

**Cannock Town Centre
Area Action Plan
Issues & Options Consultation**

Summary of Responses

August 2017

Summary of Responses – Issues & Options 2017

Cannock Town Centre Area Action Plan General Comments			
Rep ID No.	Respondent	Comment	Council Response
1	Environment Agency	The Environment Agency has no comments to make on this plan as the environmental constraints prevalent to this location fall outside our statutory remit.	Noted
2	Coal Authority	The Coal Authority has no specific comments to make.	Noted
3	Natural England	Natural England has reviewed the area action plan and has no specific comments to make.	Noted
4	Janet Farmer	There should be an AAP for Cannock Town Centre.	This is an AAP for Cannock Town Centre, this is taken as support
5	Christine Pape	There should be an AAP for Cannock Town Centre.	This is an AAP for Cannock Town Centre, this is taken as support
6	Maria Collins	There should be an AAP for Cannock Town Centre.	This is an AAP for Cannock Town Centre, this is taken as support
7	Staffordshire Wildlife Trust	In contrast to plans for Rugeley Town Centre, the Cannock Town Centre action plan does not mention wildlife, biodiversity, nature or ecology in any way. Green spaces and trees are the only aspect touched on. Wildlife is not restricted to the countryside, and it is important and also quite simple to incorporate urban wildlife features into green spaces and even the most built up of areas. There are several priority species that live happily in urban areas, and many are present in Cannock Town Centre. As well as the pleasure of seeing wildlife, green habitats help to cool, drain, and screen the urban environment for all users.	This is noted, although there are no large green spaces within the town centre boundary biodiversity is important. Features, should as those discussed, to promote biodiversity will be explored as policies and projects move into further detail as the AAP progresses.
8	Staffordshire Wildlife Trust	Designated Wildlife Sites - None are present within the plan area, but Mill Green Nature Park Local Wildlife Site is 100m to the east. Ideally the aim should be to expand, enhance and link all LWS . There are opportunities to link the nature park with improved green areas and features, across the town centre to the next large green site in that direction- Cannock Park.	This is an objective that is wider than the town centre boundary but the opportunity for linkages including those relating to green infrastructure will be explored further. The promotion of walking and cycle routes within the town centre in the AAP will also assist in these wider objectives.
9	Staffordshire Wildlife Trust	Habitats - There are several small green areas in the town centre, mostly not diverse and therefore with the potential to be enhanced for wildlife, however there is some semi-improved grassland that	This is noted. As described above, when AAP projects progress to detail there will be opportunities to incorporate elements

		<p>may have some diversity. Many trees and wooded/ shrub areas are present. The plan could aim to increase tree cover, and one example is mentioned- extending street trees along Mill Street. The most likely areas for further tree planting are along roads, and within/ around car parks, as long as sufficient root space and water can be provided. Many existing trees are likely to need attention where they are constrained by hard landscaping, and sensitive changes to surfaces where there is compaction and lack of water could be implemented. Hedges, trees, wildflower areas, wildlife-friendly planting, gravel gardens and rain gardens (as part of sustainable drainage), climbers and green walls would all add valuable habitats, as well as enhancing some very barren areas that exist at present.</p>	<p>such as these.</p>
10	Staffordshire Wildlife Trust	<p>Species - Protected species in the area include great crested newts, which have been recorded in Mill Green nature park to the east and at Calving Hill to the north – therefore could well be present in parts of town centre if there are suitable ponds and gardens/ green areas with habitat. Amphibian –friendly drainage and road design are key for allowing this and other species to move around urban areas, and should be considered when redevelopment occurs. There are a number of records of bats foraging in the town centre, but also roosts in buildings. There is a significant nursery roost 300m north-west of the centre, which is likely to rely on nearby habitats and foraging corridors. Surveys for bats should be carried out before any building work on roofs and mature trees. Incorporating new roost features such as bat boxes and roof spaces in new and existing buildings would help bats, as well as preserving or creating dark habitat corridors such as tree lines, and hedges. Badgers are recorded nearby and may use the town centre especially gardens and parks to move around and forage.</p> <p>Species of Principal Importance/ Staffs BAP species recorded within the town centre plan area include House sparrow, Dunnock, Starling and Song Thrush; Hedgehogs, and a number of invertebrates including Slender Mining Bee, Tree Bumble Bee, Grey mining bee, Hornet. There are likely to be other species as yet unrecorded. A range of trees, shrubs, hedges, water sources, seed sources, year-round nectar sources, habitat corridors, new</p>	<p>These issues will be considered further and opportunities explored and discussions are underway on this matter.</p> <p>In the longer term, any development proposals resulting from the AAP will be subject to planning permission. The local planning authority will require appropriate ecology surveys to support planning applications. If protected species, such as bats or great crested newts, are identified, then potential harm must be assessed and appropriate mitigation agreed.</p>

		nesting/roosting features and permeable boundaries (e.g. holes in fences, railings, hedges) would help these species, as well as contributing to amenity value.	
11	Staffordshire Wildlife Trust	<p>Drainage and Hydrology - The town centre has large areas of impermeable surfaces, and especially features many car parks and a huge area of flat-roofed buildings. It is not clear whether there are any culverted watercourses that could be restored. There are therefore many opportunities to improve run-off into the drainage system, and at the same time green the town and make a feature of water. Porous surfaces and landscaping that allows infiltration of rain water should be included and retro-fitted where possible. The plan could aim to retrofit or create a new green roof on a landmark building. Opportunities for SuDS include road verges, landscaped areas, and car parks. Water features such as formal ponds or fountains are good for wildlife and people. Water butts and rainwater harvesting are other less visible options to retro-fit, and reduce running costs. We suggest that the town centre would benefit from a short and simple town centre biodiversity plan, identifying opportunities, and delivering these through ongoing applications and regeneration projects, but also funding through CIL, grants and partnership working with others such as the Environment Agency, Severn Trent Water, local community groups, businesses and schools.</p>	This is noted and see also response to point 10. Development resulting from the AAP should seek to reduce surface water run-off rates and promote sustainable drainage. This will be pursued through the more detailed stages of the AAP and through the planning system at application stage.
12	Staffordshire Police	<p>When considering re-developing the town centre that reference is made to the following documents issued by H.M. Gov. as Best Practice guides (available on request if required);</p> <ul style="list-style-type: none"> • Designing Town Centres • Security advice for shopping centres • Security advice for hotels & restaurants. • Security advice for cinemas & theatres. • Security advice for crowded places. • Engage with Partnership Operations “Griffin” and “ARGUS” • Additional documents to consult – <i>Working Together To Protect Crowded Places (Home Office)</i> • Pursue Prevent Protect Prepare – <i>The United Kingdom’s Strategy for Countering International Terrorism (Home Office March 2009)</i> 	This is very helpful. Security will be an important consideration, whilst also making the town centre ‘family-friendly’. We will review the advice referred to and incorporate the relevant design guidance as the AAP projects move into more detailed stages. The Council’s adopted design SPD also covers many of these issues.

