

Please ask for: Wendy Rowe **Your Ref:**
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25 June, 2019

Dear Councillor,

**PROMOTING PROSPERITY SCRUTINY COMMITTEE
4:00 PM WEDNESDAY 3 JULY, 2019
ESPERANCE ROOM, CIVIC CENTRE, CANNOCK**

You are invited to attend this meeting for consideration of the matters itemised in the following Agenda.

Yours sincerely,



**T. McGovern,
Managing Director**

To: Councillors:

Davis, Mrs. M.A. (Chairman)
Sutherland, M (Vice-Chairman)

Boucker, A.S.	Stretton, Mrs. P.Z.
Fisher, P.A.	Sutton, Mrs. H.M.
Hewitt, P.M.	Todd, Mrs. D.M.
Layton, Mrs. A.	Wilkinson, Ms. C.L.
Newbury, J.A.A.	Witton, P.T.
Startin, P.D.	

A G E N D A

PART 1

1. Apologies

2. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

(i) To declare any personal, pecuniary or disclosable pecuniary interests in accordance with the Code of Conduct and any possible contraventions under Section 106 of the Local Government Finance Act 1992.

(ii) To receive any Party Whip declarations.

3. Minutes

To receive the Minutes of the Promoting Prosperity Scrutiny Committee held on 13 March, 2019 (*Enclosed*).

4. End of Year Promoting Prosperity Priority Delivery Plan Performance Update

To receive the latest performance information (Item 4.1 – 4.12)

5. Promoting Prosperity Annual Report 2018-19

Joint Report of Head of Housing and Partnerships and Head of Economic Prosperity (Item 5.1 – 5.6)

6. 2019-20 Promoting Prosperity PDP

To consider the Promoting Prosperity PDP (Item 6.1 – 6.6)

7. Promoting Prosperity Committee Work Programme 2019-20

To consider the Promoting Prosperity Committee Work Programme (Item 7.1 – 7.3)

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
PROMOTING PROSPERITY SCRUTINY COMMITTEE
WEDNESDAY 13 MARCH, 2019 AT 4.00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 1

PRESENT: Davis, Mrs. M.A. (Chairman)
Councillors Sutherland, M. (Vice-Chairman)

Foley, D. Stretton, Mrs. P.Z.
Hewitt, P.M. Tait, Ms. L.
Hoare, M.W.A. Witton, P.T.
Johnson, T.B.

20. Apologies

Apologies for absence were received from Councillors C.I. Lea, P.D. Startin and Ms. C.L. Wilkinson.

21. Declarations of Interests of Members in Contracts and Other Matters and Restrictions on Voting by Members and Party Whip Declarations

No declarations of interests or party whip declarations were received.

22. Minutes

RESOLVED:

That the minutes of the meeting held on 21 November, 2018 be approved as a correct record.

23. Briefing Note – Working Group to Review the Street Market

Consideration was given to the Briefing Note of the Head of Economic Prosperity (Item 4.1 – 4.3 plus Appendices of the Official Minutes of the Council).

The Head of Economic Prosperity explained that a Working Group had been established to review the Cannock street market. The agenda and notes of all three Working Group meetings had been attached to the agenda and Members noted that representatives from the current market operator, Sketts and the newly formed Cannock Town Centre Partnership (CTCP) had attended one of the meetings. It had been a detailed process and Members had gained a better understanding of the current market.

The Principal Property Services Officer then led Members through the Briefing Note which provided details of the work undertaken by the Group. She explained that Sketts were reasonably pleased with the Friday street market; it had regular and satisfied traders and a regular customer base. They were happy to consider operating a Tuesday street market subject to positive research. The Group had spoken to the representative from the CTCP, Angela Haynes, whose role was to facilitate and support the CTCP. The Working Group considered that running events alongside the street market attracted customers into the town centre and noted that working collaboratively would be beneficial in improving the vitality and vibrancy of the town centre.

