

Promoting Prosperity PDP 2019-20

Performance Indicators

Performance Indicator	Frequency of reporting (Q or A)	Last years outturn	Target	Q1	Q2	Q3	Q4
<b>Establishing Mill Green Designer Outlet Village as a major visitor attraction and maximise the benefits it will bring to the District</b>							
Number of local jobs created: a) Construction including supply chain b) Retail	Q	0	a) 150-200 b) 700-800				
				Measurement to commence Summer 2020			
Passenger numbers using the station due to the development of Mill Green DOV	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 – 53.7% (Dec 2017)	Aim to increase levels year on year				
	A	NVQ4 – 27.7% (Dec 2017)	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 11.1% at Q3	Aim to keep below national rate of 12%				
	Q	Rugeley 4.0% at Q3					
	Q	Hednesford 5.4% at Q3					
<b>Increase access to employment opportunities</b>							

Performance Indicator	Frequency of reporting (Q or A)	Last years outturn	Target	Q1	Q2	Q3	Q4
Employment Levels	Q	Employment rate 77.9%	Aim to keep above West Midlands rate 72%				
Unemployment Levels (JSA)		Un-employment rate 0.7%	Aim to keep below West Midlands rate 1.5%				
<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) – 58	60				
	A	SSLEP (hub and landline) 280	300				
<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	625 net dwellings completed (2017/18)	Average of 241 dwellings per annum				
Number of additional units delivered (Council Housing)	Q		6	X	X		
Number of additional units (Affordable Housing)	Q		TBD				

**Projects**

**Establishing Mill Green Designer Outlet Village as a major visitor attraction and maximise the benefits it will bring to the District**

Approach	Key Project	Milestone(s)	Q1	Q2	Q3	Q4	
<b>Implement all associated Mill Green S106 planning obligations</b>	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		X			
		Identify potential funding sources and submit bids for funding				X	
		Delivery/phasing plan agreed.					X

**Increase the skill levels of residents and the amount of higher skilled jobs in the District**

Approach	Key Project	Milestone(s)	Q1	Q2	Q3	Q4	
<b>Work pro-actively 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.	X				
	Work with partners to establish and promote a engineering skills academy	Funding confirmed – maximising bidding opportunities		X			
		Launch event			X		
		Entrants/recruits commencing training				X	

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

Approach	Key Project	Milestone(s)	Q1	Q2	Q3	Q4
<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 Mill Green Designer Outlet Village can be captured</b>	Produce strategic plans for Cannock and Rugeley Town Centres	Cannock Town Centre Prospectus adopted by Cabinet		X		
		Rugeley AAP review as part of the whole Local Plan review. September 2021	<b>September 2021</b>			
	Cannock Town Centre Future High Streets Fund	Expression of interest submitted	X			
		Develop full business case for funding (subject to our Expression of interest being shortlisted)			X	

### Increase access to employment opportunities

Approach	Key Project	Milestone(s)	Q1	Q2	Q3	Q4
<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</b>			
	In conjunction with partners embed local delivery of skills hub. This targets unemployed and employed skill needs. In conjunction with partners embed local delivery of skills hub. This targets 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

Approach	Key Project	Milestone(s)	Q1	Q2	Q3	Q4
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<b>Develop a new Economic Prosperity strategy. This will also consider the benefits that can be gained from Mill Green Designer Outlet Village</b>	Produce a local Economic Prosperity Strategy	Draft strategic framework and send out for consultation with key stakeholders and local businesses	X			
		Sign off by Cabinet. Formal adoption of strategy			X	
		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. <u>Note:-</u> A review of the Local Development Scheme (LDS) may be needed during 2019-20 which could adjust some of the target dates indicated.	Preferred Options consultation October 2019			X	
		Proposed Submission consultation July 2020	<b>July 2020</b>			
		Submission of plan to the Secretary of State December 2020	<b>December 2020</b>			
		Examination in Public March 2021	<b>March 2021</b>			
		Adoption September 2021	<b>September 2021</b>			

<b>Commencement of the regeneration of Rugeley power Station</b>						
<b>Approach</b>	<b>Key Project</b>	<b>Milestone(s)</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</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	X			
		Completion of demolition work	<b>2021</b>			
		Land remediation	<b>2021</b>			

<b>Increase housing choice</b>						
<b>Approach</b>	<b>Key Project</b>	<b>Milestone(s)</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</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		X		
		Soft Market Testing/Formal tender process through Homes England DPP3 panel			X	
		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		X		
<b>Rationalisation of Hawks Green Depot site for potential housing</b>	Implementation of Stock Rationalisation Plan - operating existing Services & Parks and Open Spaces from within a rationalised space	Architects Report received – recommendations to be determined	X			
		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 & SSLEP	X			
		Cabinet report to approve funding package		X		
		Soft Market Testing/Formal tender process through Homes England DPP3 panel			X	
		Tender award			X	
		Cabinet report for Hawks Green scheme approval				X