		<p>The whole re-development of the town centre area should be considered a 'crowded place' as defined by H.M. Gov. (CP), by default making a town centre "family friendly" whether by attracting designer stores, a cinema or family type restaurants will attract a large footfall at various times of the day increasing the attraction for some-one wishing to make a political statement.</p> <p>The below CPNI document link should be considered under the 'importance of security planning', where the ambition to mount 'high impact' attacks and various attack methods are discussed. http://www.cpni.gov.uk/documents/publications/2010/2010002-protecting_against_terrorism_3rd_edition.pdf?epslanguage=en-gb</p>	
13	Staffordshire Police	Staffordshire Police request that when the town centre car-parks are updated that they attain the British Parking Associations "Parkmark" safer parking award, details can be found at www.parkmark.co.uk	This is noted, we will review this standard and may recommend that this award is obtained by the car park designers in AAP policy.
14	Staffordshire Police	Independent research shows that adopting Police Secure by Design can reduce burglary by 50%, car crime and criminal damage by 25%, therefore the carbon costs of replacing door-sets and windows on SBD developments as a result, criminal activity is more than 50% less than on non SBD developments, <i>the cost of installing SBD approved products equals 0.2% of the total build cost. See www.securedbydesign.com</i>	We will require designers of town centre developments to engage with the Police and to follow secure by design principles. The Council's adopted design SPD also covers many of these issues.
15	Staffordshire Police	<p>Staffordshire Police recommend that the town centre CCTV system should encompass each aspect of the proposed re-development of the town centre;</p> <p>A full operational requirement should be written to identify potentially vulnerable areas prior to upgrading/developing the current monitored, recording CCTV system. The following criteria must be met to ensure best use of it is made:</p> <ul style="list-style-type: none"> • The system must be registered with the Information Commissioner's Office. • The time and date displayed must be correct. • Check the cameras are covering vulnerable areas. • Ensure that the lighting supplies a constant level of light to enable the camera to "see". 	This is a detailed matter beyond the current scope of the AAP. Where CCTV is used in town centre we agree that it should follow these criteria.

		<ul style="list-style-type: none"> • A bench mark recording without recording people must be made to check subsequent images in the future. • Ensure the picture is clear enough to identify people. • Ensure that printed images are the same quality as those shown on the screen <p>Reference should be made to Graded Requirements under BS EN 62676 Standards for CCTV: Technical Guide for Installers and Specifiers (BSIA Form 218) and BS EN 62676 Series: Guidance for Customers about Grading and Other Important Matters (BSIA Form 217). See https://www.gov.uk/government/publications/surveillance-camera-code-of-practice-self-assessment-tool</p>	
16	AMM	<p>The overall proposed spatial strategy and direction of the draft Area Action Plan is supported. However, it is considered that the Plan must retain more flexibility in respect of land for future growth and in addressing the proposed retail and leisure provision. Taking a wider view of complementary town centre uses will help ensure opportunities presented over the Plan period are recognised and captured to ensure the most sustainable and effective growth of the District. Every effort needs to be made to help the District to remain competitive in the context of the wider region thereby attracting investment that can assist specifically in delivering improvements to Cannock town centre such as MGDOV but also other complementary investment opportunities that may exist out of town as well.</p>	<p>The AAP is being produced in the context of Local Plan Part 1 and this sets the boundary for the scope of the AAP. This is an important point however. The masterplan needs to strike a balance between promoting a clear vision and allowing sufficient flexibility for a changing market. The masterplan team includes a property market advisor and deliverability has been a key driver within the proposals.</p> <p>The new Town Centre Prospectus commission will involve property market consultants working in parallel with the masterplan development and will provide further detailed consideration of delivery.</p>
17	AMM	<p>It is of upmost importance that Area Action Plans (AAPs) are well managed and comprehensively conceived for the full benefits of development opportunities to be realised over the plan period. To this extent, plans must display a high degree of flexibility to allow for adjustment to changes in market conditions and related signals over the Plan period.</p>	<p>See 16, above.</p>
18	AMM	<p>In general terms, I agree with the scope and intent of the draft AAP in terms of the Issues and Options outlined. I do not however agree with some of the analysis and conclusions in terms of retail</p>	<p>The AAP refers to previous retail studies undertaken by WYG and GVA which included detailed analysis on demand.</p>

