All elements are likely to have a positive impact on each of the environmental, social, and economic aspects of sustainability. The plan will develop a baseline in each of the areas and set relevant KPIs. At this stage it is not helpful to set 'generic' performance levels in abstract until further work has been undertaken to ensure a balanced approach. The aspiration to achieve the highest performance possible within the design and commercial space of schemer delivery.

The People and Place Sustainability Plan will be completed following the funding submission and will remain a live design document through the preparation of the planning application and detailed design and construction thereafter. It can also be used as part of the monitoring and evaluation of the scheme and regeneration project. As part of the business case submission a draft monitoring and evaluation framework has been prepared and this includes sustainability indicators for outcomes and impacts.













Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH





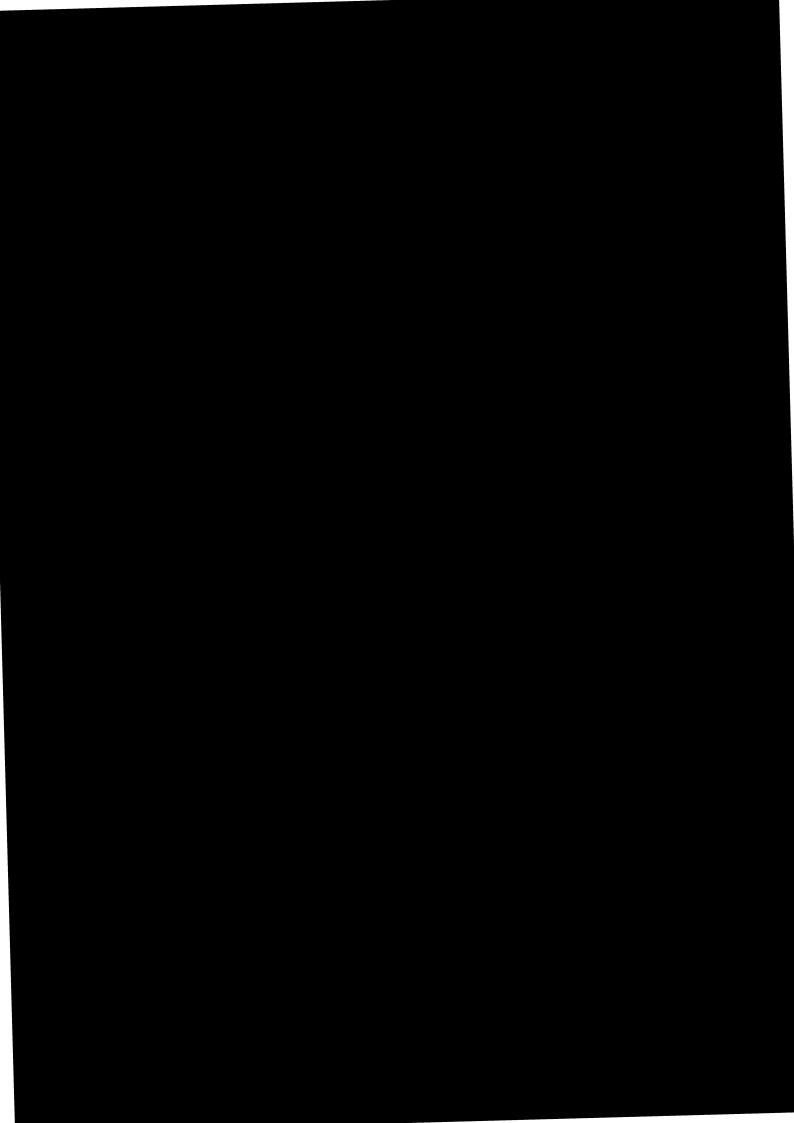


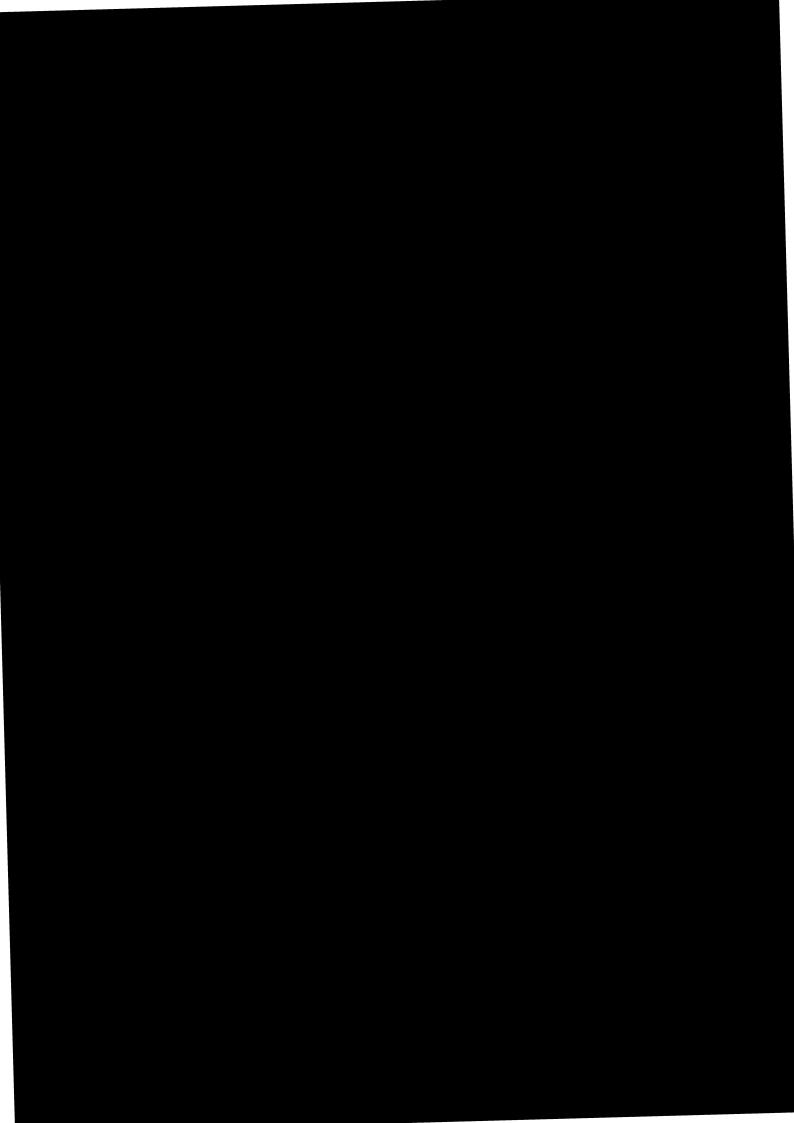


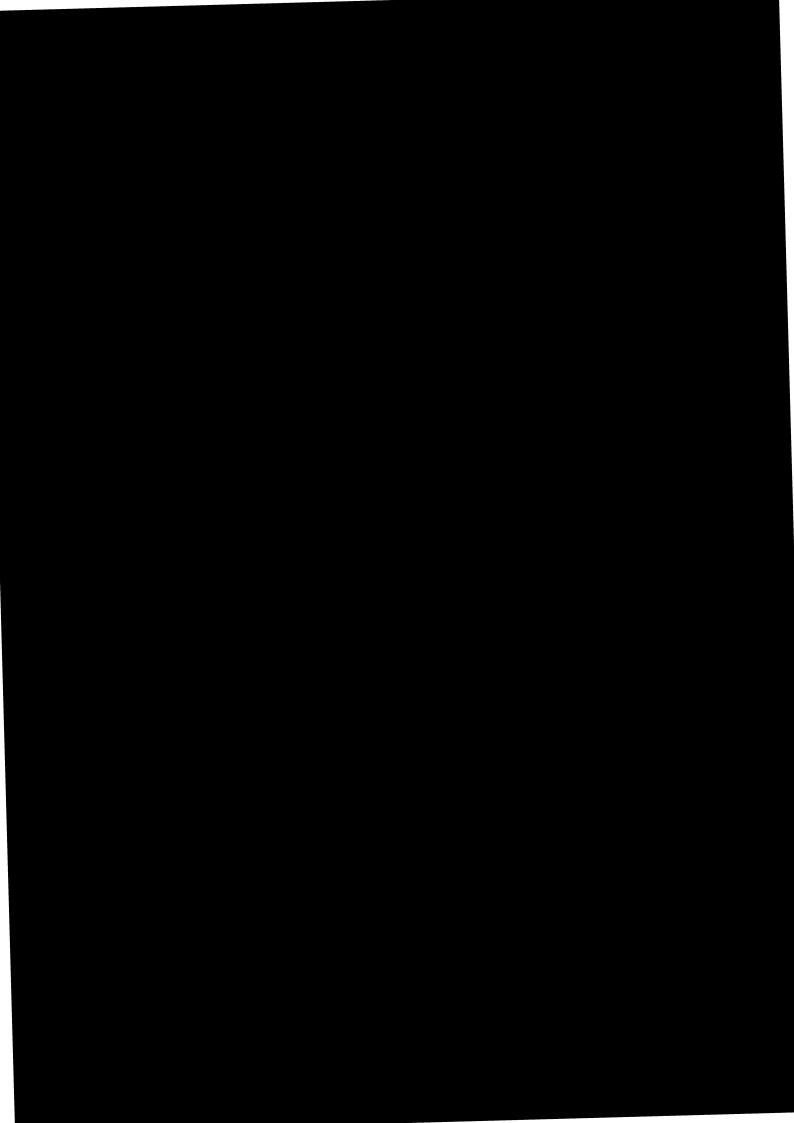
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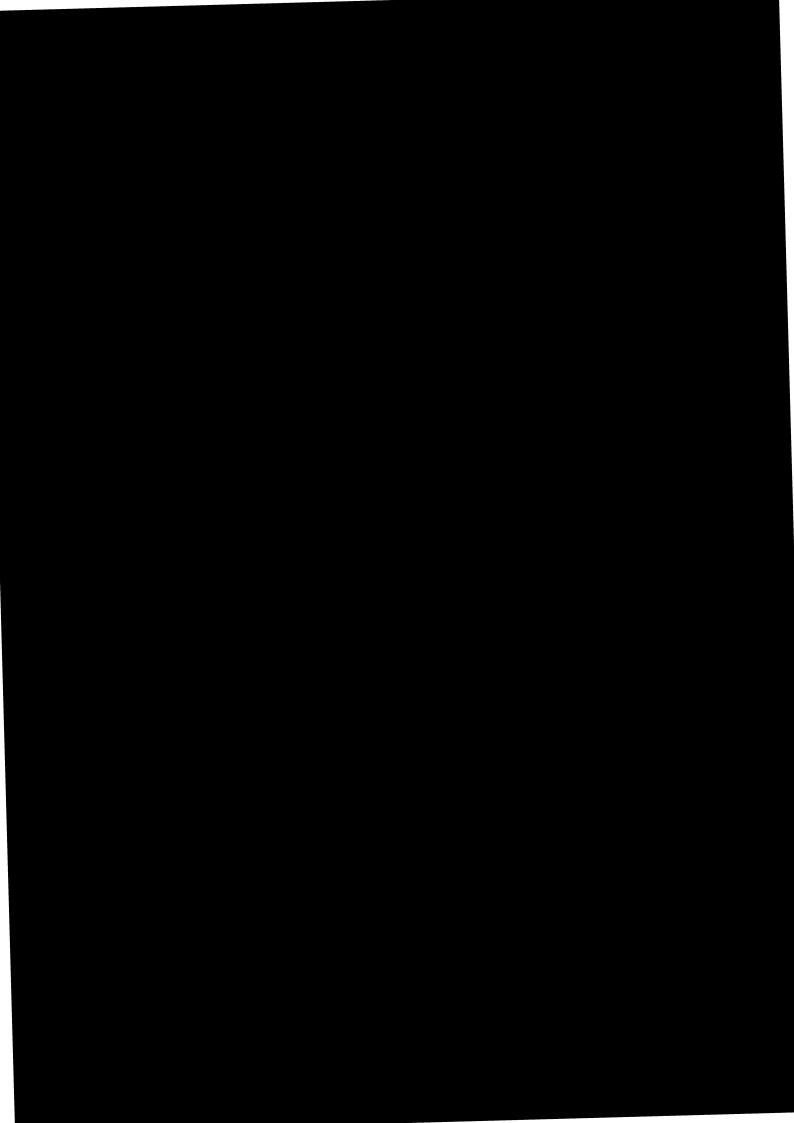
Appendix 11

