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4 July, 2018

Dear Councillor,

**CABINET**

**4:00 PM ON THURSDAY, 12 JULY, 2018**

**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:

G. Adamson	Leader of the Council
G. Alcott	Deputy Leader of the Council and Economic Development and Planning Portfolio Leader
J.T. Kraujalis	Corporate Improvement Portfolio Leader
C. Bennett	Crime and Partnerships Portfolio Leader
Mrs. C. Mitchell	Culture and Sport Portfolio Leader
J.P.T.L. Preece	Environment Portfolio Leader
Mrs. C.E. Martin	Health and Wellbeing Portfolio Leader
A.R. Pearson	Housing Portfolio Leader
Mrs. D.M. Todd	Town Centre Regeneration Portfolio Leader

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# **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**

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.

**3. Updates from Portfolio Leaders**

To receive and consider oral updates (if any), from the Leader of the Council, the Deputy Leader, and Portfolio Leaders.

**4. Minutes**

To approve the Minutes of the meeting held on 14 June, 2018 (enclosed).

**5. Forward Plan**

Forward Plan of Decisions to be taken by the Cabinet: July to September 2018 (Item 5.1 – 5.2).

**6. Cannock Chase Skills and Innovation Hub – Memorandum of Understanding**

Report of the Managing Director (Item 6.1 – 6.7).

**7. District Needs Analysis and Ward Profiles 2018**

Report of the Head of Governance and Corporate Services (Item 7.1 – 7.66).

**8. Social Alarms Service**

Report of the Head of Governance and Corporate Services (Item 8.1 – 8.7).

**9. Approval to Spend Section 106 Monies: Improvements to Pedestrian / Cycle / Canal Links in Rugeley**

Report of the Interim Head of Economic Development (Item 9.1 – 9.9).

**10. Replacement of Boardwalk at Laburnum Avenue, Cannock**

Report of the Head of Housing and Partnerships (Item 10.1 – 10.5).

**11. Exclusion of the Public**

That the public be excluded from the remainder of the meeting because of the likely disclosure of exempt information as defined in Paragraph 3, Part 1, Schedule 12A of the Local Government Act 1972 (as amended).

## **PART 2**

### **12. Cannock Town Centre**

Not for Publication Report of the Managing Director (Item 12.1 – 12.14).

This Report is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council).

No representations have been received in respect of this matter.

### **13. Debt Recovery**

Not for Publication Report of the Head of Finance (Item 13.1 – 13.9).

This Report is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council).

No representations have been received in respect of this matter.

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**CANNOCK CHASE COUNCIL**  
**MINUTES OF THE MEETING OF THE**  
**CABINET**

**HELD ON THURSDAY 14 JUNE 2018 AT 4:00 P.M.**

**IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK**

**PART 1**

PRESENT: Councillors:

Alcott, G.	Deputy Leader of the Council and Economic Development and Planning Portfolio Leader
Bennett, C.	Crime and Partnerships Portfolio Leader
Mitchell, Mrs. C.	Culture and Sport Portfolio Leader
Preece, J.P.T.L.	Environment Portfolio Leader
Martin, Mrs. C.E.	Health and Wellbeing Portfolio Leader
Pearson, A.R.	Housing Portfolio Leader
Todd, Mrs. D.M.	Town Centre Regeneration Portfolio Leader

**1. Apologies**

Apologies for absence were submitted for Councillors G. Adamson, Leader of the Council and J.T. Kraujalis, Corporate Improvement Portfolio Leader.

In the Leader's absence the Deputy Leader chaired the meeting.

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

No other Declarations of Interest were made in addition to those already confirmed by Members in the Register of Members' Interests.

**3. Updates from Portfolio Leaders**

**Culture and Sport**

Cannock Stadium Site

The Portfolio Leader advised that Phase 1 of the redevelopment was nearing completion. The BMX pump track, completed in the summer of 2017, was already proving extremely popular with local young people and community groups and was also attracting visitors from outside the district. The Community Allotments and building were also complete and were starting to be used by local community groups. In the coming months the remaining allotments would be let to local residents.

Work was nearing completion on the CCTV installation and the Adventure Play Area. Work on tarmacking the pathways had started, after which the green gym

equipment would be installed. Phase 1 would be complete once the new entrance gates and fencing on the Pye Green Road were installed.

## **Crime and Partnerships**

### Safer Neighbourhood Panels Funding

The Portfolio Leader advised that the Police and Crime Commissioner (PCC), was withdrawing funding of £10,000 per annum that the Council had previously used to support the management of the Cannock Chase Safer Neighbour Panel (CCSNP). The funding had been used in addition to the Council's Locality Deal Fund (LDF), with both lots of funding being transferred to Support Staffordshire to fund their management of the SNP on behalf of the Council.

The PCC had previously given assurances to the Staffordshire Police and Crime Panel that his office would be launching an advertising campaign during the summer aimed at increasing public involvement in the Staffordshire-wide Safer Neighbourhood Panels, which had not given any suggestion about funding cuts. However, the Office of the Police and Crime Commissioner had subsequently advised the Council that for 2018/19, it was the PCC's intention for the cost of the SNPs to be met directly through individual Councils' LDFs. As all beneficiaries of the Cannock Chase LDF were fixed for three years from 2017, this meant there would be no additional funding to direct towards Support Staffordshire for management of the CCSNP, and full facilitation of the CCSNP would have to be brought in-house to the Partnerships Team.

The next meeting of the Police and Crime Panel was on 3 July, and the Portfolio Leader intended to raise the matter at that time.

Separately, as part of its ongoing Transformation Programme, Staffordshire Police had recently announced that there would be major investment in the new model of Neighbourhood and Partnership policing as a result of the PCC's precept increase and the Chief Constable's decision to reduce the overtime budget.

This would result in 88 more officers policing the County's neighbourhoods from July 2018; with a further 20 in September and more in 2019 and 2020. There would also be an extra 20 investigative staff, providing more capacity to deliver routine investigations at a local level. PCSOs would continue to provide a crucial role. Multi-skilled neighbourhood teams would be communities based and co-terminus with local authority boundaries..

#### **4. Minutes of Cabinet Meeting of 19 April 2018**

RESOLVED:

That the Minutes of the meeting held on 19 April, 2018, be approved as a correct record and signed.

#### **5. Forward Plan**

The Forward Plan of Decisions for the period June to August, 2018 (Item 5.1 – 5.3 of the Official Minutes of the Council) was considered.

RESOLVED:

That the Forward Plan of Decisions for the period June to August, 2018 be noted.

## **6. Representatives on Outside Bodies 2018/19**

Consideration was given to the Report of the Managing Director (Item 6.1 – 6.6 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The appointment of representatives to outside bodies for 2018-19, as detailed in Appendix 1 to the Report, be approved.
- (B) The Managing Director, in consultation with the Leader of the Council, be authorised to make additional appointments and amendments to any new or existing outside bodies, as necessary, throughout the municipal year that would otherwise be determined by Cabinet.

### Reason for Decisions

Each year Cabinet was required to appoint representatives to a number of outside bodies as detailed in the schedule at Appendix 1 of the Report. This was normally done at the first Cabinet meeting following the Annual Council meeting.

For practical purposes, Cabinet was also requested to confirm the Managing Director's authority, in consultation with the Leader of the Council, to make additional appointments or amendments to any new or existing outside bodies, as necessary, throughout the municipal year.

## **7. End of Year Performance Report 2017/18**

Consideration was given to the Report of the Head of Governance and Corporate Services (Item 7.1 – 7.44 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The performance information relating to Priority Delivery Plans as detailed at Appendices 1 to 4 of the Report, be noted.
- (B) The actions which have been flagged as requiring amendment to the timescale, scope, or timeline be noted.

### Reason for Decisions

Information for performance actions and indicators for Quarter 4 2017/18 was included for relevant items at Appendices 1 to 4 to the report. The overall rankings for each Portfolio area were detailed in section 5 of the report, indicating that 83% of actions/projects had been achieved or were on target to be achieved. Since 2015/16, 33.3% of indicators had improved.

## **8. Corporate Priority Delivery Plan and Peer Review Update**

Consideration was given to the Report of the Head of Governance and Corporate Services (Item 8.1 – 8.11 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) Council, at its meeting to be held on 25 July, 2018, be recommended to approve the Corporate Priority Delivery Plan for 2018/19, as detailed in Appendix 1 of the Report.
- (B) The progress made in addressing the Peer Review recommendations, as detailed in Appendix 2 of the Report, be noted.

#### Reasons for Decisions

Cabinet had already recommended to Council approval of the Corporate Plan for 2018-23 and the supporting Priority Delivery Plans (PDPs). Although the new Corporate Plan did not contain a corporate priority there were still a number of corporate issues to be addressed and these had been drawn together into a Corporate PDP.

It was proposed that the Corporate PDP would be managed and monitored by Cabinet and the Corporate Scrutiny Committee on a quarterly basis in the same way as the other two PDPs.

As the Corporate PDP included a number of the key actions arising from the Peer Review, a more detailed update on progress in implementation of the Review's recommendations was also provided for Members' information.

### **9. Strategic Risk Register**

Consideration was given to the Report of the Head of Governance and Corporate Services (Item 9.1 – 9.16 of the Official Minutes of the Council).

RESOLVED:

That the Strategic Risk Register be approved and the progress made in the identification and management of the strategic risks be noted.

#### Reasons for Decision

All strategic risks and associated action plans had been reviewed and the Council's risk profile was summarised as follows:

<b>Risk Colour</b>	<b>Number of Risks at 1 Oct 2017</b>	<b>Number of Risks at 1 April 2018</b>
Red	<b>1</b>	<b>1</b>
Amber	<b>5</b>	<b>4</b>
Green	<b>0</b>	<b>0</b>
<b>TOTAL</b>	<b>6</b>	<b>5</b>

### **10. Annual Performance Review 2017/18 of Inspiring Healthy Lifestyles**

Consideration was given to the Report of the Head of Environment and Healthy Lifestyles (Item 10.1 – 10.66 of the Official Minutes of the Council).

RESOLVED:

That Inspiring Healthy Lifestyle's performance in delivering the Council's Culture and Leisure Services for the period 1 April, 2017 to 31 March, 2018, be noted.



### Reasons for Decision

The annual performance review was an integral part of the Council's contract monitoring arrangements with Inspiring Healthy Lifestyles (IHL), enabling the Council to review IHL's performance and commitments set out in the contract and method statements.

Appendix 1 of the Report provided a detailed breakdown of IHL's performance against performance targets for the year 1 April, 2017 to 31 March, 2018.

This was the sixth year of the 10 year contract and a strong relationship had been formed between the Council and IHL with both partners adopting a co-operative approach to performance monitoring and a mutual commitment to meeting challenges (known and evolving), business requirements and adapting to changing circumstances.

A total of 42 performance measures and targets were monitored and a number of other measures used for which there was no comparator or baseline data available. IHL had met or exceeded performance in 25 (60%) of its targets and not met target in 17 (40%), albeit that 8 (19%) were within the 5% tolerance threshold. The other 9 (21%), were red rated.

#### **11. Review of Leisure Concessions to Serving Members of the Armed Forces 2018/19**

Consideration was given to the Report of the Head of Environment and Healthy Lifestyles (Item 11.1 – 11.6 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The Report be noted.
- (B) The leisure concessions scheme for serving members of the armed forces who were resident in the District for the 2018/19 financial year be continued, in accordance with the proposals as set out in the Report.

### Reasons for Decisions

Cabinet on 21 June, 2012 resolved that leisure concessions be introduced for serving members of the armed forces who were resident in the District from 30 June, 2012 for an initial one-year period (Cabinet Minute 8, 2012/13 refers).

Following subsequent annual reviews by Inspiring Healthy Lifestyles (IHL) of the operation of the scheme, the scheme had continued each year.

Having assessed the impact of the operation of the scheme during 2017/18, IHL agreed to continue with the scheme for the financial year 2018/19, subject to an annual review and subject to there not being a negative financial impact upon the contract in the future.

IHL would continue to monitor and assess the scheme to determine the costs and benefits associated with making such a concession.

Cabinet were recommended to continue with this offer for 2018/19 in recognition of the commitment made by armed forces men and women to this country in their service throughout the world.

## **12. Private Sector Housing – Financial Penalties and Rent Repayment Orders**

Consideration was given to the Report of the Head of Environment and Healthy Lifestyles (Item 12.1 – 12.13 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The introduction of the Financial Penalty charging scheme and system, as set out in Appendix 1 of the Report, be adopted. The scheme sets a penalty of £5,000 for a first offence with additional costs for serious offences up to £30,000 and reductions for some special circumstances.
- (B) Paragraph 26.4 of the Scheme of Delegations be amended to include: 'Power to authorise the institution / enforcement of civil proceedings under section 126 and schedule 9 of the Housing and Planning Act 2016' to the Head of Environment and Healthy Lifestyles and appropriately qualified Environmental Health Officers and Housing Officers.

### Reasons for Decisions

To ensure full use of the new provisions made by the Housing and Planning Act, 2016, to sanction those landlords and letting agents who rented out properties which were hazardous to safety and health, and to act as a deterrent to others from doing the same.

The Housing and Planning Act 2016 provided for the income from financial penalties to be retained by local authorities for carrying out statutory functions in relation to enforcement of standards in the private rented sector.

## **13. Public Space Protection Order (Dog Control) Declaration**

Consideration was given to the Report of the Head of Environment and Healthy Lifestyles (Item 13.1 – 13.30 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) In considering the proposed options set out the Report, the outcomes of the public consultations on the proposed Public Space Protection Order conducted between 1 July to 31 August, 2017 and 1 November to 10 December, 2017 be noted.
- (B) Option 2 be agreed, to include the same requirements in the Public Space Protection Order as are applied in the original Dog Control Orders and to introduce new control measures and conditions as detailed below:
  - (i) Requirement to pick up dog waste forthwith. (Existing)
  - (ii) Requirement to dispose of the waste in a suitable receptacle. (New)
  - (iii) Requirement for dog walkers to demonstrate, when requested by an authorised officer, that they have the means to "pick up" dog mess should the need arise. (New)
  - (iv) Requirement for dogs to be kept on a lead no longer than 2 metres in length, within 3 metres of a highway. (Existing)
  - (v) Requirement to put a dog or dogs on a lead(s) when instructed to do

so by an authorised officer. In cases where an irresponsible owner is allowing their dog to cause a nuisance, an Authorised Council Officer could require the owner to keep their dog on a lead. (New)

- (vi) A prohibition of dogs from specified areas. Under a Public Space Protection Order it is possible to prohibit dogs from specific areas e.g. play areas. (New)
- (vii) A restriction on the maximum number of dogs (6) one person may take for a walk at a time. This includes professional dog walkers. (New)

(C) Cabinet should exercise its powers under the Anti-social Behaviour, Crime and Policing Act, 2014 to make a Public Space Protection Order in respect of the control of dogs in the District as set out in Appendix 4 of the Report.

### Reasons for Decisions

There were currently two Dog Control Orders made by the Council, under the provisions of the Clean Neighbourhoods and Environment Act 2005, in force in the District. These Orders addressed two aspects of dog control, namely fouling and dogs off leads in the vicinity of highways, both of which attracted a significant number of complaints from the public.

New powers were introduced by the Anti-social Behaviour, Crime and Policing Act, 2014 (the Act) to deal with anti-social behaviour, including the ability to create Public Space Protection Orders (PSPOs). This provided the opportunity to introduce additional control measures not previously included in the existing Dog Control Orders, such as prohibiting dogs from specified areas and limiting the number of dogs an individual could take for a walk.

The existing Dog Control Orders did not enable to the Council to respond to other issues raised by local residents which included dog related anti-social behaviour, limiting the number of dogs an individual could take for a walk and prohibiting dogs from specified areas, such as fenced play areas.

A local authority could make a PSPO if it was reasonable satisfied that a number of conditions were met, namely that:

- the activities carried out in a public place within the authority's area had a detrimental effect on the quality of life of those in the locality or that it was likely that activities carried out would have such an effect;
- the effect or likely effect of the activities was, or was likely to be of a persistent or continuing nature;
- the activities were or were likely to be unreasonable; and
- the impact of the activities justified the restrictions imposed by the order.

By virtue of Section 72 of the Act, before introducing a PSPO the Council was required to carry out a consultation with the chief officer of police, the local policing body, community representatives and owners/occupiers of land covered within the order.

Cabinet on 15 June, 2017 authorised Officers to consult the general public and other interested organisations on extending the remit of the current dog control in the District. The consultation was publicised widely through the Council's website, Twitter, Facebook, via press releases to the local media, e-mailing

Parish/Town Councils and community groups and leaving copies for public perusal in Council offices. In addition, the Council published a notice of its intention to make a PSPO in a local newspaper which covered the whole District.

The initial consultation took place between 1 July and 31 August, 2017 and comments were invited in relation to the series of control measures available in the form of a questionnaire (reproduced at Appendix 1 of the Report).

A number of amendments were made in light of the responses made to the initial consultation and the decision was taken to undertake a further phase of public consultation between 1 November and 10 December, 2017, the results of which were detailed in Appendix 2 of the Report, and the comments in Appendix 3. In summary, the majority of respondents were in favour of extending the remit of dog control in the District.

Cabinet was presented with two options for consideration in the Report:

- Option 1 – to do nothing, which meant that the current powers under the existing Dog Control Orders would remain in force (dog fouling and dogs off leads in the vicinity of highways), or
- Option 2 – to extend the remit of the current orders to enable the Council to respond to other dog control issues including dog related anti-social behaviour and prohibiting dogs from specified fenced play areas in the District.

#### **14. Local Plan Review (Issues and Scope) Consultation**

Consideration was given to the Report of the Interim Head of Economic Development (Item 14.1 – 14.124).

RESOLVED:

That:

- (A) The Cannock Chase Local Plan Review (Issues and Scope) consultation document, attached as Appendix A to the Report, be approved, and that it be published pursuant to regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended), for an eight week consultation period, the strategy for which would be carried out in line with the Council's current adopted Statement of Community Involvement 2014.
- (B) The Head of Economic Prosperity, in consultation with the Economic Development and Planning Portfolio Leader, be authorised to make any non-substantive changes considered necessary to the document prior to it being published, and that the arrangements for the consultation be agreed.
- (C) Finalisation of the accompanying document for the Issues and Scope consultation (the Strategic Environmental Assessment and Sustainability Appraisal scoping report) be delegated to the Head of Economic Prosperity in consultation with the Economic Development and Planning Portfolio Leader.
- (D) It be noted that an updated Statement of Community Involvement was included for consideration later on in the meeting agenda, and subject to approval, would also be consulted upon alongside the Local Plan Issues and Scope paper.

### Reasons for Decisions

The Report sought authorisation to consult on the first iteration of the new Local Plan for Cannock Chase District. This related to an Issues and Scoping paper, which would ask for views and feedback on the issues that the new Local Plan should address.

The current Local Plan (Part 1) was adopted in 2014. Work ceased on Local Plan (Part 2) following a Council resolution of 21 February, 2018, to enable a full review of the Local Plan as a whole to proceed. A new Local Development Scheme was also adopted on this date, setting out the timetable for the new Local Plan process. This Report and the proposed consultation was in fulfilment of the first step in the process of developing the new Local Plan.

The Issues and Scope consultation document was deliberately high level and broad to ensure that a wide range of matters were considered before detail of the new Plan was formulated. It also enabled those people who responded to the Local Plan (Part 2) consultation to see how their responses were utilised as the new process began.

Consultation would take place for an eight-week period beginning Monday 2 July, 2018. The Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended), only required a six-week consultation period, however it was felt appropriate to extend this to eight weeks given that this would be over the summer holiday period.

Members were requested to note that throughout the report, and through the appended Issues and Scope consultation paper, there was reference to a number of changes being made to planning policy at a national scale, many of which were the subject of recent government consultations. These changes would have consequence in terms of both Local Plan formulation and delivery, and potentially could have cost implications in terms of providing an up to date evidence base to ensure that the Plan was both sound and deliverable. This matter would be kept under review as draft changes were confirmed and consequences for planning policy at the local level better understood.

### **15. Statement of Community Involvement**

Consideration was given to the Report of the Interim Head of Economic Development (Item 15.1 – 15.32).

RESOLVED:

That:

- (A) A six-week (minimum) period of consultation for an updated draft Statement of Community Involvement as attached at Appendix 1 to the Report be agreed.
- (B) Authority be given to the Head of Economic Prosperity, in consultation with the Economic Development and Planning Portfolio Leader, to make any non-substantive changes considered necessary to the document which may need to reflect further legislative updates due to ongoing reform with the planning system nationally prior to consultation.

### Reasons for Decisions

The Planning and Compulsory Purchase Act, 2004 (as amended) required the

Council to produce a 'Statement of Community Involvement' (SCI) which set out how the Council intended to achieve continuous community involvement in the preparation of plans and decision making for planning applications. The current SCI was adopted by Cabinet in March, 2014 under the Town and Country Planning (Local Development) (England) Regulations, 2012 (as amended).

Local Planning Authorities must review their SCI every five years from the adoption date. Recent changes set out in the Neighbourhood Planning Act, 2017 amended the requirements of the Planning and Compulsory Purchase Act, 2004 related to the preparation of an SCI, and given effect through the Neighbourhood Planning Act, 2017 (Commencement No. 3) Regulations, 2018 necessitated an SCI update.

These changes related to inclusion of policy for giving advice to neighbourhood planning groups and for involvement of communities and other interest parties in the preliminary stages of plan making (specifically in the exercise of functions for survey (section 13) and Local Development Schemes (section 15)). In updating the SCI the opportunity was taken to update where necessary changes in local circumstances (such as in relevant community groups and the procedure for pre-application advice) and to set out the Council's approach to more recently introduced planning procedures (such as the Community Infrastructure Levy and Permissions in Principle). The update also took account of the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG) as amended.

The SCI did not propose new planning policy or identify new development sites, but primarily considered how best to involve different sectors of the community in plan preparation and in determining planning applications. It set out how all sections of the community, from individual members of the public through to representative organisations, had better opportunities to participate in planning in the District. It dealt with community involvement in the preparation of the Local Plan and Supplementary Planning Documents (SPDs) and in the determination of planning applications, as well as community involvement in the more recently introduced planning procedures such as the Community Infrastructure Levy (CIL) and Neighbourhood Planning. The Council's vision for the SCI was that 'Everyone is given the opportunity to influence the future planning of Cannock Chase District and consequently take ownership of the Local Plan through stakeholder and community involvement.'

There were a number of important benefits of achieving community and stakeholder buy-in, these included:

- Community commitment to the future development of the area;
- Promoting regeneration and investment, creating certainty and commitment to change;
- Providing a strong basis for successful negotiations on development proposals, including developer contributions; and
- Providing a robust basis for addressing difficult decisions – it was important that in seeking to build consensus, addressing controversial issues was not avoided.

The constituent parts of the SCI were described in the detail of the Report.

**16. Former Grove Colliery Office Building, 137 Lime Lane, Little Wyrley**

Consideration was given to the Report of the Head of Housing and Partnerships (Item 16.1 – 16.4 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The former Grove Colliery Office Building at 137 Lime Lane, Little Wyrley, be declared surplus to Council requirements and be marketed for sale.
- (B) Authority be delegated to the Head of Economic Prosperity to instruct agents to market the Grove Colliery Office Building for sale and to take all other actions required to implement the decision.
- (C) Authority be delegated to the Head of Economic Prosperity to dispose of the Grove Colliery Office Building at market value.

Reasons for Decisions

The former Grove Colliery Office Building was located on a Council owned site of some 0.42 acres on Lime Lane, close to the former Grove Colliery Site and comprised of a derelict two-storey office building of approximately 697 square metres (7,500 sq. ft.).

The buildings had remained vacant for many years and were derelict as evidenced by a recent condition survey that indicated a projected cost of £1.258m to put the building back into repair.

The continued retention of the building would impose additional ongoing costs for the Council in keeping the premises secured and dealing with matters of anti-social behaviour.

It was considered most likely that any prospective purchaser would wish to demolish the existing building and redevelop the site subject to planning permission. The location of the property was such that there was likely to be limited demand given both the potential costs of demolition and the nearby land uses.

**17. Land to the North of 385 Norton Rad, Heath Hayes**

Consideration was given to the Report of the Head of Housing and Partnerships (Item 17.1 – 17.4).

RESOLVED:

That:

- (A) The land to the north of 385 Norton Road, Heath Hayes, be declared surplus to Council requirements and be marketed for sale.
- (B) Authority be delegated to the Head of Economic Prosperity to instruct agents to market the land to the north of 385 Norton Road, Heath Hayes, for sale and to take all other actions required to implement the decision.
- (C) Authority be delegated to the Head of Economic Prosperity to dispose of the land to the north of 385 Norton Road, Heath Hayes, at market value.

### Reasons for Decisions

The site was located on a Council owned site of approximately 0.42 acres (0.186 ha) on Norton Road within close proximity to the Five Ways Island and Cannock Road (A5190). It was overgrown and contained a number of self-set trees.

On 3 April, 2003 Cabinet resolved that subject to the grant of outline planning consent the land could be disposed of on the open market for residential development purposes. This resolution was not implemented and the site had remained vacant and overgrown ever since.

Updated outline planning consent for residential development had been recently obtained under application number CH/17/351. A number of trees on the site were, and would continue to be, protected by Tree Preservation Orders.

#### **18. Land to the North West of St. Peter's C of E Primary School, Reservoir Road, Hednesford**

Consideration was given to the Report of the Head of Housing and Partnerships (Item 18.1 – 18.5).

RESOLVED:

That the grant of a 125 year lease in the Department for Education standard form to the Future Generation Trust at peppercorn rent consideration to facilitate the conversion of St Peter's C of E Primary School to Academy Trust status be agreed.

### Reasons for Decision

St. Peter's Church of England Primary School, Reservoir Road, Hednesford, was currently in the process of converting to Academy Trust status. The school buildings were owned by the Lichfield Diocese and part of the school grounds were owned by Staffordshire County Council (SCC). The rest of the school grounds, comprised of the playing fields shown edged red on the plan attached at Appendix 1 to the Report (the 'Playing Fields'), were owned by Cannock Chase Council.

The Playing Fields, together with other land which formed part of Hednesford Hills, were given to the Council by the Marquess of Anglesey in 1933, subject to a restriction that the land could only be used for public recreation purposes.

The Council leased the Playing Fields (circa 4,390 square metres) to SCC (in its capacity as local education authority) in 1960 at a nominal rent for use by the school as playing fields. The lease contained an acknowledgement that the Marquess of Anglesey consented to the Playing Fields being used for this purpose. The lease also permitted SCC to erect boundary fencing around the edge of the playing field. This lease continued to run.

In 1968, the Council applied to register the land given to it by the Marquess of Anglesey (including the Playing Fields) as common land under the Commons Registration Act 1965. The Playing Fields were registered as common land, although in fact the land was fenced off and formed part of the school grounds.

As part of the conversion to academy status, the Academy Trust (the Future Generation Trust) advised the Council that they needed to secure a long-term interest in the Playing Fields. The Academy Trust's solicitors advised that they could not take over the 1960 lease to SCC because this did not give them



sufficient security in the Playing Fields to meet the Department for Education's conversion criteria.

The Academy Trust's solicitors asked that the Council grants the Academy Trust, as a minimum, a 125 year lease of the Playing Fields at a nominal rent. This lease would need to be in a standard form issued by the Department for Education. Alternatively, the Council could transfer ownership of the Playing Fields to the Academy Trust. The Academy Trust's preferred option however was that the Council transfer ownership of the Playing Fields to them for a nominal rent. The Academy Trust was aware that the land was registered common land and accepted that the transfer of ownership from the Council to the Trust would not affect that designation.

## **19. Policy in Respect of Applications for Rent Subsidy for Community / Voluntary Organisations**

Consideration was given to the Report of the Head of Housing and Partnerships (Item 19.1 – 19.9 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The draft Policy in Respect of Applications for Rent Subsidy for Community / Voluntary Organisations, as detailed in Appendix 1 of the Report, be approved.
- (B) Authority be delegated to the Head of Housing and Partnerships to implement the policy in respect of community / voluntary organisations wishing to lease Council owned land / premises at a subsidised rent.

### Reasons for Decisions

Section 123 of the Local Government Act, 1972 required that a local authority should obtain best consideration in the disposal of its land (which generally meant obtaining market value). The term 'disposal' included the grant of a lease for a term of over seven years.

A local authority could however grant a lease of more than seven years at an undervalue (i.e. below market value), if it could demonstrate that the arrangement contributed to the improvement of the social, economic or environmental wellbeing of the area, or its inhabitants.

When existing leases of Council land/premises approached expiry, Property Services implemented lease renewal action under the provisions of the Landlord and Tenant Act 1954 (where applicable), and in accordance with the requirements of the Local Government Act, 1972. Action by the Council in accordance with the relevant legislation often resulted in market rental values that were considerably higher than tenants had previously paid.

The Council had been approached on a number of occasions by organisations run as voluntary or community organisations who contended that payment of a market rental would render them unable to continue to operate. On that basis, they generally sought a lease or a renewal lease at a favourable rent that was below the market value.

The decision as to whether the occupation of Council owned land/premises by a particular organisation contributed to the 'wellbeing' of an area or its inhabitants,

and should be granted a lease at favourable rent, was currently beyond the extent of Officers' delegated authority. Consequently, where an organisation sought to occupy Council owned land/premises at a favourable rent then a report to Cabinet was required.

To date, Cabinet had considered each approach from voluntary/community organisations on an individual basis. There was currently no standard criteria that the Council applied when assessing whether an organisation satisfied the test of 'wellbeing'. This left the Council vulnerable to accusations of inconsistency regarding favourable rents for community/voluntary organisations.

The draft policy attached at Appendix 1 to the Report set out criteria by which applications for a favourable rent would be decided by the Council. In addition, the draft policy contained operational standards and examples of good practice that the Council expected an organisation in receipt of a favourable rent to adhere to.

The meeting closed at 4:30 p.m.

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LEADER

**FORWARD PLAN OF DECISIONS TO BE TAKEN BY THE CABINET: JULY 2018 – SEPTEMBER 2018 (Updated)**

A key decision is defined as an Executive decision which is likely to:

- Result in the Council incurring expenditure or making savings which are significant having regard to the Council’s budget for the service or function to which the decision relates; or
- Be significant in terms of its effects on communities living or working in an area compromising two or more Wards in the Council’s area.

Further information about key decisions and the Forward Plan can be found in Sections 10 and 28 of the Council’s Constitution.

Representations in respect of any of matters detailed below should be sent in writing to the contact officer indicated alongside each item c/o Democratic Services, Cannock Chase Council, Civic Centre, PO Box 28, Beecroft Road, Cannock, Staffordshire, WS11 1BG.

**Copies of non-confidential items will be published on the Council’s website 5 clear working days prior to the relevant meeting date.**

<b>Item</b>	<b>Contact Officer / Cabinet Member</b>	<b>Date of Cabinet</b>	<b>Key Decision</b>	<b>Confidential Item</b>	<b>Reasons for Confidentiality</b>	<b>Representation Received</b>
Cannock Chase Skills and Innovation Hub – Memorandum of Understanding	Managing Director / Economic Development and Planning Portfolio Leader	12/07/18	No	No		
District Needs Analysis 2018	Head of Governance and Corporate Services / Corporate Improvement Portfolio Leader	12/07/18	No	No		
Approval to Spend Section 106 Monies: Improvements to Pedestrian / Cycle / Canal Links in Rugeley	Interim Head of Economic Development / Economic Development and Planning Portfolio Leader and Town Centre Regeneration Portfolio Leader	12/07/18	No	No		
Cannock Town Centre	Managing Director / Economic Development Manager/ Town Centre Regeneration Portfolio Leader / Economic Development and Planning Portfolio Leader / Housing Portfolio Leader	12/07/18	No	Yes	The report contains information relating to the financial or business affairs of any particular person (including the Council).	