She then outlined the following recommendations proposed by the Working Group:-

- (A) That the current contract with Sketts be extended for a 12 month period from 31 October, 2019.
- (B) That Sketts be asked to undertake a survey to establish whether there was any appetite for operating the street market for an additional day (Tuesday).
- (C) That should the outcome of the survey be positive Sketts be asked to trial the Tuesday street market during the summer of 2019 with the possibility of including this additional day within the contract when it was renewed in November 2020.
- (D) That the new contract specification should include a requirement for the street market operator to
 - (i) Develop links and work in partnership with the McArthurGlen Designer Outlet Village to create initiatives to attract customers to the town centre
 - (ii) Work alongside the Cannock Town Centre Partnership in organising events to promote the town centre with the aim of increasing visitors
- (E) That the positive work of the Cannock Town Centre Partnership in organising events to promote the town centre should be acknowledged, encouraged and supported.

The Chairman invited Members of the Committee to comment. A Member sought advice on whether consideration had been given to operating the street market on a Saturday. The Principal Property Services Officer advised that Sketts had recently trialled a Saturday market but this had not proved to be popular. The reason for this was that the Friday traders had many other options for trading in alternative towns on a Saturday. The Chairman made reference to Penkridge market which was open on Saturdays and was very popular. Members noted that the Cannock Saturday market had to compete with Penkridge market for customers and traders.

The Chairman then referred to a new food market that was to take place in the town centre during the summer on Wednesdays. The Group had not been aware of this proposal during their review. The Principal Property Services Officer confirmed that there had been a press release from the company proposing to run this food market known as "Eat Street". It would operate every Wednesday between June to September and, depending on how well it was received, additional dates may be added. The company was seeking local food businesses to get involved.

A Member sought further information about the street market operator working with the McArthurGlen Designer outlet village. The Principal Property Services Officer explained that the Working Group had acknowledged there was a need to ensure that Cannock town centre attracted visitors once the designer outlet village opened. They had discussed the operation of a shuttle bus from the site to the town and noted the need to ensure advertising was placed within the outlet village outlining what was on offer within the town centre.

A Member advised that he had spoken to some traders in the town centre and they were not happy about the street market as it was affecting trade and shops were closing. He considered that it was possible more shops could close if the street market operated for an additional day. The Chairman was not of the same opinion and advised that the representative from the CTCP had indicated that traders welcomed the Friday street market as it attracted more visitors in to the town. Another Member added that the loss of shops was not due to the street market – they were closing regardless of whether a street market was operated.

A Councillor made reference to the Bicester and Cheshire Oaks designer outlet villages and commented that towns nearby benefited as the designer villages attracted visitors in to the towns. The town centres offered a different range of goods to what the designer villages offered and the effect on them had been positive.

The Chairman referred to the work of the CTCP who were arranging a number of events in the town centre during the coming months. They would be working in partnership with other organisations in order to attract visitors to the town centre. The events would be advertised on Cannock Radio station, on Arriva buses, in the local college and on social media.

The Head of Economic Prosperity reiterated the importance of developing links with the McArthurGlen designer outlet village to ensure that visitors were aware of the town centre and of any events and markets taking place. He acknowledged that high streets were struggling throughout the country. The Government had recognised this and a fund had been set up inviting bids from Local Authorities. There was a need to look at the regeneration of the town centres and to understand that they would need to provide more than just the retail offer in the future.

The Chairman sought the Committees view on the recommendations of the Working Group. The Committee agreed with the recommendations as outlined on paragraph 3.7 (A) to (E) of the briefing note and noted that these would be considered by Cabinet on 18 April, 2019.

RESOLVED:

That Cabinet on 18 April, 2019 be asked to consider the following recommendations from the Working Group to review the street market:-

- (A) That the current contract with Sketts be extended for a 12 month period from 31 October, 2019.
- (B) That Sketts be asked to undertake a survey to establish whether there was any appetite for operating the street market for an additional day (Tuesday).
- (C) That should the outcome of the survey be positive Sketts be asked to trial the Tuesday street market during the summer of 2019 with the possibility of including this additional day within the contract when it was renewed in November 2020.
- (D) That the new contract specification should include a requirement for the street market operator to
 - (i) Develop links and work in partnership with the McArthurGlen Designer Outlet Village to create initiatives to attract customers to the town centre
 - (ii) Work alongside the Cannock Town Centre Partnership in organising events to promote the town centre with the aim of increasing visitors
- (E) That the positive work of the Cannock Town Centre Partnership in organising events to promote the town centre should be acknowledged, encouraged and supported.