Mapping



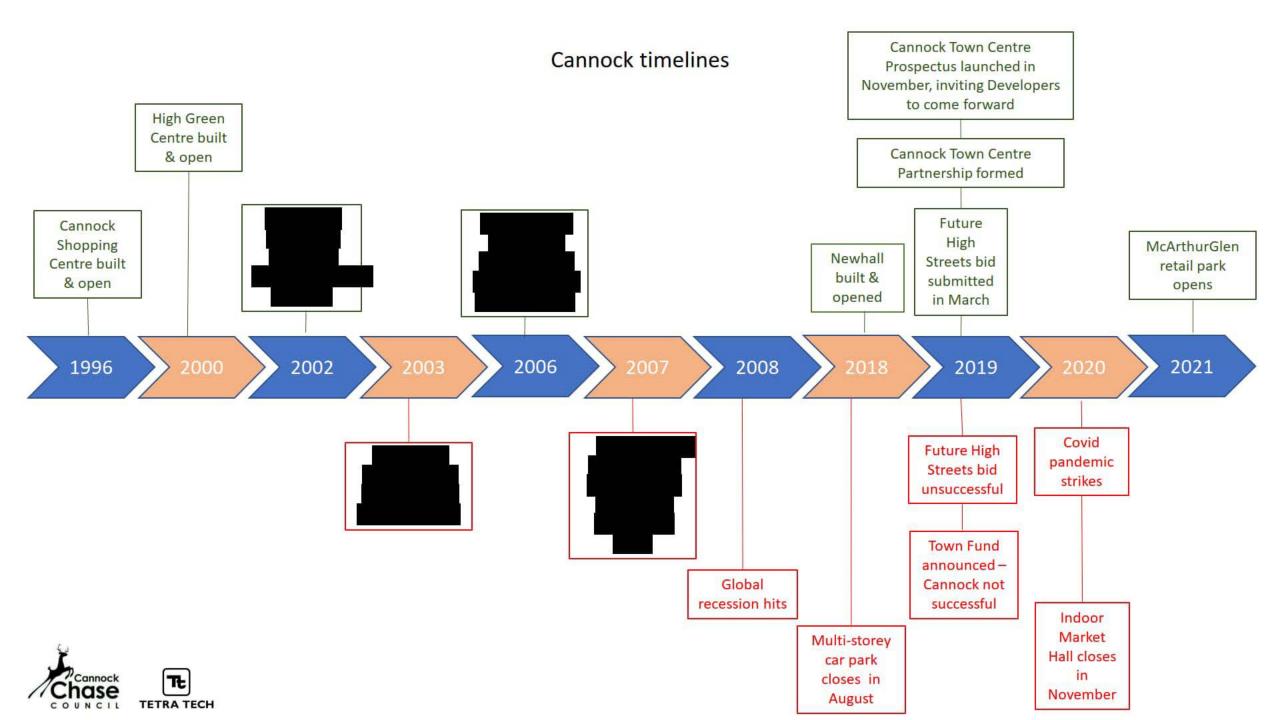






Appendix 12

Cannock Town Centre Timeline



Appendix 13

Theory of Change

Cannock Town Centre Levelling Up Fund Bid

Logic Model Theory of Change





Context

- Cannock Chase District Council commitment to investment in the town centre
- Some historic positive moves, more recently outweighed by vacancies and negative moves (see timeline)
- Deteriorating retail position with little prospect of a commercial / private sector led solution.
- Structural mismatch of available space to market demand Need to restructure.
- Need to remove substantial vacant retail space.
- Previous regeneration plans have not delivered change or developed traction in Town Centre.
- Cannock Future High Street Fund unsuccessful.
- No support for Cannock through Town Deal
- Support from town centre stakeholders and evidenced demand for new development moving away from retail
- Successful regeneration will require both investment from LUF & CCDC combined to meet the scale of the challenge.

Rationale for Intervention

- · Clear and consistent market failure in key sectors, including retail and commercial leisure.
- Circa 40,000 sqft of vacant retail space town centre the focus for LUF.
- 20% vacancy recorded in 2021 up year on year.
- · Public sector must act as the enabler of change, driving diversification and regeneration, intervening directly in structural change of scheme area in
- Opportunity to capitalise on success of culture and community theatre and
- Prince of Wales Theatre is a small but successful community gem which has the opportunity to grow links with the community to deliver
- · Connectivity is currently poor, with Ringway forming a barrier form the north and Church Street and St Luke's Church feeling 'cut off' from the town centre for pedestrians

Objectives

- Supporting town centre regeneration.
- Accelerate the delivery of a town centre , to support further

development and increase footfall

- Address longstanding derelict / vacant land blighting TC.
- The creation of business incubator / Accelerator.
- Building on a small but successful theatre to deliver a culture, arts and

Supporting sustainable travel through improving pedestrian routes and cycle facilities

Outcome Indicators

- · Direct and indirect job numbers increase
- Town centre GVA increase
- Increase in number of visitors to town centre cultural facility
- Reduction in crime in Cannock town centre and surrounding
- Improved visitor perception of the town centre
- Catalytic downstream investment in neighbouring town centre sites
- Carbon savings

Outcomes

- 190 net new jobs and new business
- Increased visitor numbers and spend per visitor at Prince of Wales Theatre
- Increased town centre user footfall
- Increased town centre visitor expenditure
- Enhanced connections and pedestrian and cycle links to sustainable travel modes
- Removal of 40,000sqft vacant retail and overall decreased town centre vacancy rates
- Targeted connectivity improvements
- Safeguard and enhance theatre, diversifying leisure use and increasing the number of
- Disability access and facilities at Prince of Wales Theatre
- Energy use reduction

Outputs

- Regeneration of 1.36ha land
- Creation of new mixed leisure, workspace, 96,000 sqft of new economicall active floorspace and 18,250 sqft of refurbished theatre / / creative space
- 3,785sqm mixed use cultural / leisure space
- Enhanced theatre with full accessible disabled facilities
- 1,300 sqm business incubator / accelerator workspace
- Extensive vacant buildings repurposed Enhanced public realm / open space
- New much needed front of house facilities associated with and existing theatre delivering cultural value
- Image and identity value
- Biodiversity net gain



- Scheme investment (total) £44m
- UK Govt. LUF £20m
- Local partners commitment
- Prince of Wales Theatre
- Vacant retail sites
- Vacant multi store car parks
- expertise