**ITEM NO. 5.2**

<b>Item</b>	<b>Contact Officer / Cabinet Member</b>	<b>Date of Cabinet</b>	<b>Key Decision</b>	<b>Confidential Item</b>	<b>Reasons for Confidentiality</b>	<b>Representation Received</b>
Debt Recovery	Head of Finance / Health and Wellbeing Portfolio Leader	12/07/18	Yes	Yes	The report contains information relating to the financial or business affairs of any particular person (including the Council).	
Annual Report 2017/18	Managing Director / Leader of the Council	23/08/18	No	No		
Quarter 1 Performance Report 2018/19	Head of Governance and Corporate Services / Corporate Improvement Portfolio Leader	23/08/18	No	No		
Housing Revenue Account – Final Accounts 2017/18	Head of Finance and Head of Housing & Partnerships / Housing Portfolio Leader	23/08/18	No	No		
Permission to Spend – CCTV	Head of Housing and Partnerships / Crime and Partnerships Portfolio Leader	23/08/18	No	No		
20/24 Anson Street, Rugeley	Head of Housing and Partnerships / Housing Portfolio Leader	23/08/18	No	No		
Disposal of Stile Cop Cemetery Lodge, Stile Cop Road, Rugeley	Head of Housing and Partnerships / Housing Portfolio Leader	23/08/18	No	No		
Hawks Green Depot Review	Head of Housing and Partnerships / Housing Portfolio Leader	23/08/18	No	No		

<b>Report of:</b>	<b>Managing Director</b>
<b>Contact Officer:</b>	<b>Tony McGovern</b>
<b>Telephone No:</b>	<b>01543 464553</b>
<b>Portfolio Leader:</b>	<b>Leader of the Council</b>
<b>Key Decision:</b>	<b>Yes</b>
<b>Report Track:</b>	<b>Cabinet: 12/07/18</b>

**CABINET**  
**12 JULY 2018**  
**CANNOCK CHASE SKILLS AND INNOVATION HUB –**  
**MEMORANDUM OF UNDERSTANDING**

**1 Purpose of Report**

- 1.1 To set out key issues relating to the establishment of skills and further education opportunities in the District.
- 1.2 To approve a Memorandum of Understanding with South Staffordshire College.
- 1.3 To note the development of a Retail Skills Academy and the development of proposals for an Engineering Academy in the District for consideration by Cabinet and Council at a future date.

**2 Recommendations**

Cabinet is asked to:

- 2.1 Note the recent development of skills and further education opportunities in the District.
- 2.2 Approve the Memorandum of Understanding with South Staffordshire College relating to the development of a Skills and Innovation Hub in the District.
- 2.3 Note the development of a Retail Skills Academy locally in the District by Walsall College linked to the planned McArthur Glen Outlet Village in Cannock
- 2.4 Receive proposals for the establishment of an Engineering Academy in the District in 2019 at a future meeting.
- 2.5 Approve the re-allocation of the £10k grant to Support Staffordshire to support the work to develop the Skills and Innovation Hub and the proposal to establish an Engineering Academy.

**3 Key Issues and Reasons for Recommendation**

- 3.1 Cannock Chase is the only District / Borough Council that does not currently have any further education (FE) delivered locally in the District. Students travel to Walsall, Stafford and further afield to access FE. The District has lower than average skills and qualification levels when compared to all other areas in Staffordshire excluding Stoke on Trent.
- 3.2 Opportunities have recently arisen for the District Council to work in partnership with both Walsall and South Staffordshire Colleges to establish locally provided FE in the District. This report sets out the detail of these opportunities and asks Cabinet to approve a Memorandum of Understanding with South Staffordshire College. It is critical that the District Council plays a pro-active and constructive role in improving skill levels and employment in the District as these are key to future economic and social prosperity.

**4 Relationship to Corporate Priorities**

- 4.1 The Council's new Corporate Plan approved in 2018 has 'Improving Prosperity as one of the two corporate priorities. The establishment of locally based further education opportunities is a key development to increase skill levels in the District especially for those groups who struggle to access FE.

**5 Report Detail**

- 5.1 Opportunities have recently arisen for the District Council to work in partnership with both Walsall and South Staffordshire Colleges to establish locally provided FE in the District.
- 5.2 The first opportunity is linked to the development of the McArthur Glen Outlet Village due to open in 2020 and which creates an estimated 1,200 new retail jobs. The S106 planning obligations require the developer to fund a Retail Skills Academy in order to maximise local employment opportunities. Walsall College has been selected as the provider of the Retail Skills Academy and will be establishing a local base in Cannock to fulfil their obligations. The Council and McArthur Glen are working closely with Walsall College to bring this to fruition.
- 5.3 The second opportunity is that Cannock Chase Council and South Staffordshire College have been in dialogue over the future of FE provision and the future use of the vacant college building adjacent to the bus station in Cannock. This was on the market for sale. Agreement has been reached between South Staffordshire College and the District Council to establish a Cannock Chase Skills and Innovation Hub at the college building and a set of principles have been agreed which are set out in the Memorandum of Understanding attached as Appendix 1.
- 5.4 The aims of the Cannock Chase Skills & Innovation Hub are

- (a) Raising the skills and qualifications levels in the District and
- (b) Meeting the needs of local and regional businesses for specific skills in high demand / growth sectors.

Branding for the hub has been agreed and it is important to the parties that it is not bias to any one organisation and is reflective of the hub being a new entity with a very different skills and learning 'offer' than existed before.

- 5.5 The College intend to provide specific FE opportunities from September 2018 and further opportunities may be developed in future years. The District Council has committed to working together with the College to ensure the sustainability of the Skills and Innovation Hub. This will involve securing tenants for other parts of the building such as business start-ups and other public sector bodies. It will also involve making bids for grant funding to support the delivery of these opportunities. It is intended that there are a critical mass of learning opportunities delivered locally to improve skill levels and that there will be wide involvement from local and regional businesses to shape the offer so that it increases the likelihood that employment would be secured at the end of these courses.
- 5.7 The third opportunity is that the Council has set aside £500,000 to establish an Engineering Academy in the District as one way of improving skill levels and to address the shortage of appropriately qualified individuals. Proposals will be developed with the aim that this could commence in 2019. A further report will be submitted to Cabinet and Council on this issue.
- 5.8 Although the District Council is not an education authority or a commissioner of FE, it still needs to play an active and collaborative role in re-establishing local learning and skills opportunities as these are critical to the future economic and social prosperity of the District. There are groups of individuals who are not in education, employment or training and / or are low income earners and who are not able to travel outside the District to access skills and training opportunities. The Cannock North ward has been selected by West Midlands Combined Authority for additional employment support resources of £211,000 over three years and the contract has been awarded to Walsall College for delivery of this provision.
- 5.9 The District Council has for many years supported the Cannock CVS with a grant of £10,000 per annum. Cannock CVS was subsumed into a countywide organisation called Support Staffordshire and the grant was rolled over. There is also a separate contract between Support Staffordshire and Staffordshire County Council for certain activities in Cannock Chase District. Whilst Support Staffordshire do engage in worthwhile activities in the District, these are considered lower priority than progressing the Skills and Innovation Hub and developing the proposal for an Engineering Academy as well as supporting those who are not in education, training or employment to access these new learning opportunities.
- 5.10 In summary, this is a critical issue of significant importance to the longer term prosperity of the District and Cabinet is asked to support the recommendations contained in the report.

## 6 Implications

### 6.1 Financial

There are no direct financial implications arising from this report.

### 6.2 Legal

The Memorandum of Understanding is not a legally binding agreement.

### 6.3 Human Resources

There are no HR implications.

### 6.4 Section 17 (Crime Prevention)

None

### 6.5 Human Rights Act

None

### 6.6 Data Protection

None

### 6.7 Risk Management

The District Council is operating outside of its traditional boundaries and statutory responsibilities in developing partnerships that deliver further education locally. The Council is very conscious of financial sustainability of the hub and will be undertaking due diligence on the supporting business plan produced in due course for the Hub.

### 6.8 Equality & Diversity

None

### 6.9 Best Value

None.

## 7 Appendices to the Report

Appendix 1 Memorandum of Understanding.

### Previous Consideration

None

### Background Papers

None



**FINAL**  
**Memorandum of Understanding**

**CANNOCK CHASE SKILLS & INNOVATION HUB**

Cannock Chase District Council and South Staffordshire College

## **1. Introduction**

This Memorandum of Understanding (MOU) is a set of principles underpinning the intentions of the partners to deliver a new Skills and Innovation Hub facility for Cannock Chase District from 2018 based in Cannock Town Centre. The Indices of Multiple Deprivation (2015) ranked Cannock Chase as the most deprived District in Staffordshire for education, skills and training; and amongst the 50 most deprived areas in England. The development of a Skills and Innovation Hub is aimed at

- (a) Raising the skills and qualifications levels in the District and
- (b) Meeting the needs of local and regional businesses for specific skills in high demand / growth sectors.

This MOU is not a legal agreement so has no legally binding force and effect; however, it is a formal demonstration of the Partners commitment to work together and with other partners to meet the two aims set out above.

## **2. The Partners:**

- Cannock Chase District Council
- South Staffordshire College

### **Objective:**

To work in partnership to establish a new 'Cannock Chase Skills and Innovation Hub' based in Cannock Town Centre (former college building) based upon the following principles:

- To create a District Hub with a new identity with multiple training providers working in a collaborative non-competitive way to raise the quality and diversity of training and skills provision in the District.

- To provide modern, locally based learning opportunities up to Higher Education Level in key growth sectors for the District which as a minimum will include:
  - Engineering / Advanced Manufacturing
  - Electrical Installation and Electrical Engineering
  - Energy
  - Construction
  - Digital
  - Health and Social Care and Early Years
  - Maths, English and Employability
  - Apprenticeship Hub
- Meet the needs of local and regional businesses by increasing the skills and qualifications accessible to residents across the District, including pre-employment skills.
- Work together to achieve a sustainable financial model linked to the development of short term, medium term and longer term sustainable learning opportunities.
- Enter into new governance arrangements if considered feasible to do so in order to operate the Hub independently and equitably e.g. Charitable Body or if not feasible, to ensure suitable leadership and management of the facilities, infrastructure and provision through establishing a management board.
- Creating opportunities for new ways of working with schools in Cannock Chase in order to deliver an enhanced offer to students and raise aspirations.
- Ensure that there is progression into employment and / or higher level qualifications for students.

We will do this by:

- Working in a collaborative fashion to deliver a financially sustainable model that supports a sustainable programme of long term learning and skills opportunities.
- Working with local companies to establish delivery of an Engineering Skills Academy for access by Cannock Chase local employers.
- Working together to establish appropriate programmes in Construction, Health and Social Care, Digital and Energy;
- Working with local businesses and the Chamber of Commerce to identify and address training and skills needs.
- Developing appropriate pre-employment skills programmes particularly for those who are long term unemployed or in a vulnerable group.

- Agreeing on a brand identity and communications strategy for the Hub.
- Working jointly to secure tenants on long term leases for parts of the building.
- Working jointly and collaboratively with Heads of High Schools in the District.
- Work jointly to secure capital funding to fit out the accommodation for occupiers by bidding to partnership organisations e.g. Local Enterprise Partnerships and West Midlands Combined Authority
- Identifying common areas of service delivery and exploring how we can be more efficient and effective by working together.
- Making implementation decisions based on robust business cases which are supported by evidence.
- Ensuring that decisions are taken jointly with appropriate consultation and information sharing.
- Acknowledging that the Hub will consist of multiple training and skills providers acting collaboratively and not competitively within clearly defined remits.
- Ensuring that the Hub is managed in an open and transparent manner.
- Measure outcomes from the Hub to determine its effectiveness in achieving the two key aims above and report this to the Hub management board at regular intervals.
- Agreeing a common message for all Hub related PR before it is issued.
- To ensure sound protocols are in place that provide business continuity and stability of the Hub in the event of a partner leaving this partnership.

Signed by:

..... Date.....  
On behalf of Cannock Chase District Council

Signed by:

..... Date.....  
On behalf of South Staffordshire College

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<b>Report of:</b>	<b>Head of Governance and Corporate Services</b>
<b>Contact Officer:</b>	<b>Adrian Marklew</b>
<b>Telephone No:</b>	<b>01543 464598</b>
<b>Portfolio Leader:</b>	<b>Corporate Improvement</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Cabinet: 12/07/18</b>

**CABINET**  
**12 JULY 2018**  
**DISTRICT NEEDS ANALYSIS AND WARD PROFILES 2018**

**1 Purpose of Report**

- 1.1 To provide Members with a revised set of evidence based documents, including a District-wide analysis of demographic, social and economic statistics, with profiles of key statistical data at Ward level.

**2 Recommendations**

- 2.1 That Members note the report and Appendices that form the evidence base.
- 2.2 That Members approve the internal and external publication of the District Needs Analysis, District Profile and Ward Profiles.

**3 Key Issues and Reasons for Recommendation**

- 3.1 The key issues of this report and appendices are the range of statistical and perceptions data available to the Council in order to assist with and inform the priority setting and decision making processes. The information provided in the Appendices to this report is intended to highlight and illustrate the key areas of significance in the District; however it should be noted that due to the frequently changing nature of statistical information these documents are not intended to serve as a definitive position statement for the District.

**4 Relationship to Corporate Priorities**

- 4.1 This report supports the Council's Corporate Priorities as follows:

- (i) The District Needs Analysis and Ward Profiles contain key information relating to the District and form a substantial element of the evidence base used to inform the Council's corporate priorities.

## **5 Report Detail**

- 5.1 The District Needs Analysis is intended to provide an overview of data concerning the key areas of significance in Cannock Chase, based on analysis and assessment, where appropriate in relation to local, regional and national comparators. The District Needs Analysis has been published since 2010, each year. The 2018 edition of this document is included as Appendix 1 to this report.
- 5.2 The District Needs Analysis is structured thematically in relation to the Council's priorities and strategic objectives as set out in the Corporate Plan 2018-2023, namely `Promoting Prosperity` and `Improving Community Wellbeing`. Data and analysis featured makes reference to:
- Population
  - Physically active and healthy lives
  - Education, skills and training
  - Adult skills and access to employment
  - Business enterprises
  - Housing
  - Living environment
- 5.3 Appendix 2 consists of the District Profile 2018. The District Profile features graphic illustrations of key data selected from the District Needs Analysis 2018.
- 5.4 Appendix 3 consists of an example Ward Profile, for Hagley. Ward profiles will be published for all 15 Wards in the District, however for reasons of concision and cost effectiveness only one example has been appended to this report.
- 5.5 The District Profile and Ward Profiles are intended to provide a user friendly overview of the key statistics available at this geographical level. The on-going publication of data at ward level has provided a significant range of comparable information and it is intended to review and revise Ward Profiles on an annual basis alongside the District Needs Analysis and the District Profile.

## **6 Implications**

### **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**

The evidence based documents include demographic information that forms an integral part of the considerations when Impact Assessing future policies with regard to Equality and Diversity.

**6.9 Best Value**

The evidence base documents include demographic, economic and social information integral to considering Best Value implications for decision making.

**7 Appendices to the Report**

Appendix 1	District Needs Analysis 2018
Appendix 2	District Profile 2018
Appendix 3	Example Ward Profile – Hagley

**Previous Consideration**

None

**Background Papers**

None

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# **District Needs Analysis 2018**

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All of the statistical information included in this document was current at the time of writing in May 2018. However, due to the frequently changing nature of statistical information, this report is not intended to serve as a definitive position statement for the District, particularly as some data will have been revised since publication.

Cannock Chase Council, while believing the information in this document to be correct at the time of publication, does not guarantee its accuracy nor does the Council accept any liability for any direct or indirect loss or damage or other consequences, however arising from the use of such information supplied.

**Methodology:**

The annual `District Needs Analysis` is an assessment of statistical information for Cannock Chase which examines and highlights key social, environmental and economic issues in the District. The report forms a broad analysis of the most statistically significant socio-economic issues affecting the District and cannot therefore provide a comprehensive insight into all subjects or themes.

The data featured in this report has been drawn from a combination of both local and national sources including those produced by Staffordshire County Council and the Office for National Statistics (ONS). There may be statistical differences between data sources due to figures being generated from varying sources and consequent variations in the way that analysts have aggregated averages from within local or national contexts. In approaching statistics presented in this report, it is important to note that sources, particularly those relating to lower-level geographical areas or small counts of people, may present suppressed data scores to protect individual identity. Some data is taken from sample-based sources which estimate trends for the wider population.

Cannock Chase District Council's Corporate Plan 2018-2023 outlines the following priorities and strategic objectives for the district.

### **Priorities and strategic objectives for 2018-2023**



#### **Promoting Prosperity**

- Establish McArthurGlen Designer Outlet Cannock as a major visitor attraction, and maximising the benefits it will bring to the District
- Increased housing choice
- Create a positive environment in which businesses in the District can thrive
- Increase the skill levels of residents and the amount of higher skilled jobs in the District
- Create strong and diverse town centres to attract additional customers and visitors
- Increase access to employment opportunities
- Commencement of regeneration of the Rugeley Power Station site

#### **Improving Community Wellbeing**

- Opportunities for healthy and active lifestyles
- Sustaining safe and secure communities
- Supporting vulnerable people
- Promoting attractive and healthy environments

Information included in the District Needs Analysis relates to these priorities and objectives, providing key socio-economic information about Cannock Chase and people living in the district.

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## **District Needs Analysis 2018: Key statistics**

- **Population**

Cannock Chase's usual resident population was estimated to be 98,513 in mid-2016 (49,723 females and 48,790 males). The District's population is ageing faster than England – projections anticipate a rise of 23.1% in people aged 65+ by 2026, accompanied by a rise of 50% in those aged 85+.
- **Customer voice**

84% of respondents to the 'Feeling the Difference' survey aged 16-24 were satisfied with Cannock Chase as a place to live during 2015-2017. This was the lowest rate of satisfaction across the Staffordshire districts and below the Staffordshire average of 89%.
- **Physical activity**

Cannock Chase had the highest proportion of physically 'inactive' respondents in the Sport England Active Lives Survey across the eight Staffordshire districts in 2016/2017 with 34.8% of respondents undertaking fewer than 30 minutes of physical activity per week.
- **Life expectancy**

Life expectancy at birth was lower than the national average for both men and women in Cannock Chase during 2013-2015. Life expectancy was 8.9 years shorter for men and 5.1 years shorter for women living in the most deprived areas of the district compared to those living in the least deprived.
- **Adult obesity**

Data for the period 2015/16 identifies that 31.2% of adults in Cannock Chase are obese which was above the Staffordshire (27.5%), West Midlands (24.9%) and England (22.9%) averages and the second highest in Staffordshire.
- **Child obesity**

27.6% of children aged 4-5 in Cannock Chase were estimated to have excess weight during the period 2016/17, above the England average of 22.6%. A higher proportion of children aged 10-11 were estimated to have excess weight during this period at 36% which was similarly above the England average (34.2%).
- **Smoking and alcohol**

20.1% of people aged 18+ in Cannock Chase were current smokers in 2016 which was above the Staffordshire (15.4), West Midlands (15.4%) and England (15.5%) averages for the same period. Rates for hospital admissions and mortality due to conditions associated with smoking and alcohol are typically above the national average in the district.
- **GCSE attainment**

Data for 2016 reports that 47.3% of pupils attained GCSEs (English and Maths A\*-C) in Cannock Chase. This was below the county, regional and national averages for the same period and the lowest in Staffordshire.

➤ **Unemployment**

2.6% of 18-24 year olds in Cannock Chase were claiming Jobseeker's Allowance in February 2018. The overall rate of claims for Jobseeker's Allowance (JSA) in Cannock Chase remains below regional and national averages. 1.4% of people aged 16-64 in the District claimed this benefit in February 2018.

➤ **Employment and health**

Data for 2016/17 indicates a gap of 43.9% in the employment rate between those with a long-term health condition and the overall employment rate in Cannock Chase. This was above the gap at regional (28.7%) and national (29.4%) levels and the highest in Staffordshire.

➤ **Qualification levels**

25.4% of residents in Cannock Chase were qualified to NVQ Level 4 and above in 2016. This was a lower proportion than in the West Midlands (31.5%) or Great Britain (38.2%) more widely.

➤ **Employee jobs**

The Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles provided the largest share of employment in Cannock Chase in 2016 at 25.6% of employee jobs. This proportion was over 10% higher than the Great Britain average (15.3%).

➤ **Business enterprises**

There were 3,400 business enterprises in Cannock Chase in 2017. Construction businesses comprised almost 20% of all enterprises in the district in 2017 (19.6%). 425 new business enterprises were 'born' in Cannock Chase during 2016.

➤ **House prices**

The average house price in Cannock Chase was £160,919 in January 2018. House price and earnings data from 2017 indicates that the average house price is around 6.4 times higher than the average annual income in the district. This was a smaller difference than at county, regional and national levels.

➤ **Crime and anti-social behaviour**

The Total Recorded Crime rate in Cannock Chase (rate per 1,000) during 2016/17 was 65.8 which was below the West Midlands (70.0) and England (74.1) averages. The rate of anti-social behaviour was the second highest in Staffordshire at 30.6 per 1,000 and above the regional rate of 27.5, although just below the England average of 30.7.

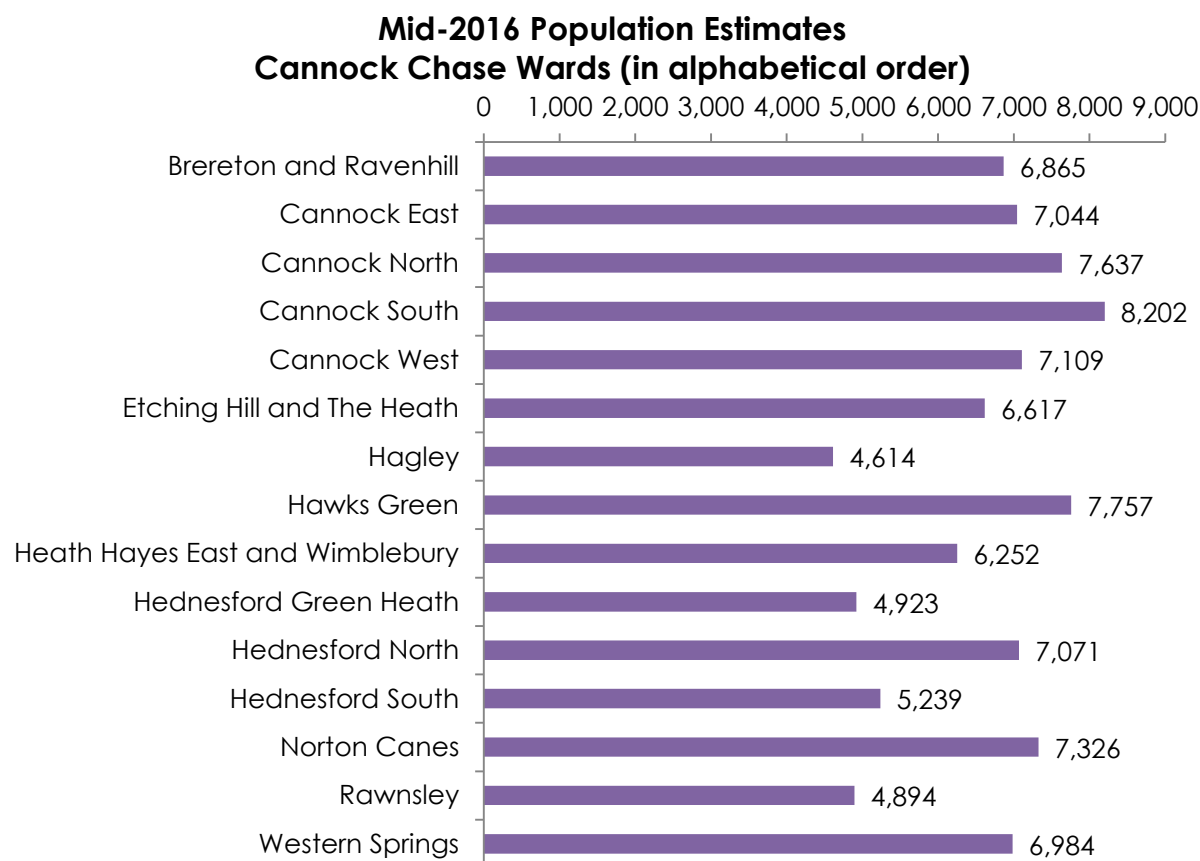
➤ **Living environment**

Cannock Chase Council achieved six Green Flag Awards in July 2017: for Hedgesford Park, Elmore Park in Rugeley, Ravenhill Park in Brereton, Castle Ring in Cannock Wood, and Cannock Park.

## Population

### Annual change and future projections

Cannock Chase's usual resident population was 98,513 in 2016 (49,723 females and 48,790 males) which shows an increase of 0.02% from 2015.<sup>1</sup> The chart below shows the mid-2016 population estimate for each of the District's 15 Wards.<sup>2</sup>



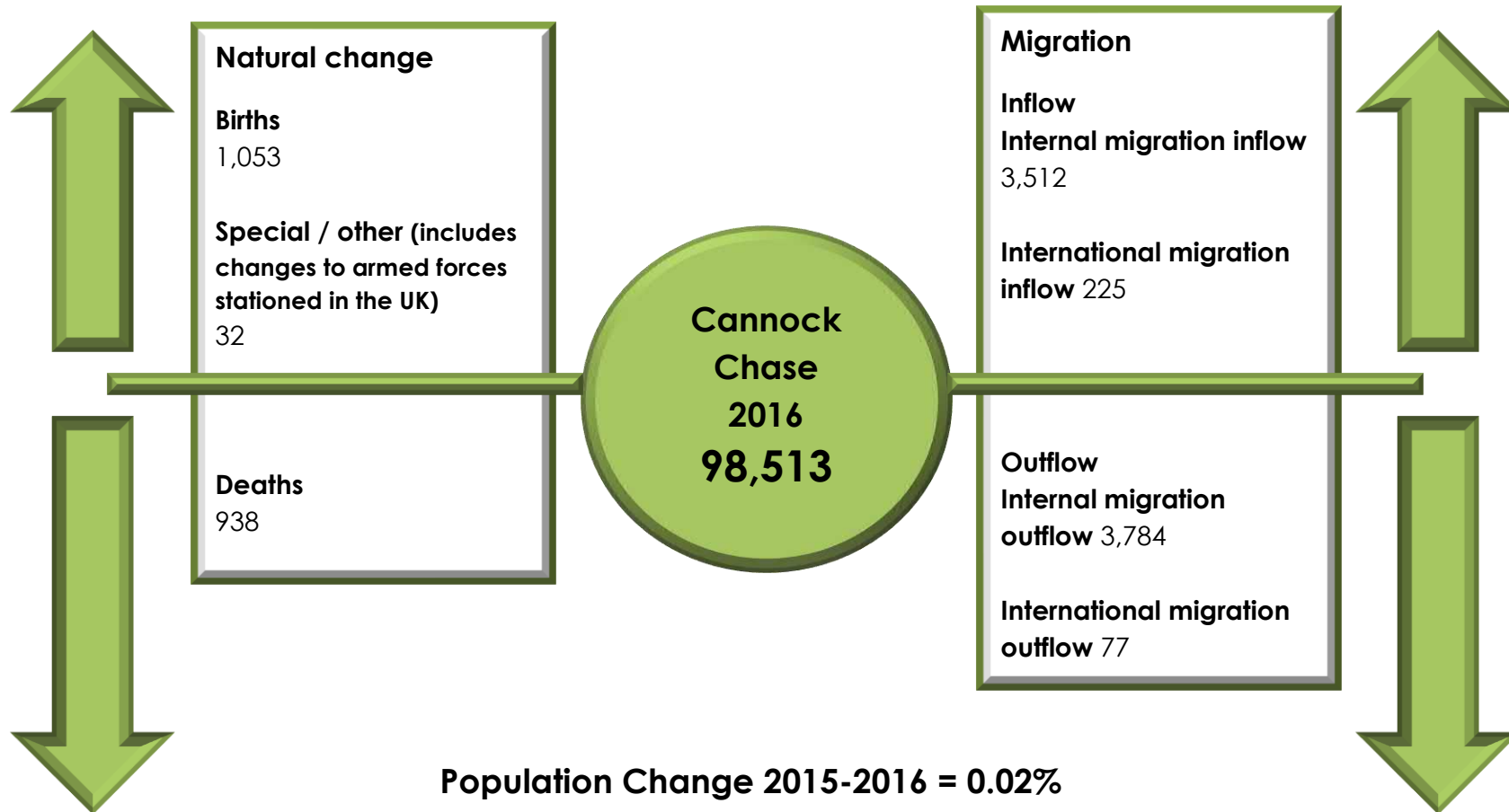
**Source:** Office for National Statistics, Ward Level Mid-Year Population Estimates (Experimental Statistics) October 2017. Please note that these figures will not round to the District population estimate of 98,513 as they were experimental and unrevised figures at time of publication.

The Ward with the largest population increase 2015/2016 was Cannock East with an annual rise of 2.6% in resident population. Heath Hayes East and Wimblebury saw the largest decrease in population with an annual population change of -1.4%. Cannock South remains the Ward with the largest resident population (8,202) and Hagley remains the smallest Ward with 4,614 residents.

<sup>1</sup> Revised Mid-2016 Population Estimates, Office for National Statistics (March 2018).

<sup>2</sup> Office for National Statistics, Ward Level Mid-Year Population Estimates (Experimental Statistics) October 2017. Please note that these population statistics were experimental statistics at the time of publication.

The graphic below illustrates how births, deaths and migration contributed to population change in Cannock Chase between 2015 and 2016.

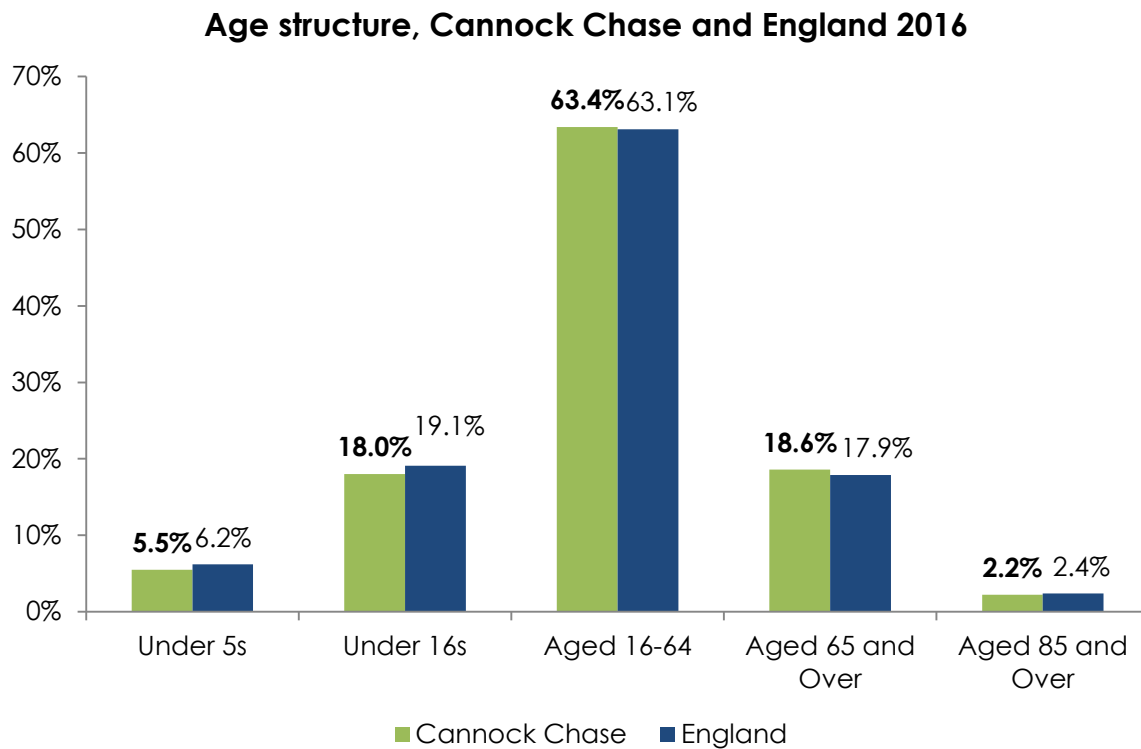


**Source:** Office for National Statistics, Revised Mid-2016 Population Estimates: Pivot Table Analysis Tool for the UK (March 2018).



**Age structure in Cannock Chase, 2016**

The chart below illustrates the age structure of the Cannock Chase population in 2016 in relation to the England average.



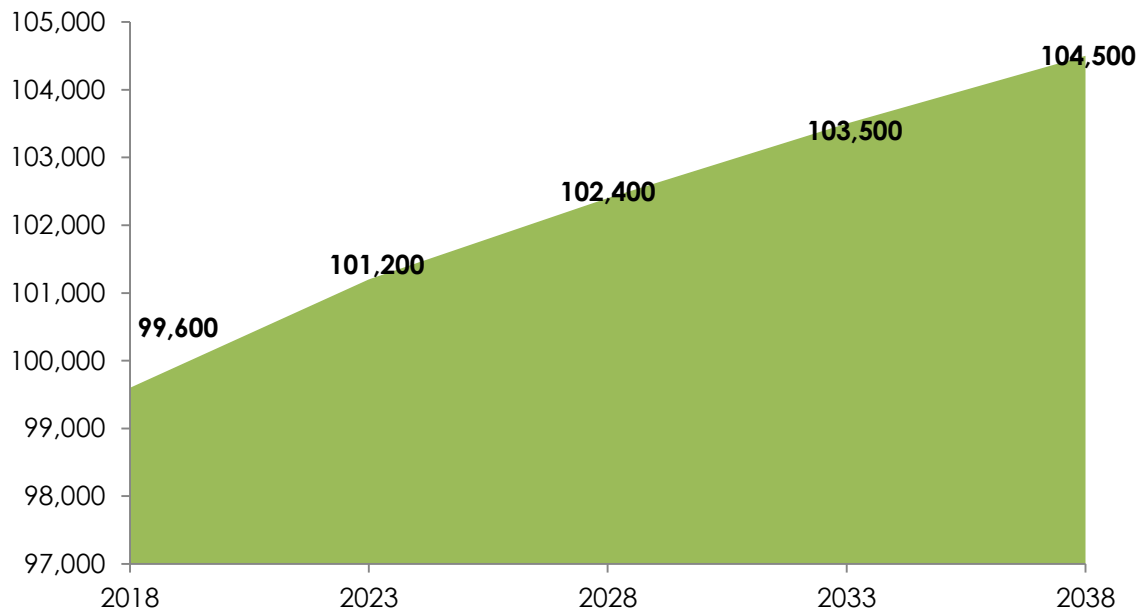
**Source:** Staffordshire County Council, *Cannock Chase Locality Profile (January 2018)*.