24. Quarter 3 Promoting Prosperity Priority Delivery Plan 2018/19 update

Members considered and noted the latest performance information for the 2018/19 Promoting Prosperity Priority Delivery Plan (PDP) (Item 5.1 – 5.9 of the Official Minutes of the Council).

The Committee noted that overall performance was on track with 87% of projects being on target. The Head of Economic Prosperity then led Members through the actions detailed in the PDP, providing progress updates where necessary.

With regard to the Cannock Town Centre Prospectus he advised that work had slipped slightly and it was now due to be completed in the summer of 2019. Consultants had been appointed and they were working on how to best reposition the town centre. Consideration was being given to other uses for town centres, such as residential/commercial. A funding bid was due to be submitted by the Council for the Future High Street Funds.

Reference was made to Rugeley Power Station and Members noted that a number of community engagement events had been undertaken. A planning

application for the site was to be submitted in May 2019. Demolition works have commenced.


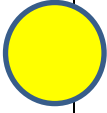


The Head of Housing and Partnerships then led Members through the actions she was responsible for in the PDP, giving updates as necessary.


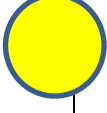


She made reference to the £12.6m investment to provide additional affordable homes across the district, advising that the development of the majority of garage sites were on track. With regards to the Hawks Green Depot site she explained that 51% of the site had been set aside for housing requirements. Outline planning discussions had taken place for the development of 44 one, two and three bedroom homes and soft market testing was being undertaken.

The meeting closed at 4.45 pm.

CHAIRMAN

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


Mill 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
Engage with LEPs, the business community, West Midlands Combined Authority and national bodies to secure investment in the District	Employment Pilot Project in Cannock North area.	Procurement carried out to select preferred provider.	Walsall College awarded contract	✓			
	This tackles unemployment and low pay in local communities.	Delivery commenced – June 2018			✓		
		Promotion and referral of clients	Ongoing promotion via Walsall College.			✓	
	In conjunction with partners embed local delivery of skills hub. This targets unemployed and employed skill needs.	ERDF/ESF funding secured to roll out skill hubs in both LEP areas		SSLEP Skills Hub is awaiting final approval from DWP. Timescale unknown for approval at this stage.			
Promotion of skills hubs commenced and referral of clients begun.			Promotion will commence once Skills Hubs are up and running. Until funding is secured project can't commence.				

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.				

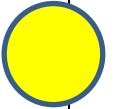
Commencement of the regeneration of Rugeley Power Station							
Approach	Key Project	Milestone(s)	Progress	Q1	Q2	Q3	Q4
The Council will work with private and public bodies to maximise the regeneration of the 139 hectare Rugeley Power Station site	In conjunction with Lichfield DC to develop, consult 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.				



Report of:	Head of Economic Prosperity and Head of Housing & Partnerships
Contact Officer:	Dean Piper Nirmal Samrai
Telephone No:	4223 / 4210
Key Decision:	No
Report Track:	Promoting Prosperity Scrutiny Committee and Council

PROMOTING PROSPERITY SCRUTINY COMMITTEE

3rd JULY 2019

ANNUAL REPORT 2018-19

1 Purpose of Report

- 1.1 This report summarises the work undertaken by the Promoting Prosperity Scrutiny Committee during the municipal year 2018-19.

2 Recommendations

- 2.1 That Members note the report and approve its submission to Council.

3 Key Issues and Reasons for Recommendation

- 3.1 The report summarises the work undertaken by the Promoting Prosperity Scrutiny Committee during the municipal year 2018-19.
- 3.2 The Committee received information on:
- (i) the annual reports for the former Economic Development and Town Centres Scrutiny Committee and Housing, Crime and Partnerships Scrutiny Committee;
 - (ii) quarterly progress reports on the Promoting Prosperity Priority Delivery Plan for 2018-19.
- 3.3 The Committee undertook three Scrutiny Reviews during 2018-19.

