academy	Commence delivery of Retail Academy courses					
	Work with partners to establish and promote an Engineering Skills Academy	Funding confirmed – maximising bidding opportunities					
		Launch event	Original launch event was cancelled at short notice and has been re-arranged for 24 th October				
		Entrants / recruits commencing training					X

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
Create strong and diverse town centres to attract additional customers and visitors							
Provide a strategic view on the future requirements of the District in relation to the changes in retail, leisure and residential requirements of the Town Centres and how the benefits of the McArthurGlen Designer Outlet can be captured	Produce strategic plans for Cannock and Rugeley Town Centres	Cannock Town Centre Investment Prospectus adopted by Cabinet			✓		
		Rugeley AAP review as part of the whole Local Plan review		September 2021			
	Cannock Town Centre Future High Streets Fund	Expression of interest submitted		✓			
		Develop full business case for funding (subject to our Expression of interest being shortlisted)	Unsuccessful round 1 bid. Round 2 is in 2020. Another bid will now be made in round 2. Cabinet approved the rescheduling of this action to 2020/21	✗			
We will ensure our town centres are safe and welcoming for all visitors	We will review our Policy for commercial use of the Highway, in line with the recommendations of Cabinet	Review the current fee structure		✓			
		Investigate whether the enforcement of highways obstructions covered by the policy could be delegated from the County Council to the District Council		✓			

		Examine the feasibility of expanding the application of the Policy to cover the whole District					
Increase access to employment opportunities							
Engage with LEPs, the business community, West Midlands Combined Authority and national bodies to secure investment in the District	Connecting Communities (formerly Employment Support Pilot) in Cannock North area. This tackles unemployment and low pay in local communities.	Project evaluation		2020/21			
	In conjunction with partners embed local delivery of skills hub for unemployed and employed skill needs.	CCDC businesses benefit from advice and grants available from the LEPs					X
Create a positive environment in which businesses in the District can thrive							
Develop a new Economic Prosperity strategy. This will also consider the benefits that can be gained from the McArthurGlen Designer Outlet.	Produce a local Economic Prosperity Strategy	Draft strategic framework and send out for consultation with key stakeholders and local businesses					
		Sign off by Cabinet. Formal adoption of strategy				X	
		Commence delivery / priority actions					X
Ensure there is an adequate supply of land for housing and employment	Production of the new Local Plan and associated Supplementary Planning Documents.	Preferred Options consultation October 2019				X	
		Proposed Submission consultation July 2020	The Local Development Scheme (LDS) has been reviewed and this has resulted in the revision	Changed from July 2020 to February 2021			
		Submission of plan to the Secretary of State December 2020		Changed from December 2020 to September 2021			

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
		Examination in Public March 2021	of some of the target dates previously indicated.	Changed from March 2021 to December 2021			
		Adoption September 2021		Changed from September 2021 to July 2022			
Commencement of the regeneration of Rugeley power Station							
The Council will work with private and public bodies to maximise the regeneration of the 139 hectare Rugeley Power Station site	Work with the land owner and Lichfield DC to progress the regeneration of the site in line with the strategic uses set out in the approved Supplementary Planning Document	Receive planning application		✓			
		Completion of demolition work		2021			
		Land remediation		2021			
Increase housing choice							
The Council will invest £12.9m to provide additional affordable homes across the district	Determination of sites: Property Services Team doing a trawl for sites and engaging with Land Agents	Cabinet report to approve sites identified and funding package	Negotiations are ongoing to purchase a piece of land owned by Staffordshire County Council. No suitable sites have been identified for sale on the open market. The Housing Investment Project Board identified a number of sites, largely in the Council's ownership for further investigation. The Project Board are due to decide which sites are the most suitable to progress and take forward for		●		

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4	
			Cabinet approval in Q3					
		Soft Market Testing / Formal tender process through Homes England DPP3 panel				X		
Increase housing choice (continued)								
		Tender award				X		
		Cabinet report for scheme(s) approval					X	
	Complete garage site and other Council Owned Land Development Schemes	Completion of existing Council House Development on Garage Sites		✓				
Rationalisation of Hawks Green Depot site for potential housing	Implementation of Stock Rationalisation Plan - operating existing Services and Parks and Open Spaces from within a rationalised space	Architects Report received – recommendations to be determined		✓				
		Site Clearance of Services in preparation for land remediation				X		
		Surrender 51% of the Site for housing development				X		
	Hawks Green Depot Review for potential housing development	Receive outcome of funding bid to WMCA and SSLEP – <i>Grant offer of £900k received from WMCA (SSLEP bid unsuccessful)</i>		✓				
		Cabinet report to approve funding package		✓				

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
		Soft Market Testing / Formal tender process through Homes England DPP3 panel				X	
		Tender award				X	
		Cabinet report for Hawks Green scheme approval					X