The proportion of younger residents in the District was below the national average in 2016 with a proportion of residents aged 65 and over that was higher than the average.

**Population projections for Cannock Chase, 2014-2039**

2014-based Subnational Population Projections produced by the Office for National Statistics (ONS) indicate that the Cannock Chase population will reach approximately 104,500 residents by 2038.

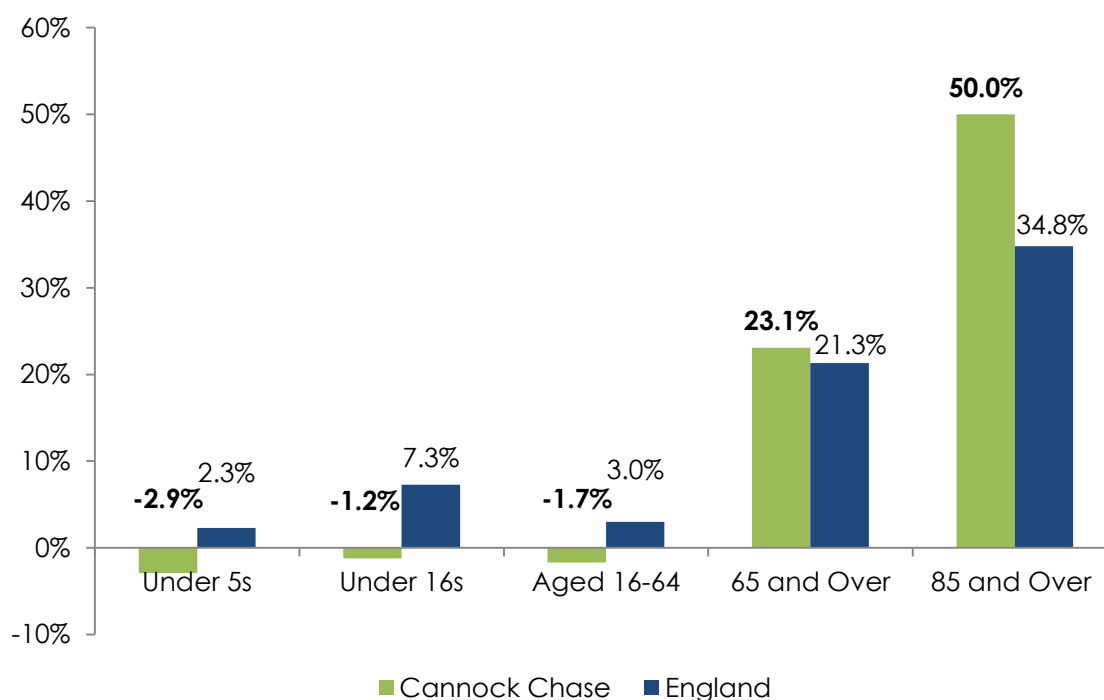
### Cannock Chase population projections 2018-2038



**Source:** 2014-based Subnational Population Projections for England, Office for National Statistics. Adapted from data from the Office for National Statistics licensed under the Open Government Licence v.3.0.

The District population is anticipated to change in age profile during the period 2016-2026 with a decline in younger residents accompanied by a much larger increase in older-age residents, as illustrated on the chart below.

### Population change in Cannock Chase: 2016-2026



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile (January 2018)*.

The projected rise in population of people aged 65 and over is the third highest in Staffordshire after Tamworth (25.9%) and East Staffordshire (23.2%) illustrating the potential significance of an ageing population in Cannock Chase.

The Experian Mosaic Public Sector Segmentation Tool classifies the UK population into 15 geodemographic groups based on socio-economic factors. The most common geodemographic group in Cannock Chase in 2016 was 'Aspiring Homemakers' which comprised 20.7% of the District population (around 20,400 residents). This group includes younger families, couples and single people in their 20s and 30s living in suburbs or new estates and who are in full-time employment.<sup>3</sup>

In 2016, 28.7% of the Cannock Chase population was identified as experiencing financial stress (around 28,300). The figure is derived from the Mosaic profile which identifies an individuals' potential to become over-stretched and struggle with further payments.

<sup>3</sup> Staffordshire County Council, *Cannock Chase Locality Profile (January 2018)*.

This is the second highest proportion across Staffordshire after Tamworth (29.9%) and above the England average of 28%.<sup>4</sup>

## **Customer voice**

‘Feeling the Difference’ (FtD) is a bi-annual public opinion survey which provides an opportunity for residents of Staffordshire and Stoke-on-Trent to express views about their local area and public services. Combined results of four surveys provide meaningful results from a sample of 600 residents in Cannock Chase during March 2016 to September 2017. Across the four waves of the FtD Survey in this period, 68% of respondents identified that the level of crime is key in making the local area a good place to live, which is above the Staffordshire average of 63% (all Staffordshire including Stoke-on-Trent). A higher proportion of respondents in Cannock Chase recognised that roads and pavements needed improvement – 45% compared to a Staffordshire average of 35%. 30% of respondents in Cannock Chase with a very / fairly big problem agreed that public services were successfully dealing with such issues which were above the Staffordshire average of 24%.<sup>5</sup>

Young people aged 16-24 in Cannock Chase who responded to the Feeling the Difference survey between September 2015 and March 2017 reported a lower rate of satisfaction with their local area. 84% of respondents in this age group were satisfied with Cannock Chase as a place to live – the lowest rate of satisfaction across the Staffordshire districts and below the Staffordshire average of 89%.<sup>6</sup>

## **Customer communication: uptake of online services**

The Office for National Statistics identifies that 90% of households in Great Britain had Internet access in 2017, an increase from 89% in 2016.<sup>7</sup> 79% of the UK adult population are estimated to have Basic Digital Skills with Ipsos Mori reporting ‘significant increases in those claiming to be able to communicate, transact, create and problem solve online’ during 2017.<sup>8</sup>

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<sup>4</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018). For definition of this profile see Experian Financial Stress Data Profile (February 2017)

<https://www.experianintact.com/content/uk/documents/productSheets/FinancialStress.pdf>  
<sup>5</sup> Staffordshire Observatory, *Feeling the Difference Survey 2016-2017* (four waves of the Survey from March 2016 to September 2017).

<sup>6</sup> Staffordshire County Council, *Health and Wellbeing Outcomes and Performance Report for Staffordshire* (August 2017).

<sup>7</sup> Office for National Statistics, *Internet access – households and individuals: 2017* (August 2017)

<sup>8</sup> Ipsos Mori, *Basic Digital Skills UK Report 2017* (Findings for the Lloyds Bank UK Consumer Digital Index 2017) (April 2017).

Research from 2015 showed that around 75% of adults were estimated to have Basic Digital Skills in Staffordshire, although this was slightly lower at 73% in Cannock Chase.<sup>9</sup>

Statistics relating to use of Cannock Chase Council's website demonstrates that the Council's online services are accessed and used for a number of purposes. The website had 1,137,412 page views in the period January 2017-December 2017 with 855,031 unique page views. Access by mobile devices accounted for 448,374 sessions. Among the most popular pages viewed were those relating to planning applications, housing, visitor information, making payments online, jobs, recycling and Council Tax.<sup>10</sup>

### **Deprivation in the district**

The Index of Multiple Deprivation (IMD) 2015 ranked Cannock Chase as the most deprived District in Staffordshire. It was ranked 133 out of 326 local authorities in England.<sup>11</sup> Nine Lower Super Output Areas (LSOAs) in Cannock Chase are identified as falling within the most deprived national quintile – around 14% of the District population (13,500 people).<sup>12</sup>

Both the IMD 2015 and the Social Mobility Index 2017, which measures the chances available to young people from disadvantaged backgrounds to attain at school and obtain good employment and living standards, recognise that Cannock Chase experiences poorer performance for education and skills. However, the District is identified as having positive performance in terms of housing and living environment.<sup>13</sup>

### **Poverty and income deprivation**

19% of children aged under 16 in Cannock Chase were in families which experienced income deprivation in 2015. This was the second highest rate in Staffordshire after Tamworth (19.7%), but below the England average of 19.9% for the same period. A slightly smaller proportion of older people in the District experienced income deprivation in 2015, with 17.9% of people aged 60 and over identified as living in income-deprived households.

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<sup>9</sup> Staffordshire County Council, *Digital Access: Staffordshire and the UK* (2015). No further local analysis has been identified subsequent to this 2015/2016 study.

<sup>10</sup> Information relating to the Cannock Chase Council website courtesy of Darren Edwards, Information Manager, Cannock Chase Council, February 2018.

<sup>11</sup> DCLG, *The English Index of Multiple Deprivation (IMD) 2015 – Guidance*, 2015.

<sup>12</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

<sup>13</sup> Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (November 2017).

However, this was the second highest rate in Staffordshire after Tamworth (18.1%) and was above the England average of 16.2%.<sup>14</sup>

### **Physically active and healthy lives**

Sport England's Active Lives Survey was launched in 2015 to replace the Active People Survey. It measures levels of participation in sport and physical activity among adults aged 16+ based on a sample of respondents. In the case of Staffordshire, this sample is around 500 respondents in each District with the data for November 2016 to November 2017 representing levels of physical activity among 494 respondents from Cannock Chase.<sup>15</sup>

From the 494 respondents to the Active Lives Survey in the District, 55.5% reported being 'Active' – undertaking 150 or more minutes of moderate intensity physical activity per week.<sup>16</sup> This showed a slight increase on figures for 2015-2016 when 55.1% of respondents reported undertaking this level of activity. In contrast, the proportion of 'fairly active' respondents who undertook between 30 and 149 minutes of physical activity fell from 14.6% in 2015-2016 to 9.7% in 2016-2017. Cannock Chase also had the highest proportion of 'inactive' respondents across Staffordshire in 2016-2017 with 34.8% of respondents undertaking fewer than 30 minutes of physical activity per week. This saw an increase of nearly 5% from 30.3% in 2015-2016 (4.5%).

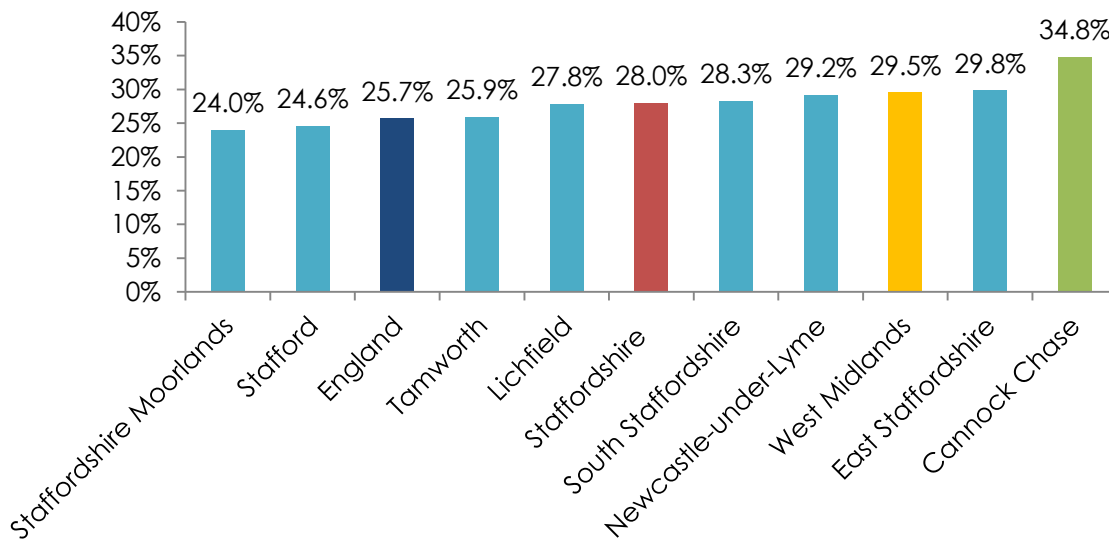
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<sup>14</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (October 2016); Children in Poverty, 2012, Public Health Outcomes Framework, Public Health England.

<sup>15</sup> Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018).

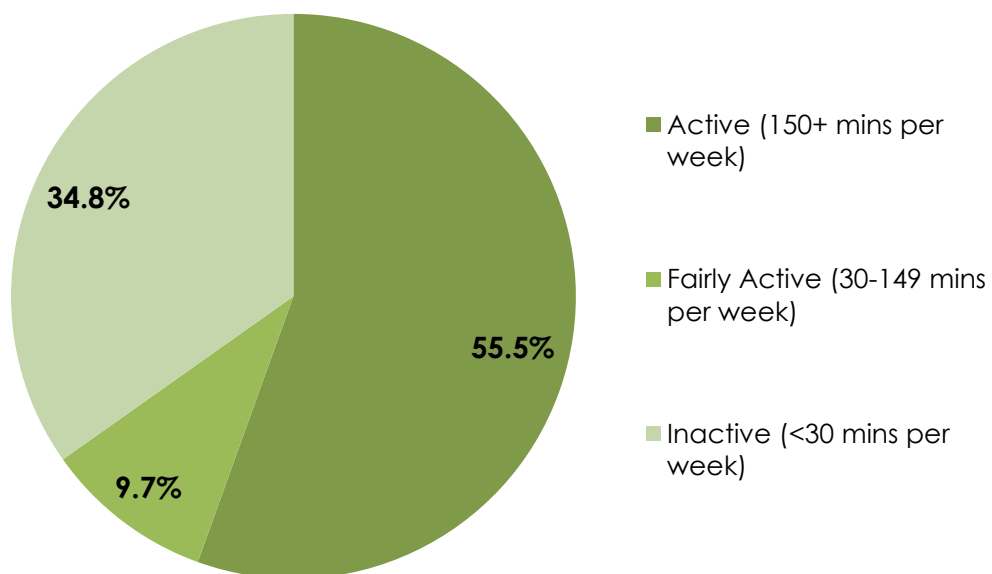
<sup>16</sup> Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018). Moderate intensity activity includes the activities of walking, cycling, dance, fitness and sporting activities but excludes gardening which is outside of Sport England's remit.

**% 'Inactive' respondents  
(<30 Minutes per week)**



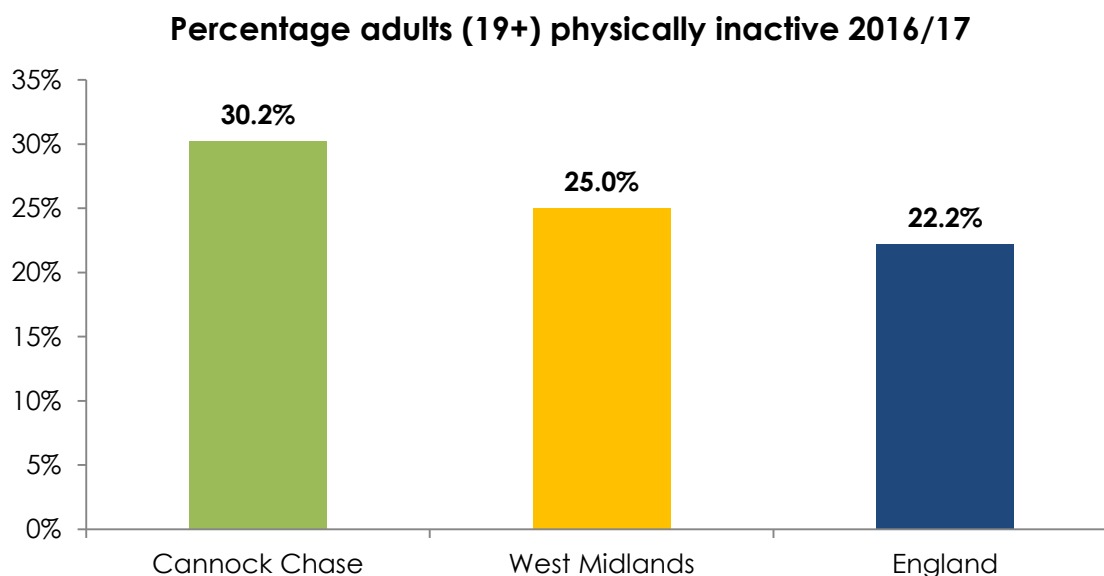
**Source:** Sport and Physical Activity Levels amongst Adults Aged 16+ Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018).

**Physical activity in Cannock Chase, 2016-2017**



**Source:** Sport and Physical Activity Levels among Adults Aged 16+ Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018). Please note that figures will not add up to 100% due to rounding.

Data from the Public Health Outcomes Framework relating to adults aged 19+ during 2016/17 identifies that 30.2% of adults in Cannock Chase were physically inactive, undertaking less than 30 minutes moderate intensity activity per week. This was above the West Midlands and England averages for the same period.



**Source:** Public Health England, Public Health Outcomes Framework

<https://fingertips.phe.org.uk/search/physically%20inactive#pat/6/ati/101/par/E12000005>

New opportunities for residents of Cannock Chase to participate in sport and active recreation include the development of a community multi-sport and recreation hub facility on the former stadium site in Cannock which began in May 2015. In March 2017, a 3G artificial grass pitch and pavilion opened at the site.

### Key health inequalities

The 2016/17 Annual Report of NHS Cannock Chase Clinical Commissioning Group (CCG) and Staffordshire County Council's Health and Wellbeing Outcomes and Performance Report (August 2017) identify a number of local health inequalities, including life expectancy, smoking, alcohol, obesity and mental health.<sup>17</sup>

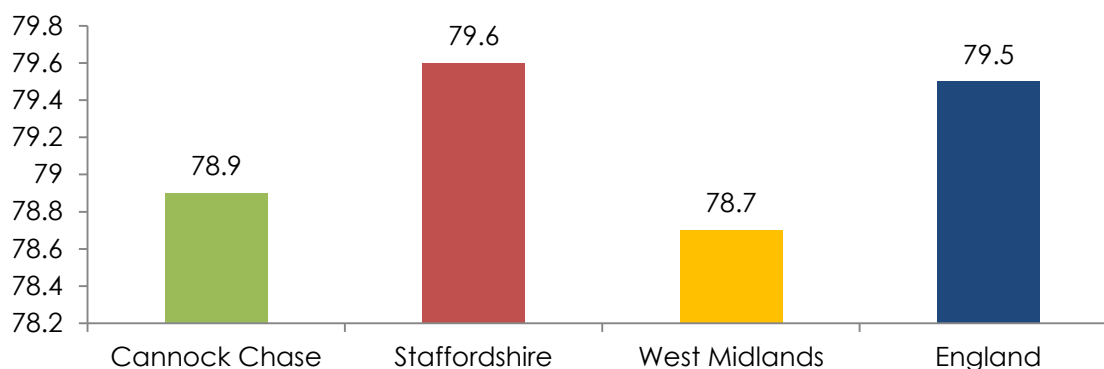
<sup>17</sup> NHS Cannock Chase CCG, *Annual Report 2016-2017* (May 2017). Please note that NHS Cannock Chase CCG covers a population of 132,000 which exceeds the boundaries/population of Cannock Chase District; Staffordshire County Council, *Health and Wellbeing Outcomes and Performance Report for Staffordshire* (August 2017).



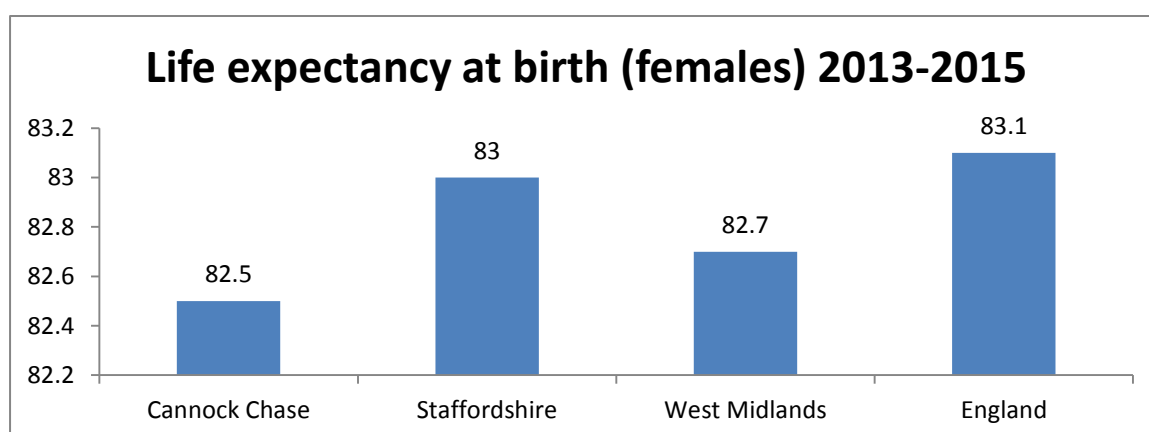
## Life expectancy

Life expectancy at birth was lower than the national average for both men and women in Cannock Chase during the period 2013-2015. Male life expectancy in Cannock Chase was 78.9 years, compared to an England average of 79.5, while female life expectancy was 82.5 compared to 83.1 nationally.<sup>18</sup>

**Life expectancy at birth (males) 2013-2015**



**Life expectancy at birth (females) 2013-2015**



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Significant gaps in life expectancy exist between men and women living in the most and least deprived areas of the District. Life expectancy is related to deprivation, with males living in the most deprived areas of Cannock Chase estimated to have a life expectancy 8.9 years shorter than males living in the least deprived areas between 2013 and 2015. The gap for female residents was lower with women in the most deprived areas of the District estimated to have a life expectancy around 5.1 years shorter than those in the least deprived.<sup>19</sup>

<sup>18</sup> APHO Health Profile 2017: Cannock Chase; Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

<sup>19</sup> APHO Health Profile 2017: Cannock Chase.

## Healthy life expectancy

Healthy life expectancy estimates the number of years lived in good health whilst disability-free life expectancy estimates the number of years lived without a long-term physical or mental health condition that limits daily activities.<sup>20</sup>

Data for 2009-2013 indicates that healthy life expectancy in England and Wales was 63.3 years for males at birth. Female healthy life expectancy at birth was slightly higher at 64.6 years.<sup>21</sup> Healthy life expectancy in Cannock Chase for the same period was slightly lower for men, with males at birth expected to spend around 61.1 years in good health. Female healthy life expectancy in the District was also below the national average at 62.1 years.<sup>22</sup>

The charts below illustrate that healthy life expectancy at birth varied across the Cannock Chase Wards for both men and women during this period, with healthy life expectancy in some Wards being above or below both the District and national averages.

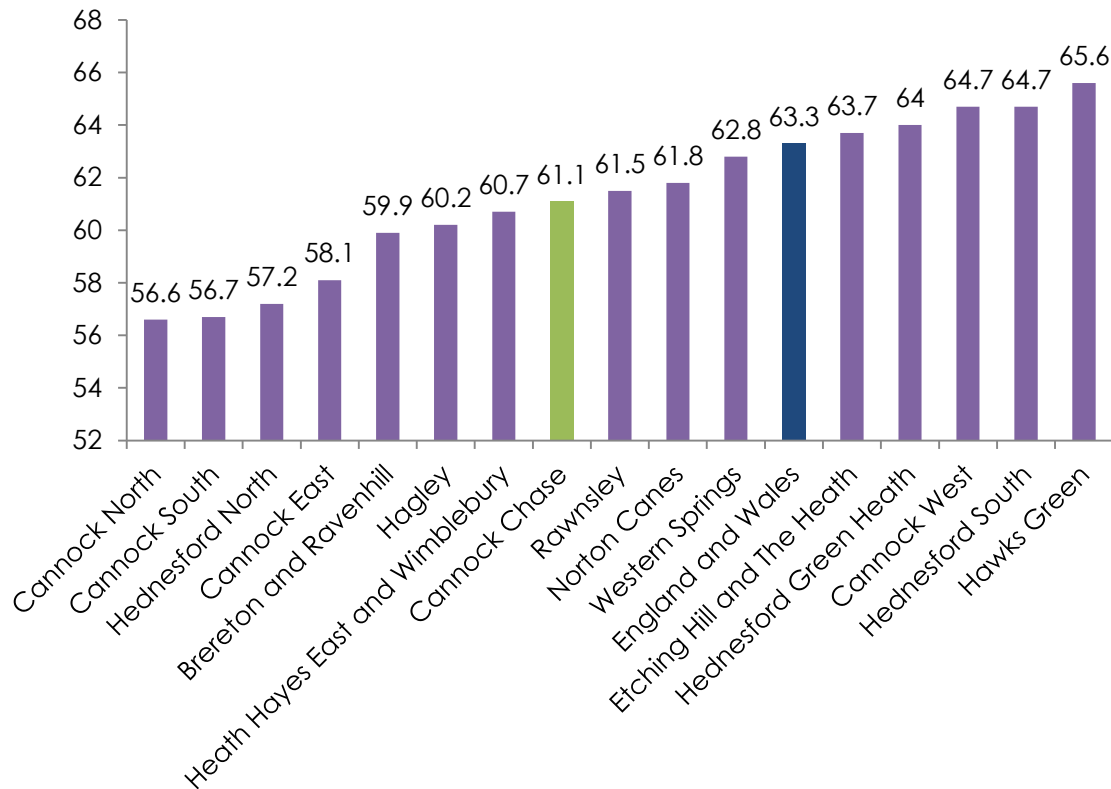
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<sup>20</sup> Office for National Statistics, Health State Life Expectancies, UK: 2014 to 2016 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifexpectancies/bulletins/healthstatelifeexpectanciesuk/2014to2016> (accessed March 2018).

<sup>21</sup> Office for National Statistics, Health State Life Expectancy by Census Wards: England and Wales 2009 to 2013 (March 2018).

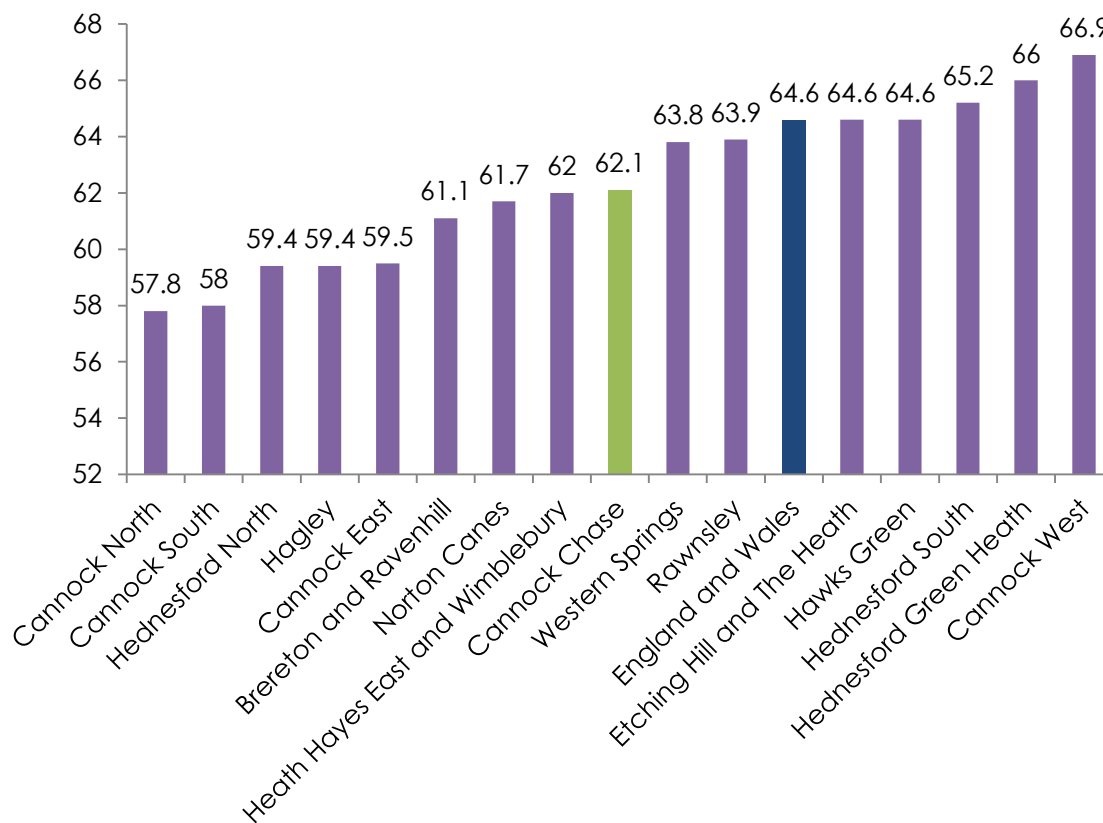
<sup>22</sup> Data courtesy of Asim Butt, Office for National Statistics, March 2018 taken from User Requested Data 15<sup>th</sup> January 2016: Life Expectancies and Health Expectancies at Birth and at Age 65 by Sex for Local Authorities in England, 2009 to 2013. See also Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

**Healthy life expectancy at birth:  
males, 2009-2013 (years)**



**Source:** Office for National Statistics, Health State Life Expectancy by Census Wards: England and Wales 2009 to 2013 (March 2018).

### Healthy life expectancy at birth: females, 2009-2013 (years)



**Source:** Office for National Statistics, Health State Life Expectancy by Census Wards: England and Wales 2009 to 2013 (March 2018).

The England and Wales average for Disability-Free Life Expectancy (DFLE) at birth for men was 63.9 years during 2009-2013 and slightly higher for women at 64.8 years. Both males and females in Cannock Chase were estimated to experience fewer years without a disability which impaired their daily life with a DFLE of 61.2 years for men in the District and 62 years for women.<sup>23</sup>

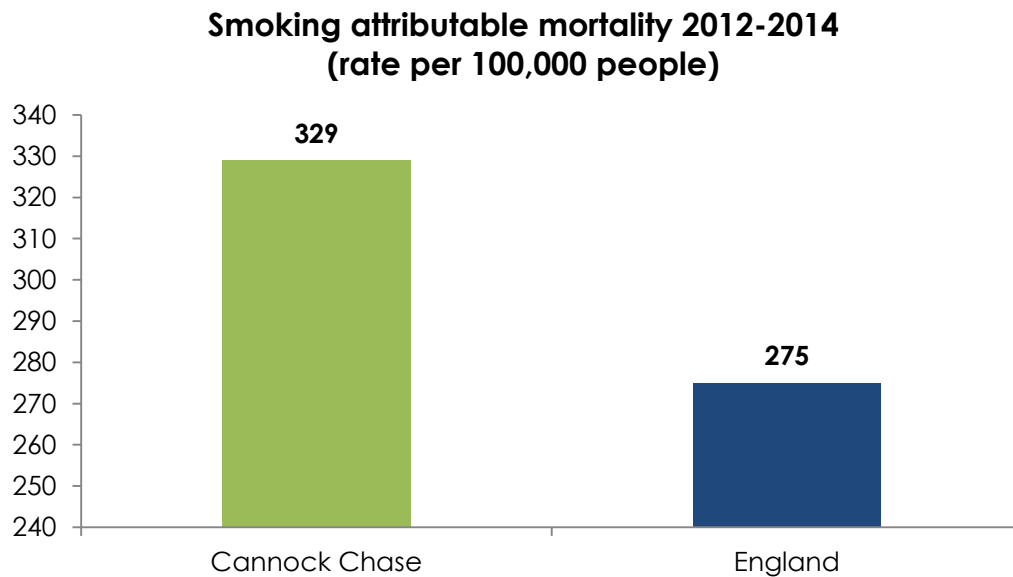
### Smoking and alcohol

20.1% of people aged 18+ in Cannock Chase were current smokers in 2016 which was above the Staffordshire (15.4), West Midlands (15.4%) and England (15.5%) averages for the same period.<sup>24</sup>

<sup>23</sup> Data courtesy of Asim Butt at Office for National Statistics, March 2018 taken from User Requested Data 15<sup>th</sup> January 2016: Life Expectancies and Health Expectancies at Birth and at Age 65 by Sex for Local Authorities in England, 2009 to 2013.