		demand and capacity. For example, the statements in Para 2.1. are in my view premature.	This analysis was accepted by the Council and has informed policy CP11 of the Core Strategy, which is now adopted. The conclusions referred to in the AAP are therefore considered to be robust.
19	AMM	The identification of the presumption in favour of sustainable development being at the heart of the Plan and decision making at Appendix 1 in accordance with the National Planning Policy Framework (NPPF) is welcomed and is a positive starting point for the remainder of the document.	Noted
20	AMM	The spatial strategy for the Town Centre is generally welcomed and the specific strategic approach to the opportunities that Cannock has outlined are sensible and appropriate. Whilst the thrust of the spatial strategy is welcomed, it is considered that at present, the focus on limited and restrictive growth of the town centre and the out of town retail and leisure provision does not provide the flexibility within the Plan to meet future spatial development needs. If market conditions or site constraints change, be it physical or commercial, this could prevent identified sites from coming forward within the plan period with this being to the detriment of Cannock town centre through the loss of investment and creation of jobs.	See response to 16 and 18 above. The AAP is based on sound analysis of projected demand. The AAP will seek to identify a range of sites for new retail and leisure provision within the heart of the town centre, with sufficient flexibility in potential land-uses to meet future growth requirements.
21	AMM	The Plan must acknowledge that additional edge and out of town provision may be appropriate to come forward outside of the spatial strategy over the plan period, where it meets a strategic development need within the District not previously identified, such as the facilitation of the relocation of uses from key strategic sites to benefit the wider growth and regeneration agenda of the District.	The aim of the AAP is to promote a vibrant and vital town centre for Cannock and in the context of Local Plan Part 1. Proposals for out-of-centre and edge-of-centre sites will be addressed separately through the planning system, and are likely to require sequential tests and potentially Impact tests depending on their scale (and noting that Local Plan Part 2 is proposing local thresholds for this). In line with the NPPF (para 23) the Council will seek to accommodate town centre uses within town centres first, with Cannock as the strategic sub-regional centre (as set out in Policy CP11 of the Local Plan) and the AAP is a positive promotion of this objective. It is also noted that the planning

			permission for Mill Green Designer Outlet Village is likely to fulfil most, if not all, of the demand for edge-of-centre provision. The existing retail parks already provide a significant amount of choice for shoppers.
22	AMM	The Proposed Town Centre Sub Areas shown in Figure 5.1 as well as the Areas of Change in Figure 6.3 may well have to change to respond to development and investment as well as wider socio economic considerations at the time.	See response to 16 above, The Sub-Areas and Areas of Change incorporate flexibility in terms of land-uses and scale of change. However, the value of an AAP is in promoting a clear and well-considered vision for the town centre, to promote and direct growth and change. Whilst there may be need for subsequent review and amendment, excessive change should be avoided as this would undermine the purpose of the masterplan. Instead the AAP is designed to remain relevant throughout the period to 2028.

Chapter 1. Introduction

Rep ID No.	Respondent	Comment	Council Response
		NO COMMENTS	

Chapter 2 Background

Rep ID No.	Respondent	Comment	Council Response
23	Walsall Council	2.1 - The AAP states that <i>"The Council recently commissioned a series of professional studies to examine the performance of the town centre as a retail and leisure destination. The Cannock Chase Retail Study (produced by WYG in 2015) assessed all three town centres within the district and made a series of recommendations for Cannock. GVA Bilfinger then prepared the 'Cannock Town Centre Future Positioning' report (2015) which summarised key issues and assessed development options for a series of sites to address these issues. These studies identified that there was an under-provision of comparison retail in the centre. This was addressed in Policy CP11 of the Core Strategy,</i>	This is noted. There is an extant planning permission for the Designer Outlet Village at Mill Green and this has informed the AAP.

		<p><i>which seeks to deliver 35,000 sq.m of comparison floorspace in Cannock within the Plan period, however this has now largely been fulfilled by the proposed 'designer outlet village' at Mill Green."</i></p> <p>The AAP Issues and Options Report is mostly silent on the issue. Mill Green lies outside the AAP area but the Local Plan Part 2, which is intended to cover the area of Mill Green, is also silent on retail matters, except for the reference to thresholds for town centre uses.</p> <p>We therefore agree that the target from the Core Strategy has been largely fulfilled by the designer outlet village at Mill Green and the AAP should reflect this. Any retail targets or allocations in the AAP should be in accordance with the Core Strategy figure minus the Mill Green development.</p>	
24	Historic England	We are supportive of 'the brief history' on page 9 and 10.	Noted and welcomed.
25	AMM	Paragraph 2.1 - Evidence from the development of the retail offer in other locations in the UK with top 10 DOV shows that that both town centres can improve alongside the development of D OV and the out of town retail offer can be improved from new retail demand. Therefore, we believe it is premature to say that the delivery of CP11 is largely fulfilled by the proposed "designer outlet village" at Mill Green.	This has been addressed in the response to 16 above.
26	AMM	Paragraph 2.17 - A more important key is the provision of attractive retail space at affordable rents and other property occupancy costs; rates and service charge available to a strong pool of entrepreneurs, owner managed businesses and very good traders who provide proven demand for the space and the environment being created. Evidence to be provided at a later stage.	These are relevant points but rates, rents and the nature of occupiers are outside of the planning system and therefore beyond the scope of the AAP. The AAP will seek to deliver attractive retail/leisure space to meet modern requirements.
27	AMM	Paragraph 2.18 and 2.19 - Agreed provided it is response to proven private sector business demand and tailored to pump prime that demand.	Noted.

Chapter 3. Town Centre Profile

Rep ID No.	Respondent	Comment	Council Response
28	Rioja Developments / U+I	Paragraph 3.4 - The s106 attached to the planning permission of	Noted. The AAP proposals for improved

	(c/o Carter Jonas LLP)	the Mill Green Designer Outlet Village (MGDOV) contains financial contributions to improve existing links to the town centre. These contributions will amongst other things assist in upgrading existing walk/cycle directional signage between MGDOV and the town centre, re-lay on-road cycle markings between Lichfield Road and Mill Street and Mill Street itself and improve crossing points on various routes within the town centre including Mill Street, Lichfield Road adjacent to Hednesford Street and the A34. These improvements will bring about significant improvements in the links between MGDOV and will encourage linked trips between the two destinations.	links can help to inform how these financial contributions can best be spent.
29	Friends of Cannock Park Association	We feel that Cannock Park should specifically be acknowledged in the local/town plan because of its history of public gatherings and participation (recorded since the 1880's), and also the surviving historic landscape with the remaining field boundaries (some recorded fields in surveys from 16 th century), ancient hedgerows and routes which were part of the field system associated with the Manor of Cannock. Today, Cannock Park remains an essential and much loved area of Cannock by providing much needed open space, play and sporting activities for local people and we feel this should be recognised in the local/town plan.	We recognise the importance of Cannock Park as a key asset on the doorstep of the town centre. It lies outside the town centre boundary, which determines the scope of this AAP however consideration will be given to strengthening linkages and connections.
30	AMM	Retail Provision - The draft Local Plan recognises the importance of Cannock as a strategic growth location for the District, but retail provisions within the Plan is limited and does not appear to reflect the strategic designation. Paragraph 23 of the NPPF is explicit in respect of the viability and vitality of town centres and advocates positive promotion of retail and leisure uses to create competitive environments. At present, it is not considered that the Plan fully recognises the positive message of the NPPF and more could be done to plan effectively and proactively for future retail and leisure needs to ensure the Cannock District remains competitive within the region. This is especially important given the proximity of other major competing centres such as Walsall/Merry Hill and Birmingham to the south, Sutton Coldfield/Ventura Park/Tamworth to the east, Telford and Wolverhampton to the west and Stafford and Lichfield to the north. In this regard, the Plan should consider including a Wider Context Plan for its regional as well as sub regional context on page 14.	The AAP is intended to positively plan for strategic growth within the town centre, in line with paragraph 23 of the NPPF and within the context of the adopted Local Plan part 1. The Areas of Change will deliver significant opportunities for new development. We advise AMM to wait and see the quantum of development proposed at Preferred Options stage. If all the opportunities are met and there is a proven demand for further town centre growth within the Plan period then this will be a positive scenario to which the Council will respond at the appropriate time. In the meantime it is important that the AAP is based on clearly evidenced demand and that the scale of development proposed is

