
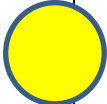



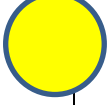




Promoting Prosperity PDP 2018-19

Quarter Four (1 January 2019 - 31 March 2019) - Performance				
				TOTAL
Milestone completed	Milestone on target	Milestone/timeline/scope/target date requires attention.	Project aborted/closed	
5 (31.25%)	5 (31.25%)	6 (37.5%)	0 (0%)	16 (100%)

Annual Performance 2018-19				
				TOTAL
Milestone completed	Milestone on target	Milestone/timeline/scope/target date requires attention.	Project aborted/closed	
25 (65.79%)	5 (13.16%)	8 (21.05%)	0 (0%)	38 (100%)

Comments on overall performance for this PDP for 2018/19

Establishing Mill Green Designer Outlet Village as a major visitor attraction and maximise the benefits it will bring to the District – the construction of the new £160m McArthurGlen Designer Outlet Cannock and associated highway works is now well underway, with the Outlet village due to open in late 2020. The Outlet village will create significant economic benefits for the District, including over 1,000 new jobs. During 2018/19 the electrification of the Chase Line has been completed and work is now starting to focus on developing an outline business case for the upgrade of Cannock Railway Station. The Council has started work on a new Economic Prosperity Strategy and work will continue on this during 2019/20, with the final Strategy due to be presented to Cabinet by the end of 2019.

Increase the skill levels of residents and the amount of higher skilled jobs in the District – the Council is working with a number of partners to increase local skill levels. Walsall College are the agreed provider for the new Retail Skills Academy and during 2018 the new Cannock Chase Skills and Innovation Hub opened in Cannock Town Centre offering a wide range of training courses and apprenticeship opportunities. Furthermore, the Council has confirmed a £500,000 commitment to developing a new Engineering Skills Academy within the Skills and Innovation Hub, with match funding confirmed by the Stoke and Staffordshire Local Enterprise Partnership (SSLEP) and a further funding bid being made to Greater Birmingham and Solihull LEP.

Create strong and diverse town centres to attract additional customers and visitors – work has progressed on the production of a regeneration prospectus for Cannock Town Centre. The Prospectus will be presented to Cabinet for approval during 2019/20. Furthermore, the Council has submitted an expression of interest for funding from the Government's Future High Street Fund and will find out whether this bid has been shortlisted by summer 2019. A new Cannock Town Centre Partnership has been established and this is being supported by a new Town Centre Officer employed by the Council. Town centre vacancy rates continue to be below the national average.

Increase access to employment opportunities – during 2018/19 a new Employment Support Pilot was launched focused on the Cannock North area and this project is designed to support local residents 'furthest away from the labour market' or those on low pay, to improve their skills and employment prospects. The project is being delivered by Walsall College and benefits from funding from the West Midlands Combined Authority (WMCA).

Create a positive environment in which businesses in the District can thrive – the Council has commenced a review of its Local Plan and during 2018/19 completed the first stage of this process, the Issues and Scope consultation. Cabinet approval was secured in February 2019 to move to the next stage, the Issues and Options consultation and this starts in May 2019. The Council has worked with Lichfield DC to jointly adopt a Supplementary Planning Document (SPD) for Rugeley Power Station and the demolition work has now formally commenced. The site owner has progressed a vision and masterplan for the site with a planning application due to be submitted in early 2019/20.

Increase housing choice

Sustaining Safe and Secure Communities – following a procurement exercise a contractor has been appointed to upgrade 26 CCTV cameras across the District. The Safeguarding Campaign has been successfully launched; however, the introduction of Safeguarding Champions across the Council has not been achieved due to resourcing issues within the Partnerships Team.

Promoting attractive and healthy environments – The Council once again successfully retained its 6 Green Flag accreditations for its major parks (Hednesford, Cannock, Ravenhill and Elmore Park), Stile Cop Cemetery and Castle Ring. In addition, a number of car park improvement schemes at Danilo Road in Cannock;

Market Street, Rugeley; Service Area 6, Rugeley and Service Area 9, Rugeley were completed on time and to budget and in August Cabinet approved the next steps for the delivery of the District's new cemetery. Progress in respect of the new toilet facility at Hednesford Park has been put on hold until approval to close the HLF project is secured.

Increase housing choice - Construction continued on the Former Garage Sites and Other Council Owned Land Redevelopment Scheme during 2018/19 with a further 19 new affordable homes for Council rent delivered (11 in 2017/18), the remaining 9 units will be delivered by July 2019 to complete the 39 unit scheme total. As part of the Council's new Housing Investment Fund (HIF), a review of Council owned land was completed, followed by an options appraisal, which identified the Hawks Green Depot site as the preferred first site for the HIF. A rationalisation project for the depot was commenced to ensure the working depot could still function on the site and ensure maximization of the site for housing. The Council has also submitted funding bids to WMCA and SSLEP towards the identified land remediation costs. The final outcome of the funding bids was still awaited at the end of 2018/19 and it is hoped Cabinet reports would be submitted on the rationalisation of the depot site and to seek scheme approval and permission to spend in Q1 2019/20.