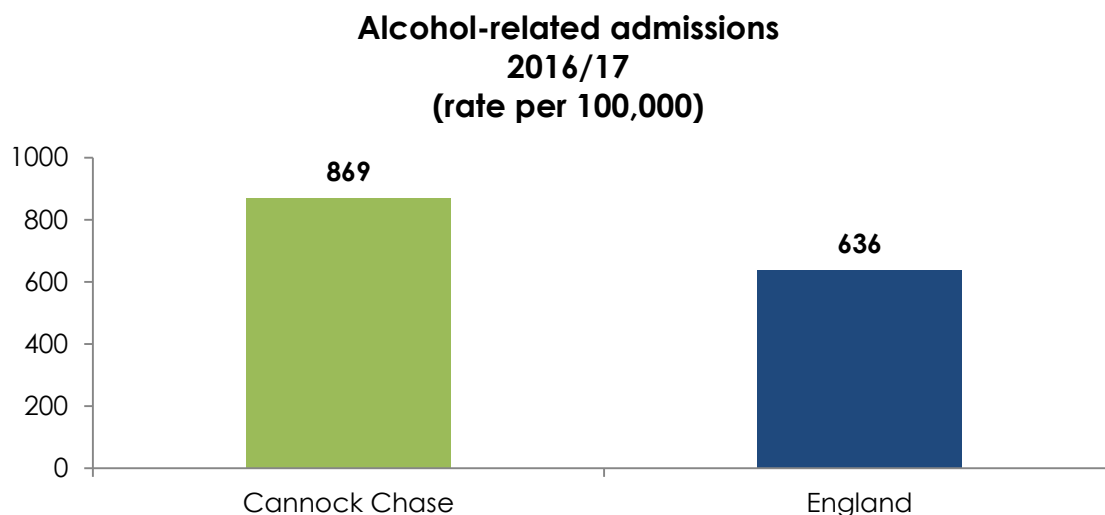
<sup>24</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The chart below illustrates that the rate of smoking attributable mortality in Cannock Chase was considerably higher than the national rate during the period 2012-2014.



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

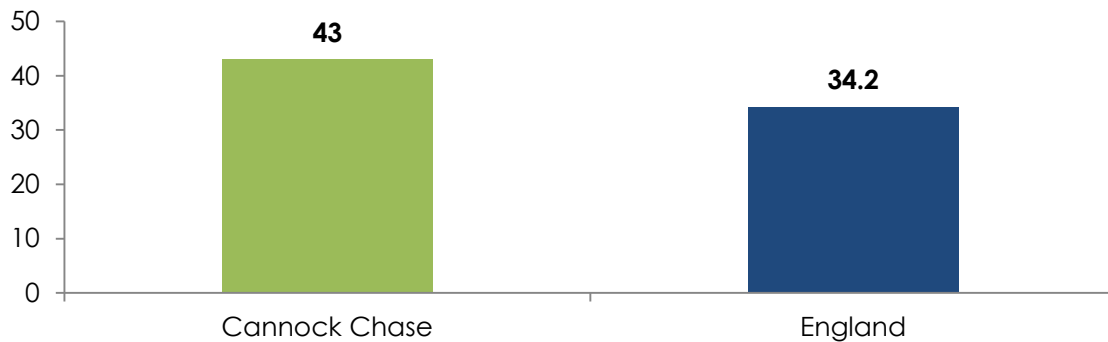
The rate of admission episodes for alcohol-related conditions in Cannock Chase was above the England rate of 636 per 100,000 during the period 2016/17 at a rate of 869.



**Source:** Public Health England, *Local Alcohol Profiles for England* (February 2018).

The rate of under-18s admitted to hospital for alcohol-specific conditions in the period 2014/15 - 2016/17 was also above the England average at a rate of 43 per 100,000.

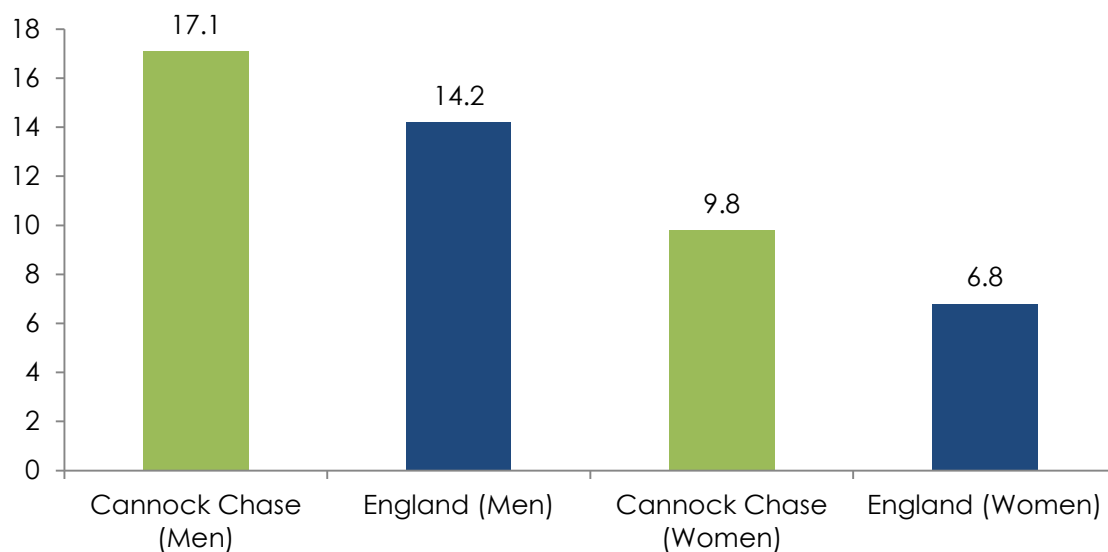
**Admission episodes for alcohol-specific conditions  
under 18s  
2014/15-2016/17  
(rate per 100,000)**



**Source:** Public Health England, Local Alcohol Profiles for England (February 2018).

Rates for alcohol-specific mortality were above the England averages during the period 2014-2016 for both men and women.

**Alcohol-specific mortality, 2014-2016  
(rate per 100,000)**

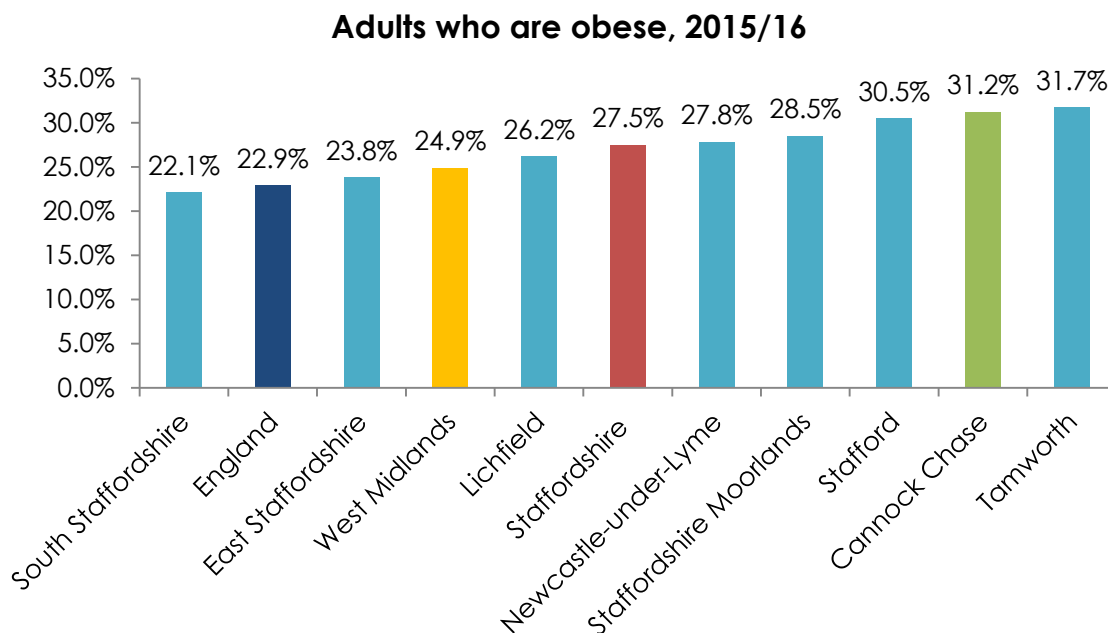


**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Data relating to smoking and alcohol illustrates the impact of these lifestyle factors on health and local healthcare services in Cannock Chase.

**Obesity**

Data for the period 2015/16 identifies that 31.2% of adults in Cannock Chase are obese which was above the Staffordshire (27.5%), West Midlands (24.9%) and England (22.9%) averages and the second highest in Staffordshire.



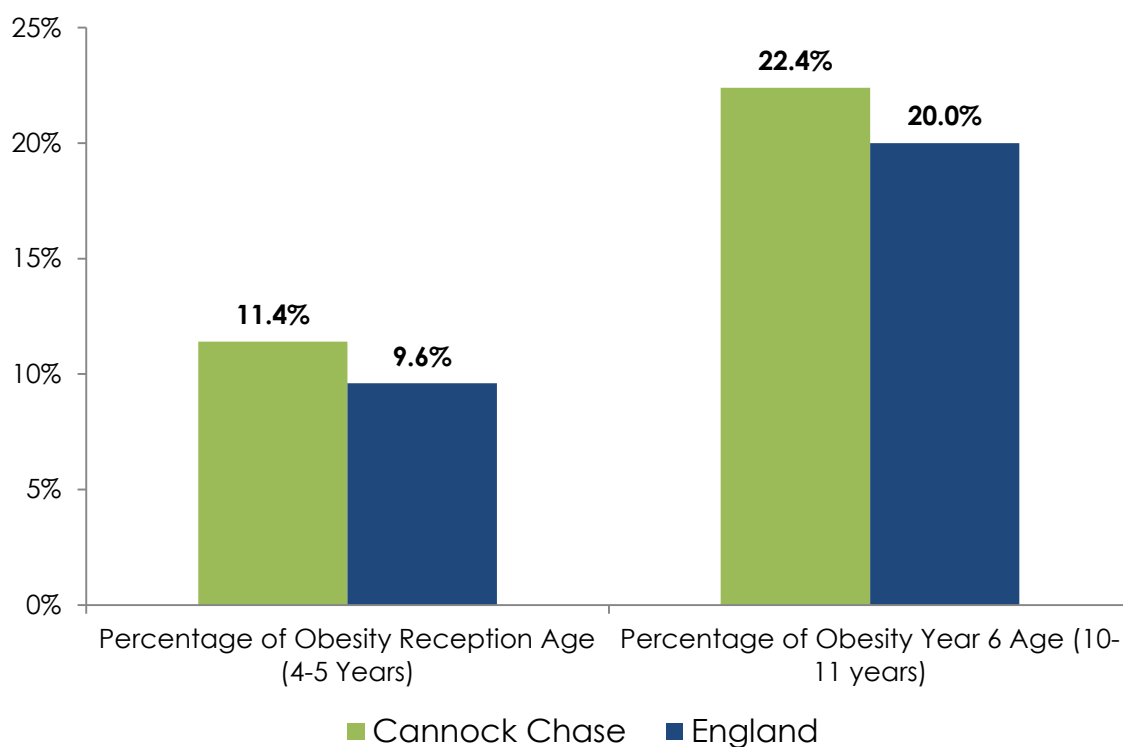
**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

52.8% of the adult population in Cannock Chase were estimated to be meeting the recommended '5-a-day' portions of fruit and vegetables on a 'usual day' in 2015/16. This was below estimates at County (56.1%), Regional (56.1%) and National (56.8%) levels for the same period and the second lowest in Staffordshire after Tamworth (51.7%).<sup>25</sup>

27.6% of children aged 4-5 in Cannock Chase were estimated to have excess weight during the period 2016/17, above the England average of 22.6%. A higher proportion of children aged 10-11 were estimated to have excess weight during this period at 36% which was similarly above the England average (34.2%). The chart below illustrates that obesity among children in Cannock Chase is also higher than the national average.

<sup>25</sup> Public Health England, Public Health Outcomes Framework; Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

### Prevalence of obesity among children, 2016-2017



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

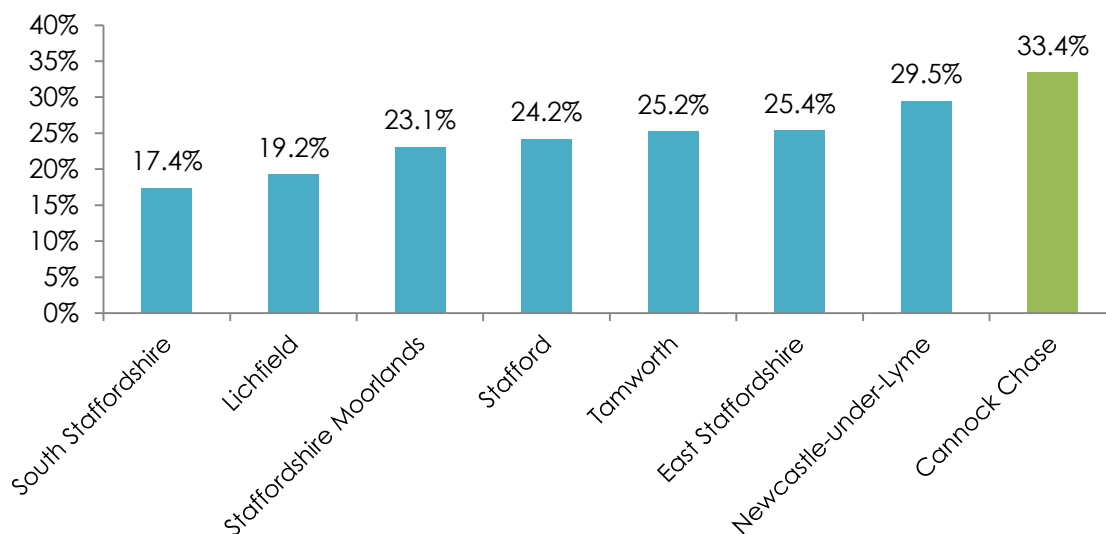
### Obesity and environment

Food outlet data from June 2017 indicates that 33.4% of all food outlets in Cannock Chase are takeaways.<sup>26</sup> Whilst the District does not have the highest number of takeaways in the county, takeaways comprised a larger proportion of food outlets in Cannock Chase than in any other Staffordshire district in June 2017.

<sup>26</sup> Takeaways are defined in the Food Environment Assessment Tool as fast food and takeaway outlets, fast food delivery services, fish and chip shops and bakeries.



**Percentage of takeaways as a proportion of all food outlets, Staffordshire districts, June 2017**



**Source:** All data relating to food outlets sourced from the Food Environment Assessment Tool (FEAT) 2017, UKCRC Centre for Diet and Activity Research (CEDAR), University of Cambridge, [www.feat-tool.org.uk](http://www.feat-tool.org.uk) (October 2017).

Cannock Chase also has the highest rate of takeaway outlets per resident population based on outlet density data from June 2017 and 2011 Census population data with a rate of 1.19 outlets per 1,000 population (the next nearest was East Staffordshire with a rate of 1.14).<sup>27</sup>

<sup>27</sup> Food Environment Assessment Tool (FEAT) 2017, UKCRC Centre for Diet and Activity Research (CEDAR), University of Cambridge, [www.feat-tool.org.uk](http://www.feat-tool.org.uk) (October 2017).

## **Depression**

Data for depression prevalence among adults aged 18+ indicates that the proportion of people registered with depression was above the England average in Cannock Chase during 2016/17 with a prevalence of 11.2% compared to a national rate of 9.1%.<sup>28</sup> Cannock Chase, Newcastle-under-Lyme (11.3%) and Tamworth (11.1%) had a depression prevalence rate above 11% in 2016/2017.

## **Ageing population and dementia**

The 2016/2017 Annual Report of NHS Cannock Chase CCG identifies a high concentration of older residents within the area covered by Cannock Chase CCG with projections that the number of residents in this age group will increase faster locally than nationally.<sup>29</sup> Population projections estimate an additional 5,400 residents aged 65 and over will be living in Cannock Chase by 2026. This emphasises the potential significance for the District of social and economic implications associated with an older-age population.<sup>30</sup>

Cannock Chase could be disproportionately affected by health issues which are particularly associated with older age, such as dementia. Dementia prevalence in Cannock Chase during the period 2016/2017 was 0.8% - similar to the Staffordshire County average of 0.9%.<sup>31</sup> The estimated dementia diagnosis rate for Cannock Chase was above the England average of 66.4% in 2016/17 at 69.0%.<sup>32</sup>

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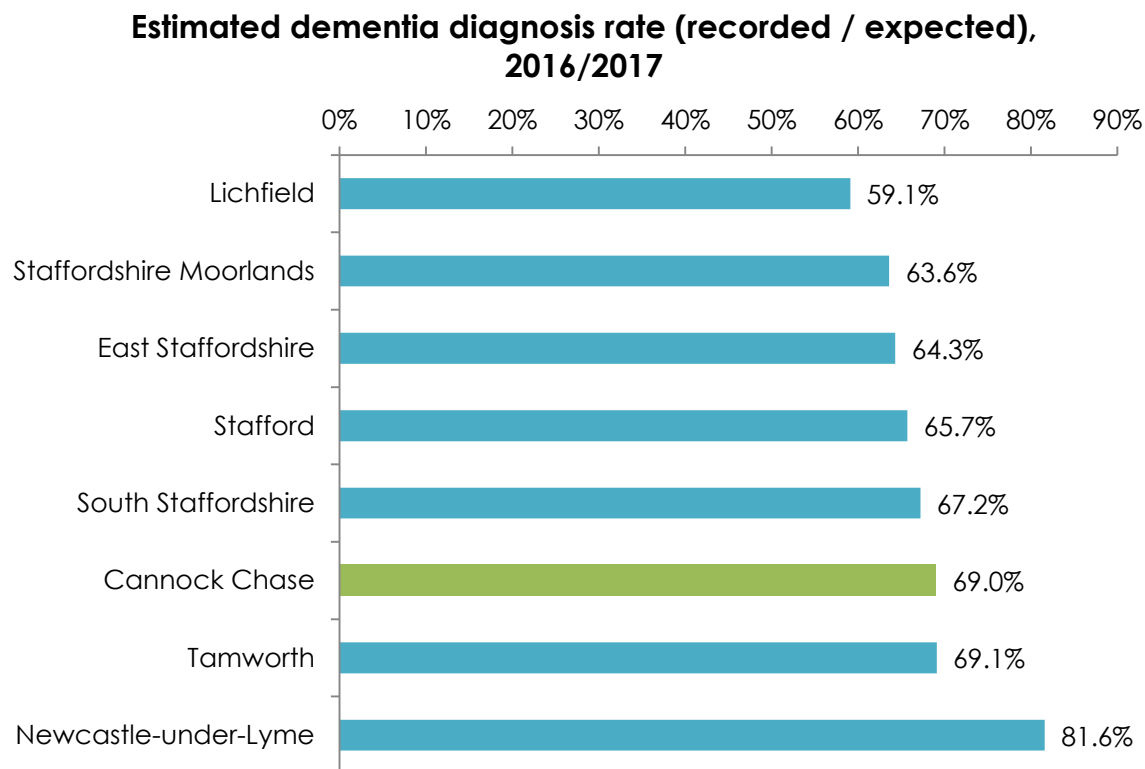
<sup>28</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

<sup>29</sup> *NHS Cannock Chase CCG, Annual Report 2016-2017* (May 2017). Please note that NHS Cannock Chase CCG covers a population of 132,000 which exceeds the boundaries/population of Cannock Chase District.

<sup>30</sup> Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018).

<sup>31</sup> Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018).

<sup>32</sup> Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018).



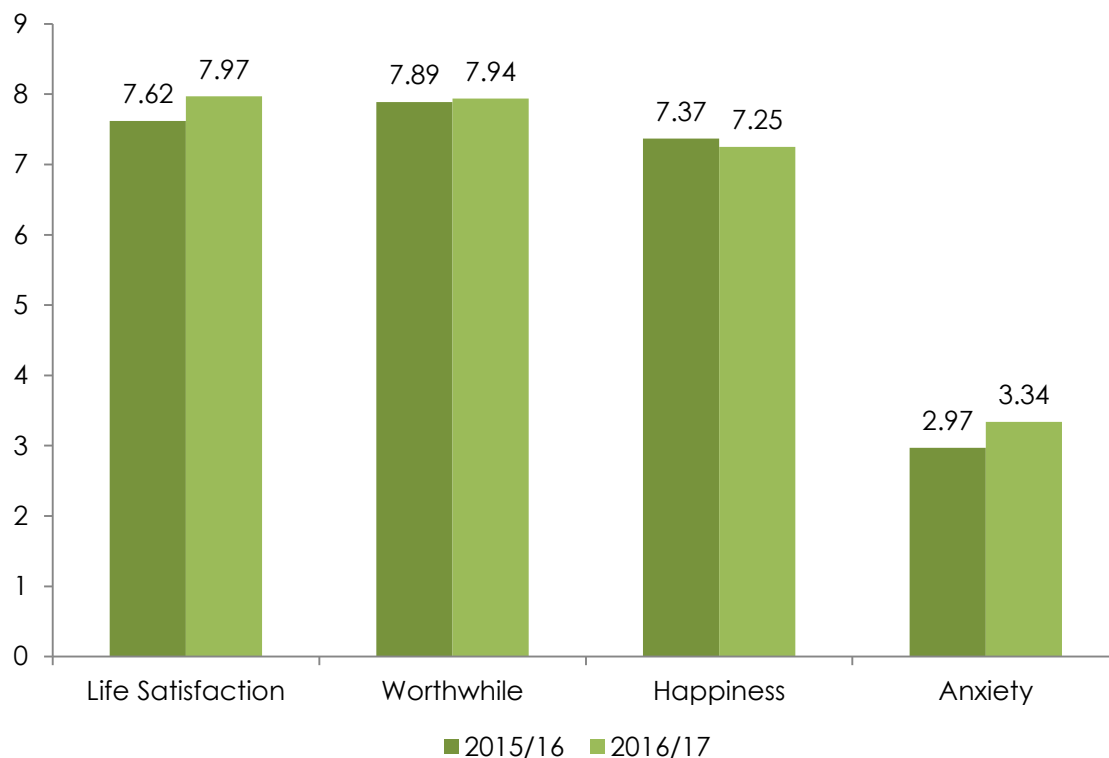
**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

### Personal well-being

Results from the Office for National Statistics' Annual Population Survey (APS) for 2016/2017 indicate that respondents in Cannock Chase reported a higher rate of life satisfaction than in 2015/16. While the APS showed an increase in ratings for perceptions of life being worthwhile among respondents in the District, this was combined with a decrease in self-reported happiness and a rise in rates of self-reported anxiety. Respondents in Cannock Chase reported feeling more anxious (3.34) than those in Staffordshire (2.83), the West Midlands (2.80) and England (2.91).<sup>33</sup>

<sup>33</sup> Office for National Statistics, *Headline Estimates of Personal Wellbeing*, April 2016-March 2017.

### Personal wellbeing in Cannock Chase, 2015/16 and 2016/17



For Life Satisfaction, Worthwhile, Happiness and Anxiety 0 = not at all and 10 = completely. For Anxiety a higher score represents a higher rate of anxiety.

**Source:** Office for National Statistics, Personal Well-Being in the UK Local Authority Update April 2016-March 2017 (November 2017).

### Health management

76% of Cannock Chase respondents to the Feeling the Difference survey from March 2016 to September 2017 reported being very / fairly satisfied with the overall level of service provided by their local hospital. This was considerably below the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 84%.<sup>34</sup> Data from the 2016/17 GP Patient Survey identified that around 65% of Staffordshire residents feel supported to manage their health condition. The Cannock Chase average was below this at 60% which was the lowest rate across the eight Staffordshire districts.<sup>35</sup>

<sup>34</sup> Staffordshire Observatory, *Feeling the Difference Survey 2016-2017* (four waves of the Survey from March 2016 to September 2017).

<sup>35</sup> Staffordshire County Council, *Health and Wellbeing Outcomes and Performance Report for Staffordshire* (August 2017).

## **Education, skills and training**

The Indices of Multiple Deprivation 2015 ranked Cannock Chase as the most deprived district in Staffordshire for education, skills and training. More recently, the Social Mobility Index (SMI) published by the Social Mobility Commission in November 2017 identifies that Cannock Chase performs below average for a number of indicators relating to school provision and educational attainment among disadvantaged young people.<sup>36</sup>

### **Early Years and Key Stage Two attainment**

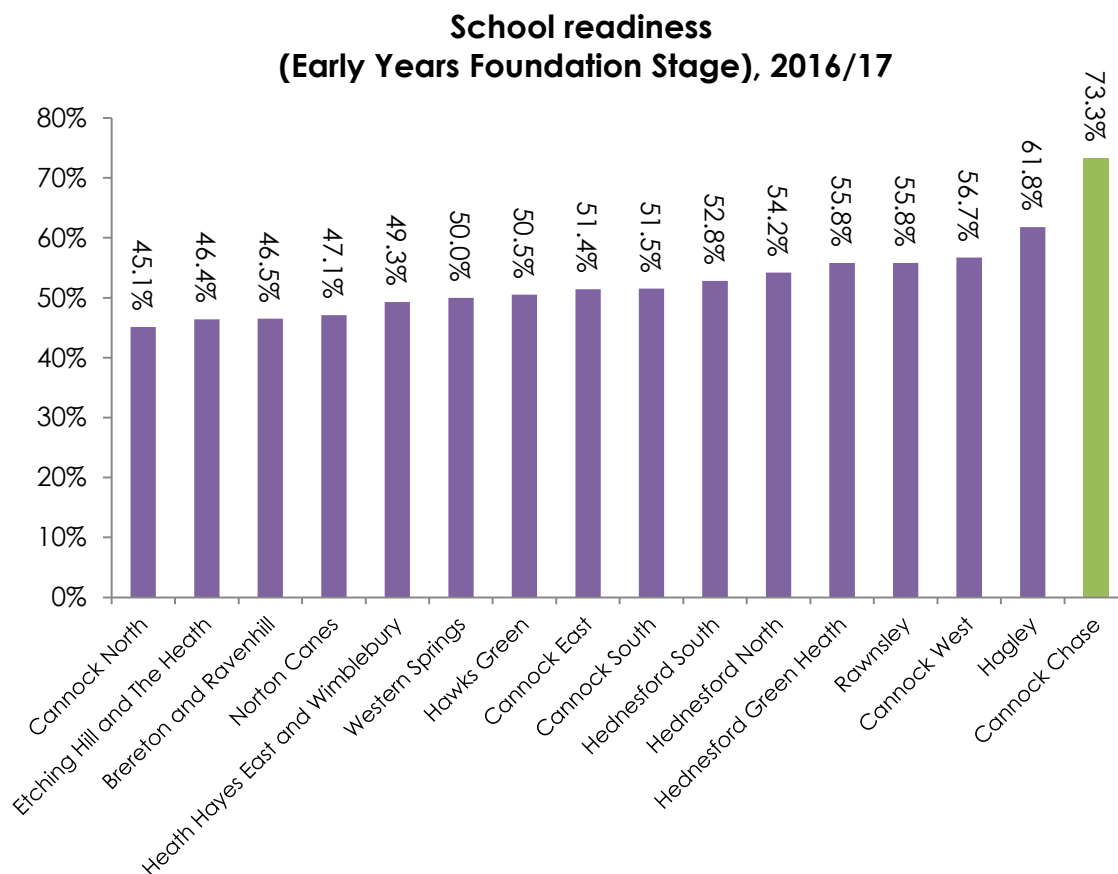
Whilst the District has been identified as experiencing deprivation in relation to education and skills, it is significant that 73.3% of children in the District were recognised as being ready for school at the end of the Early Years Foundation Stage in 2016/17 which was above the England average of 70.7%.<sup>37</sup>

The chart below illustrates how the percentage of pupils deemed ready for school varied across the different Wards in Cannock Chase in 2016/17:

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<sup>36</sup> Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (November 2017).

<sup>37</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

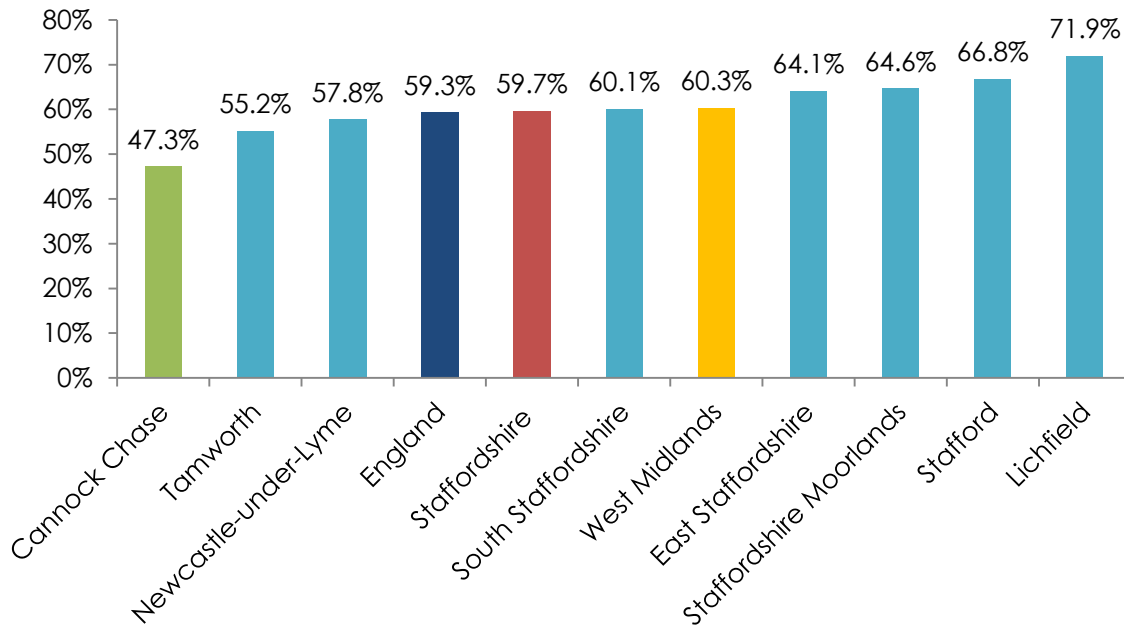
Provisional data for 2017 indicates that 60% of Cannock Chase pupils in Key Stage 2 achieved the expected standard in reading, writing and mathematics. This was similar to the England average of 61%.<sup>38</sup>

### Key Stage Four attainment

Data for 2016 reports that 47.3% of pupils attained GCSEs (English and Maths A\*-C) in Cannock Chase. The chart below illustrates that this was below the county, regional and national averages for the same period and the lowest in Staffordshire.

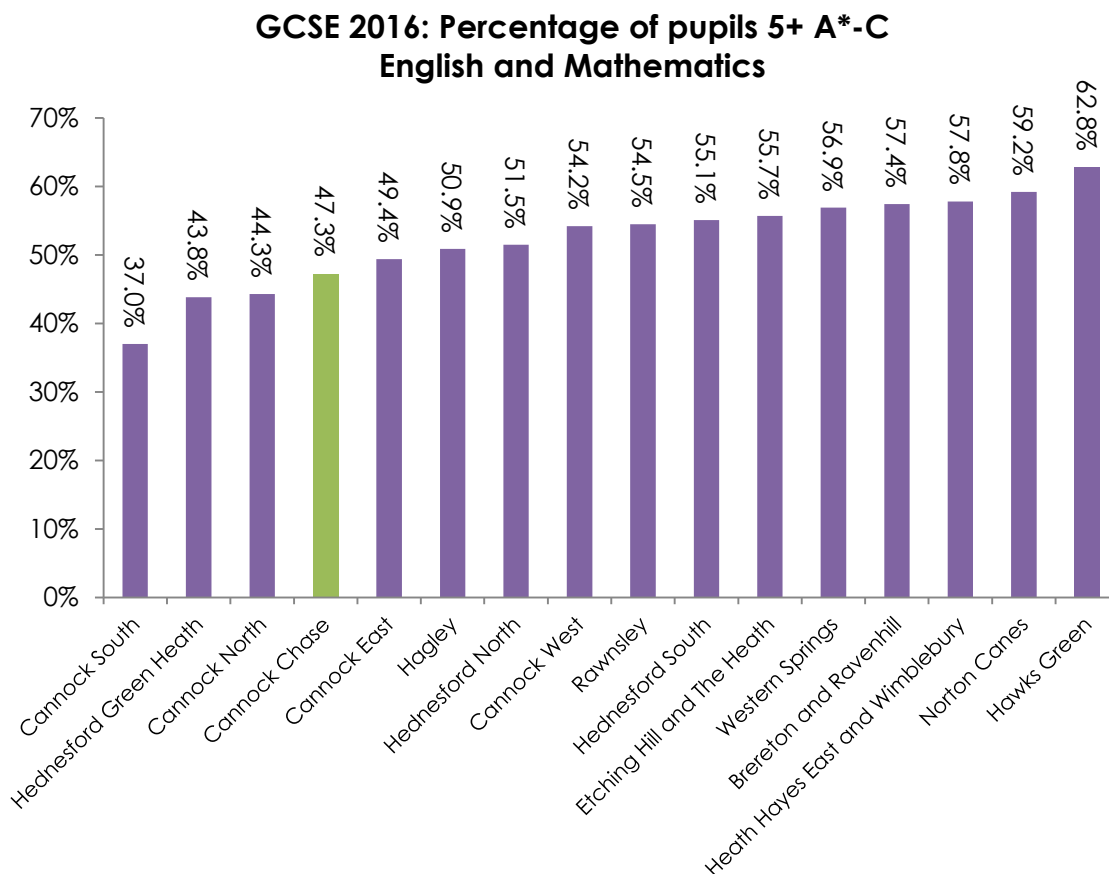
<sup>38</sup> Staffordshire County Council, *JSNA – Health and Wellbeing Outcomes Report for Staffordshire* (November 2017).