		The level of anticipated retail and leisure sector growth could be higher than assumed by the Plan. We envision more can be done to fully acknowledge the positive correlation between demand and provision which will occur as a direct result of the delivery of MGDOV and current planned strategic residential growth. If adequate provision for retail and leisure floor space is not acknowledged over the Plan period, the strategic growth of Cannock and the District will be compromised and there is a real risk that the full benefits of planned growth will not be realised.	aspirational but also deliverable. Issues of demand and supply have been addressed in earlier responses. The AAP reflects current local planning policy.
31	Historic England	We note paragraphs 3.21 and 3.22 and consider that these would make useful clauses in a historic environment policy to ensure that they are delivered rather than simply aspirational.	We think this must be referring to paragraphs 3.31 and 3.32. These recommendations will be picked up in the Preferred Option version of the AAP. The form this will take has not yet been determined. It could include a specific historic environment policy or form specific part of a wider policy/policies where this adds value to and does not duplicate other policy
32	Rioja Developments / U+I (c/o Carter Jonas LLP)	Paragraph 3.32 - MGDOV will have a distinctive retail and leisure offer that is complimentary to the retail experience of Cannock town centre. The proposed improvements to connections to the town centre secured through the s106 will encourage linked trips. This in turn can act as a catalyst for further investment in the town and immediate area.	Agreed, this is the aspiration for the AAP. The AAP can help to ensure that this happens by planning for these connections effectively.
33	Historic England	We are supportive of the more detailed account of the historic environment within Cannock Chase Town Centre on page 21-24.	Noted with thanks.
34	Historic England	We support the reference to the Cannock Chase Conservation Area Appraisal and Management Plan and the key principles that have been discussed in paragraph 3.29. We consider that policies on the historic environment and design would be welcome additions to the document and would provide some useful parameters to guide new development and ensure that the conservation area is conserved and enhanced, where possible. The Management Plan further highlights key buildings and key characteristics to be protected and conserved and we would encourage the AAP to assess how this can be achieved within the	Noted. See response to 31 above.

		Plan.	
35	Historic England	We would also be supportive of the preparation of a Local List for the AAP to conserve and enhance, where possible, buildings and assets that are of local importance.	Noted and the Council has already committed to the preparation of a Local list. The AAP is not a heritage or character study, although it contains overview assessments of character, and it is not within the scope of an AAP to prepare a Local List, however it will ensure that heritage matters are properly accounted for in development of the plan.
36	Rioja Developments / U+I (c/o Carter Jonas LLP)	Table 3.2 - Not only will MGDOV contribute to supporting the future of Cannock town centre, but it will also assist in improving one of the identified weaknesses, namely the poor quality linkages between the railway station and the town centre. As set out above, not only will cycle and pedestrian links be enhanced, but MGDOV will provide funding towards the Cannock Railway Station Improvements. The s106 will also secure the establishment of a dedicated bus service that improves links between Lichfield Road / Cannock Railway Station and the town centre.	See earlier responses to 28 and 32.
37	AMM	Table 3.2 - MGDOV will contribute to supporting the future of Cannock town centre, assist in improving one of the identified weaknesses, being the poor-quality linkages between the railway station and the town centre. Cycle and pedestrian links be enhanced, and MGDOV will provide funding towards the Cannock Railway Station Improvements. The s106 will secure the establishment of a dedicated bus service that improves links between Lichfield Road / Cannock Railway Station and the town centre.	See earlier responses to 28 and 32.
38	Staffordshire County Council	The AAP states that the proximity of the existing bus station to the centre and rail station is a significant strength, offering patrons access to services and retail as well as the opportunity to interchange. The proposed new retail development at Mill Green is identified as an opportunity to attract additional visitors but it may also offer a threat to the longevity and growth of the existing retail offer within the town centre. Out of town retail is identified as a threat to the town centre in Table 3.2 with no mention of Mill Green or other future major local retail proposals.	Noted. Mill Green is considered to be an edge-of-centre rather than out-of-town retail development. Mill Green has planning permission and so the AAP must work within this context.

39	Staffordshire County Council	We support the aspiration to enhance Cannock rail station and provide a more attractive, well connected hub. Although the AAP mentions excellent Public Transport connections, it also states that there remains an over dependence on the private car for movement. Perhaps further work is required to establish opportunity for modal shift. Car parking within the town centre could benefit from a review of the charging structure and availability (managed by CCDC); including consideration of improved vehicle movements at peak times to access these facilities and the opportunity to provide on-street spaces at appropriate locations.	Agreed, we feel there is scope to improve public transport and encourage greater modal shift and the AAP seeks to achieve this. The AAP includes proposals for better pedestrian and cycle connections and as it developed it will investigate opportunities to improve bus movements. A car parking review was recommended by the AAP and this has already been commissioned.
----	------------------------------	---	--