Performance Indicators

In the figures produced below for Performance Indicators, the figures in Total are for the whole of 2018/19 and are either shown as cumulative figures or an average figure taken for the whole year.

Performance Indicators					
Performance Indicator	Frequency of Reporting (Q or A)	Last Year's Outturn	Target	Q1	
Establishing Mill Green Designer Outlet Village as a major visitor attraction and maximise the be					
Number of local jobs created:	Q	0	TBC – Waiting for contractor to agree	-	
a) Construction					

Increase the skills levels of residents and the amount of higher skilled jobs in the District					
Increase in qualifications at NVQ level 3/4	A	NVQ3 – 47.2%	Aim to increase levels year-on-year	53.7% (Dec 17)	
	A	NVQ4 – 25.4% (2016)	Aim to increase levels year-on-year	27.7% (Dec 17)	
Create strong and diverse town centres to attract additional customers and visitors					
Town Centre Vacancy Rates	Q	Cannock 9%	Aim to keep below national rate of 12%	11.9%	
	Q	Rugeley 4.3%		5.6%	
	Q	Hednesford 3.3%		2.2%	





Performance Indicators					
Performance Indicator	Frequency of Reporting (Q or A)	Last Year's Outturn	Target	Q1	
Increase access to employment opportunities					
Employment Levels Nomis labour supply unemployment and employment	Q	Employment rate 77.9%	Aim to keep above West Midlands rate 72%	78.7% (WM 72.7%)	
Unemployment Levels (JSA)	Q	Unemployment rate 0.7%	Aim to keep below West Midlands rate 1.5%	1% WM 1.4%	W
Create a positive environment in which businesses in the District can thrive					
Number of Growth Hub enquiries from Cannock Chase businesses	A	GBSLEP (hub) – 58	60		
	A	SSLEP (hub and landline) – 280	300		
Total number of net new dwellings completed	A	625 net dwellings completed 2017/18	Average of 241 dwellings per annum		
Increased housing choice					

Number of additional units delivered (Council housing)	Q	35	28	14
Number of additional units delivered (Affordable housing)	Q	155	82	42

*Draft figure, subject to change. Final checks and SHLAA 2019 work will determine final figure.

Projects and Actions


Ill Green Designer Outlet Village as a major visitor attraction and maximise the benefits it will bring to the

Key Project	Milestone(s)	Progress	Q1	Q2
Employ Town Centre Officer and Support Town Centre Initiatives	Recruit Town Centre Officer position	Achieved in post from 4 June 2018		
	Establish stakeholder interest in new Town Centre Partnership	First meeting of Board held in November with Board members and members of the public		
	Cabinet report to confirm structure of partnership	Report to Cabinet on 8 November 2018 achieved.		
	Formal establishment of Board and wider partnership.	Board now established. Chair in place and sub-groups set up.		
Establish Employment and Skills Plan and Retail Skills Academy Agreement	Selection of college provider made	Achieved – Walsall College		
	Agreements signed with all parties	Achieved		
	Monitoring established with construction contractors	The Council started receiving monitoring figures in August 2018		
	Local recruitment and training commenced			
Improvements to Cannock Railway Station	Abellio platform extensions – December 2018	Platform extensions to Cannock, Hednesford and Rugeley Town have been completed		
	Masterplan production including feasibility assessment	Cabinet report in December 2018 approved £400k to spend on production of an Outline Business Case to be led		

Will Green Designer Outlet Village as a major visitor attraction and maximise the benefits it will bring to the


Key Project	Milestone(s)	Progress	Q1	Q2
		<p>by a Project Board involving West Midlands Rail Executive (WMRE), West Midlands Trains and Staffs County Council.</p> <p>Brief produced for procurement of external consultants to produce Strategic Outline Business Case. Procurement exercise to select/appoint consultants to commence Q1 2019/20. This action has been carried forward to the 2019-20 PDP.</p>		






Skills levels of residents and the amount of higher skilled jobs in the District

Key Project	Milestone(s)	Progress	Q1	Q2
Work with partners to establish retail skills academy	Agree provider for Retail Academy	Achieved – Walsall College		
	Agree Retail course content and promote to recruit local employees	Achieved		
	Commence delivery of Retail Academy courses.	Due to start courses March 2019. Actually starting April 2019.		
Work with partners to establish engineering skills academy	Scope and develop a proposal for an Engineering Skills Academy	Proposal for engineering skills academy has been developed and scoped with South Staffs College. SSLEP and CCDC funding secured. GBSLEP funding bid has been submitted.		