**GCSE 2016: Percentage of pupils 5+ A\*-C  
English and Mathematics**



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The chart below illustrates how GCSE attainment varied across the different Wards in Cannock Chase in 2016. There was a difference of more than 25% (25.8%) between the percentage of pupils attaining GCSEs A\*-C in English and Mathematics in Cannock South and Hawks Green. Attainment was above the District average of 47.3% in the majority of Wards.



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

### Key Stage Four and eligibility for Free School Meals (FSM)

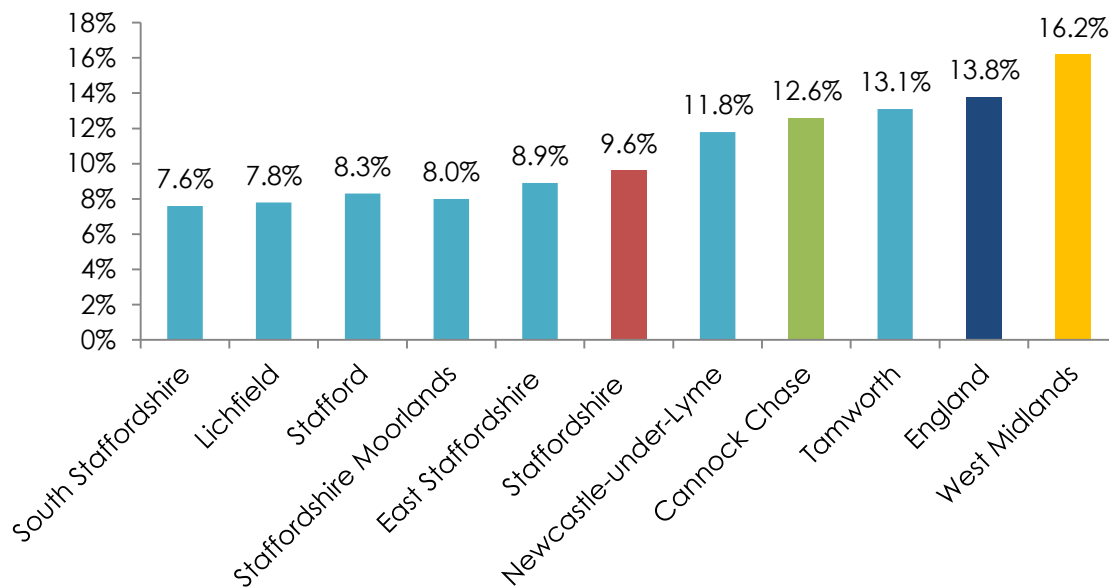
Data for previous years has illustrated that GCSE attainment among pupils eligible for Free School Meals (FSM) in Cannock Chase is between 20% and 25% lower than that of all pupils.<sup>39</sup>

In January 2017, 12.6% of students in Cannock Chase were claiming free school meals. Whilst this was lower than in 2016 (12.8%), the proportion of FSM pupils in 2017 was the second highest in Staffordshire after Tamworth (13.1%). However, the Cannock Chase rate was below the West Midlands and England averages as the chart below illustrates.

<sup>39</sup> See Cannock Chase Council, *District Needs Analysis 2012-present*. Figure relates to the proportion of FSM pupils who attained 5+ A\*-C grades at GCSE including English and Mathematics. A child is eligible for Free School Meals if their parent/guardian or the child themselves is in receipt of a range of income-based benefits. For a full definition of the current eligibility criteria see <https://www.gov.uk/apply-free-school-meals>



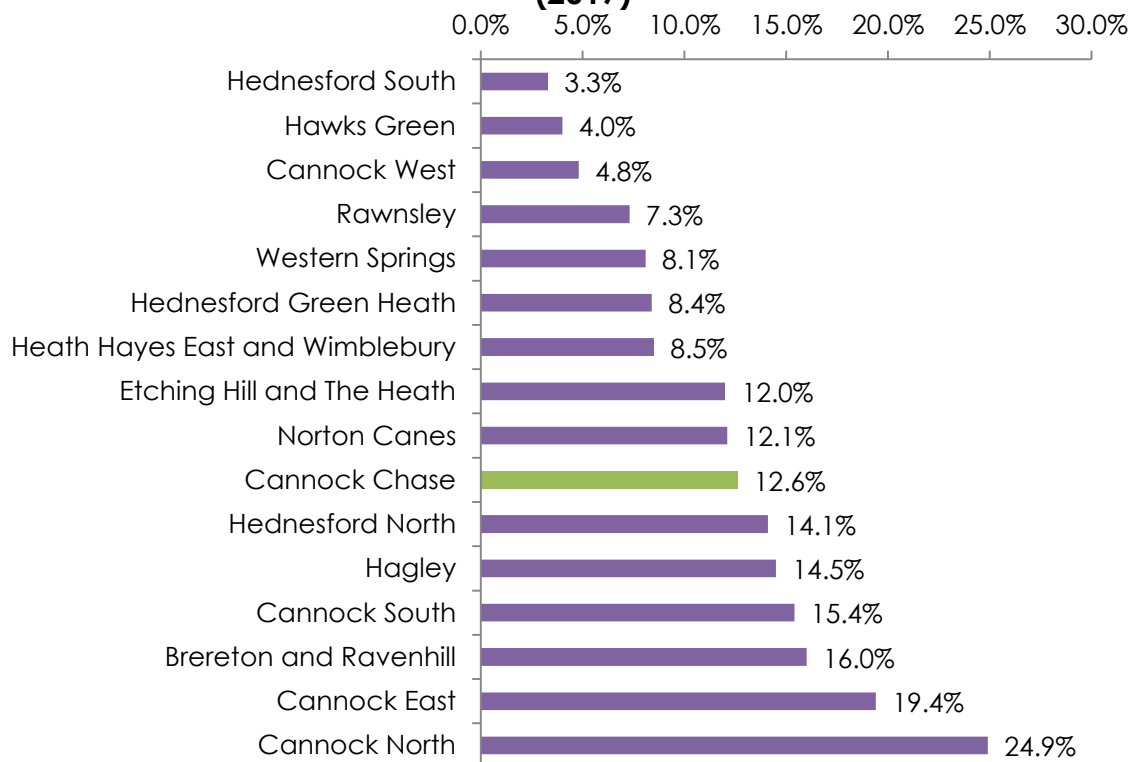
**Proportion of pupils claiming Free School Meals (FSM) 2017**



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The proportion of pupils claiming Free School Meals at Ward level in Cannock Chase is illustrated below. In the majority of Wards the proportion of students claiming free school meals fell below the District average in 2017.

**Percentage of children who claim Free School Meals (2017)**



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

## School performance at Key Stage Four

School performance data published by the Department for Education in 2017 reflects the introduction of new performance measures 'Progress 8' and 'Attainment 8'. The 'Attainment 8' score given to a school indicates how well pupils have performed in up to eight qualifications including English, Maths, Sciences, History, Geography and languages.

School	Attainment 8 Score
Staffordshire University Academy	40.5 points
The Hart School	45.4 points
Cardinal Griffin Catholic College	45.9 points
Kingsmead School	43.1 points
Cannock Chase High School	45.9 points
Norton Canes High School	33.4 points
<b>Local Authority Average</b>	<b>44.9 points</b>
<b>England Average</b>	<b>44.6 points</b>

**Source:** Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed January 2018)

The school performance data above illustrates a varying level of performance in secondary schools across the District, with attainment ranging from 33.4 points to nearly 46 points across key subjects. It is significant that the England average for attainment in this context was slightly below the local authority average in 2017.<sup>40</sup>

<sup>40</sup> Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed January 2018)

### Key Stage 5 / Post-16 attainment

Data from the Department of Education records the average grade and points score which pupils achieved at A Level across secondary schools in Cannock Chase.

School	No. Students with an A Level exam entry	Average Grade	Average Point Score
Staffordshire University Academy	14	D+	23.33
The Hart School	73	C	28.47
Cardinal Griffin Catholic College	58	C	30.41
Kingsmead School	66	C-	25.17
Cannock Chase High School	69	C-	28.33
Norton Canes High School	36	D	21.36
<b>Staffordshire State-Funded Schools/Colleges</b>	-	<b>C</b>	<b>28.53</b>
<b>England All Schools and Colleges</b>		<b>C+</b>	<b>32.39</b>

**Source:** Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed January 2018)

Whilst some schools in Cannock Chase had an average grade of C in line with the Staffordshire benchmark, the table above illustrates that average points score fell below the England average across all schools in the District.

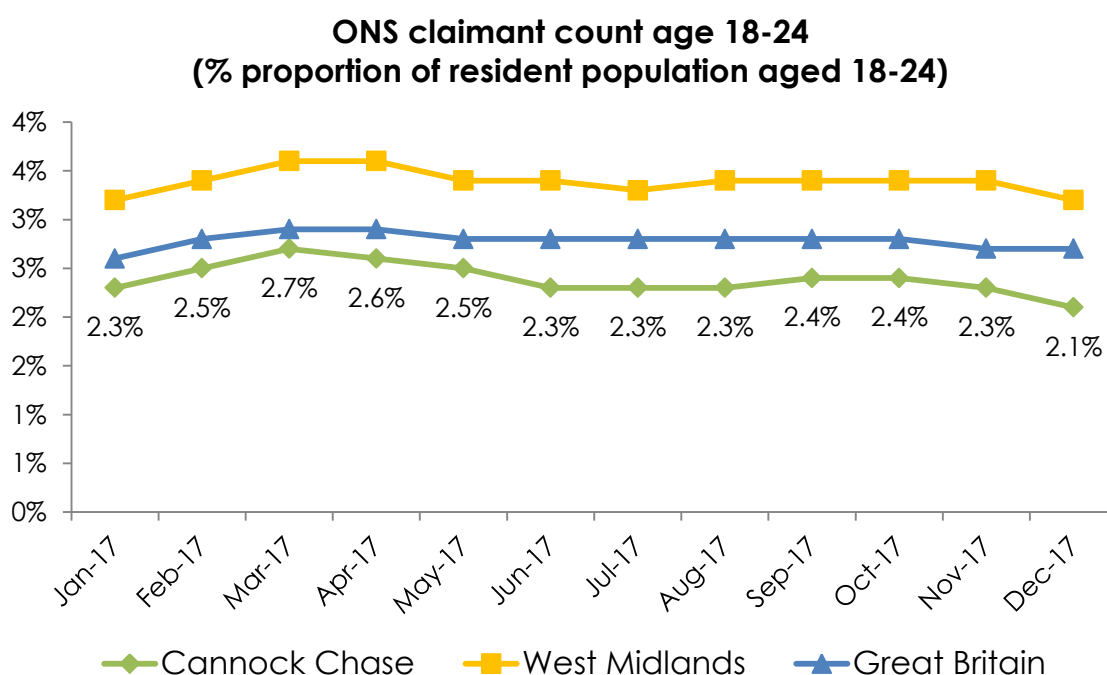
Data relating to student destinations after Key Stage 5 (2015/16 destinations for the 2014/15 cohort) indicates that the majority of students in Cannock Chase from state-funded schools / colleges who entered into a sustained education destination entered into further education at a Higher Education Institution (35 of 54 students, 64.8%).<sup>41</sup>

<sup>41</sup>Department for Education, Parliamentary Constituencies Table PC1: Student Destinations after Key Stage 5 (state-funded mainstream schools and colleges) Year: 2015/16 destinations for the 2014/15 cohort), February 2018.

## Youth unemployment

2.6% of 18-24 year olds in Cannock Chase were claiming benefits for unemployment in February 2018. This was slightly above the Staffordshire average (2.0%) but below the average rate in the West Midlands (3.5%) and Great Britain (2.9%) during the same period.<sup>42</sup>

The chart below illustrates that unemployment among young people in the District (aged 18-24) remained below regional and national levels throughout 2017.



**Source:** NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

## Apprenticeships

Figures for Apprenticeship Programme Starts demonstrate that there were 1,200 apprenticeships started in Cannock Chase during 2016/2017. This saw a decrease of 6.3% on 2015/2016 figures when there were 1,280 apprenticeship programme starts in the District.<sup>43</sup>

<sup>42</sup> NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Note that claimant count data includes both people claiming Jobseeker's Allowance and Universal Credit for unemployment. This measure is currently in development and these statistics are therefore defined as experimental.

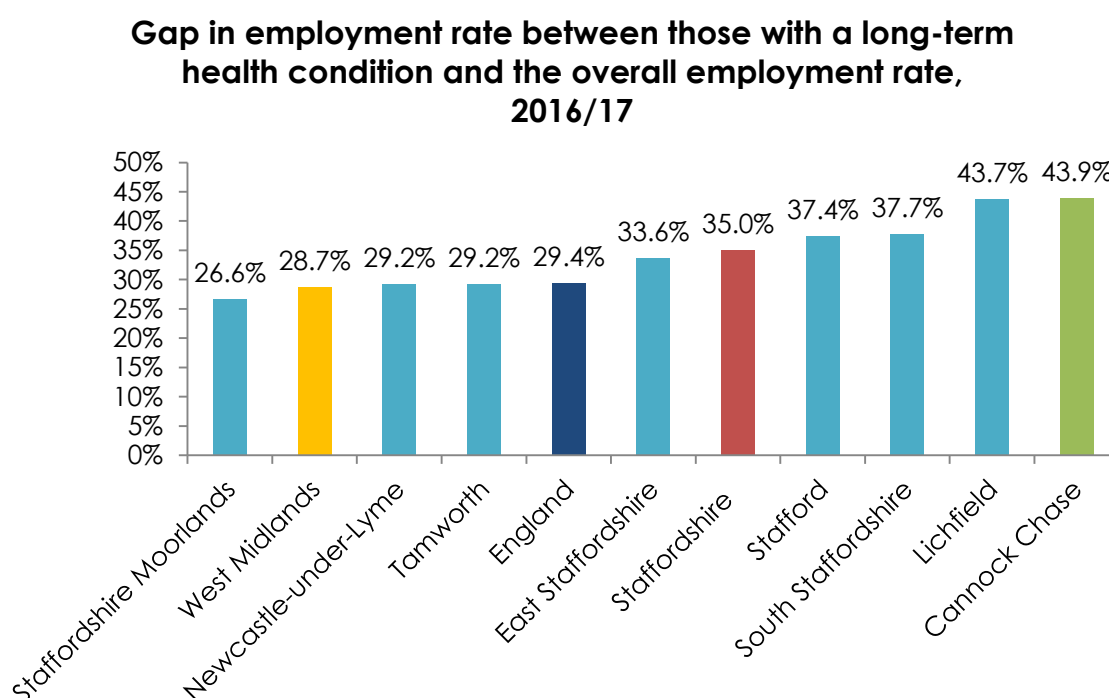
<sup>43</sup> Department for Education, Apprenticeship Geography Data Tool, FE Data Library: Apprenticeships, Local Authority Data on Apprenticeship Starts <https://www.gov.uk/government/statistical-data-sets/fe-data-library-apprenticeships#history> (accessed February 2018).

## Adult skills and access to employment

### Health and employment

Benefit claimant data from the Department for Work and Pensions (DWP) indicates that 3,950 people in Cannock Chase were claiming Employment and Support Allowance (ESA) / Incapacity Benefits in November 2016 - 6.3% of people in the District aged 16-64. This was above the Great Britain average (6.1%) but in line with the West Midlands average (6.3%). The Cannock Chase claimant rate saw an annual decrease of 0.2% between November 2015 (6.5%) and November 2016.<sup>44</sup>

Statistics relating to the proportion of claimants for benefits associated with disability and long-term health conditions indicate how health inequalities impact on employment in Cannock Chase. Data for 2016/17 indicates a gap of 43.9% in the employment rate between those with a long-term health condition and the overall employment rate in Cannock Chase. This was above the gap at regional (28.7%) and national (29.4%) levels and the highest in Staffordshire.<sup>45</sup>



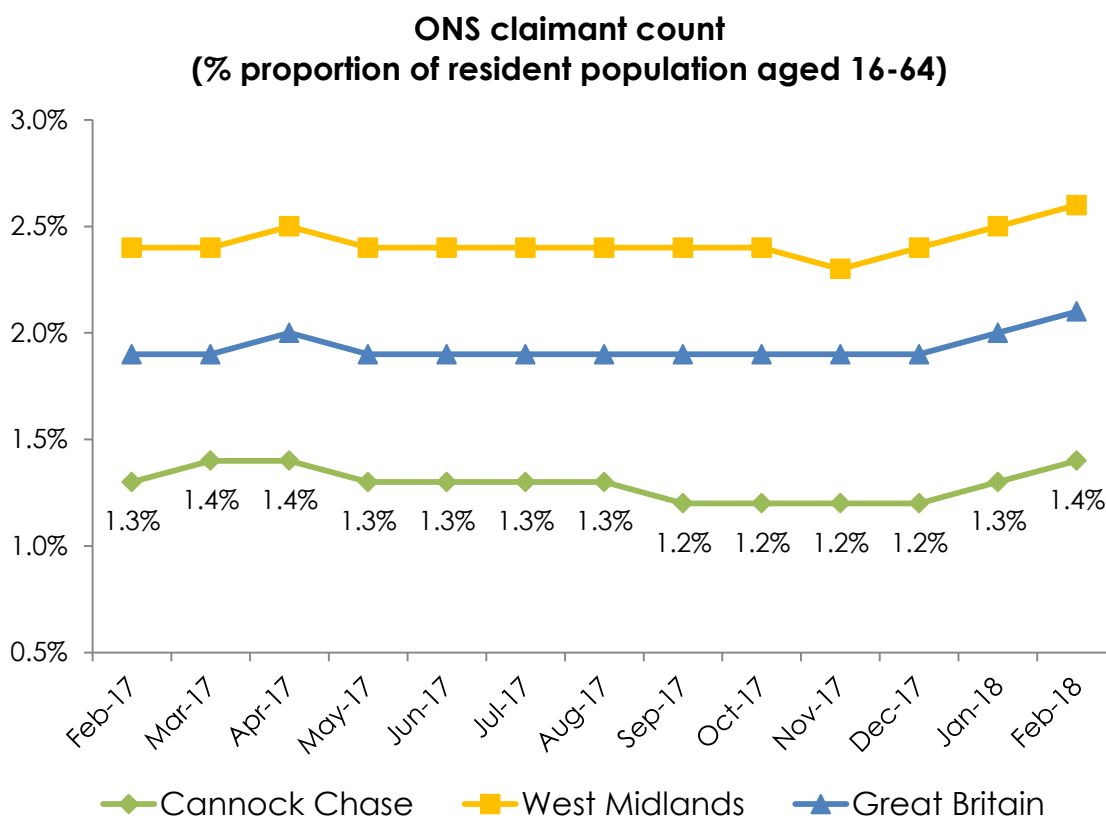
**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

<sup>44</sup>DWP Benefit Claimants, NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

<sup>45</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

## Unemployment

The overall rate of claims for unemployment benefit in Cannock Chase fluctuated during the 12 months to February 2018 but remained considerably below regional and national averages during this period. 1.4% of people aged 16-64 in the District claimed this benefit in February 2018.<sup>46</sup>



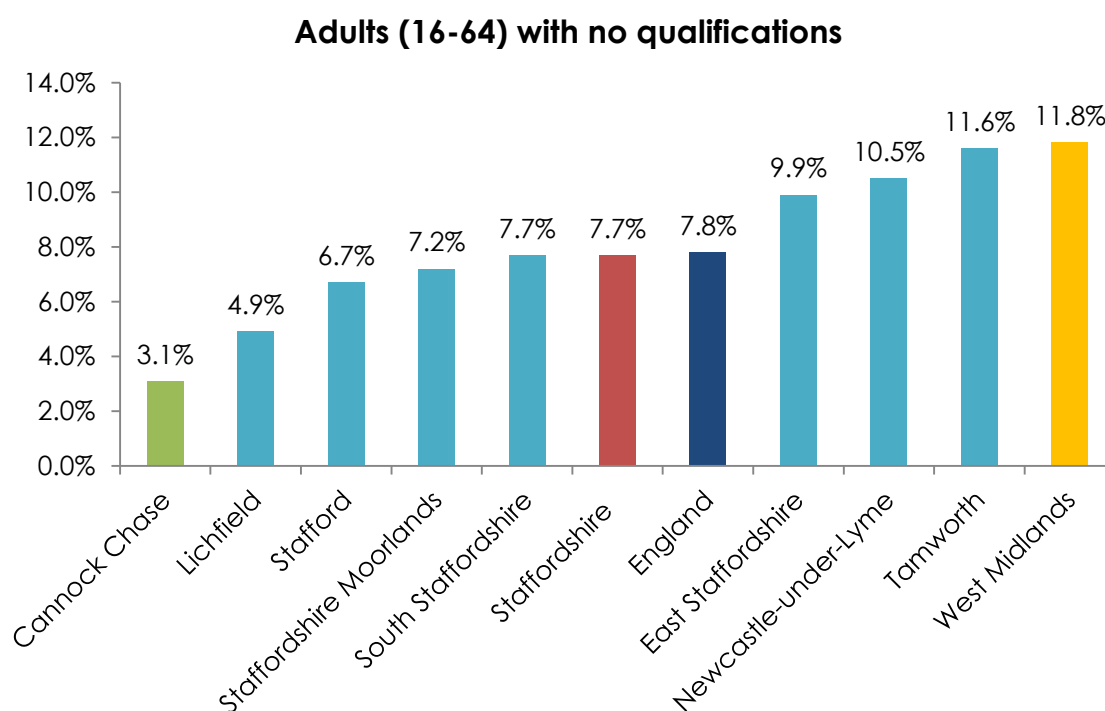
**Source:** NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

<sup>46</sup> NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Note that claimant count data includes both people claiming Jobseeker’s Allowance and Universal Credit for unemployment. This measure is currently in development and these statistics are therefore defined as experimental.

## Qualifications

Sample-based data from the Annual Population Survey (APS) estimates that more than 25% of residents in Cannock Chase were qualified to NVQ Level 4 and above in 2016 (25.4%). This was a lower proportion than in the West Midlands (31.5%) or Great Britain (38.2%) more widely.<sup>47</sup>

However, the proportion of residents aged 16-64 in the District with no qualifications was estimated to be the lowest in Staffordshire in 2016 and below regional and national averages.



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

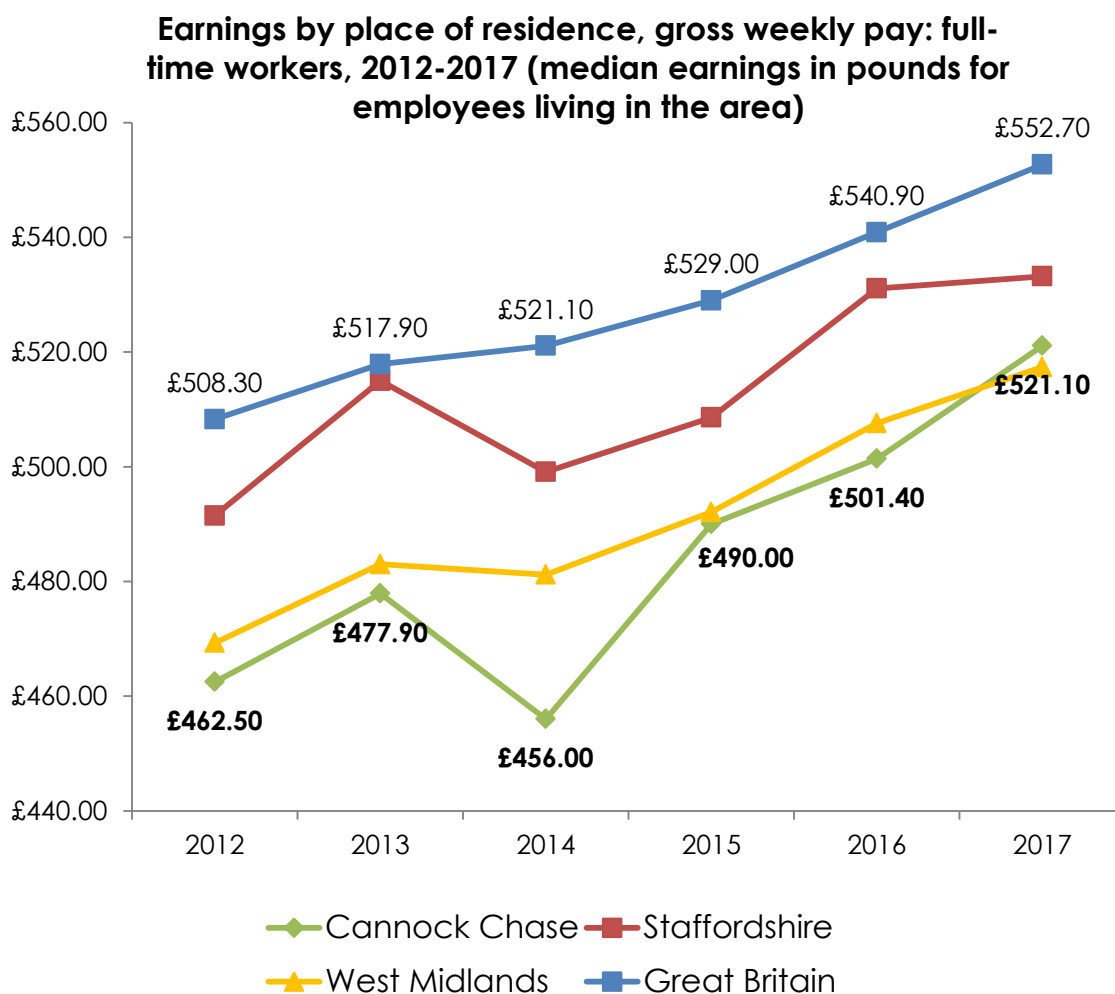
This sample-based estimate is important given projections in 2016 by the UK Commission for Employment and Skills of a 'growing demand for formal qualifications' and 'a strong bias towards higher skilled occupations' in the future labour market.<sup>48</sup>

<sup>47</sup> The Annual Population Survey, a sample-based survey, has low confidence levels at District geography. Statistics published on the basis of this survey should be considered in the context of such issues of statistical reliability and interpreted as an indicator of trends.

<sup>48</sup> Labour Market Profile for Cannock Chase, Office for National Statistics via NOMIS; UKCES, *Working Futures 2014-2024* (April 2016).

## Earnings

Gross weekly pay for full-time workers living in Cannock Chase remained below national average in 2017, although earnings were slightly above the regional average as the chart below illustrates. Weekly earnings saw a larger annual increase in the District than in Staffordshire, the West Midlands and Great Britain more widely between 2016 and 2017. This has contributed to narrow the gap in pay between Cannock Chase, Staffordshire and Great Britain.



**Source:** Office for National Statistics, Annual Survey of Hours and Earnings. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

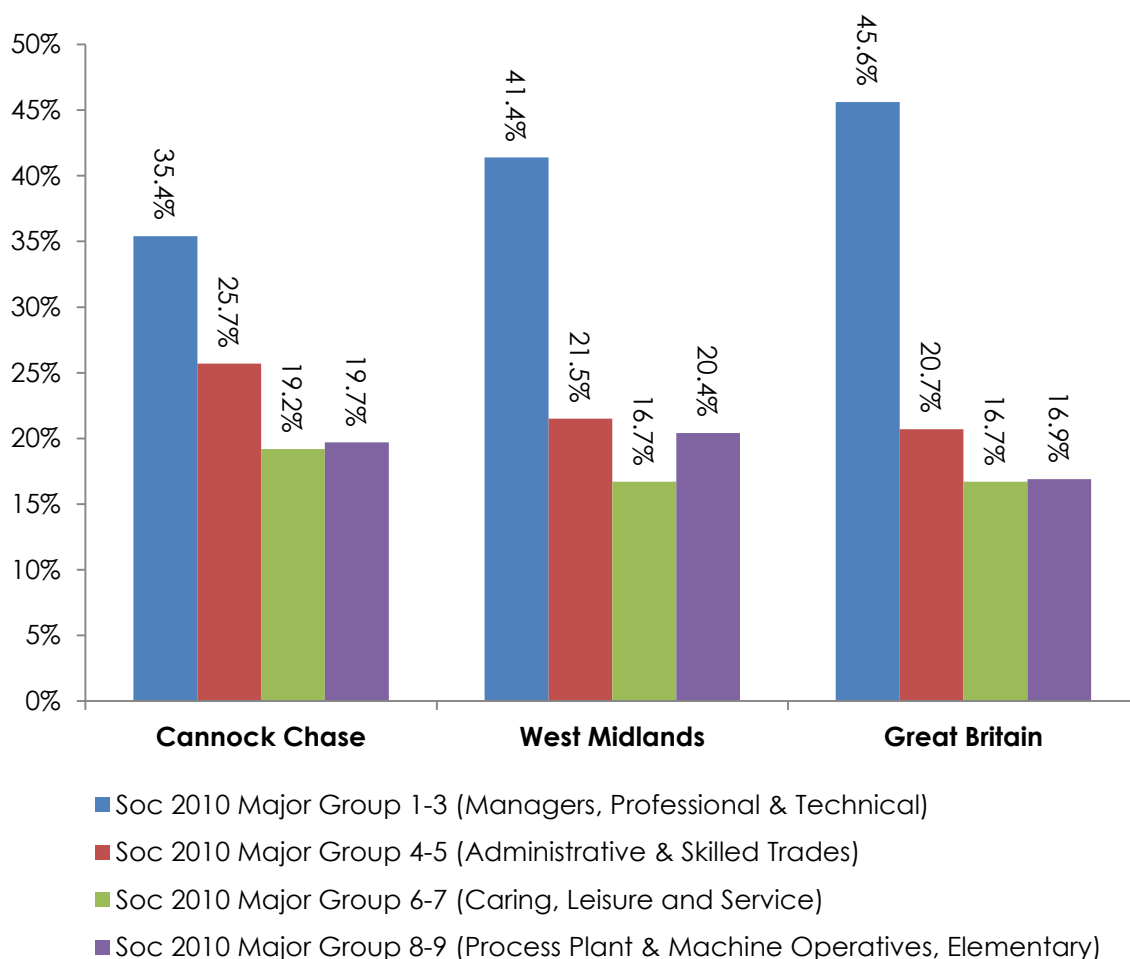


## Employment by occupation

35.4% of persons aged 16+ in employment in Cannock Chase were employed in SOC 2010 Major Group 1-3 occupations in the period October 2016 - September 2017. However, the proportion of residents working in these roles associated with higher skills and earnings was below the West Midlands and Great Britain averages for the same period.

The chart below illustrates the proportion of residents working in different occupational groups during the period October 2016 to September 2017.

**Employment by occupation  
(October 2016-September 2017)**



**Source:** Office for National Statistics, Annual Population Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

The chart above shows that the proportion of Cannock Chase residents working in Soc 2010 Major Group 6-7 and 8-9 occupations – roles in caring, leisure and service industries as well as in elementary occupations - was above the national average during this period.