Chapter 4. Vision and Objectives			
Rep ID No.	Respondent	Comment	Council Response
40	Historic England	We welcome the reference to the historic environment within the Vision of the AAP and are content to see this.	Noted.
41	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 1 - We agree with the vision for Cannock Town Centre and support the role which MGDOV can play in securing a better connected place.	Noted.
42	The Theatres Trust	Question 1 - The Theatres Trust welcomes the recognition of importance and role of the town centres cultural assets in the vision. We believe that culture and the creative industries play a key role in developing vibrant town centres, which are the economic and social heart of a sustainable community. Cultural activity helps develop a sense of place and helps make it unique and special. It also supports Para 70 of the NPPF relating the promotion and safeguarding of community and cultural facilities.	Noted and agreed.
43	AMM	Question 1 - We agree in broad terms with the vision for Cannock Town Centre. We believe it can be strengthened further through the AAP consultation by inclusion of specific KPI 's , it being written in the present not future tense in the context of a 3 -5- year view, i.e .2020- 2022 as well as to 2028. It will be essential to accelerate change through a shared vision as soon as possible in response to national and regional events including Brexit and local game changing projects such as MGDOV, the closure of Rugeley Power Station and the like.	Agreed. The AAP should be adopted as soon as is possible. Effective regular monitoring against identified KPIs will be important and the final version of the AAP will include recommendations on this.
44	Historic England	We are pleased to see an AAP objective referencing the historic	Noted. This typo has now been corrected.

		environment. We note a spelling error in paragraph 3 which should read 'strong local heritage'. It may be worthwhile to include a sentence about how the AAP will 'conserve and enhance the historic environment of Cannock Chase Town Centre'.	The town centre is already designated as a Conservation Area and so there is already a policy requirement to conserve and enhance its historic environment. While there is no need therefore to duplicate this policy within the AAP, further work will be undertaken to consider how the AAP will protect and enhance the area, linking with the Conservation Area management Plan Guidance, for example.
45	Staffordshire County Council	Objective 8 is supported and links well with the comments outlined above although subject to specific consideration/investigation.	Noted,
46	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 2 - We agree with the AAP objectives and suggest the three highest priorities should be: 1. Creating an Accessible Centre; 2. Creating a Sustainable Centre; and 3. Creating a Digital Centre. Whilst MGDOV is not located within the town centre, its importance to Cannock cannot be underestimated and will create opportunities for the town to secure future investment.	Noted.
47	Janet Farmer	Question 2 –Car parking, fewer charity shops and traffic are the highest priorities to be addressed.	Noted. The type of retail operator (i.e. charity shops) cannot be controlled through the planning system.
48	Christine Pape	Question 2 –Block paving, more non-charity shops and lower shop/market rents are the highest priorities to be addressed.	Noted. See response above. Rents are also outside the scope of the AAP.
49	Maria Collins	Question 2 –New shops, parking and the run down market halls/car park are the highest priorities to be addressed.	Noted.
50	AMM	Question 2 - We agree with the AAP objectives and suggest the three highest priorities should be: 1. The Right Mix of Uses; this includes 4,5, 6, 7 & 10 2. Creating An Accessible Centre; 3. Encouraging Growth through Business Rates retention, LEP's etc. A further key objective is encouraging and supporting robust local leadership and management vehicles and entities with sufficient interest in the town centre, expertise, skills and funding to deliver the Vision and actions required.	Noted. Rates are outside the scope of the AAP. We agree that strong local leadership is also important (although we see this as something necessary to achieve the objectives rather than being an objective in itself).

Chapter 5. Policies and Priorities			
Rep ID No.	Respondent	Comment	Council Response
51	AMM	Question 3 - 1. Beecroft Road: add retail adjacent to The Ringway and 21st century parking. 2. Park Road: add Cannock Park and Leisure Centre, Cannock Chase High School. 3. Market Place: add 21st century parking. 4. High Green: add 21st century parking. 5. Ringway: add including Cannock Railway Station as a community use/asset. 6. Southern Fringe: no change.	Noted.
52	Historic England	Where 'specific opportunity sites' are identified within the AAP boundary we would require that they have been assessed to understand what the impact may be to the significance of heritage assets, including the Conservation Area which covers much of the AAP boundary. It may be necessary to have site specific policies or design principles that include mitigation measures to ensure that the historic environment is conserved.	Agreed. Specific policies and design principles will be included at Preferred Options stage. At this stage we will also review potential impacts on heritage assets.
53	Historic England	We welcome the inclusion of a number of 'supporting actions' on page 31, such as public realm improvements, improvements to shop frontages and canopies, improvements to the market, street furniture improvements and we would request that these actions are sympathetic to the historic environment.	Noted.
54	Janet Farmer	Question 4 – The ideas proposed are generally supported.	Noted.
55	Christine Pape	Question 4 – The ideas proposed are generally supported.	Noted.
56	AMM	Question 4 - Yes, potentially developed and presented to investors, occupier and stakeholders in a compelling, engaging and robust way.	Noted. A Prospectus has also been commissioned which will present the AAP proposals to this audience in an engaging manner.
57	Historic England	We support paragraph 5.6 where it relates to the historic environment and consider that a policy on sensitive and appropriate urban design would be a welcome addition to the AAP.	Noted. The local authority already has general policies on good urban design (e.g. CP3, CP15 and an adopted Design SPD). However further consideration will be given to this matter. Site specific guidance for Areas of Change will be developed at Preferred Options stage.