- (i) Economic Prosperity – Policy for Commercial Use of the Highway;
- (ii) Housing – Review of Vulnerable Persons Grass Cutting Scheme – Eligibility Criteria;
- (iii) Economic Prosperity – Review of Cannock Street Market.

4 Relationship to Corporate Priorities

- 4.1 The Promoting Prosperity Scrutiny Committee is responsible for scrutinising matters relating to the Council's corporate priority of Promoting Prosperity.

5 Report Detail

- 5.1 It was agreed in July 2016 by full Council that in future the Scrutiny Committees would produce an annual report for Council on the work undertaken by each of the Committees.

- 5.2 The key role of the Scrutiny Committee is to:

- Hold the executive to account;
- Ensure corporate priorities are met
- Review and develop policies
- Scrutinise partners
- Consider performance management information

- 5.3 The remit of the Promoting Prosperity Scrutiny Committee during 2018-19 included:

- Promoting Prosperity PDP
- Planning
- Economic Development
- Building Control
- Markets
- Land and Property Holdings (excluding HRA)
- Town Centre Regeneration
- Strategic Housing & Tenancy Services
- Housing Maintenance
- Housing Property Services

- 5.4 The Committee considered the following items during 2018-19

4 July 2018

- End of Year Performance Report 2017-18
- Committee's work programme for 2018-19

23 October 2018

- Outcome of Working Group to review the Policy for Commercial Use of the Highway

21 November 2018

- Outcome of Working Group to review the Working Group to Review the Vulnerable Persons Decorating and Grass Cutting Scheme – Eligibility Criteria
- Quarter 2 Promoting Prosperity PDP 2018-19 update

13th March 2019

- Outcome of Working Group to Review the Cannock Street Market
- Quarter 3 Promoting Prosperity PDP 2018-19 update

Working Group to review the Policy for Commercial Use of the Highway

5.5 A Working Group of 4 Members was established to carry out the review and to then bring its findings back to a future meeting of the Scrutiny Committee. The Working Group met on 3 occasions. In addition Members undertook visits to all 3 town centres and the views of various interested parties were obtained and these were presented to the Working Group. These included groups representing persons with disabilities, Planners, Economic Development and Licensing. Furthermore, a survey of how other Local Authorities deal with the Commercial Use of the Highway was carried out and the results of this considered by the Working Group. Members considered various options for the future of the Policy and its potential application in the District. On 23rd October 2018, the Committee resolved 'that Option C (CCDC provides advice and guidance only) be recommended to Cabinet and then Council'.

5.6 On 13th December 2018, Cabinet agreed:

(i) Officers should review the current fee structure and look at expanding the application of the Policy to cover the whole District.

(ii) Officers should investigate whether the enforcement of highways obstructions covered by the policy could be delegated from the County Council to the District Council, in order that matters are simplified.

(iii) Officers to report their findings to Cabinet and the matter will then be considered by Council

Working Group to review of the Vulnerable Persons Decorating and Grass Cutting Scheme – Eligibility Criteria

5.7 A Working Group of 4 Members was established to carry out the review. The Working Group met on 2 formal occasions and 1 informal occasion. Officers delivered a presentation to the Working Group which explained the background to the Scheme. The Working Group also considered approaches taken by other Social Housing Landlords.

- 5.8 The Working Group had unanimously agreed that the Grass Cutting Scheme did not require any amendment as it was operating well and all eligible tenants who had requested the service were having their grass cut.
- 5.9 However, with regards to the Internal Decorating Scheme the Group considered that it was important to retain the scheme but it was in need of review. The Group noted that it was fundamentally unfair to be on the waiting list for a place on the Internal Decorating Scheme for 7 years and then have to wait a further 3 years for a place to become available.

The following amendments to the Internal Decorating Scheme were approved by Cabinet on the 13th December 2018.

(A) To reduce the offer to 1 room being decorated once every 5 years, thereby enabling all eligible tenants to be included on the list. Consideration could be given to reducing the 5-year period once the waiting list had been reduced and the backlog cleared.

