

Corporate Plan

2026-28



Cannock Chase in numbers



43,615
households in 2022

104,088
residents in 2024



Average house price
£233,532
(October 2025)



Out-of-Work Benefits:
(claimant count) of
3% residents aged
16-64, November 2025



60 new affordable
homes built in 2024-25



Almost **2650** hectares
of parks, open spaces
including 6 which have
won 'Green Flag' awards



4983
Council rented
properties at the end
of December 2025



902 premises
registered as food
businesses with
98.5% rated 3*
and above
in 2026



69,000 bins emptied
each week with around
40% waste collected from
households recycled



146 CCTV Cameras
Monitored



Nearly **300**
planning applications
received in 2024



More than **4,000** miles
of roads and pavements
cleaned every year and over
600 litter bins emptied



3,415
Business Enterprises
in 2025



A National Landscape
(Area of Outstanding Natural Beauty)
and 2 Special Areas of
Conservation (SAC)

Vision:

We want a Cannock Chase that local residents are proud to call home, where:

- our town centres are thriving, local businesses are supported and we continue to attract new jobs.
- residents are encouraged to lead healthy, independent and happy lives;
- we value strong communities and feeling connected; and
- the local environment is protected, preserved, and enhanced for future generations.
- we will deliver value for money in service delivery and be accountable for our decisions.

We cannot achieve this vision alone and want to work together with partners and the voluntary sector to achieve this ambition.

PRIORITY 1 | Economic Prosperity



To create a
District that thrives



We want to encourage growth and new businesses. We will attract investment and businesses and skilled jobs for local people. We will continue the regeneration of Cannock town centre and attract visitors to the district.

What we want to achieve:

- More investment in the district's economy.
- More new businesses and skilled jobs.
- Substantial progress towards the regeneration of Cannock town centre.
- More visitors and an increase in their spend in the district.
- More housing that is well designed and built in the right place.

How we will deliver this:

Major Projects:

Over the next 2 years we will:

- Continue the regeneration of Cannock Town Centre creating high quality, mixed use development.
- Complete a new masterplan for Rugeley Town Centre and identify opportunities to attract new investment.
- Work in partnership with South Staffordshire College to strengthen the skills offer of the District.
- Commence a new Local Plan for the District identifying sites for homes, including affordable housing, with good infrastructure, land for employment, protection of our green spaces and policies that reduce the impact of climate change.
- Seek to ensure that the next phase of the McArthurGlen Designer Outlet supports our local economy and provides opportunities for our residents.

Operational Service Delivery:

- Ensure that Cannock Chase provides sufficient employment opportunities for residents by attracting investment and supporting local businesses to grow.
- Deliver good planning services that provide fast decision making for major and non-major planning applications.
- Promote Cannock Chase as a visitor destination.

How we will measure our operational performance:



Regeneration

- Economic activity rate.
- Visitor economy - value and volume of tourism in Cannock Chase (data source tbc).

Planning Services

- Number of housing completions and affordable homes.
- Major Planning Applications determined within time.
- Non-major Planning Applications determined within time.
- Major Planning Applications overturned at appeals as percentage of no. applications determined.
- Non-major Planning Applications overturned at appeals as percentage of no. applications determined.

PRIORITY 2 | Health & Wellbeing

 **To encourage and support residents to lead healthy, independent and happy lives** 

We want our residents to live in strong communities and lead healthy, happy and active lives. We will improve our leisure centres, encourage walking in our parks, and on the Chase and cycling. We will work with our communities to engage residents in positive activity that are fun and support their physical and mental health and wellbeing.

What we want to achieve:

- Provide opportunities for residents to lead healthy, happy and active lives and recognise the importance of mental health and wellbeing.
- Embed health and wellbeing into all of our policies and everything that we do.
- Work with partners to address health inequalities across the District.
- Support residents that need our help.

How we will deliver this:

Major Projects:

Over the next 2 years we will:

- Work with our new leisure provider to attract more people to use and enjoy our leisure centres. We will manage the new contract (due to commence 1 April 2026) to deliver better services, attract more people to use them and to provide value for money for customers and council tax payers.
- Deliver capital investment in our Leisure Centres to enhance existing facilities.
- Integrate the Wellbeing Team into the Council and deliver wellbeing support to our residents to lead healthy, happy and active lives, working with our new leisure services provider.

Operational Service Delivery:

- Provide Disabled Facilities Grants to support people to stay in their own homes (this includes council housing stock).
- Safeguard the most vulnerable people within our District. This includes:
 - Preventing homelessness.
 - Providing accommodation for vulnerable people and support to sustain their tenancies.
 - Providing an outreach service for rough sleepers.
 - Co-ordinating multi-agency working to identify and address vulnerability issues.
 - Provide funding to voluntary organisations to for free independent, impartial, and confidential advice to our residents.

How we will measure our operational performance:

Leisure, Culture and Heritage

Annual Report from Leisure Provider setting out the performance of all facilities and the wider wellbeing work they facilitate.

The key contract KPIs to be reported on include:

- Facility attendances.
- Social value delivered through the Contract as measured through Sport England's Moving Communities platform.
- Net surplus / subsidy per visit (total across portfolio) based on the measure used by Sport England's Moving Communities platform.