58	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 5 - We agree with the broad scope of recommended actions, however, we consider that MGDOV should be advertised in the town centre. There is a symbiotic relationship between the two locations and as MDGOV will advertise the town centre, the town centre should encourage links with MGDOV. In terms of the top three priorities, we suggest: 1. Highway infrastructure review; 2. Promotion and marketing of the town centre; 3. Promotion of the town centre at Mill Green.	Noted, this will be considered.
59	Janet Farmer	Question 5 – Traffic control along Cannock Road to reduce big lorries, parking and less charity shops are the actions to be addressed.	Noted, see earlier point about charity shops.
60	Christine Pape	Question 5 – Repairs to block paving, more family gatherings and better family food outlets are the actions to be addressed.	Noted.
61	Maria Collins	Question 5 – Demolish the market hall/car park complex and replace with new shops and restaurants to join up the town centre.	Noted.
62	AMM	Question 5 - We agree with the broad scope of recommended actions. In terms of the top three priorities, we suggest related actions are amalgamated and third new key action of: 1. Highway infrastructure review to include the car parking strategy as they are closely related; 2. Promotion and marketing of the town centre & MGDOV & improvements to the Markets; 3. Establish an Investment vehicle	Noted.
63	Staffordshire County Council	We support the transport oriented aspirations identified in the Urban Design Principles in line with suitable investigation. Whilst we support the enhancement of the transport network, action should be identified in accordance with appropriate evidence in terms of capacity, safety, severance, need for improvement etc. This should be established prior to identification of issues and potential schemes. Is there an understanding of how the situation may change in the future post development such as Mill Green which may have a significant impact on movement.	Noted, acknowledged and for discussion with relevant parties. Any significant developments resulting from AAP proposals will have to supported by Transport Assessment which will assess impacts in the context of existing traffic and committed schemes.
64	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 6 - We agree the urban design principles as listed are correct to enhance the town centre environment. We consider that greater support should be given to the improvements to pedestrian and cycle links between the train station, town centre and MGDOV, as the successful linkage of all three are essential	Noted.

		to the future success and improvement of Cannock as a whole.	
65	AMM	Question 6 - We agree the urban design principles as listed are a good start to be developed to enhance the town centre environment.	Noted.
66	Staffordshire County Council	It is our understanding that sustainable linkages (pedestrian and cycle) to the rail station will be improved as part of the major new retail development taking place in Cannock. We support these enhancements and will include them in the updated Integrated Transport Strategy for the district. Although the ring road provides significant traffic capacity benefits there may be some physical constraints to pedestrian and cycle movements, creating severance. These issues will need further investigation prior to establishing improvement options including consideration of the existing network of pedestrian subways and methods for crossing the ring road as well as wayfinding improvements (also mentioned in section 5.5).	Noted. As described in previous responses the AAP is intended to plan for the provision of improved linkages that will be funded through major developments. We agree that there is scope to reduce the severance effect of the ring road and agree that further investigation is required, which the AAP has recommended. We welcome SCC's support for these proposals and see also comments in relation to 63, above.
67	Staffordshire County Council	In terms of sustainable movement around the town centre, an audit of the pedestrianised area and walk/cycle routes would be useful in order to identify constraints for all users including the mobility impaired. Specifically links to significant employment areas could also be mentioned. This could include consideration of the quality of the existing pedestrian environment and identify locations where improvements are desirable. Connectivity for pedestrians and cyclists between the new retail development at Mill Green and the town centre should be promoted and maintained, and the use of interpretation boards and directional signing would reinforce and encourage this linkage.	Noted, we agree that links to Mill Green with interpretation and signage would strengthen connectivity and this is for further consideration. A review of existing pedestrian/cycle routes would also be useful but this is outside the scope of the AAP and would need to be a separate study.

Chapter 6 Options for Change			
Rep ID No.	Respondent	Comment	Council Response
68	Historic England	Within section 6 we are aware that there are a number of development strategies including highways and infrastructure, placemaking and areas of change. We would request that where development opportunities in these areas occur that the impact to the historic environment is assessed and that there are opportunities to conserve the historic environment and where possible to look for enhancement opportunities to better reveal the	Noted. Although presented on separate plans the different themes have been considered in an integrated manner, alongside heritage considerations and our analysis of place. Opportunities to enhance the historic environment will be considered as projects and policies

		significance of heritage assets. For example, when looking at figures 6.1, 6.2 and 6.3 there are a number of overlaps between proposals and the heritage assets identified within the town centre.	progress to further detail (see also 44 and 57 above)
69	Sport England	6.2 - We can confirm that Sport England supports the "Movement and Linkages Theme" and would take this opportunity to draw your attention to Active Design, in conjunction with Public Health England, has produced 'Active Design' (October 2015), a guide to planning new developments that create the right environment to help people get more active, more often in the interests of health and wellbeing. The guidance sets out ten key principles for ensuring new developments incorporate opportunities for people to take part in sport and physical activity. The Active Design principles are aimed at contributing towards the Government's desire for the planning system to promote healthy communities through good urban design. Sport England would commend the use of the guidance in the master planning process for new residential developments. The document can be downloaded via the following link: http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/active-design/	Noted. We will review this guide and incorporate relevant guidance as the projects move into further detail.
70	Sport England	As a general point Sport England is concerned that your council's evidence base which should fulfil the needs of Paragraphs 73 and 74 of NPPF is considered as out of date and not therefore robust. We have already discussed an update of the 2010 Playing Pitch Strategy with other colleagues which formed part of the Indoor and Outdoor Sports Facilities Study but we are also concerned that the lack of evidence makes it difficult to plan positively as required by para 70 of NPPF.	Further evidence is being commissioned to address the issues raised.
71	AMM	Question 7 - Yes, these are the correct movement and linkage projects, however we suggest connections to The Railway Station and MGDOV.	Noted. The projects do include improved connections to the station and Mill Green (annotated k on the plan and included within project 1).
72	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 7 - Yes, these are the correct movement and linkage projects, however we suggest connections to MGDOV should be included for the benefits as listed above.	See above.
73	AMM	Question 8 - We agree with the Council's preferred option.	Noted.
74	Rioja Developments / U+I	Question 8 - We agree with the Council's preferred option.	Noted.