(B) That tenants should have a clear rent account for 3 to 6 months to be able to be included on the list. Additionally, no other sundry debtor payments, owing to Housing, should be outstanding.

(C) That where a tenant refuses the date offered to them they should go on a reserve list for cancellation, unless the reasons for refusal were for a medical reason or due to bereavement.

(D) That the scheme be reviewed after 2 years.

The changes would be implemented from the 1st April 2019.

Working Group to Review the Cannock Street Market

- 5.10 At the meeting of the Committee on 21 November 2018 Members agreed to review the street market in Cannock. A Working Group of five Members was established to carry out the review and to then bring its findings back to a future meeting of the Scrutiny Committee. The Working Group met on three formal occasions. Representatives from the current market operator Sketts and the newly formed Cannock Town Centre Partnership were invited to attend the meeting of the Working Group on 30 January 2019. The Working Group agreed that different events running alongside the street market attracted customers into the town centre. It was considered that the support of the CTCP would enable more specialist events to be held in conjunction with the street market. Such events will further improve the vitality and vibrancy of the town centre as well as bring variety to the town centre retail offer. It was also considered that the current arrangement with Sketts worked well and that the current contract should be extended for 12 months and that they should be asked to trial a Tuesday market over the summer.

The following recommendations were agreed by the Promoting Prosperity Scrutiny Committee at its meeting on 13 March 2019.

- (A) Extension of the current street market contract with Sketts for a 12 month period from 31 October, 2019;
- (B) That Sketts be asked to undertake a survey to establish whether there was any appetite for operating the street market for an additional day (Tuesday);
- (C) That, should the outcome of the survey be positive, Sketts be asked to trial a Tuesday street market during the summer of 2019 with the possibility of including this additional day within the street market contract when it was renewed in November 2020;
- (D) That the new contract specification should include a requirement for the street market operator to:
 - (i) develop links and work in partnership with the McArthur Glen designer outlet to create initiatives to attract customers to the town centre;
 - (ii) work alongside the Cannock Town Centre Partnership in developing a programme of events to promote the town centre with the aim of increasing visitors.
- (E) That the positive work of the Cannock Town Centre Partnership in organising events to promote the town centre should be acknowledged, encouraged and supported.

5.11 Cabinet at its meeting on 18 April 2019 gave consideration to the above recommendations as made by the Promoting Prosperity Scrutiny Committee, at its meeting held on 13 March 2019.

6	Implications
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6.1 Financial

None

6.2 Legal

None

6.3 Human Resources

None

6.4 Section 17 (Crime Prevention)

None

6.5 Human Rights Act

None

6.6 Data Protection

None

6.7 Risk Management

None

6.8 Equality & Diversity

None

6.9 Best Value

None

7 Appendices to the Report

None

Previous Consideration

None

Background Papers

None

Promoting Prosperity PDP 2019-20

Performance Indicators

Performance Indicator	Frequency of reporting (Q or A)	Last years outturn	Target	Q1	Q2	Q3	Q4
Establishing Mill Green Designer Outlet Village as a major visitor attraction and maximise the benefits it will bring to the District							
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			
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 – 53.7% (Dec 2017)	Aim to increase levels year on year				
	A	NVQ4 – 27.7% (Dec 2017)	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 11.1% at Q3	Aim to keep below national rate of 12%				
	Q	Rugeley 4.0% at Q3					
	Q	Hednesford 5.4% at Q3					
Increase access to employment opportunities							

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%				
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				
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	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	
Implement all associated Mill Green 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		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
Work pro-actively 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.	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
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	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	September 2021			
	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
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			
	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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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	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
Ensure there is an adequate supply of land for housing and employment	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	July 2020			
		Submission of plan to the Secretary of State December 2020	December 2020			
		Examination in Public March 2021	March 2021			
		Adoption September 2021	September 2021			

Commencement of the regeneration of Rugeley power Station						
Approach	Key Project	Milestone(s)	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	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	2021			
		Land remediation	2021			

Increase housing choice						
Approach	Key Project	Milestone(s)	Q1	Q2	Q3	Q4

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		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		
Rationalisation of Hawks Green Depot site for potential housing	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

