





THE ECONOMY - RECOVERY ACTION PLAN

Delivery of actions – Cumulative at Q3					
					Total Number of Actions
Phase	Action completed	Work in progress	Work has not yet started /action has slipped and is behind schedule	Action / project cannot be completed / delivered	
Response	0	2	0	0	2
Restore	5	5	1	0	11
Reshape	2	13	1	0	16
TOTAL	7	20	2	0	29



ECONOMIC RECOVERY - ACTION PLAN



Outcomes Required:





- To support the District's economic recovery in the short-medium term
- Reshape the District's economy to create new growth opportunities and jobs for local residents
- Deliver against the vision set out in Economic Prosperity Strategy, particularly focusing on clean growth opportunities
- To help unemployed local residents to get back into work or training opportunities






COVID-19 Impacts:





- Economic recession leading to increase in business closures, mass unemployment (including youth unemployment), decline of town centres and decrease in investor confidence.
- Delay of major investment projects.
- Impact on the Council's financial position in terms of reduced business rates, Council tax.






Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Phase 1 – Response				
Finance	Local implementation of national support measures: business rates holidays, Retail & Hospitality Grants, Small Business Grants	Head of Finance and Head of Economic Prosperity	£20 million of funding allocated to over 1,750 eligible businesses during first wave of COVID-19. Further tranches of funding have been allocated to the Council to pay to businesses mandated to close as result of 2 nd and 3 rd national lockdowns and Tier restrictions	
Finance	To determine and implement Discretionary Grant policy to target resources at key sectors and in accordance with Government Criteria	Head of Finance and Head of Economic Prosperity Phase 1 and Phase 2 applications to be processed by end of August 2020 with final	Economic Development Team and Business Rates working through application assessments. Initial scheme closed end of August 2020 and unused monies returned to MHCLG.	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
		payments made by end of September 2020.	<p>CCDC allocated further funding in December 2020 to support businesses affected by COVID-19</p> <p>Additional Restrictions Grant – £2,015,240 (Discretionary)</p> <p>Local Restrictions Grant £1,485,504 (payments to businesses mandated to close by Government)</p> <p>Wet led pubs – to receive one-off payments of £1,000 in line with Government guidance.</p>	
Phase 2 – Restore				
Town Centre and High Streets				
Economic	Support the town centres to re-open and adapt to the Governments COVID-19 Secure guidance.	Economic Development Manager	<p>Support was given to re-open after 1st lockdown and again after subsequent restrictions and lockdowns</p> <p>Cannock Chase moved into Tier 4 on 31st December requiring non essential retail and hospitality businesses to close.</p>	
Economic	To ensure the public realm reflects Social distancing Policy and supports Town centres reopening (using Re-opening High Streets Safely Funding awarded by Government).	Economic Development Manager / Waste & Engineering Manager	<p>Social distancing measures (posters / floor markings) in place in all town centres</p> <p>Measures kept under regular review.</p> <p>Non-essential retail and hospitality businesses are currently closed in line with Government restrictions.</p>	




Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Economic	To support traders/shops via individual visits from Environmental Health Officers.	Food Safety & Licensing Manager Visits are on-going	COVID Secure checklists issued to traders/businesses. Many businesses have re-opened and are displaying 'COVID-19 secure' certificates in shop windows. Currently, the COVID Support Team are working with businesses to ensure compliance with COVID regulations. Regular visits and patrols being carried out, some of which are being conducted jointly with Staffordshire Police.	
Economic	Identify funding and assistance available to support traders/businesses and signpost to appropriate support.	Economic Development Manager / Cannock Town Centre Partnership Officer	Mapping of COVID-19 support measures ongoing and signposting as necessary i.e. GBSLEP 'Click and Drop' initiative, Retail 'webinars', Staffordshire County Council – PPE Starter packs for micro-businesses.	
Economic	(i) Revisit proposed environmental improvements for Cannock Town Centre to assess if they are still appropriate in current climate Improvements to street furniture and 'graffiti' art project.	Economic Development Manager / Cannock Town Centre Partnership Officer Complete by December 2020	Painting of street furniture and graffiti art project is now complete.	
	(ii) Proposed improvements to frontage of Prince of Wales Theatre under review – subject to survey (from Prosperity PDP).	Survey complete. Findings now being investigated further – decision on how to proceed by December 2020.	Survey currently being undertaken to test fixings on frontage of theatre – this will inform whether improvements to signage / lighting can proceed and at what cost. Survey to be completed in January 2021.	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Business Support				
Economic	Identify opportunities for managed workspace / business hubs across the District (from Prosperity PDP)	Economic Development Manager	Cannock Chase Enterprise Centre extension underway; Officers assessing other opportunities to develop new workspace.	
Economic	Promote and signpost local businesses to appropriate support based on their needs.	Economic Development Manager	Economic Development Team signposting as necessary	
Media and Communications				
Economic	Communication of appropriate business support initiatives / interventions and signposting to latest guidance and support	Economic Development Manager / Policy & Communications Manager	Local Discretionary Grant scheme and GBSLEP Pivot & Prosper fund now closed with a potential 2 nd phase in the future – subject to funding	
Economic	Potential for targeted campaigns i.e. re-opening of town centres, tourism/hospitality, McArthurGlen opening	Economic Development Manager / Policy & Communications Manager	<p>Publicity to coincide with the re-opening of town centres has been done.</p> <p>Further promotion will be done as and when necessary.</p> <p>McArthurGlen Opening now delayed due to Cannock Chase entering Tier 4 restrictions and further national lockdown which started on 5th January 2021.</p>	
Phase 3 – Reshape				
Economic Prosperity Strategy				
Economic	Undertake regular assessment of the economic impact of the pandemic and lockdown on the District economy and identify intelligence and data on the impact on key sectors / industries / businesses within the District.	<p>Economic Development Manager / Research & Information Officer</p> <p>Dashboard updated monthly</p>	Economic dashboard has been developed to report on national, regional and local data.	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Economic	Work with key partners and business organisations i.e. Chamber of Commerce, LEP, WMCA etc and engage with regional economic recovery planning at WMCA and GBSLEP levels.	Head of Economic Prosperity	CCDC engaged with GBSLEP Economic Recovery Taskforce & WMCA Recovery Plan. Staffordshire County Council Redundancy Taskforce.	
Economic	Refresh the Economic Development Needs Assessment (EDNA) which forms part of the evidence base for the Local Plan Review.	Planning Policy Manager Completed by October 2020	The EDNA has been revised to take account of impact of COVID-19 and updated economic forecasts. The EDNA will be published as part of the next stage of the Local Plan i.e. the Preferred Options consultation.	
Economic	Refresh the Council's Economic Prosperity Strategy to ensure it takes account of the changed economic environment and identify evidence-based interventions for the medium to long term to ensure economic reset and recovery.	Head of Economic Prosperity Economic Development Manager Research & Information Officer September 2020 to Summer 2021	The refresh of the Strategy will take longer to carry out to enable the Council to focus on supporting businesses impacted by the 2 nd wave of COVID-19 and to fully assess the impact of the pandemic on the local economy.	
Economic	To identify opportunities to support the Council's aim to become net carbon neutral by 2030	Head of Economic Prosperity	Climate Change Baseline study has been produced by AECOM as part of the Local Plan evidence base. The findings from the study will feed into the refresh of the Economic Prosperity Strategy.	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Town Centre and High Streets				
Economic	Review impact of the pandemic and lockdown on the District's three town centres.	Head of Economic Prosperity/ Economic Development Manager Dashboard updated monthly	Regular monitoring through dashboard of information	
Economic	<p>Progress regeneration proposals for Cannock Town Centre in light of change to economic climate and reduced investor/developer confidence. (from Prosperity PDP)</p> <ul style="list-style-type: none"> Undertake technical analysis regarding full demolition of MSCP and Indoor Market and present business case to Cabinet. (from Corporate PDP) Assess development proposals arising from Prospectus. Disposal of land at Avon Road 	<p>Head of Economic Prosperity/ Economic Development Manager</p> <p>By Qtr 4 2020/21.</p> <p>On-going</p> <p>Exchange/ completion during 2021</p>	<p>Technical work is being procured to advise on design and engineering solution for full demolition of MSCP.</p> <p>Ongoing as and when approaches are received</p> <p>Cabinet has approved sale of the land. Disposal sale contract and planning consent will need to be obtained.</p>	  
Economic	Commission work to produce a Cannock Town Centre Masterplan (as part of Local Plan review)	<p>Planning Policy Manager</p> <p>Likely to be commissioned during 2021.</p>	Brief being drafted for consultants.	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Major projects / investments				
Economic	McArthurGlen Designer Outlet West Midlands – continue to work with McArthurGlen to plan for opening and develop a marketing plan. (from Prosperity PDP)	Economic Development Manager / Policy & Communications Manager Opening delayed until early 2021.	Ongoing relationship with McArthurGlen.	
Economic	Cannock Railway Station – progression of business case and design work necessary to facilitate transformation of Station (from Prosperity PDP) Short term improvement works (utilising Section 106 funds): <ul style="list-style-type: none"> • Totem signage • Re-surfacing car park • Cycle storage • Murals on platforms and walkways 	Head of Economic Prosperity / West Midlands Rail Exec / Staffs CC Stage 1 – Strategic Outline Business Case work has been completed. Report to Cabinet on outcome of Stage 1 – December 2020 Work complete by early 2021.	Business case is being presented to Cabinet on 28 th January 2021. Package of short term enhancements to start on-site w/c 11 th January 2021. Works being carried out in partnership with West Midlands Rail, West Midlands Trains and Staffordshire County Council.	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
Economic	Commonwealth Games 2022 – capitalise upon the mountain biking event on Cannock Chase and work with Forestry England to secure legacy through improved ‘blue grade’ trail, play area and facilities for local residents /visitors	Head of Economic Prosperity Head of Environment and Healthy Lifestyles Mountain biking event – August 2022	Cabinet has approved £50k funding contribution to the track / mountain bike trail.	
Employment and skills				
Economic	Work with FE colleges to support local residents re-skill/up-skill Work with South Staffordshire College to progress Digital Skills Academy project	Economic Development Manager Economic Development Manager Funding application expected to be approved and grant agreement issued by end of 2020.	Funding Agreement signed for £0.5m by Stoke-on-Trent & Staffordshire LEP to deliver the Digital Skills Academy project	
Economic / Community	Work with key partners to put in place responsive employment support for newly unemployed residents and those facing redundancy including disadvantaged groups and communities and young people. Mapping of employment and skills opportunities.	Economic Development Manager working with Department for Work and Pensions, GBSLEP and SSLEP. Proposals to be worked up by October 2020. Report to Cabinet – November 2020.	Work with employers and partners (JCP etc) to secure local jobs for local residents linked to new economic opportunities. Participate in County wide Redundancy Taskforce.	



Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress indicator
	Explore potential for Council to participate in Government Kickstart scheme and encourage local businesses to take on placements.	By December 2020 (revised timescale by March 2021)	Officers continue to explore opportunities to participate in the scheme.	
Economic / Community	Progress Connecting Communities project focused on Cannock North ward. This tackles unemployment and low pay in local communities. (from Prosperity PDP)	Economic Development Manager	Project has been extended by WMCA to December 2021. Project will continue to be delivered during 2020/21 including starts, jobs and progressions throughout 2020.	

THE COMMUNITY RECOVERY ACTION PLAN

ROUGH SLEEPERS AND THE HOMELESS

<p>Outcomes Required: To secure sustained accommodation and specialist support for Rough Sleepers</p>
<p>COVID-19 Impacts: Rough Sleepers rehoused in temporary accommodation – secured 10 rooms for a fixed period – up to 19 individuals supported. Government priority to not return Rough Sleepers to the streets. Courts suspended Eviction Action – September 2020 onwards expected increase in homelessness</p>

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress Indicator
Rough Sleepers and the Homeless				
Phase 1 – Response				
	Provision of accommodation, food and support for homeless and rough sleepers	Strategic Housing Manager	Complete 10 rooms block booked (reduced to 8) – August/September 2020 Outreach support provided by Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing)	
	Engage with rough sleepers/homeless to secure alternative settled and sustainable accommodation	Strategic Housing Manager	5 Rough Sleepers/homeless persons rehoused in to 4 units of settled furnished accommodation – Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing) 3 rough sleepers/homeless persons to private rent or other supported accommodation 5 were evicted for ASB 2 enabled to return home 1 passed away (not COVID related)	

Recovery Work Stream	Action	Lead Officer and Timescale	Comments	Progress Indicator
	Identify and maintain temporary accommodation for homeless and rough sleepers	Strategic Housing Manager	On-going – 3 persons accommodated under “Everyone In” require rehousing. Of which 2 Rough Sleepers to be rehoused through Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing) and 1 into social housing. January 21 - A further 4 rough sleepers/homeless persons have been accommodated under protect programme bringing the total number of rough sleepers presently in emergency accommodation to 5	
Phase 2 – Restore				
	Identify ongoing needs	Strategic Housing Manager	On-going funding submission made “next steps programme” Accommodation Programme” for short-term funding and winter provision Funding provision of £42k received.	
Phase 3 – Reshape				
	Identify options for providing longer term solutions	Strategic Housing Manager	Application submitted to MHCLG Next Steps Accommodation Programme for capital funding to extend the no. of units provided under Housing First Project (Rough Sleeping and Homelessness Pathway – Spring Housing) Submission for purchase of 2 additional properties successful. Target date for completion 31 March 2021. Actions being progressed to achieve acquisition	