	(c/o Carter Jonas LLP)		
75	AMM	<p>Question 9 - We suggest the three top priorities are:</p> <ol style="list-style-type: none"> 1. Improve the Gateways 1, 4, 5 and 6: to provide a more appealing pedestrian environment, safer and more attractive crossing opportunities and safer cycle movement. 2. For Gateways 2 and 3 on Ringway: remodel the junctions to create a more appealing town centre environment and to allow safe and direct pedestrian crossing and safer cycle movement. This remodeling could also release development opportunities. 3. Improve all of the pedestrian linkages (a to l) shown on Figure 6.1. This will include surfacing, lighting, wayfinding and making routes accessible to all users. 	Noted.
76	Rioja Developments / U+1 (c/o Carter Jonas LLP)	<p>Question 9 - We suggest the three top priorities are:</p> <ol style="list-style-type: none"> 1. Improve the Gateways 1, 4, 5 and 6: to provide a more appealing pedestrian environment, safer and more attractive crossing opportunities and safer cycle movement. 2. For Gateways 2 and 3 on Ringway: remodel the junctions to create a more appealing town centre environment and to allow safe and direct pedestrian crossing and safer cycle movement. This remodelling could also release development opportunities. 3. Improve all of the pedestrian linkages (a to l) shown on Figure 6.1. This will include surfacing, lighting, wayfinding and making routes accessible to all users. 	Noted.
77	AMM	<p>Question 9 (as listed in the document but should be Question 10) - We agree with these projects although would question the deliverability, impact and sustainability of some as proposed e.g. 6, 7, 8 & 9.</p>	Noted. We believe that these projects are aspirational but deliverable, although they will require the buy-in of relevant stakeholders.
78	Rioja Developments / U+1 (c/o Carter Jonas LLP)	<p>Question 9 (as listed in the document but should be Question 10) - We agree with these projects.</p>	Noted.
79	AMM	<p>Question 10 (as listed in the document but should be Question 11) - Area 3: stop-up Church Street to traffic except disabled vehicles, emergency vehicles, taxis and servicing. Improve this area as a pedestrian priority space.</p>	Noted.
80	Rioja Developments / U+1 (c/o Carter Jonas LLP)	<p>Question 10 (as listed in the document but should be Question 11) - Area 3: stop-up Church Street to traffic except disabled vehicles, emergency vehicles, taxis and servicing. Improve this area as a pedestrian priority space.</p>	Noted.
81	AMM	<p>Question 11 (as listed in the document but should be Question 12.</p>	Noted.

		There is no Question 12 or Question 13 in the document.) - We agree with the Council's preferred option.	
82	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 11 (as listed in the document but should be Question 12 - There is no Question 12 or Question 13 in the document.) - We agree with the Council's preferred option.	Noted.
83	Staffordshire County Council	In terms of the Place making Theme the option of stopping up Church Street would require significant consideration as it would affect vehicle movements through the town centre. Further discussion with Staffordshire County Council highways will be required.	Noted. Yes, we recognise that this is a major project that would require significant consideration and engagement with SCC.
84	Staffordshire County Council	The proposal to remove the bus station and place buses on-street needs careful consideration. No location has been identified and in recent times there has been a desire to refurbish the existing bus station in situ. Relocating buses on-street is likely to affect vehicle movements around the town centre and affect the potential to create an improved transport interchange hub. It is noted that the location and operation of the bus station is described as a strength in 3.32.	We agree this also needs extensive consideration and engagement with SCC. The idea was to replace the bus station with on-street stops. This will be subject to a detailed review of the impact on wider vehicle movements. The existing bus station is considered an asset but that is not to say that similar benefits cannot be achieved by equally well located stops and further benefit providing by unlocking a new major development opportunity within the ring road.
85	Staffordshire County Council	The modification of the Ringway/Hednesford Rd intersection needs careful consideration as this may adversely affect traffic capacity and may be affected by future development traffic. This is key junction along the town centre strategic highway and remodelling is likely to be expensive. At the moment it operates acceptably at peak times but traffic and transport movements are likely to change as a result of the Mill Green development. Therefore, it would be sensible to postpone any review until the impacts of this development are understood more fully. Severance and safety as well the promotion of sustainable travel are priorities but any proposals should seek to avoid creating capacity issues around the strategic network.	Understood. Any amendments to achieve easier pedestrian movement at this junction will have to be designed in the context of understanding impacts on capacity.
86	Staffordshire County Council	It is not clear from the AAP what level of evidence base exists to identify the problems and subsequently inform the options. Has the likely change in traffic movements as a result of Mill Green been factored in? The IDP appears to identify funding sources for	The AAP is being prepared in the context of Local Plan Part 1 which was informed by an extensive evidence base. However, The Issues and Options Paper highlights

		<p>interventions in Cannock Town Centre as CIL/ Developer Contributions. Does the level of funding anticipated allow for the recommended preferred options to be delivered?</p>	<p>high-level ideas for project development. Projects to be taken forward will be subject to detailed investigation. This will include engagement with SCC and a full understanding of existing and projected traffic flows, including the impacts of Mill Green. Some of these projects will require greater levels of funding than are likely be achieved through CIL/developer contributions but the AAP projects will also unlock and create value in development opportunities, which have the potential to cross-subsidise infrastructure projects. The delivery strategy will be progressed in subsequent AAP stages and will also be informed by the parallel Town Centre Prospectus commission.</p>
87	Staffordshire County Council	<p>Staffordshire County Council Connectivity Strategy team has had limited input into the preparation of this AAP but can engage with Cannock Chase Distract Council to refine and develop going forward (resources permitting). The transport strategy can evolve once the scale of the transport interventions sought are known and funding is identified.</p>	<p>Noted. We would like to engage with the Connectivity Strategy team as the AAP moves forward and the scale of anticipated interventions can be identified.</p>
88	Mr. Milan Nedeljkov	<p>Cannock is too small to support two cinemas. The existing cinema on Walsall Road with steady improvements has growing audience's and has been using digital projection for over 2 years. The main question is time scale when do you envisage the new High Green cinema being built and when will you close the existing cinema? Is it because a new cinema will command much higher business rates? The existing cinema is unaware of these plans and jobs could be lost. The idea of a refurb and extra screen would be great - but who is going to finance it? I fear the truth is its inevitable closure.</p>	<p>A key aim of the AAP is to significantly develop the evening economy of the town centre. A medium-sized mainstream family cinema would play a major role in providing an 'anchor' for this growth, specifically by offering the opportunity for new family food-and-drink uses to be developed alongside it and be supported by cinemagoers. This approach has proved successful in comparable UK town centres.</p> <p>We welcome the ongoing refurbishment of the Electric Palace and believe it can continue to play a complimentary role in the town centre leisure offer. We</p>