Create strong and diverse town centres to attract additional customers and visitors



Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
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<p>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 Mill Green Designer Outlet Village can be captured</p>	<p>Produce strategic plans for Cannock and Rugeley Town Centres</p>	<p>Cannock Town Centre Prospectus produced by December 2018.</p>	<p>Consultants appointed in December 2018 to undertake the Cannock Town Centre Prospectus work. Work due to complete and report to Cabinet by end of Q2 2019-20. This item has been carried forward to the 2019-20 PDP. Review of Rugeley AAP linked to Local Plan Review process now underway</p>				
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Increase access to employment opportunities								
Approach	Key Project	Milestone(s)	Progress	Q 1	Q 2	Q 3	Q4	
<p>Engage with LEPs, the business community, West Midlands Combined Authority and national bodies to secure investment in the District</p>	<p>Employment Pilot Project in Cannock North area. This tackles unemployment and low pay in local communities.</p>	<p>Procurement carried out to select preferred provider.</p>	<p>Walsall College awarded contract</p>					
		<p>Delivery commenced – June 2018</p>						
		<p>Promotion and referral of clients</p>	<p>Ongoing promotion via Walsall College.</p>					
		<p>In conjunction with partners embed local delivery of skills hub. This targets unemployed and employed skill needs.</p>	<p>ERDF/ESF funding secured to roll out skill hubs in both LEP areas</p>	<p>SSLEP Skills Hub is awaiting final approval from DWP. Timescale unknown for approval at this stage.</p>				
			<p>Promotion of skills hubs commenced and referral of clients begun.</p>	<p>Promotion will commence once Skills Hubs are up and running. Until funding is secured project can't commence.</p>				

Create a positive environment in which businesses in the District can thrive							
Approach	Key	Milestone(s)	Progress	Q1	Q	Q	Q4

	Project			2	3		
Develop a new Economic Prosperity strategy. This will also consider the benefits that can be gained from Mill Green Designer Outlet Village	Produce a local Economic Prosperity Strategy	Scope out content required and agree timeline for production	Early work has been undertaken to identify approach to developing strategy and likely inputs				
		Draft content and commence consultation process	This item has been carried forward to the 2019-20 PDP Internal workshop being delivered in May 2019. Initial consultation via stakeholder and member engagement workshops and telephone interviews with key business leaders taking place June 2019. Aim being to develop economic vision and ambitions for inclusion in the Strategy document. External support has been commissioned to assist.				
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
Ensure there is an adequate supply of land for housing and employment	Production of the new Local Plan and associated Supplementary Planning Documents	As set out in the Local Development Scheme. Initial consultation Summer 2018.	Issues and Scope Consultation completed; report to Cabinet in November 2019				
		Issues and Options consultation February 2019	Report on Issues and Options was approved by Cabinet in February 2019				
	Undertake Housing Needs Survey	Produce updated housing needs assessment. December 2018	Draft report received in Q3. Finalise in Q4 and now published to support production of the Local Plan.				

Commencement of the regeneration of Rugeley Power Station							
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
The Council will work with private and public bodies to maximise the regeneration of the 139 hectare Rugeley Power Station site	In conjunction with Lichfield DC to develop, consult and approve Supplementary Planning document setting out the strategic uses of the site together with monitoring of progress on delivery of the development site	Complete production of the SPD	SPD fully approved by both Councils				
		Commencement of demolition	Demolition works have now commenced				

Increase housing choice							
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
The Council will invest £12.6m to provide additional affordable homes across the district	Develop options appraisal to deliver additional Council housing	Create long list of potential development sites	Long list of potential sites produced				
		Assessment and short list of preferred sites	Assessment identified insufficient sites to create shortlist. Further investigations required.				
		Consultation with Planning/Highways etc	Further investigations required, as above				

Increase housing choice							
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
		Final selection of sites to progress/project brief	Progress of Hawks Green Depot Review for potential housing development has taken main focus. Determination of other sites has run in background but now to be actioned in 2019/20.				
	Complete garage site and other Council Owned Land Development Schemes	Completion of Coulthwaite Way and Woodland Close	Both sites completed April/May 2018				
		Completion of Speedy Close, Cornhill and Petersfield	Three sites completed. Speedy Close and Petersfield in June 2018. Cornhill in August 2018.				
		Completion of Wood View, George Brealey, Cannock Wood St and Brunswick Road – programme completion	Wood View site completed. Cannock Wood St and George Brealey Close just slipped into 2019/20, both to complete in Q1. Brunswick Road also slipped into 2019/20 due to party wall issues delaying start				

Increase housing choice							
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
			on site; will complete Q2.				
Rationalisation of Hawks Green Depot site for potential housing	Hawks Green Depot Review	Receive outcome of funding bid to Homes England	Funding bid insufficient to progress site, alternative bids being investigated - revise targets			✓	
		Consultation with Planning	Funding bid insufficient to progress site, alternative bids being investigated, bids submitted but outcomes still awaited				
		Development of Project Brief if bid successful	Alternative bids to SSLEP and WMCA were made and outcomes are still awaited. The SSLEP did not meet their initial timescales on determining the outcome of the funding bid and the WMCA requested clarifications and additional information upon the bid in order to reach a decision too. A Soft Market				

Increase housing choice							
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
			Testing brief was circulated in Q4				
		Tender preparation	Soft market testing took place via selected Homes England DPP3 panel members during Q4.				