### **Employee jobs by industry**

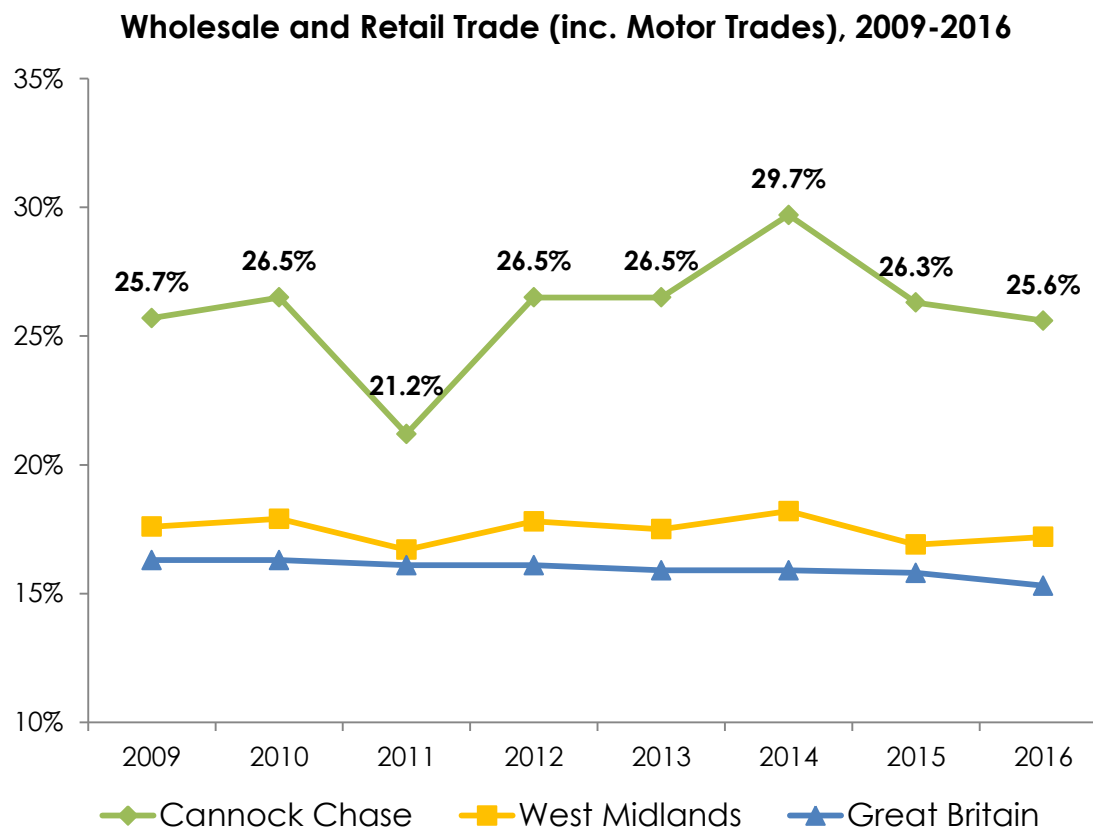
Data from the Office for National Statistics indicates that there were 45,000 total jobs in Cannock Chase in 2016 with a jobs density of 0.72 jobs to population aged 16-64. This jobs density ratio was below the West Midlands ratio (0.79) and the Great Britain ratio (0.84).<sup>49</sup> Full-time jobs comprised 69.2% of the 39,000 total employee jobs in Cannock Chase during 2016 with part-time jobs accounting for 30.8% of roles. The proportion of full-time jobs was higher in Cannock Chase than in the West Midlands (67.8%) and Great Britain (67.8%).<sup>50</sup>

The Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles provided the largest share of employment in Cannock Chase in 2016 at 25.6% of employee jobs. This proportion was 8.4% higher than in the West Midlands (17.2%) and over 10% higher than the Great Britain average (15.3%). The chart below shows that the percentage of jobs in this sector over the period 2009-2016 has been consistently above regional and national averages in Cannock Chase.

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<sup>49</sup> Office for National Statistics, Jobs Density. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Total jobs includes employees, self-employed, government-supported trainees and HM Forces.

<sup>50</sup> Office for National Statistics, Business Register and Employment Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Total employee jobs excludes farm-based agriculture, self-employed, government-supported trainees and HM Forces.



**Source:** Office for National Statistics, Business Register and Employment Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

Jobs in this sector are largely sales and retail assistants, but also include managers, motor mechanics and engineers, drivers, accounts clerks and office assistants.<sup>51</sup> It is significant for the District labour market that sectoral projections published by the UK Commission for Employment and Skills (UKCES) in 2016 forecast growth in output and employment within the Wholesale and Retail Sector over the decade 2014-2024.<sup>52</sup>

Manufacturing (12.8%), Transportation and Storage (10.3%) and Human Health and Social Work Activities (10.3%) also provided significant proportions of employee jobs in Cannock Chase in 2016.<sup>53</sup>

<sup>51</sup> UKCES, Wholesale and Retail: Sector Skills Assessment 2012 (November 2012).

<sup>52</sup> UKCES, *Working Futures 2014-2024* (April 2016).

<sup>53</sup> Office for National Statistics, Business Register and Employment Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

## **Business enterprises in Cannock Chase**

Cannock Chase has seen a number of key business and employment developments in recent years. These include Kingswood Lakeside, a retail logistics site developed in partnership with the West Midlands Combined Authority, Staffordshire County Council and the Greater Birmingham and Solihull Local Enterprise Partnership.

Cannock Chase Council's grant programme Let's Grow approved 10 grants in 2016/17 to support small and medium businesses, with additional funding of £40,000 allocated in 2017/18. The Council's Discretionary Business Rates Scheme has supported seven businesses to secure and create jobs in the District.

McArthurGlen Designer Outlet Cannock, due for completion in 2020, is anticipated to bring over 80 shops, 1,200 jobs and around 3.5 million visitors each year into Cannock Chase.

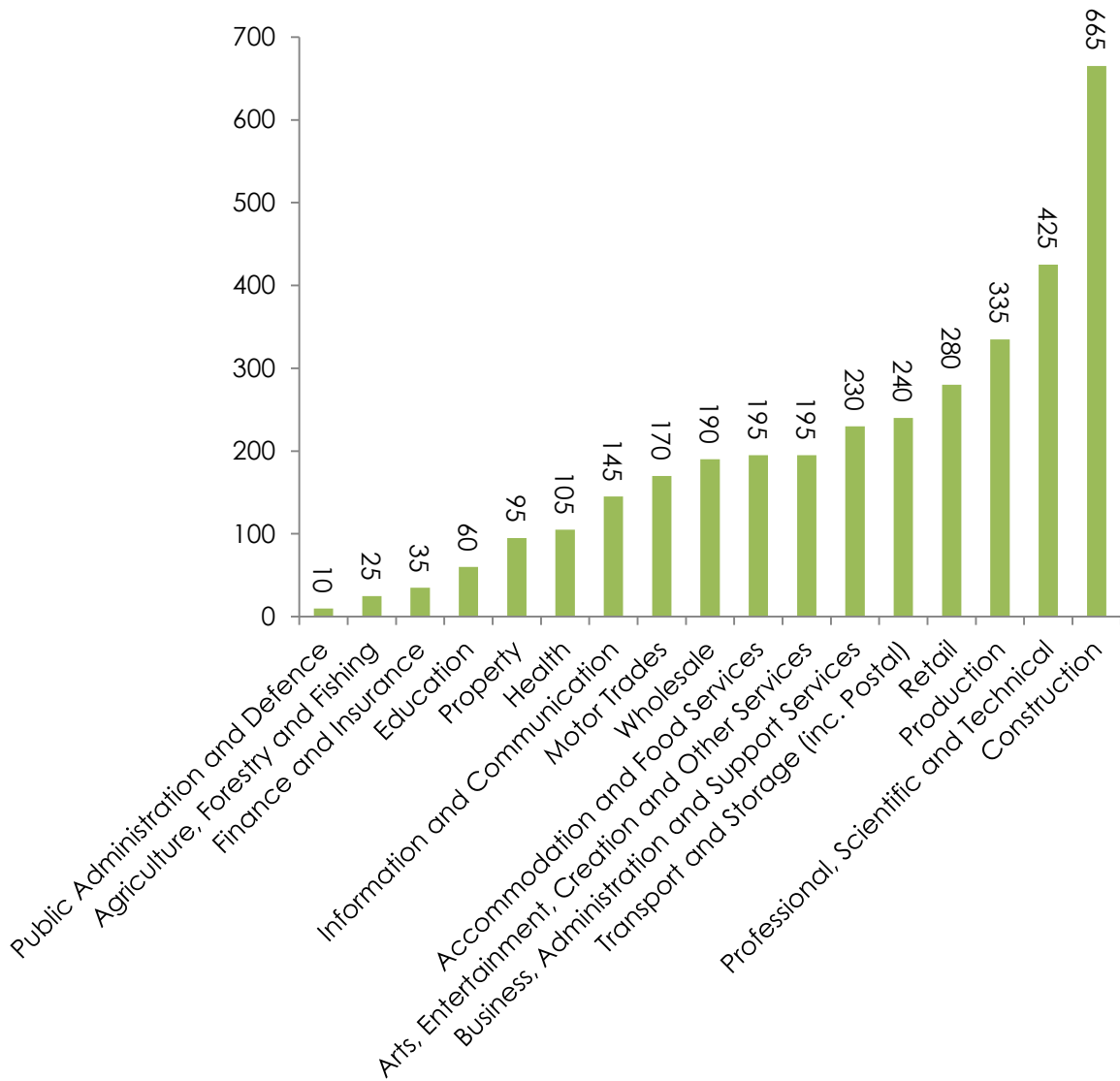
Data from the Office for National Statistics Inter-Departmental Business Register (IDBR) indicates a count of 3,400 enterprises in Cannock Chase in 2017. This has seen an increase of 3.7% from 3,280 enterprises in 2016.<sup>54</sup>

Construction businesses in Cannock Chase comprised almost 20% of all enterprises in the District in 2017 (19.6%). The chart below illustrates the sector divisions between the 3,400 business enterprises in Cannock Chase in 2017.

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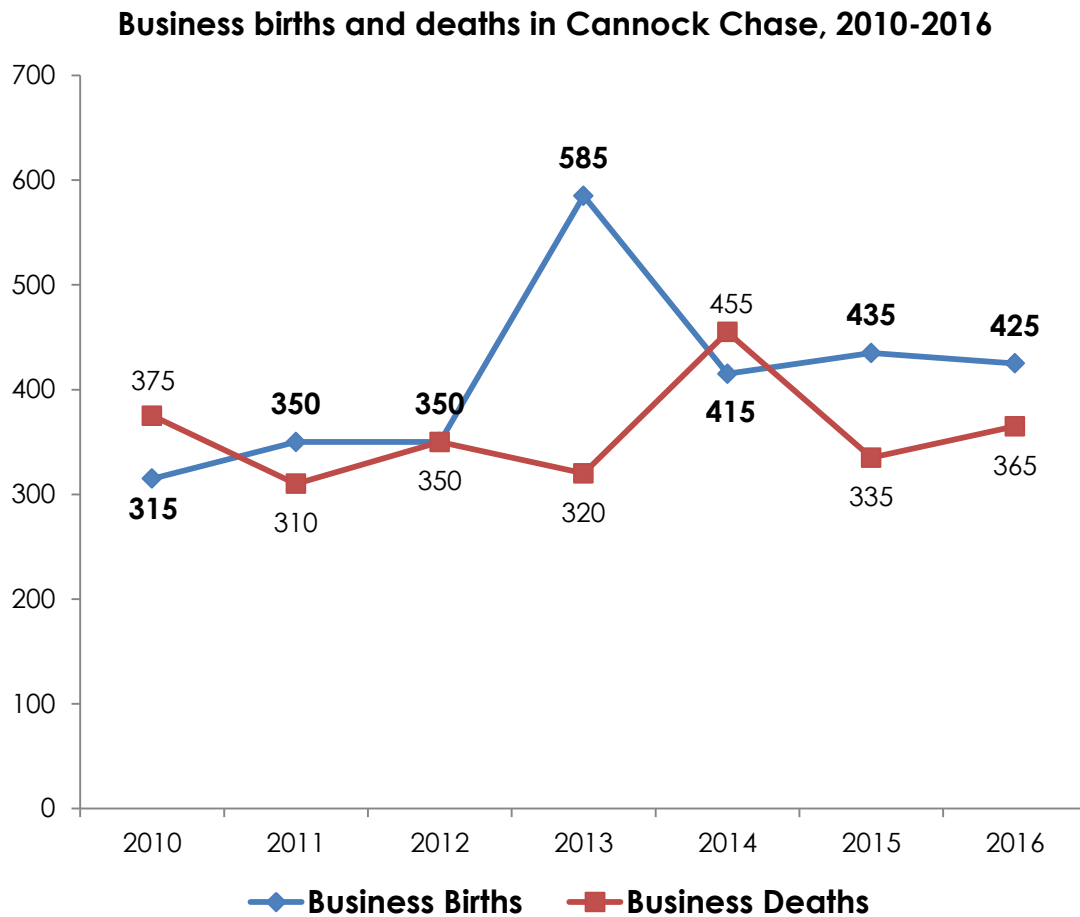
<sup>54</sup> Office for National Statistics, Inter-Departmental Business Register. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

**UK business entities (Count) 2017: Cannock Chase**



**Source:** Office for National Statistics, Inter-Departmental Business Register (IDBR). NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

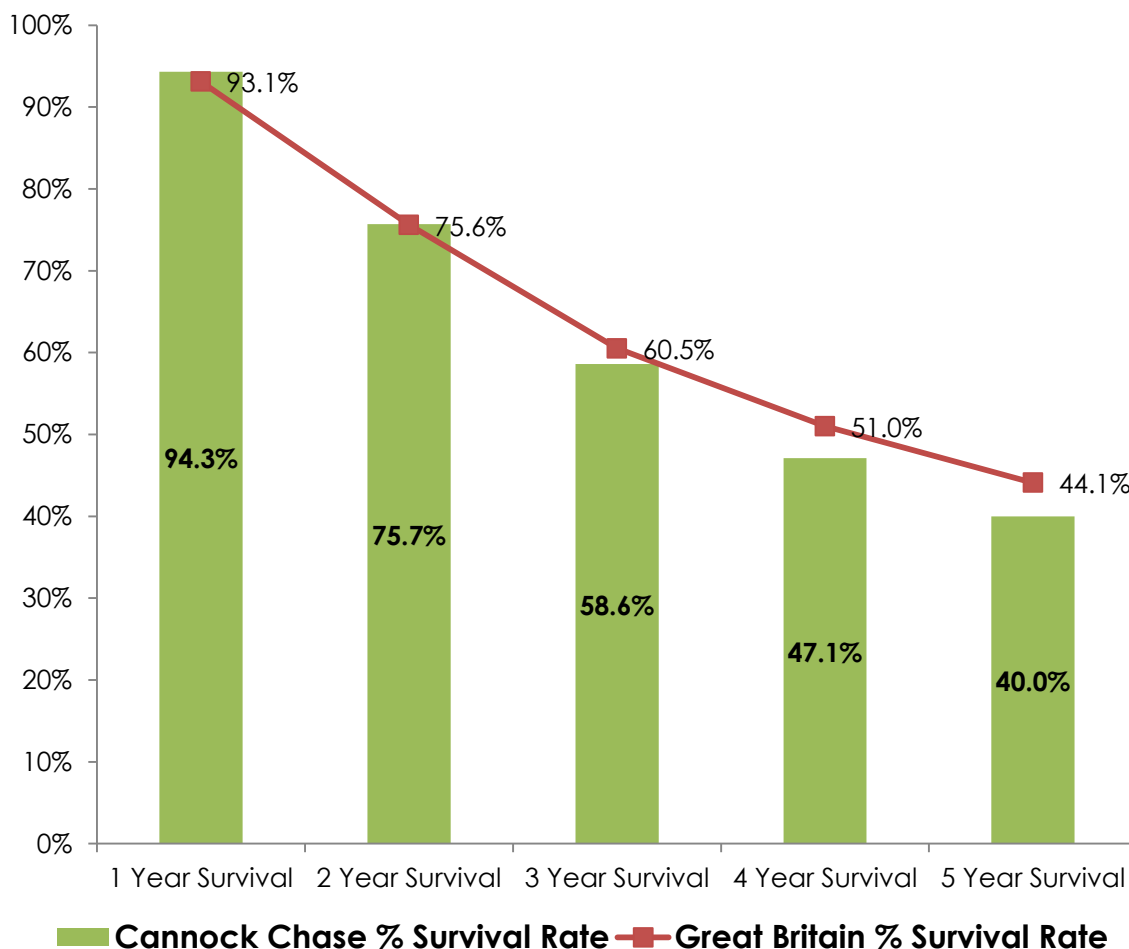
425 new business enterprises were 'born' in Cannock Chase during 2016 alongside 365 business 'deaths'. The chart below illustrates that the number of business 'deaths' has exceeded the number of new business enterprises born in the District in some years. However, following the decline after the peak of business births in 2013, the number of births has exceeded the number of deaths since 2015.



**Source:** Office for National Statistics, Business Demography (November 2017)

Of the 435 businesses born in Cannock Chase in 2015, 89.7% survived their first year – this is the same as the Great Britain rate for one-year survival of businesses born in 2015. The chart below illustrates the survival rates for businesses born in 2011.

**Survival of businesses  
born in Cannock Chase in 2011  
(Great Britain business survival rate shown in red)**



**Source:** Office for National Statistics, Business Demography (November 2017)

The majority of business enterprises in Cannock Chase employed a small number of staff in 2017 with 75% of enterprises having an employment size band of fewer than 5 staff (2,540 – 74.7% of 3,400 enterprises). 30% of enterprises in Cannock Chase had a turnover of between £100,000 and £249,000 in March 2017, described in business terminology as 'solid performers'. The majority of enterprises in the District have a turnover below £1m (3,045 – 90% of 3,400 enterprises).<sup>55</sup>

<sup>55</sup> Office for National Statistics sourced from the Inter Departmental Business Register (IDBR) taken on 10<sup>th</sup> March 2017 (November 2017).

## Housing

### Accessibility to housing and services

The Social Mobility Index 2017 ranks Cannock Chase as having above average performance in terms of average house prices compared to the median annual salary of employees who live in the local area. Performance is also above average for the percentage of families with children who own their own home.<sup>56</sup> This reflects the District's positive ranking for the physical and financial accessibility of housing and local services in the Indices of Multiple Deprivation (IMD) 2015.<sup>57</sup>

### Local authority housing

Housing data indicates a total of 5,158 local authority owned dwellings in Cannock Chase as at 1 April 2018 as listed in the table below. The pie chart shows that the majority of local authority owned dwellings in the District were one bedroom properties.

Type of Dwelling	Number
Bedsits	56 (1.1%)
One Bedroom	2,033 (39.4%)
Two Bedrooms	1,448 (27.6%)
Three Bedrooms	1,556 (28.1%)
Four Bedrooms	64 (1.2%)
Five Bedrooms	1 (0.02%)
<b>Total</b>	<b>5158</b>

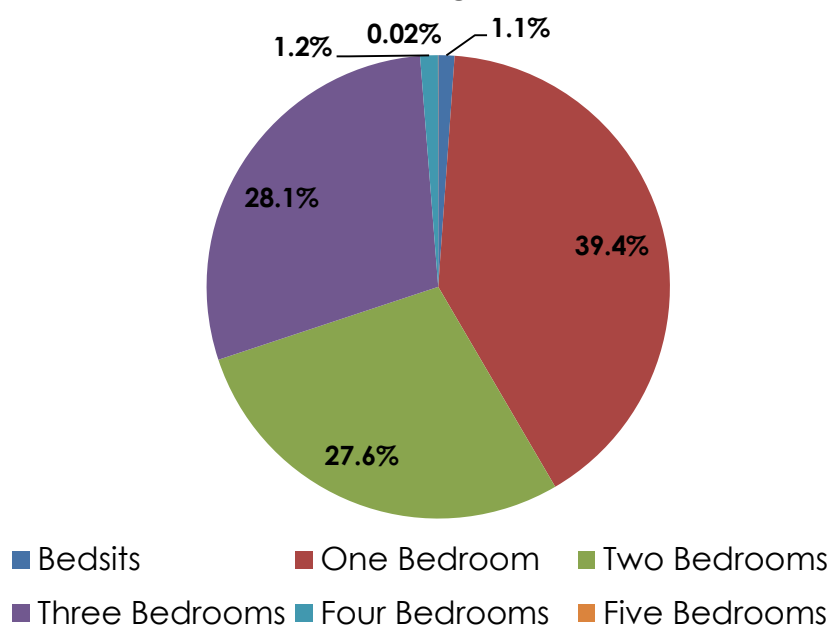
**Source:** Local Authority Housing Statistics 2017-2018, Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council. Please note that percentage figures as stated may not add exactly to 100% due to rounding.

<sup>56</sup> Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (November 2017).

<sup>57</sup> DCLG, *Indices of Multiple Deprivation, 2015* (September 2015)



### Local authority owned housing in Cannock Chase, 2018



**Source:** Local Authority Housing Statistics 2017-2018, Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council. Please note that percentage figures as stated may not add exactly to 100% due to rounding.

103 dwellings received work to prevent them from becoming non-decent in terms of Decent Homes Standard delivery in 2016-2017. Cannock Chase Council received 74 Right to Buy (RTB) applications during this period with 35 RTB sales completed.<sup>58</sup> 61 applications were received in 2017-2018 and 28 sales completed.<sup>59</sup>

### Housing requirements

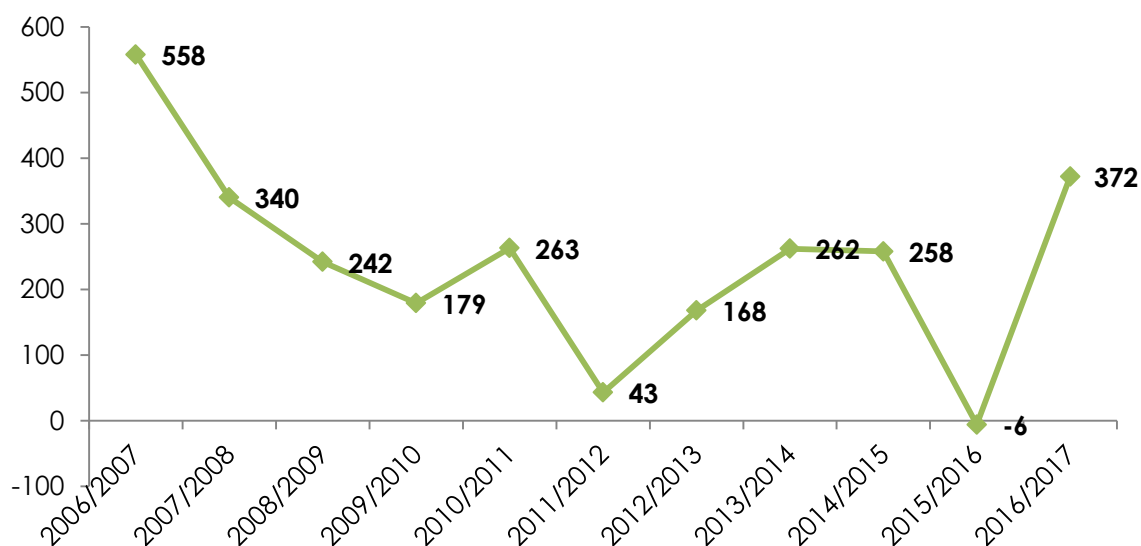
Cannock Chase Council's Strategic Housing Land Availability Assessment (SHLAA) outlines a housing requirement of 5,300 dwellings for the District by 2028 with an annual completion rate of 241 dwellings.<sup>60</sup> The SHLAA published in October 2017 provides an overview of the progress on housing delivery in Cannock Chase since 2006/7 illustrated on the chart below:

<sup>58</sup> Local Authority Housing Statistics 2015-2016 (DCLG), Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council.

<sup>59</sup> Local Authority Housing Statistics 2017-2018, Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council.

<sup>60</sup> Cannock Chase Council, *Strategic Housing Land Availability Assessment* (October 2017)

### Net dwelling completions, Cannock Chase 2006-2017



**Source:** Cannock Chase Council, *Strategic Housing Land Availability Assessment* (October 2017).

Following negative net housing completions in 2015/2016 explained in the `District Needs Analysis 2017`, there has been no shortfall in delivery during 2016/2017 with a managed delivery target of 238 dwellings per annum for 2017 going forward.<sup>61</sup>

### Housing market

The average house price in Cannock Chase was £160,919 in January 2018. This was over £24,500 (£24,683) lower than the Staffordshire average for the same period (£185,602), and was also below both the West Midlands Region (£175,677) and the Great Britain (£228,538) averages. The average house price at District level saw an annual increase of 3.4% which was below the increase at county, regional and national levels for the same period (Staffordshire 4.9%, West Midlands 6.8%, Great Britain, 4.9%). The total sales volume for Cannock Chase was 126 properties in November 2017.<sup>62</sup>

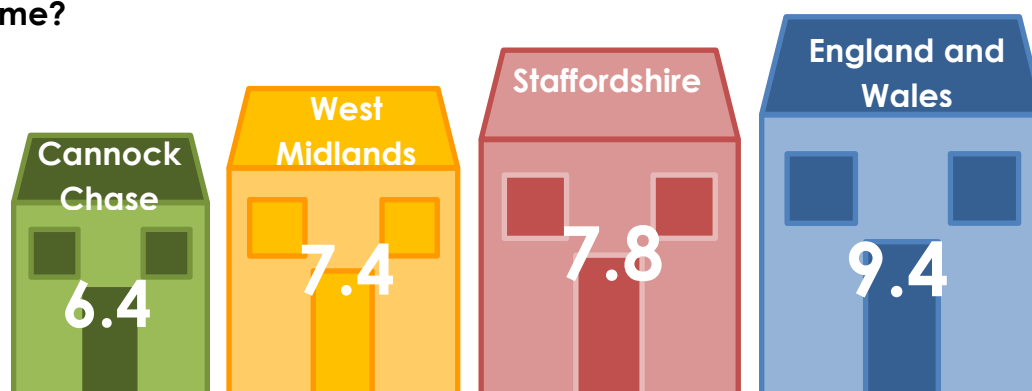
<sup>61</sup> Cannock Chase District Council, *Cannock Chase Local Development Framework Strategic Housing Land Availability Assessment (SHLAA)*, September 2016, pp. 12-13; Cannock Chase Council, *Strategic Housing Land Availability Assessment (SHLAA)*, October 2017.

<sup>62</sup> HM Land Registry UK House Price Index <http://landregistry.data.gov.uk/app/ukhpi> (January 2018). Please note that this data is regularly updated and figures are therefore subject to revision.

## Housing affordability

There were 190 affordable housing completions during 2017-2018.<sup>63</sup> It is possible to consider the affordability of housing in Cannock Chase by comparing the average house price in the District to average income.<sup>64</sup> Comparing the average house price in Cannock Chase for April 2017 (£154,863) to the median gross annual pay for all employee jobs in the District in the tax year that ended in April 2017 (£24,028) indicates that the average house price is 6.4 times higher than the average annual income. As the graphic below illustrates, this was a smaller difference than at county, regional and national levels.

### How many times greater is average house price than average annual income?



**Source:** Office for National Statistics, Annual Survey of Hours and Earnings, 2017; HM Land Registry UK House Price Index <http://landregistry.data.gov.uk/app/ukhpi> (January 2018).

In addition, annual pay in Cannock Chase (£24,028) was above median annual pay in Staffordshire (£22,760), West Midlands (£22,259) and Great Britain (£23,562) in 2017. Whilst this has positive implications in terms of the affordability of housing for residents of Cannock Chase, it is important to note that some residents may have lower earnings which could impact on their access to home ownership in the District.

<sup>63</sup>Affordable Housing Delivery data courtesy of, Housing Strategy Officer, Cannock Chase Council.

<sup>64</sup>Average house price figures are based on data relating to April 2017. The latest available data relating to average annual pay for all employee jobs is based on annual data ending in April 2017. However, these datasets can be compared to provide an indication of the difference between average income and house price. Office for National Statistics, Annual Survey of Hours and Earnings, 2017 Provisional Results, Table 8.7a Annual Pay – Gross (£) for all employee jobs UK, 2017; HM Land Registry UK House Price Index <http://landregistry.data.gov.uk/app/ukhpi> (January 2018). Please note that the median figure from the ASHE is used as it provides a better indication of typical pay than the mean measurement and is the preferred measure of average earnings by the Office for National Statistics.

## **Living environment**

Cannock Chase was ranked as the second least deprived district in Staffordshire for its living environment in The Indices of Multiple Deprivation (IMD) 2015 with reference to housing, air quality and road traffic accidents.

### **Satisfaction with the local area**

92% of Cannock Chase respondents to the Feeling the Difference survey from March 2016 to September 2017 were very / fairly satisfied with the local area during this period which was similar to the proportion across other Staffordshire districts.

30% of Cannock Chase respondents with a very / fairly big problem strongly agreed / agreed that public services were successfully dealing with their issues which was above the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 24%.

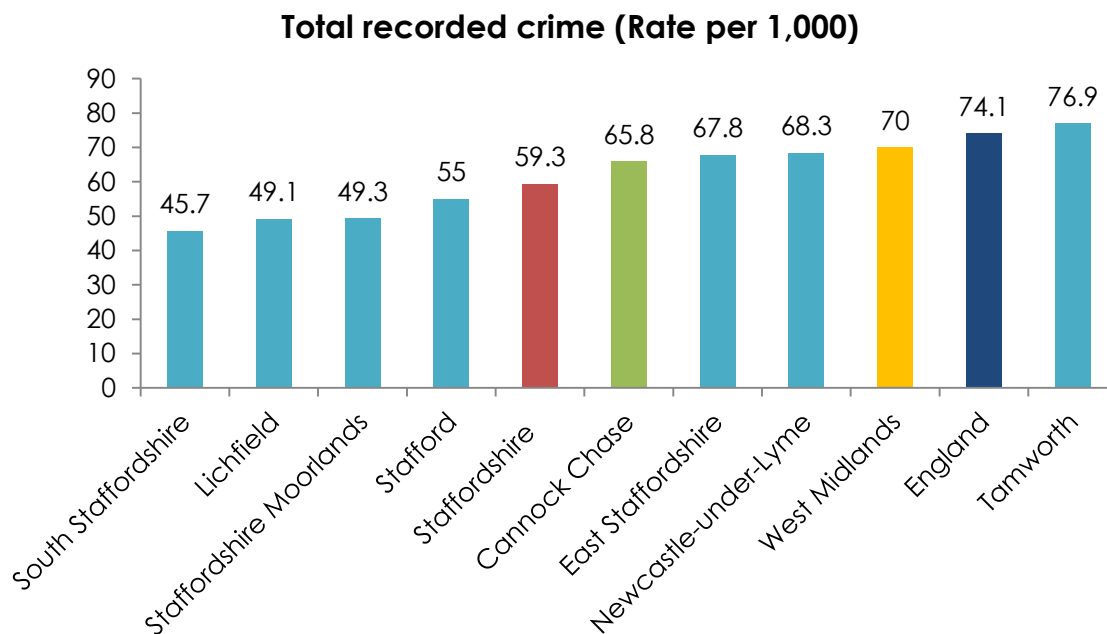
67% of Cannock Chase respondents were very / fairly satisfied with the overall level of service provided by the District Council which was again above the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 60%. Levels of satisfaction with the overall level of service provided by the Police and also the Fire and Rescue service were also above the Staffordshire average, although Cannock Chase respondents were less satisfied with the services of their GP and local hospital.<sup>65</sup>

### **Community safety**

The Total Recorded Crime rate in Cannock Chase (rate per 1,000) during 2016/17 was 65.8 which was above the County average of 59.3. However, the District rate was below the West Midlands (70.0) and England (74.1) averages and below rates elsewhere in Staffordshire during the same period.

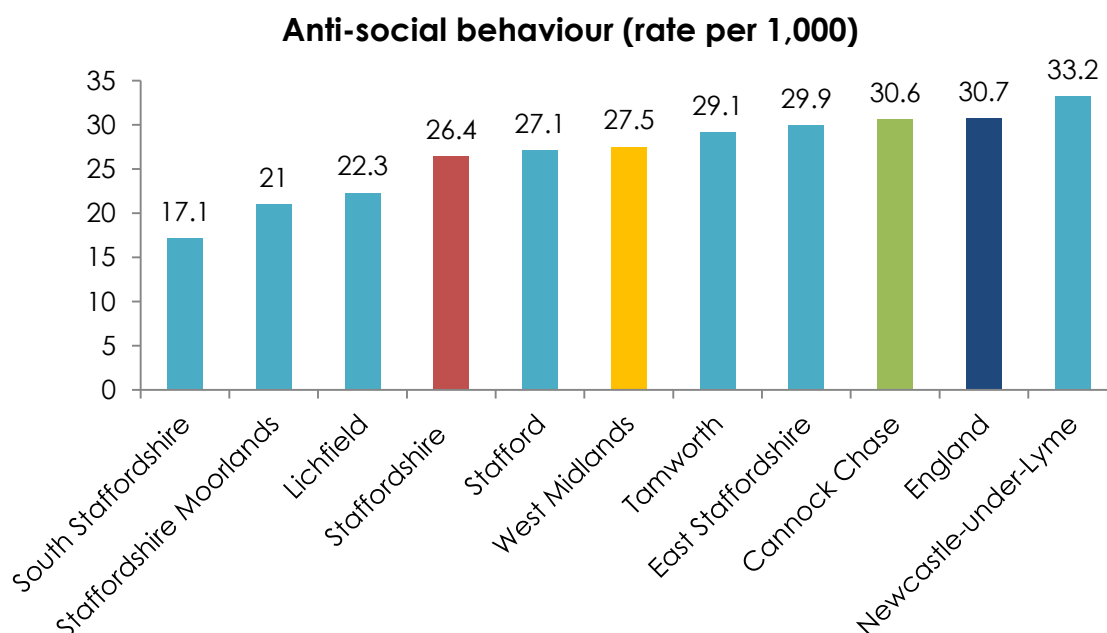
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<sup>65</sup> Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The rate of anti-social behaviour in Cannock Chase during 2016/17 was the second highest in Staffordshire at 30.6 per 1,000 and above the regional rate of 27.5, although just below the England average of 30.7.



