









## Promoting Prosperity PDP 2019-20

Delivery of actions for Q3				
				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.	
<b>5 (45.5 %)</b>	<b>5 (45.5 %)</b>	<b>1 (9%)</b>	<b>0</b>	<b>11</b>

Cumulative progress in delivering actions - April to December 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.	
<b>18 (64%)</b>	<b>5 (18%)</b>	<b>4 (14%)</b>	<b>1 (4%)</b>	<b>28</b>

## Performance Indicators

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
<b>Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District</b>							
a) Local people working on construction site (those inducted)	Q	N/A	a) 150-200	156	229	275	
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			
<b>Increase the skill levels of residents and the amount of higher skilled jobs in the District</b>							
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				
<b>Create strong and diverse town centres to attract additional customers and visitors</b>							
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)	16.4% (measure Jan 20)	
	Q	Rugeley 4.8% average for quarter		1.6% (measure Jul 2019)	1.6% (measure Oct 19)	2.4% (measure Jan 20)	
	Q	Hednesford 4.6% average for quarter		6.5% (measure Jul 2019)	7.5% (measure Oct 19)	6.5% (measure Jan 20)	

Performance Indicator	Frequency of reporting (Q or A)	Last year's outturn	Target	Q1	Q2	Q3	Q4
<b>Increase access to employment opportunities</b>							
Employment Levels	A	Employment rate 75.7%	Aim to keep above West Midlands rate 73.8%				
<b>Increase access to employment opportunities (continued)</b>							
Unemployment Levels (out of work benefits / universal credits now included)	Q		Aim to keep below West Midlands rate				
	Cannock	1.4%		2%	2.1%	2.3% (Nov 19)	
	West Midlands	2.9%		3.4%	3.55%	3.8% (Nov 19)	
<b>Create a positive environment in which businesses in the District can thrive</b>							
Number of Growth Hub enquiries from Cannock Chase businesses	A	GBSLEP (hub) - 68	60				
	A	SSLEP (hub & landline) - 64	60				
<b>Commencement of the regeneration of Rugeley Power Station</b>							
Increase in supply of employment land				Measurement to commence 2022			
<b>Increase housing choice</b>							
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) – total for Council and Registered Providers	Q	51	140 total (Council and RP)	22	11	62	

## Projects

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
<b>Establishing McArthurGlen Designer Outlet as a major visitor attraction and maximise the benefits it will bring to the District</b>							
<b>Implement all associated McArthurGlen S106 planning obligations</b>	Employ Town Centre Officer and Support Town Centre Initiatives	Evaluation of Partnership and Town Centre initiatives				✓	
	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 for the Outline Business Case. An appointment has now been made 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	▲			
		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	▲			






Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
<b>Increase the skill levels of residents and the amount of higher skilled jobs in the District</b>							
<b>Work proactively with partners to increase skill levels and access to higher skilled jobs in the District</b>	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 <sup>th</sup> October		●	✓	
		Entrants / recruits commencing training				✓	
<b>Create strong and diverse town centres to attract additional customers and visitors</b>							
<b>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</b>	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		<b>September 2021</b>			
	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. <b>Cabinet approved the rescheduling of this action to 2020/21</b>	✗			

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
<b>Create strong and diverse town centres to attract additional customers and visitors (cont.)</b>							
<b>We will ensure our town centres are safe and welcoming for all visitors</b>	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			✓		
<b>Increase access to employment opportunities</b>							
<b>Engage with LEPs, the business community, West Midlands Combined Authority and national bodies to secure investment in the District</b>	Connecting Communities (formerly Employment Support Pilot) in Cannock North area. This tackles unemployment and low pay in local communities.	Project evaluation		<b>2020/21</b>			
	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					<b>X</b>

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
<b>Create a positive environment in which businesses in the District can thrive</b>							
<b>Develop a new Economic Prosperity strategy. This will also consider the benefits that can be gained from the McArthurGlen Designer Outlet.</b>	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	Strategy was completed during December 2019; however it was decided to present this to Cabinet in January 2020 to coincide with Budget report.			●	
		Commence delivery / priority actions					X
<b>Ensure there is an adequate supply of land for housing and employment</b>	Production of the new Local Plan and associated Supplementary Planning Documents.	Preferred Options consultation October 2019	The Local Development Scheme (LDS) has been reviewed and this has resulted in the revision of some of the target dates previously indicated.	Changed from October 2019 to <b>July/August 2020</b>			
		Proposed Submission consultation July 2020		Changed from July 2020 to <b>February 2021</b>			
		Submission of plan to the Secretary of State December 2020		Changed from December 2020 to <b>September 2021</b>			
		Examination in Public March 2021		Changed from March 2021 to <b>December 2021</b>			
		Adoption September 2021		Changed from September 2021 to <b>July 2022</b>			

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
<b>Commencement of the regeneration of Rugeley power Station</b>							
<b>The Council will work with private and public bodies to maximise the regeneration of the 139 hectare Rugeley Power Station site</b>	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		



Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4
<b>Increase housing choice</b>							
<b>The Council will invest £12.9m to provide additional affordable homes across the district</b>	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	Lengthy negotiations with Staffordshire CC have resulted in the acceptance of an offer for land at the Aelfgar site in Rugeley. Subject to Cabinet approval in January the proportion of land in Staff CC's ownership will be purchased. A piece of Council owned land in Chadsmoor, Cannock will also now proceed as a site for housing.				
		Soft Market Testing / Formal tender process through Homes England DPP3 panel	Procurement process for both sites to be determined and timescales.				
		Tender award	As above				
		Cabinet report for scheme(s) approval	As above				X
	Complete garage site and other Council Owned Land Development Schemes	Completion of existing Council House Development on Garage Sites					

Approach	Key Project	Milestone(s)	Action Required	Q1	Q2	Q3	Q4	
<b>Increase housing choice (cont.)</b>								
<b>Rationalisation of Hawks Green Depot site for potential housing</b>	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	Taking place during Q4			●		
		Surrender 51% of the Site for housing development	Taking place during Q4			●		
	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	In June 2019 Cabinet approved the housing scheme, permission to spend and the use of Dudley MBC Construction Framework to appoint a contractor.		✓			
		Soft Market Testing / Formal tender process through Homes England DPP3 panel	No longer applicable.					
		Tender award	Contractor appointed via the Dudley MBC Framework on 12/12/19.				✓	
		Cabinet report for Hawks Green scheme approval	Scheme approved by Cabinet				✓	