









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