**Services and Issues falling within the
Promoting Prosperity Scrutiny Committee's remit**

Service Area	Sub-Areas	Key Projects and Issues
Strategic Housing & Tenancy Services	<ul style="list-style-type: none"> • Housing Strategy & Service Improvement • Housing Options • Neighbourhood Management • Income Management • Tenancy Management • Allocations • Choice Based Lettings • Estate Caretaking • Vulnerable Persons Grass Cutting • Sheltered Scheme Management • Systems Support 	<p>Welfare Reform – Universal Credit</p> <p>Tenancy Audits</p> <p>Tenant Profiling</p> <p>Homelessness Reduction Act – provide more advice & assistance</p> <p>Tenancy Sustainment</p> <p>Neighbourhood Plans</p> <p>New Build – Hawks Green Depot</p> <p>Delivery of Resident Involvement Strategy</p>
Housing Maintenance	<ul style="list-style-type: none"> • Delivery of responsive repairs service • Void Works • Vulnerable Persons Decorating Scheme • Out of Hours Emergency Repairs • In-House Stores Provision 	<p>Re-visit Voids Action Plan</p> <p>Mobile Working</p> <p>Vulnerable Persons Decorating Scheme – Criteria</p> <p>Procurement of Maintenance Contracts</p> <p>Procurement of Fleet</p>
Housing Property Services	<ul style="list-style-type: none"> • Kitchen & Bathroom Upgrades • External Envelope Works • Gas Servicing • Gas Repairs & Maintenance • Electrical Upgrades • Quantity Surveying • Disabled Facilities Grant • Property Alterations / Permissions 	<p>Procurement of Contracts</p> <p>Disabled Facilities Grants</p> <p>Delivery of Planned Works Contracts</p> <p>Delivery of Cyclical Works</p>

Planning Policy	<ul style="list-style-type: none"> • Development of Local Plan • Conservation Area policy guidance and management plans • Administration of Community Infrastructure Levey • Neighbourhood Plans • Monitoring implementation of planning policy • Transport related issues 	<p>New Local Plan production commenced.</p> <p>New National Planning policy Framework</p> <p>Revisions to CIL</p>
Development Control	<ul style="list-style-type: none"> • Planning Applications • Enforcement 	
Economic Development	<ul style="list-style-type: none"> • Town Centre regeneration • Development of McArthurGlen Designer Outlet Village Cannock • Promoting the development of key investment sites • Working with partners to increase skills of local people and reduce unemployment amongst 18-24 age group • Engaging with local businesses; encouraging expanding businesses to employ local people; support new businesses to start and grow • Work with tourism, leisure and accommodation businesses to grow the visitor economy • Work with Local Enterprise Partnerships • Work with West Midlands Combined Authority 	<p>Production of Economic Prosperity Strategy</p> <p>Cannock Town Centre Development Prospectus</p> <p>Kingswood Lakeside, Towers Business Park, Rugeley Power Station</p> <p>Cannock Railway Station</p> <p>Skills and Innovation Hub / Engineering Academy / retail Skills Academy</p> <p>Greater Birmingham & Solihull LEP and Stoke & Staffordshire LEP</p>
Building Control	<ul style="list-style-type: none"> • Checking of plans and inspection of work on site 	<p>The Hackitt Review</p> <p>Revised regulatory framework</p>

	<ul style="list-style-type: none"> • Dangerous structures • Control of demolition 	
Corporate Property Services	<ul style="list-style-type: none"> • Estates Section – Managing the Council’s non-residential portfolio; valuations; lettings; lease management; rent reviews; disposals; acquisitions; rent recovery; development of appraisals • Markets Management • Maintenance Section – day to day responsive repairs; maintenance of Council owned Assets; accommodation moves; major building / refurbishments works; building compliance; management of contractors; stock condition surveys 	<p>Assets Review</p> <p>Development of Asset Management Database</p> <p>Markets Review</p> <p>Assets Review (linked to Estates Section)</p> <p>Building Compliance</p> <p>Stock Condition Surveys – Prioritise works</p> <p>Management of Utilities</p> <p>Hawks Green Depot Rationalisation</p>