			understand that the Electric Palace are funding the refurbishment themselves and that these projects are partially complete.
89	Astbury L	Page 39 Area F, Cannock Library – The library should remain on existing site in Town Centre close to amenities. Beecroft Road site is further away and better suited to residential development.	
90	AMM	Question 14 - We agree with these projects and would like the opportunity to add to these as the AAP is progressed.	Noted. All respondents will have the opportunity to comment again on further stages of AAP preparation.
91	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 14 – We agree with these projects but we support the redesign of the Ringway / Hednesford intersection to encourage better and safer pedestrian links from MGDOV to the town centre.	Noted.
92	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 15 - Yes – see response to Question 14.	Noted.
93	AMM	Question 15 - Yes – see response to Question 14.	Noted.
94	The Theatres Trust	<p>Question 14/15 – The Trust supports the Areas of Change outlined in Section 6.4, in particular those for Area D and the improvements to Church Street and the Prince of Wales Theatre. Activating the street frontage and opening up the front of the theatre will help drive footfall and act as a catalyst to wider regeneration.</p> <p>With regards to the general concept of encouraging mixed use residential developments in the town centre, the Trust recommends that suitable safeguards are put in place to ensure that any new development introduced in to the town centre does not impact on the viability of existing cultural and leisure destinations. New residential development in particular has the potential to be in conflict with existing uses such as theatres, pubs and music venues because of noise and the movement of people arriving and leaving. The AAP should therefore ensure these developments are located away from, or designed in a way that any conflict will be avoided (Para 123, NPPF).</p>	<p>Noted.</p> <p>We understand the point about potential conflicts with residential development and existing leisure uses. It will be important to ensure that leisure uses that contribute to the vitality of the centre can continue to operate successfully and this will be an important consideration when planning for new residential development in the town centre.</p>
95	Janet Farmer	The high level intervention and change for the town centre is the preferred option.	Noted.
96	Christine Pape	The high level intervention and change for the town centre is the preferred option.	Noted.
97	Maria Collins	The high level intervention and change for the town centre is the	Noted.

		preferred option.	
98	AMM	Question 16 - We suggest area changes (e), (d) and (b) should be progressed as priorities.	Noted.
99	Rioja Developments / U+I (c/o Carter Jonas LLP)	Question 16 - We suggest area changes (e), (band (c) should be progressed as priorities.	Noted.
100	Julia Green	<p>With regards to increasing residential accommodation in the town centre before any redevelopment takes place, there needs to be a system of permit parking introduced for residents already living in the surrounding streets.</p> <p>Repurposing of Manor Avenue (Danilo Road) car park would have an impact on the parking on Newhall Street and surrounding roads. Wolverhampton Road already suffers from parking (for free) and walking into the town centre. Reducing the parking on this side of the town centre would only exacerbate this further. Both Newhall St and Wolverhampton Road are one way systems and the parking would already be improved if permits (such as in operation on Victoria St) for residents were introduced asap. Then further development could continue without issue.</p> <p>Is anything the residents could do to lobby for permit parking?</p>	<p>Noted.</p> <p>A car parking review has been separately commissioned by CCDC. This has reviewed all existing and proposed parking in the town centre, covering public car parks, private car parks and on-street spaces. This will inform subsequent AAP development of proposals.</p> <p>The impacts on existing residents is an important consideration and we are seeking to avoid overspill parking on roads. Emerging findings from the parking review indicate that there will continue to be a surplus in town centre spaces, including for the repurposing of Manor Avenue car park. AAP proposals will aim to provide attractively located and attractively priced town centre car parks. We therefore do not consider that a resident permit zone will be necessary.</p>
101	Julia Green	There is no need for an additional cinema on High Green if there are already plans to refurbish the Electric Palace Picture House. It would further exacerbate the traffic/parking issues (for residents) in that area.	See response to 88 above. The new cinema is an aspiration for the town centre but it may not necessarily be located at High Green. The issues raised will be considered further Wherever it is located it will be subject to a planning application which will require traffic and parking impacts to be fully assessed and appropriately mitigated.

Chapter 7. Next Steps			
Rep ID No.	Respondent	Comment	Council Response
		NO COMMENTS	

Appendix 1: Document Review			
Rep ID No.	Respondent	Comment	Council Response
		NO COMMENTS	

Sustainability Appraisal/ Strategic Environmental Assessment			
Rep ID No.	Respondent	Comment	Council Response
102	Environment Agency	The Environment Agency has no comments to make on the supporting Sustainability Appraisal as the environmental constraints prevalent to this location fall outside our statutory remit.	Noted.
103	Historic England	We support the inclusion of two strategic objectives that relate to the historic environment; Objective 6 and 17	Noted.
104	Historic England	We recommend under Strategic Objective 17 that you could usefully add in a bullet point that references the need to conserve and where possible, enhance heritage assets within the Cannock Chase AAP area and this could then link through to assessments on potential development options and how the impact to the significance of heritage assets has been considered.	Noted and work on heritage impacts will be undertaken
105	Historic England	Table 4 references some potential benefits for the historic environment. We would be supportive of these measures being incorporated into policy. For example, the need for the proposed new junction to take account of the Conservation Area and settings of listed buildings would be useful to include within policy to give certainty that it will happen.	Noted and work on heritage impacts will be undertaken
106	Historic England	Table 6 references how potential new development will need to take account of the special interest of the Conservation Area. Will it also need to take account of listed buildings and their settings? We would recommend that there is a clause within policy that relates to this issue and also considers how infilling will affect the significance of heritage assets. Any proposed	Yes, existing national and local planning and policy requires new development to take account of listed buildings and their settings. The AAP should not duplicate existing policy. We will assess the impact of proposed

		development that will be allocated within the AAP will need to be fully assessed as to the impact on the significance of heritage assets.	development opportunity sites and their setting on the significance of heritage assets to inform subsequent AAP stages. Ultimately it will be at planning application stage, when the detailed form of development is known, that these assessments can be undertaken in detail.
107	Historic England	We support paragraph 5.1.4 and the need for further assessment if this is a preferred option taken forward.	Noted.
108	Historic England	We note paragraph 5.1.9 and would be supportive of either an urban design policy or specific design parameters per site to take account of the impact to the historic environment.	Noted.
109	Natural England	We welcome the submitted Sustainability Appraisal and note the conclusions regarding action required if the 'high intervention option' is chosen as the preferred way forward.	Noted.