Health and Wellbeing

- Number of residents/cases dealt with by the CAB.
- Total value of financial outcomes achieved as a result of the Citizen's Advice contract.

Strategic Housing, Homelessness and Assistance

- % households had a positive outcome and secured accommodation for 6 + months.
- Rough sleeper count (annual estimate).
- Community Safety Partnership Hub referrals and case closures within 3 months.
- Number of Disabled Facilities Grants (DFGs) completed.

PRIORITY 3 | The Community



To ensure Cannock Chase is a place that residents are proud to call home



We want our District to be an attractive and safe and happy place to live. We will preserve our open spaces and local parks. We aim to build on the existing and new communities across our District so that residents feel connected and supported. We want to ensure that our residents have a choice in their housing accommodation and that it is safe.

What we want to achieve:

- Safe, clean and tidy neighbourhoods.
- Attractive local parks and green spaces.
- Residents who live a sustainable lifestyle.
- Less carbon resulting from the Council's activities.
- The Council's housing stock meets the Decent Homes Standard.
- A safe and secure place to live for local people.
- Increased supply of new build council homes across the District.

How we will deliver this:

Major Projects:

Over the next 2 years we will:

- Deliver the Climate Change Strategy via our Climate Action Plans which are updated annually.
- Improve the management of our trees.
- Commence and promote food waste collection service.
- Deliver the Housing Improvement Plan.
- Complete the survey of the Council's housing stock, produce a 30-year business plan setting out investment in and improvements to the stock and install new bathrooms, kitchens, roofs and fences where necessary and affordable.
- Build 58 new homes, of which 29 will be for Council rent and 29 for sale at the Aelfgar site in Rugeley.

Operational Service Delivery:

- Work with residents and partners, including Staffordshire Waste Partnership to support households to minimise the waste they produce and maximise their reuse and recycling.
- Ensure that our housing stock is safe and sustainable.
- To ensure that accommodation provided in the private rented sector is safe and secure through appropriate interventions.
- Help local businesses to provide good services through regulation that protects consumers and ensures non-compliant businesses do not gain an unfair competitive advantage over other businesses.
- Ensure that there is a robust response to activities that adversely impact residents' quality of life (eg fly tipping, noise nuisance).

How we will measure our operational performance:

Climate Change

- % reduction in Council's carbon emissions.
- Number of engagement activities with businesses.
- Number of engagement activities with the community.

Waste and Recycling

- % collections completed first time.
- Number of missed bin collections (including assisted)/100,000/qtr.
- % Household waste sent for re-use, recycling and composting.
- Amount of household residual waste collected per household (Kgs).
- Amount of food waste collected.

Regulatory Services

- % of Food Businesses Inspected.
- % of Houses in Multiple Occupation inspected.
- % of appropriate action taken to address Cat 1 hazards identified following Housing Health and Safety Rating System (HHSRS) Assessment.
- % response to Environmental Protection service requests.

Council Housing

- % of properties with a valid annual landlord Gas Safety Record.
- % of properties with a valid Electrical Certificate (within 5 years).
- Proportion of homes that do not meet the Decent Homes Standard at year end.

PRIORITY 4 | Responsible Council



**To be a responsible Council
and ensure we deliver
good value for money**



The Council faces considerable uncertainty over the next 2 years as we face reductions in funding and prepare for local government reorganisation. It is important that we are prudent and plan ahead for the transfer of services and staff to the new unitary council.

We will continue to improve the ways in which customers can access our services and at a time that suits them through better use of technology; while continuing to provide contact via the telephone or face-to-face for those customers who need more personal support.

What we want to achieve:

- Improve our customers' access to services.
- Deliver Value for money to local taxpayers.
- Be accountable for our decisions and uphold good governance across the Council.
- The efficient transfer of Council services and its workforce to the new Unitary Council in 2028 with minimal disruption to our community.

How we will deliver this:

Major Projects:

Over the next 2 years we will:

- Work with neighbouring Councils to develop and deliver a plan for the transfer of services and the workforce to a new unitary Council. We will also develop a plan for our own preparatory work.
- Complete delivery of the value for money / governance improvement plan.
- Deliver the digital strategy.

Operational Service Delivery:

- Maintain in person local customer services and advice over the telephone for our customers.
- Provide more services on-line.
- Consult with the public and/or stakeholders on key projects that affect our communities.
- Seek to maximise collection of council tax and business rates, including arrears.
- Efficient processing of benefit applications (council tax and housing benefit).
- Annual review of our governance arrangements

How we will measure our operational performance:

Good Customer Experience:

- Days taken to process new Housing Benefit and Council Tax Claims.
- Days taken to process new Housing Benefit and Council Tax change of circumstances.
- % of calls answered.
- Average call wait time.
- Number of services (forms) available online.
- Number of online transactions.

Funding Council Services

- % of Council Tax collected annually.
- % National non-domestic rates (NNDR) collected.

Value for Money

- Completion of Value for Money / Governance Improvement Plan.
- External Auditor's Value for Money Opinion (reported separately).

Good Governance

- Number of public consultations/engagement exercises undertaken.
- The Annual Governance Statement (reported separately).

Cannock Chase Council

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