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The rate of violent crime was above the Staffordshire average of 18.9 per 1,000 in Cannock Chase during 2016/17 with a District rate of 20.9. Alcohol-related crime was similarly higher than the County rate of 5.1 per 1,000 in Cannock Chase with a rate of 5.5 per 1,000.<sup>66</sup>

98% of Cannock Chase respondents to the Feeling the Difference survey from March 2016 to September 2017 reported feeling very / fairly safe outside in their local area during the daytime which matched the Staffordshire average. This fell to 84% after dark, although remained above the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 82%. This could reflect the relatively high level of satisfaction with the service provided by the Police and reported by Cannock Chase respondents during 2016/17 as illustrated in the table below.<sup>67</sup>

<b>% who strongly agree / tend to agree that local police:</b>	<b>Cannock Chase</b>	<b>Staffordshire (all Staffordshire including Stoke-on-Trent)</b>
Can be relied upon to be there when you need them	75%	73%
Can be relied on to deal with minor crimes	60%	57%
Taking everything into account have confidence in local police	82%	80%

**Source:** Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).

6% of Cannock Chase respondents reported that they had been a victim of crime in the last twelve months, although 13% of respondents reported feeling very / fairly likely to be a victim of crime in their local area. This highlights the disparity between perceptions of crime and actual crime which may reflect residents' perceptions of community safety in their local area.<sup>68</sup>

<sup>66</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

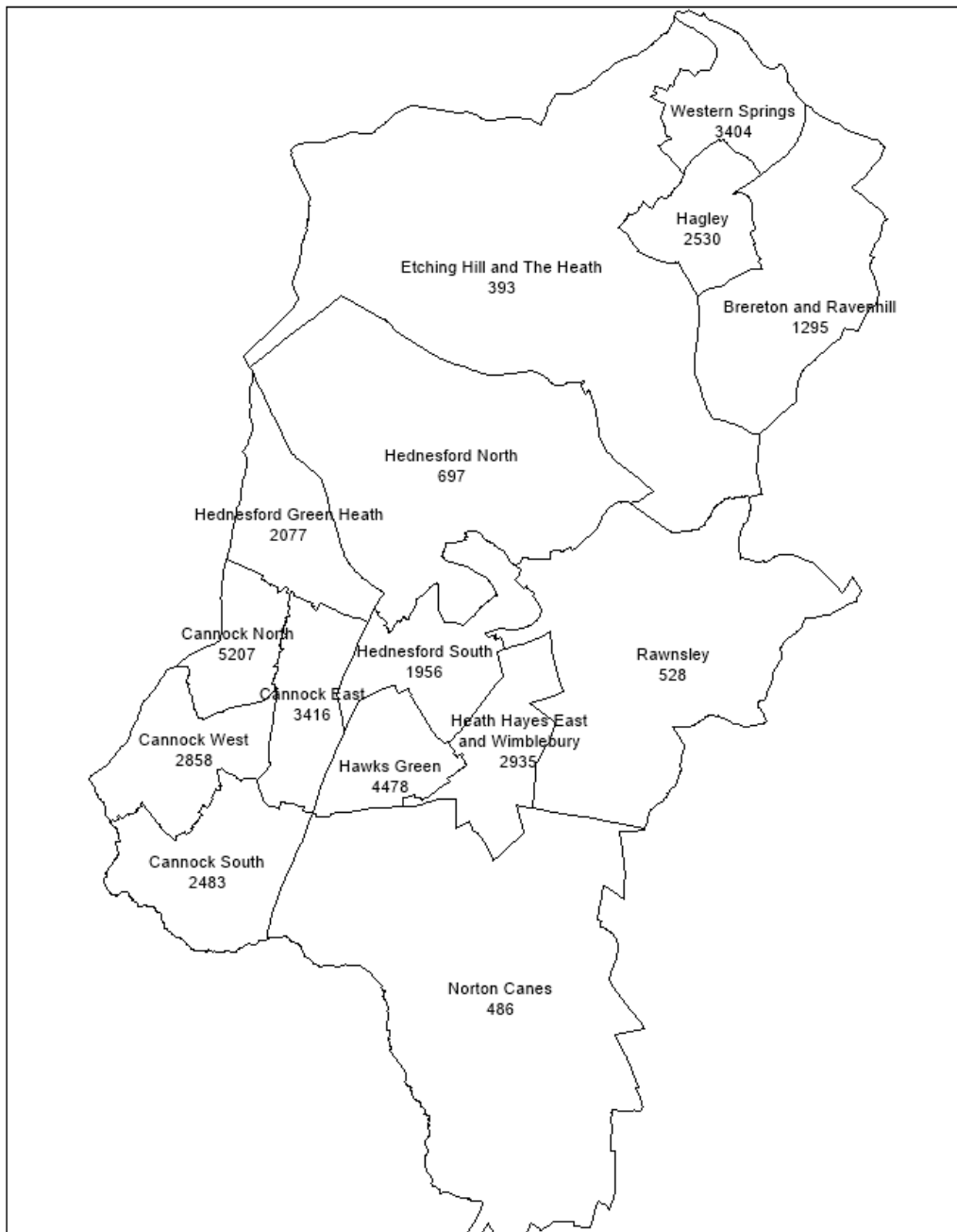
<sup>67</sup> Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).

<sup>68</sup> Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).

**Population density and urban / rural classification**

Population density varies across the District, with a higher density of residents per square km in some Wards than others in 2015, as the map below illustrates.

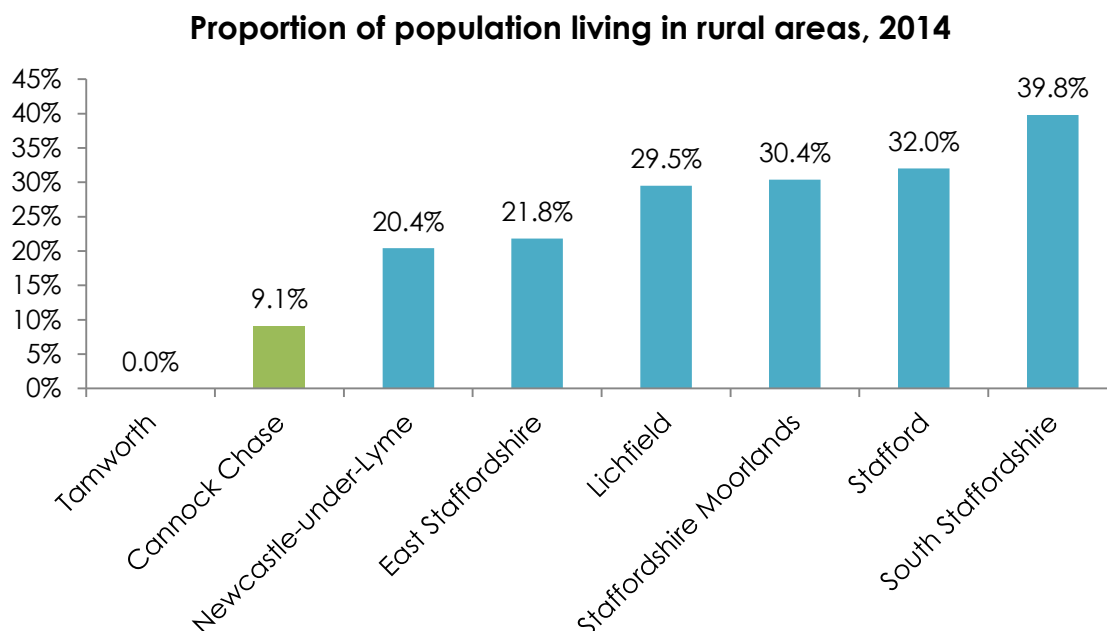
**Population density, Cannock Chase Wards 2015**



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**Source:** Population Density Data from Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

9.1% of the Cannock Chase population were living in rural areas in 2014. This was the lowest rate in Staffordshire after Tamworth (0.0%) which demonstrates the predominantly urban character of the District.<sup>69</sup>



**Source:** Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

### **Brownfield / greenfield development**

Promoting development on brownfield (or previously developed) land is fundamental to sustainable land use, supporting socio-economic regeneration and protecting the environment.<sup>70</sup> 49% of new and converted dwellings were built on previously developed land in the District during 2016-2017.<sup>71</sup>

### **Waste and recycling**

44.1% of household waste in Cannock Chase was recycled between April 2017 and March 2018. This is slightly lower than levels of recycling in previous years which have been closer to 50%. 21,200 tonnes of residual household waste was collected between April 2017 and March 2018. There were 425 incidents of fly tipping in the District during 2017/2018, a reduction from 484 incidents in 2016/2017.

<sup>69</sup> Staffordshire County Council, *Cannock Chase Locality Profile* (April 2016)

<sup>70</sup> Environment Agency, Brownfield Land Redevelopment, <http://www.environment-agency.gov.uk/research/library/position/41237.aspx>

<sup>71</sup> Information courtesy of, Planning Policy, Cannock Chase Council, March 2018.



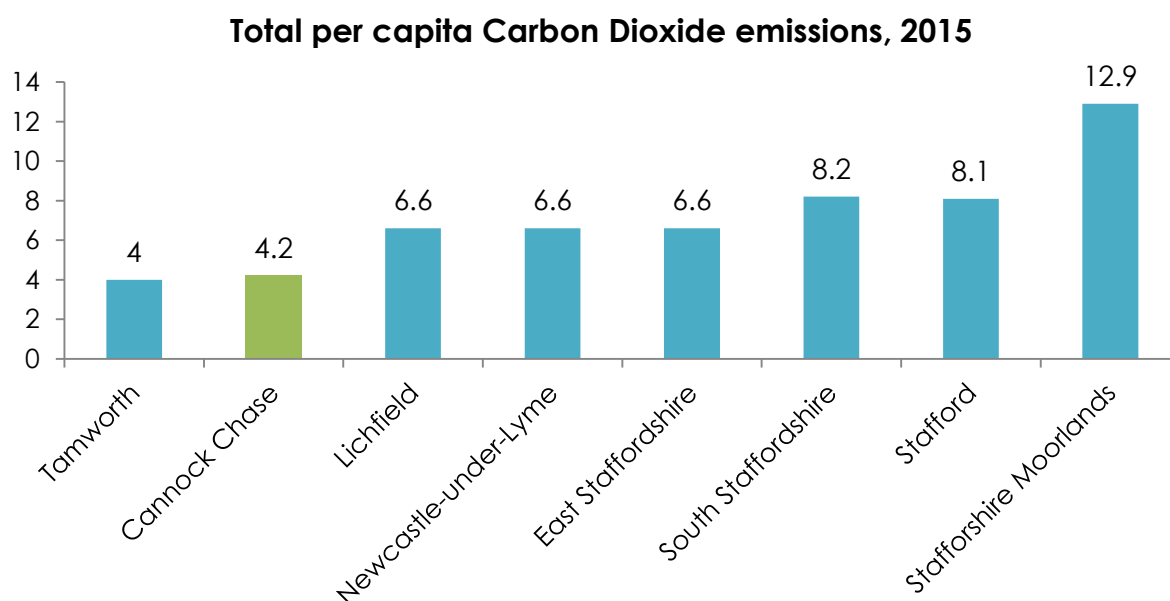
## Flooding

September 2017 saw the completion of the Rugeley flood defence scheme developed through a partnership between Cannock Chase Council, The Environment Agency, Stoke-on-Trent and Staffordshire Local Enterprise Partnership and Staffordshire County Council. The scheme will protect current facilities and support future developments from flooding.

## Air quality

Reducing air quality pollution has benefits for the health of people in Cannock Chase and the District's living environment. Currently, Cannock Chase Council has three Air Quality Management Areas (AQMAs) to address exceedances of nitrogen dioxide (NO<sub>2</sub>); on the A5 Watling Street and A5190 Cannock Road, and Heath Hayes. A fundamental element of the planning process for new residential and business developments is protecting residents in new properties from poor air quality and addressing the potential for developments to introduce new sources of emissions.<sup>72</sup>

A reduction in greenhouse gases is a key element in decreasing the impact of climate change on health and the environment.<sup>73</sup> Figures for 2015 indicate that Cannock Chase's per capita carbon dioxide emissions were the second lowest in Staffordshire.



<sup>72</sup> Information courtesy of Stephen Moore, Pollution Control Officer, Cannock Chase Council, March 2018.

<sup>73</sup> West Midlands Public Health Observatory, Climate Change and Health, <http://www.wmpho.org.uk/topics/climatechangeandhealth.aspx>

**Source:** UK Local Authority and Regional Carbon Dioxide Emissions National Statistics: 2005-2015, Department for Business, Energy & Industrial Strategy, June 2017. Courtesy of Anthony Morris, Recycling and Climate Change Officer, Cannock Chase Council.

### **Promoting attractive and healthy environments**

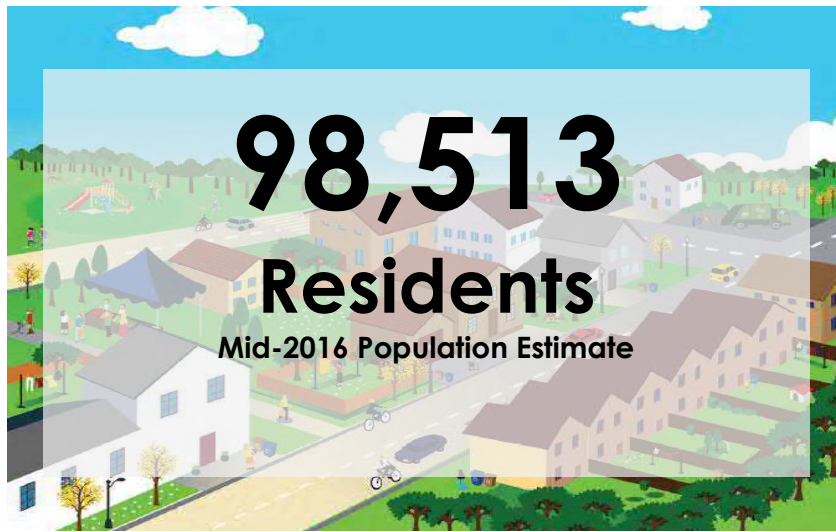
Cannock Chase Council achieved six Green Flag Awards in July 2017: for Hednesford Park, Elmore Park in Rugeley, Ravenhill Park in Brereton, Castle Ring in Cannock Wood, and Cannock Park. The awards recognise parks and green spaces which have the highest possible environmental standards, are beautifully maintained and have excellent visitor facilities.<sup>74</sup>

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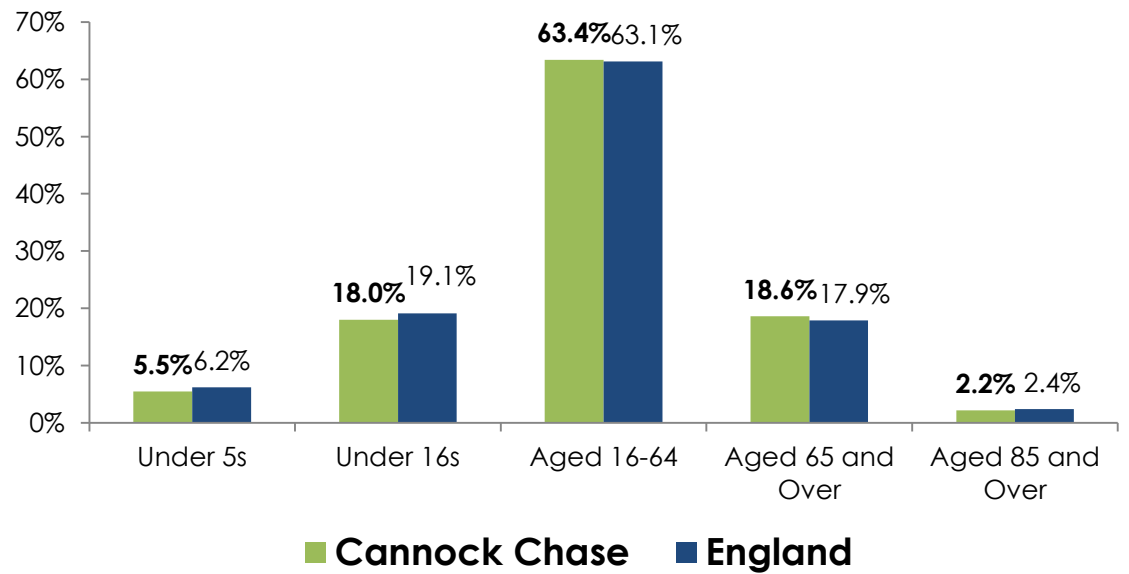
<sup>74</sup> Information courtesy of, Parks and Open Spaces Manager, Cannock Chase Council, February 2018.

# Cannock Chase District Profile 2018

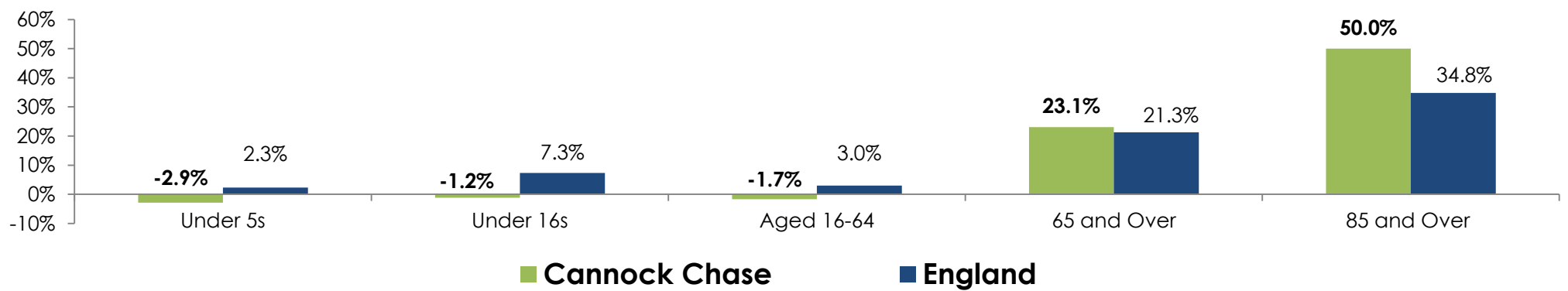
## Population



Age structure, Cannock Chase and England 2016

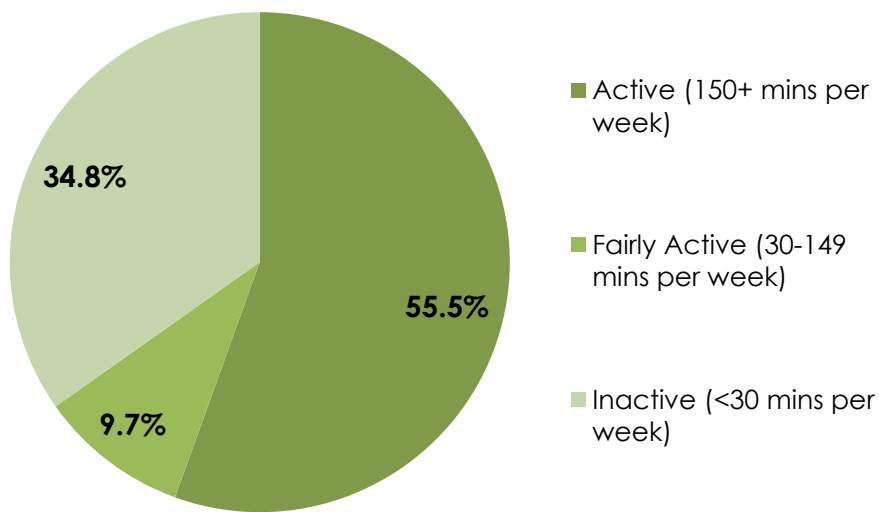


Population change in Cannock Chase: 2016-2026

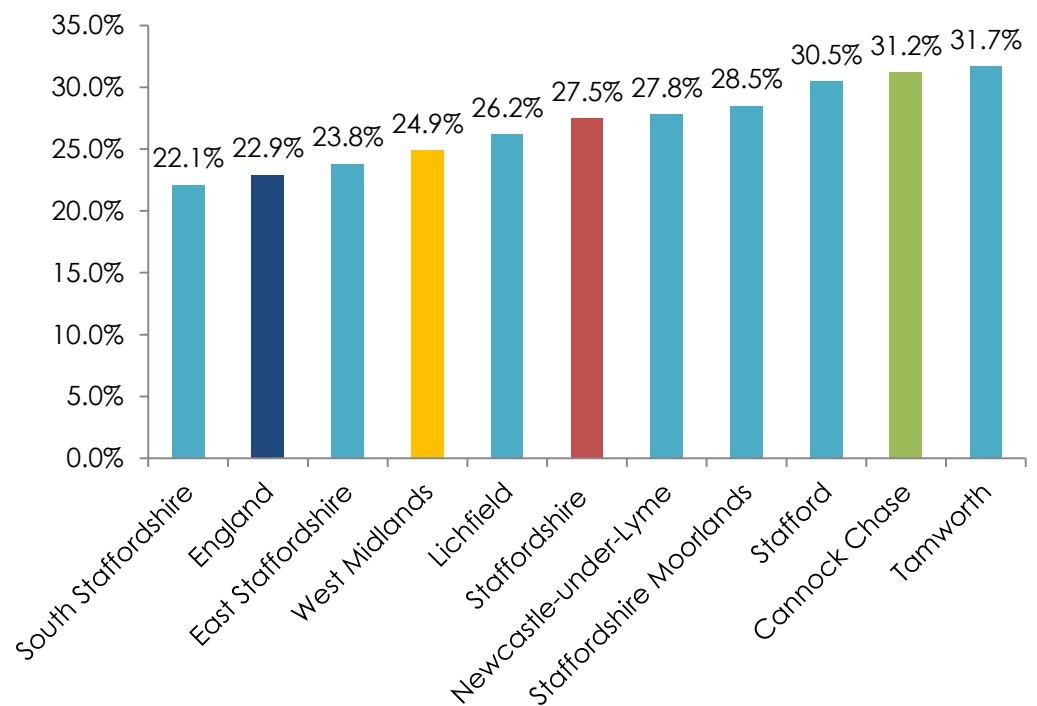


## Physically active and healthy lives

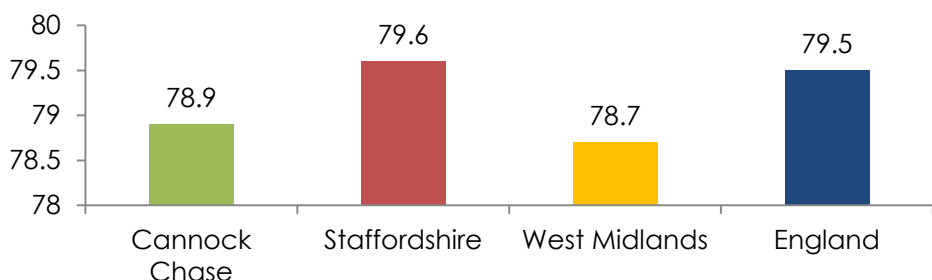
Physical activity in Cannock Chase, 2016-2017



Adults who are obese, 2015-2016



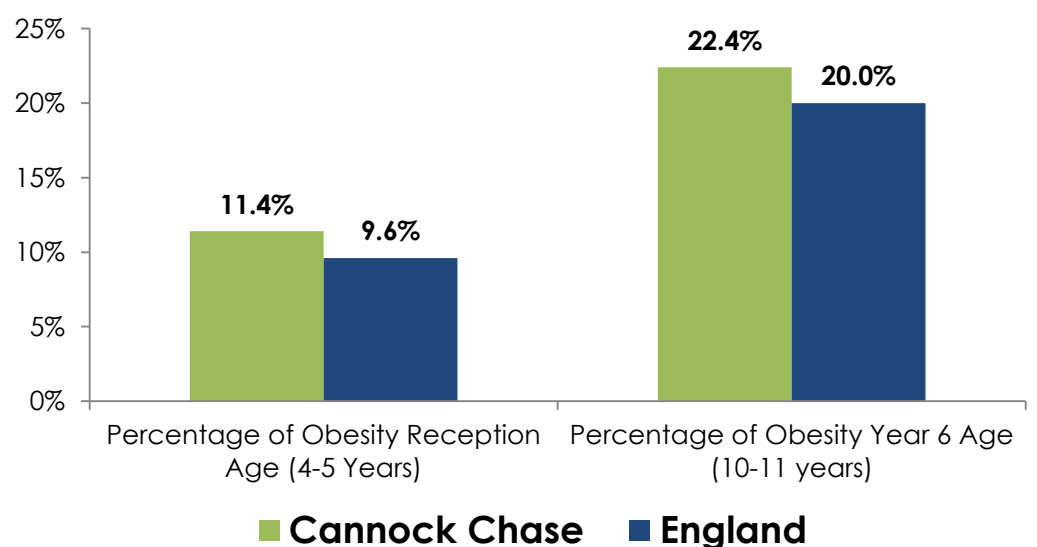
Life expectancy at birth (males) 2013-2015



Life expectancy at birth (females) 2013-2015

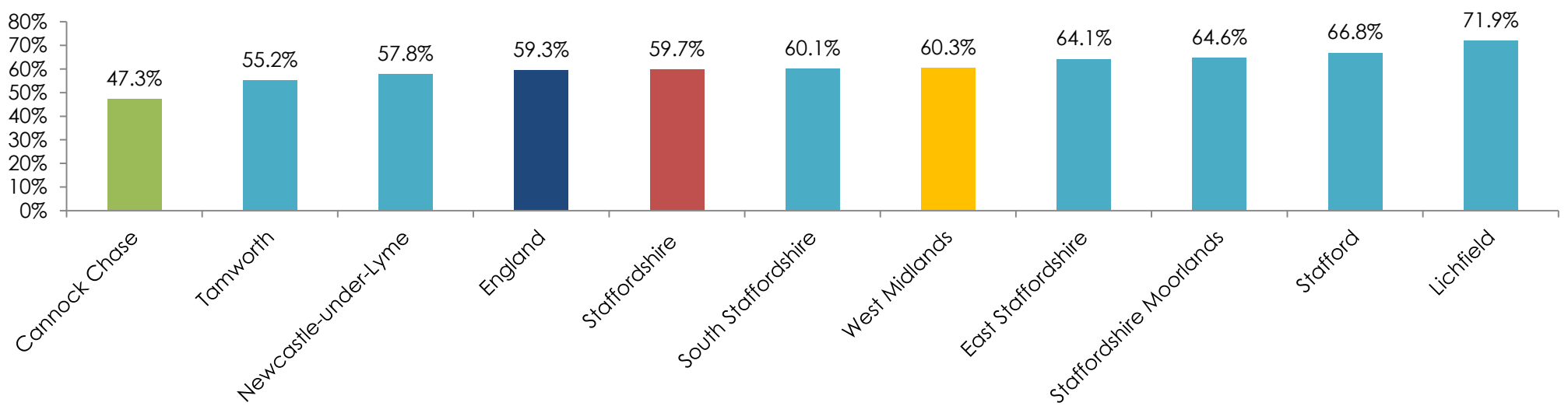


Prevalence of obesity among children, 2016-2017

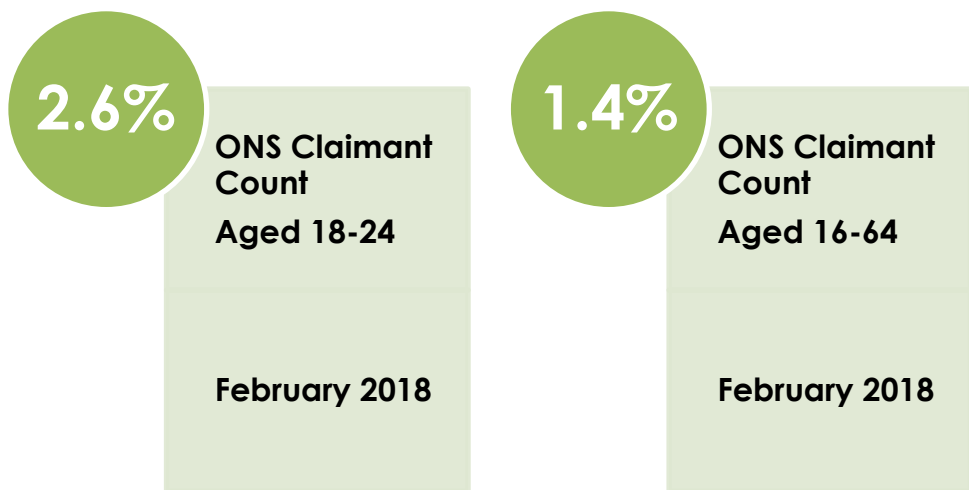


# Education and employment

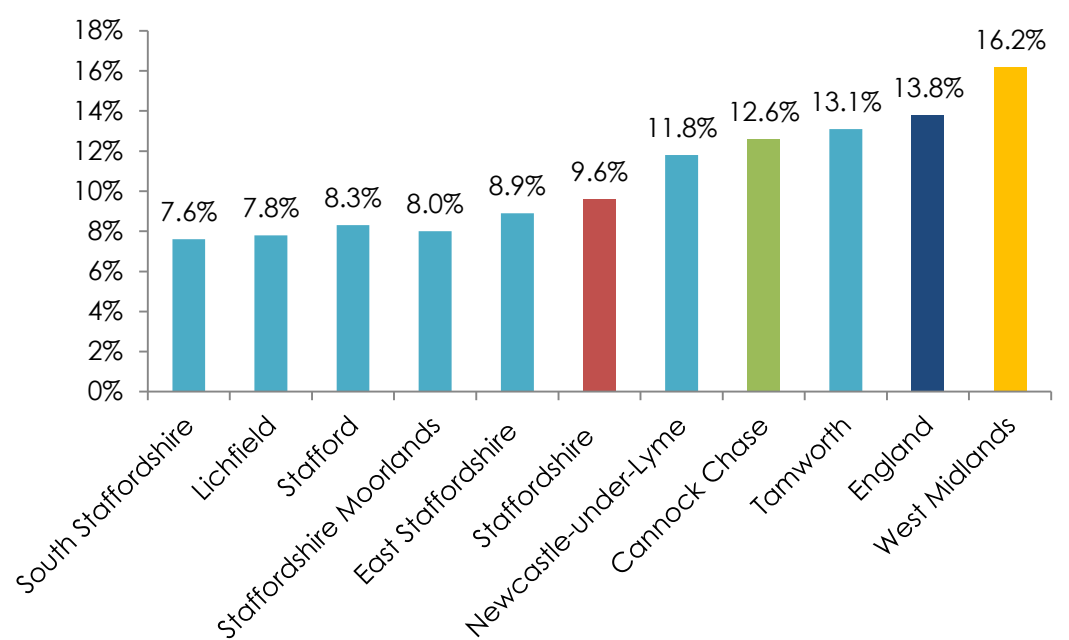
**GCSE 2016: percentage of pupils 5+ A\*-C English and Mathematics**



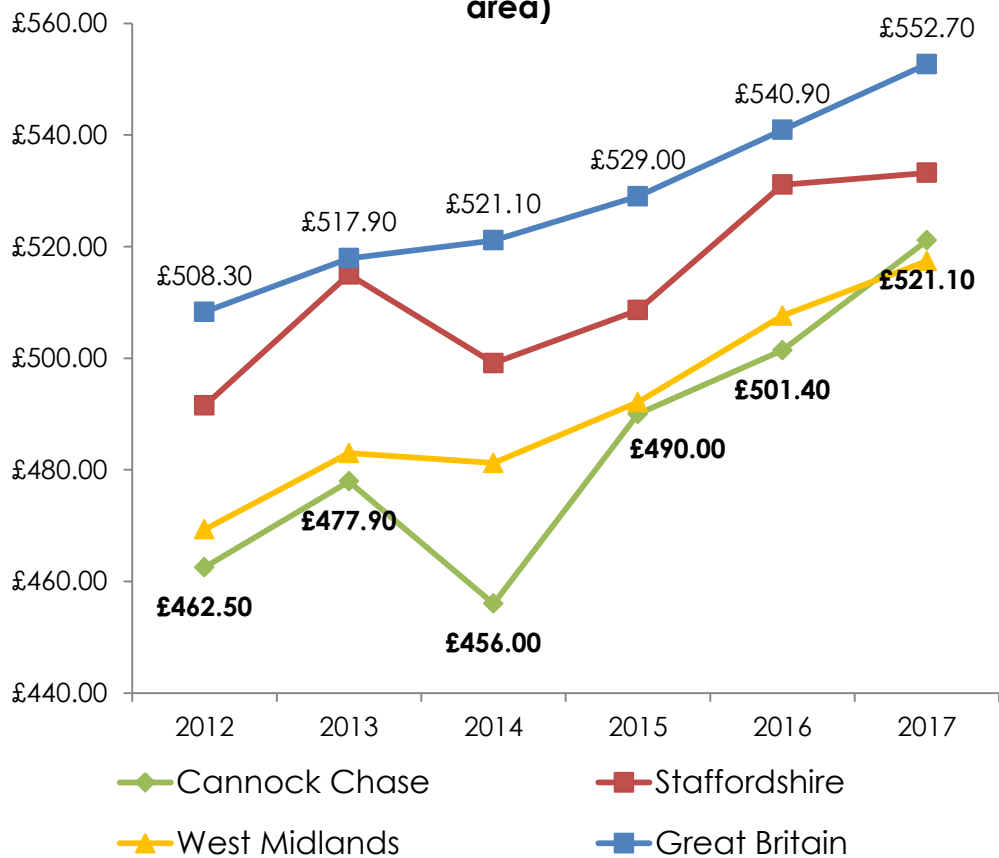
**Unemployment Benefit Claimant Rate, February 2018**



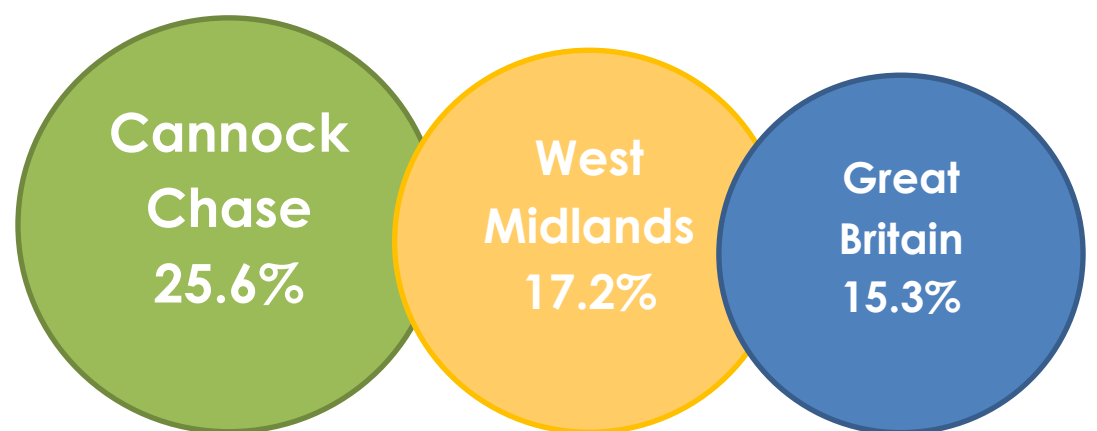
**Proportion of pupils claiming Free School Meals (FSM) 2017**



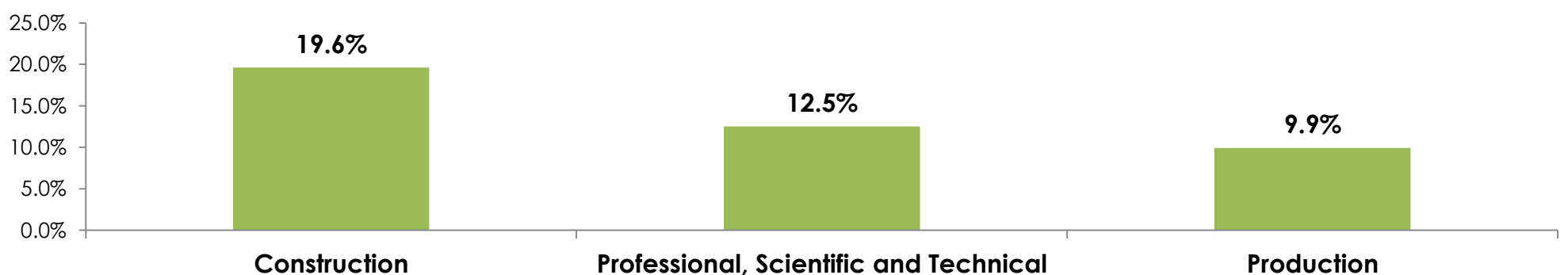
**Earnings by Place of Residence, Gross Weekly Pay: Full-Time Workers, 2012-2017 (median earnings in pounds for employees living in the area)**



**Percentage of employee jobs in Wholesale and Retail Trade (inc. Motor Trades), 2016**

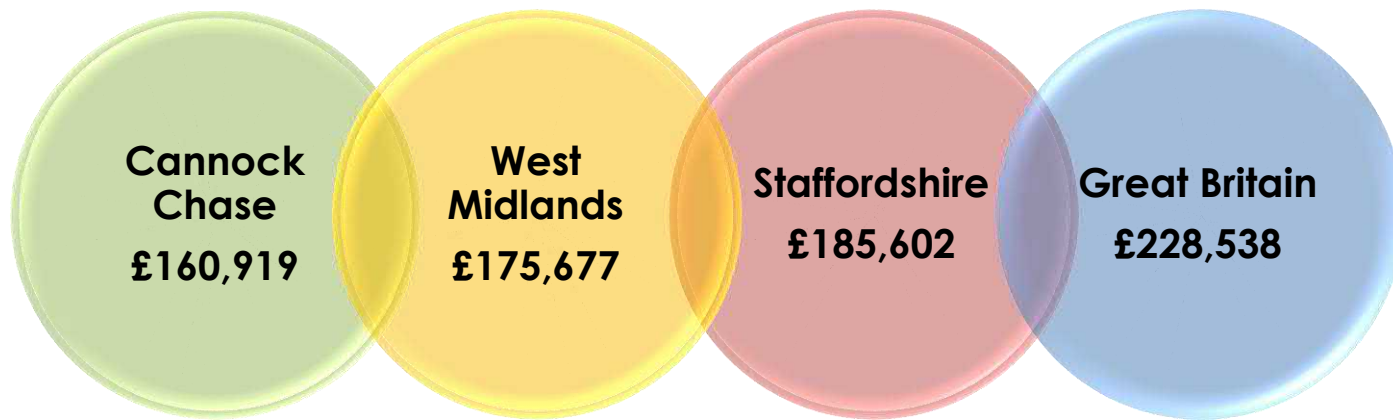


**Top 3 Business enterprise groups in Cannock Chase, 2017 (% of all business enterprises)**

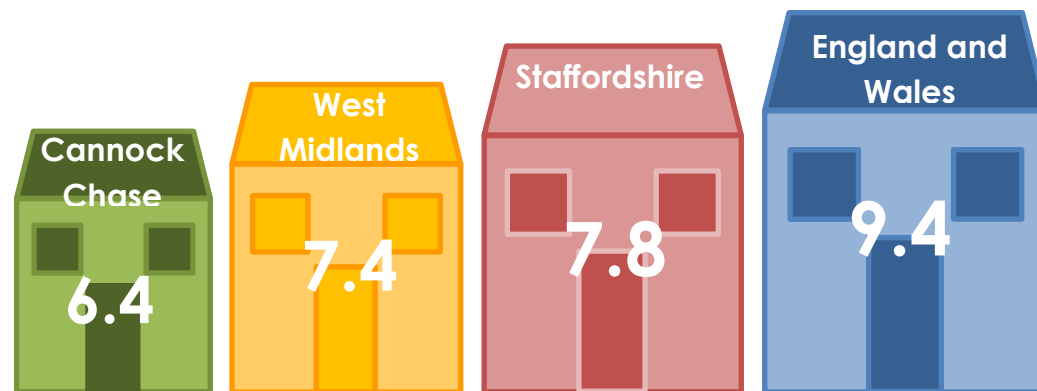


# Housing

Average house prices, January 2018

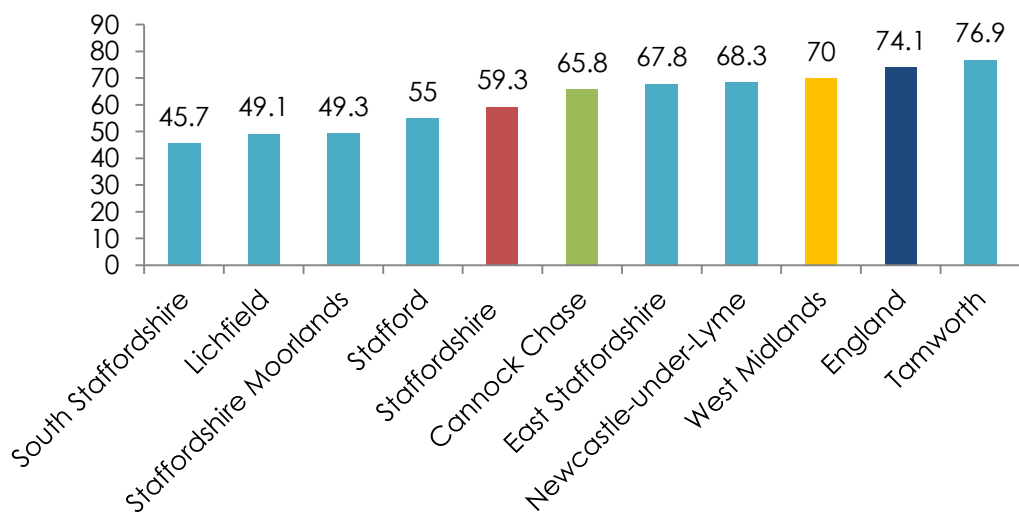


Housing affordability: How many times greater is average house price than average annual income?

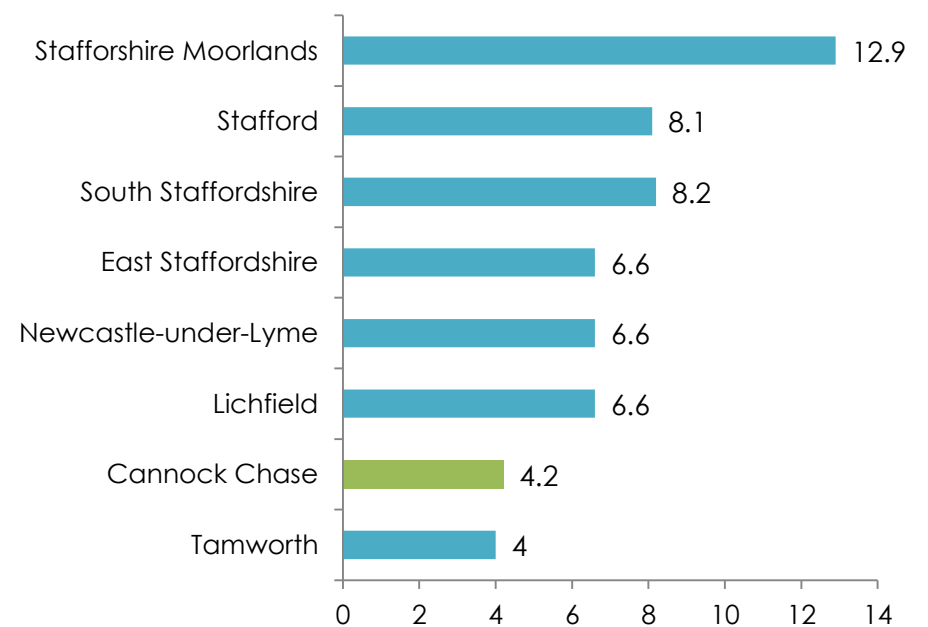


# Living environment

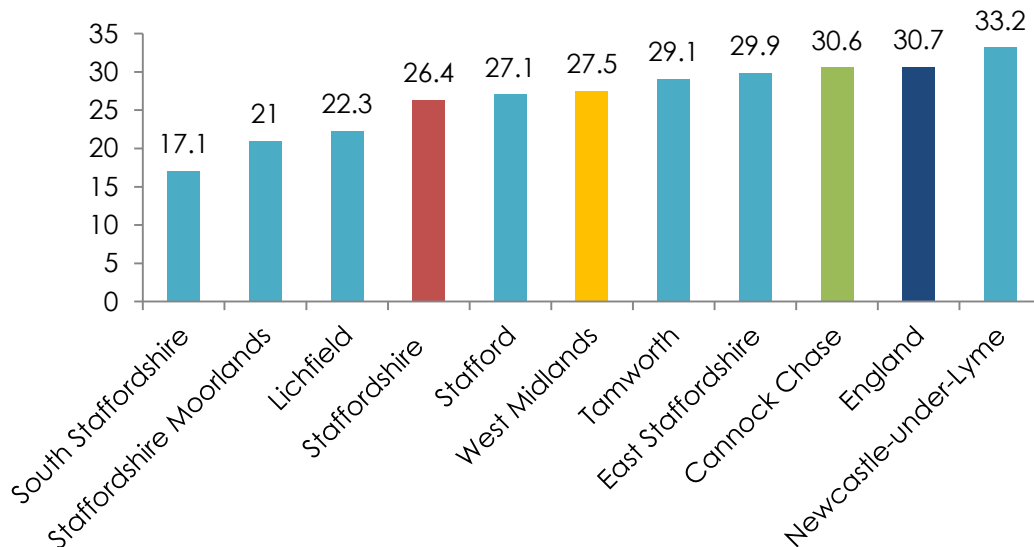
Total recorded crime (rate per 1,000)



Total per capita Carbon Dioxide emissions, 2015



Anti-social behaviour (rate per 1,000)

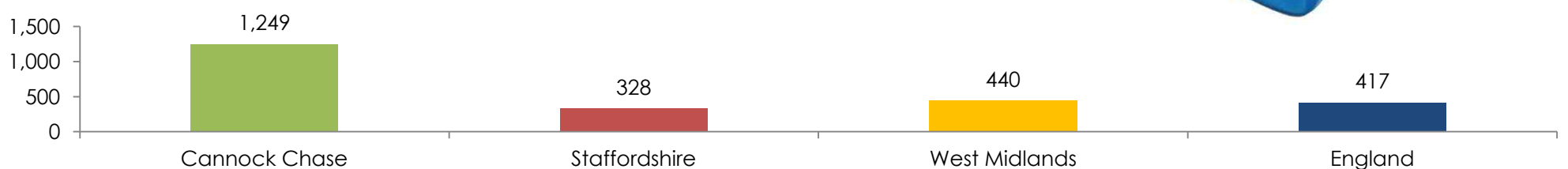


Percentage household waste recycled

Cannock Chase  
Apr 2017 - March 2018



Population density (people per square km), 2014



Source: Cannock Chase Council, District Needs Analysis, 2018 Data sourced from Office for National Statistics and Staffordshire County Council, Cannock Chase: Locality Profile (January 2018)

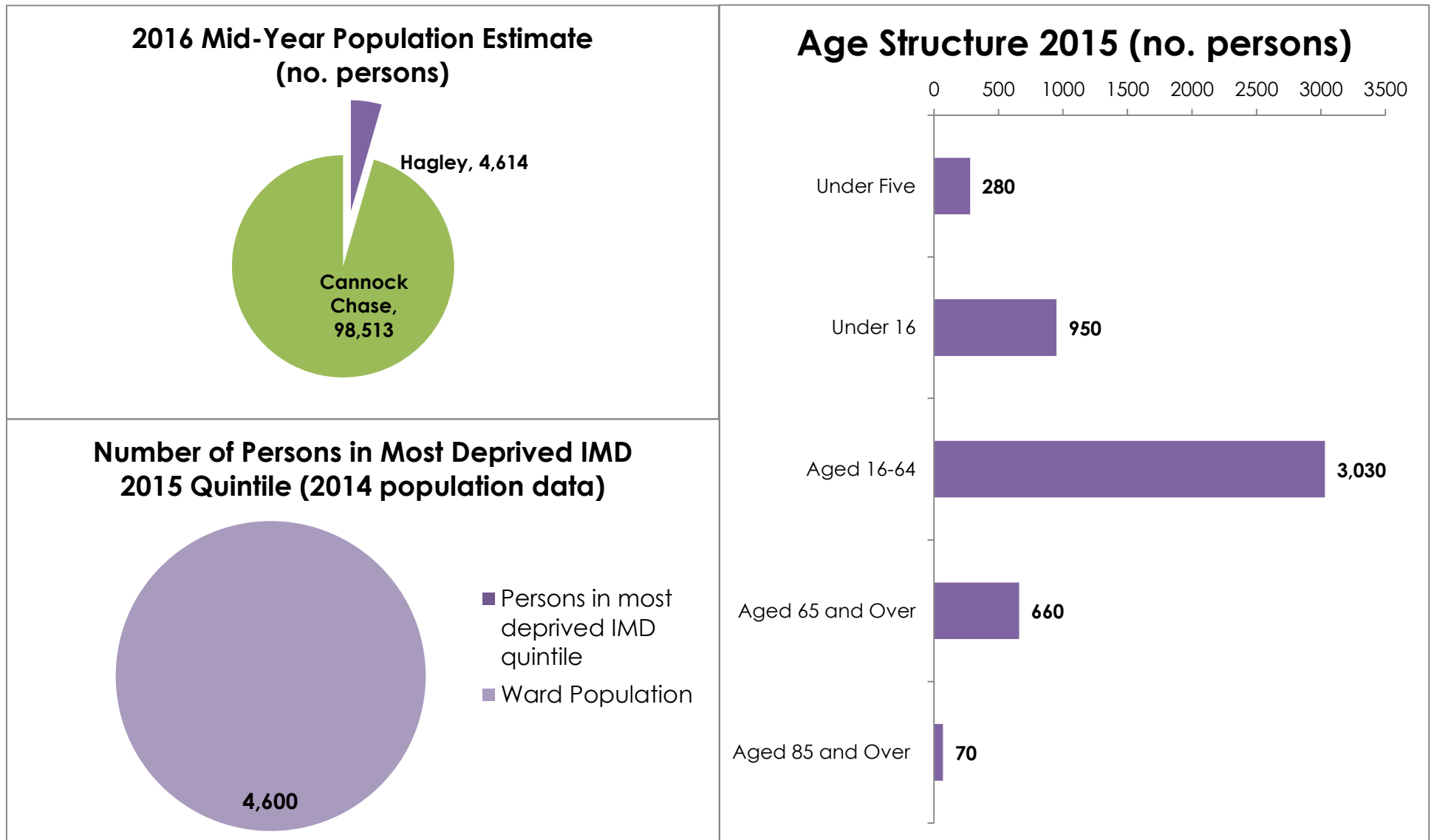
Produced by Policy & Communications, Cannock Chase Council, May 2018

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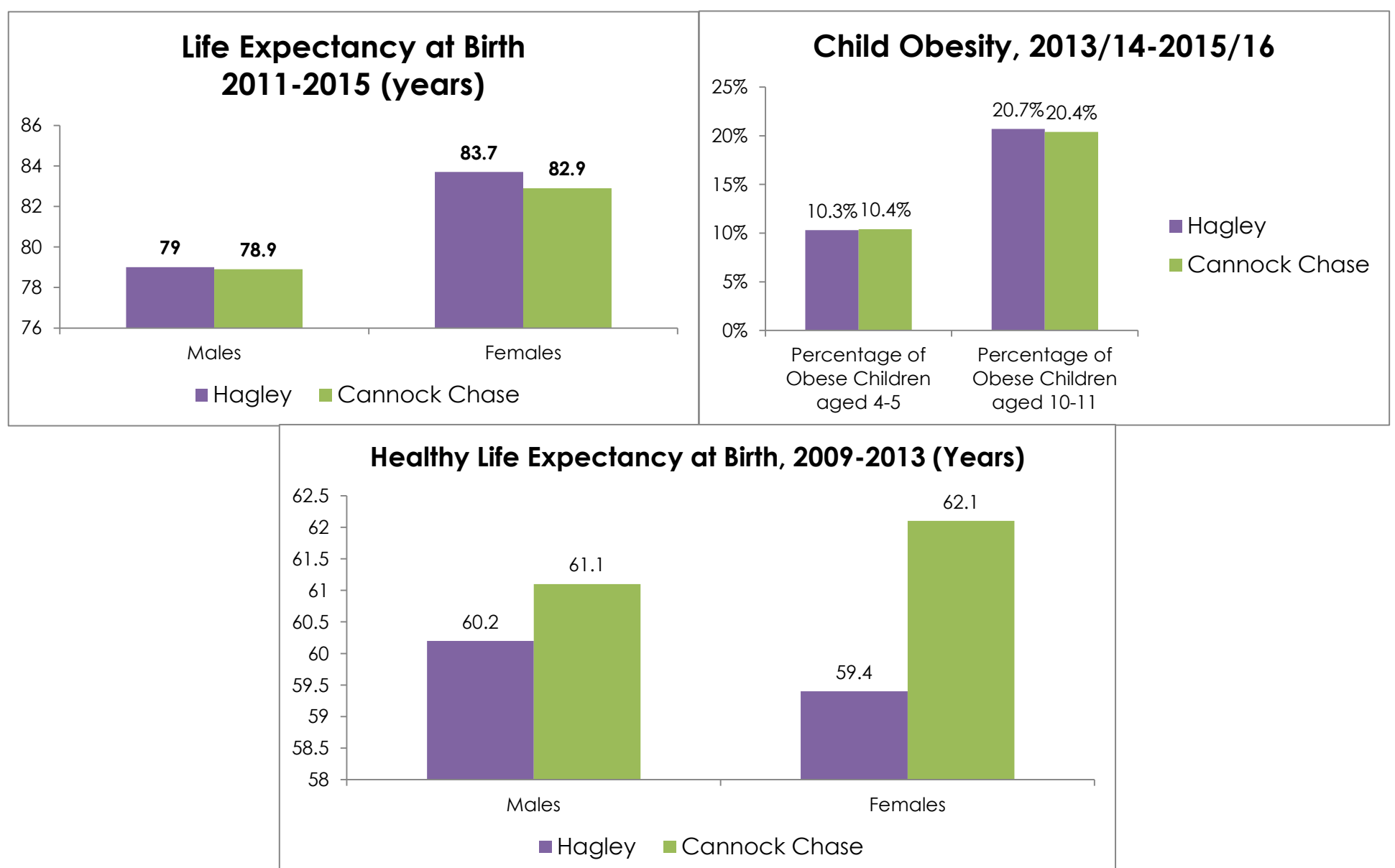


# Ward Profile 2018: Hagley

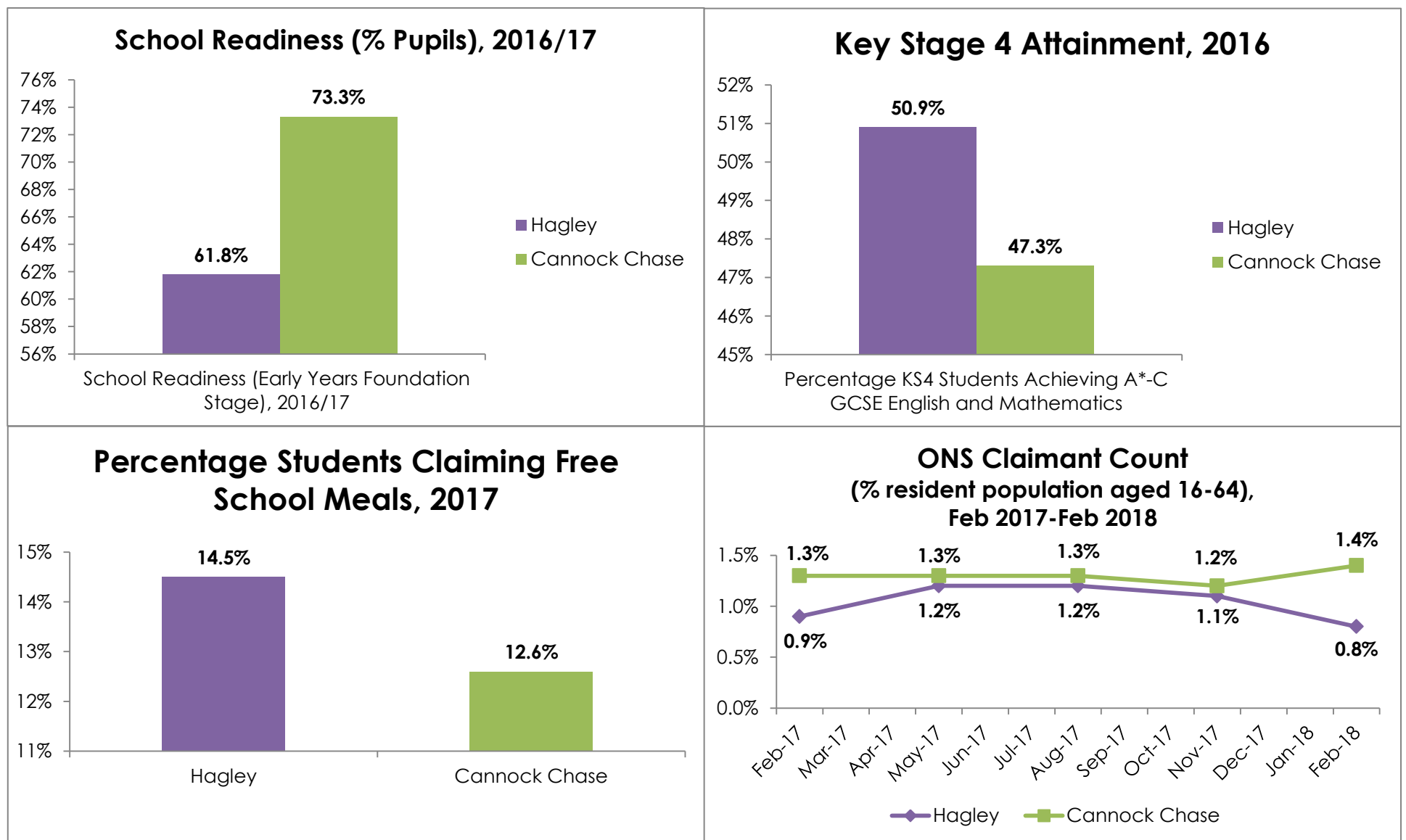
## Population



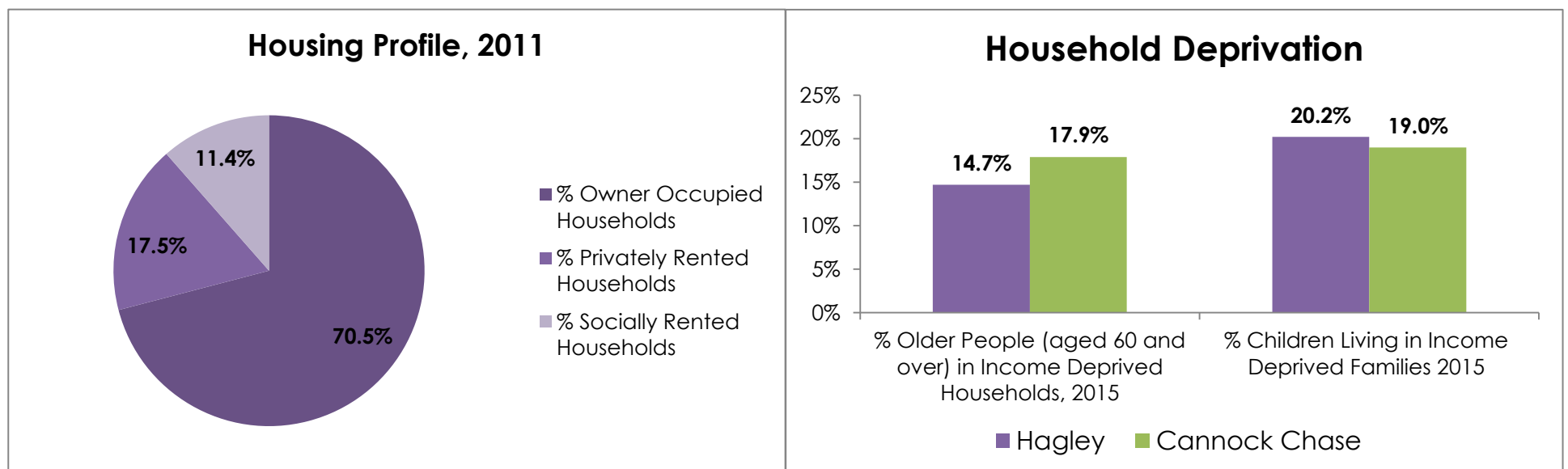
## Physically Active and Healthy Lives



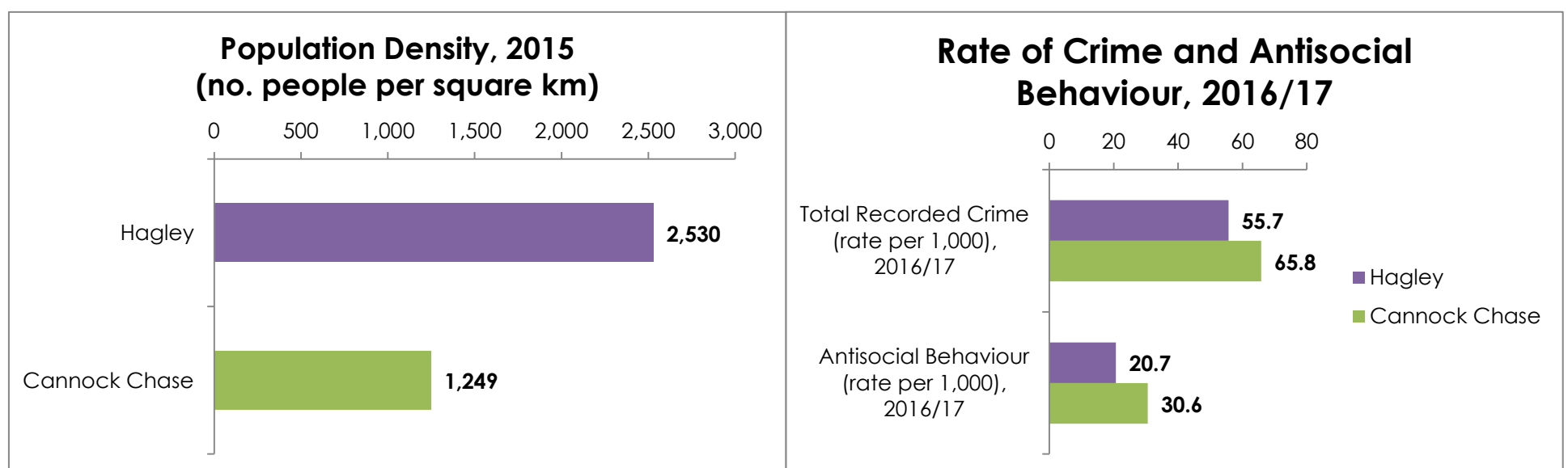
# Education and Employment



# Housing



# Living Environment



Data sourced from Office for National Statistics and Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018)

Produced by Policy & Communications,  
Cannock Chase Council, May 2018



<b>Report of:</b>	<b>Head of Governance and Corporate Services</b>
<b>Contact Officer:</b>	<b>Judith Aupers</b>
<b>Telephone No:</b>	<b>01543 464598</b>
<b>Portfolio Leader:</b>	<b>Corporate Improvement</b>
<b>Key Decision:</b>	<b>Yes</b>
<b>Report Track:</b>	<b>Cabinet: 12/07/18</b>

**CABINET**  
**12 JULY 2018**  
**SOCIAL ALARMS SERVICE**

**1 Purpose of Report**

- 1.1 To seek endorsement of actions taken to ensure the continued provision of the Social Alarms Service and Out of Hours Service

**2 Recommendations**

- 2.1 That Cabinet endorse the actions taken to externalise the Social Alarms and Out of Hours Service.
- 2.2 That Cabinet endorse the awarding of the contract to Redditch Borough Council for a period of 2 years with the option to extend for a further year.
- 2.3 Cabinet approve the actuarial strain payments as set out in the Financial Implications section of the report.

**3 Key Issues and Reasons for Recommendation**

- 3.1 The Social Alarms service has for a period of time faced resilience issues and is now facing a severe staffing shortage which means that we cannot continue to provide an ongoing comprehensive 24/7 service. Given the vulnerable nature of the clients (council housing tenants and private), who use this service this is clearly not acceptable so the decision has been made to find an alternative provider to ensure our clients' safety.
- 3.2 It has been necessary to act quickly on this issue as it would not have been possible to provide a full 24/7 service after 15 July.

- 3.3 Whilst it has not been possible to carry out a tendering exercise in the time available, 3 quotations/proposals have been sought. Following evaluation of these, a decision has been taken to transfer the service to Redditch Borough Council.
- 3.4 Work has commenced to ensure the seamless transfer of the service to Redditch Borough Council. We are aiming to complete the transfer during the week commencing 9th July and all our clients will be informed accordingly. Although all our clients will initially be transferred to Redditch Borough Council, private clients will have the option to cancel and move to another provider if they wish.
- 3.5 All of the Social Alarms staff have been informed. The installer posts will transfer with the service to Redditch Borough Council and the Council is in negotiations, including seeking alternative employment opportunities, with the remaining call handling staff since it is recognised that the transfer to Redditch may be an unreasonable change to their terms and conditions of employment.
- 3.6 There are financial implications arising from the transfer of service in addition to the one off severance payments. However it is envisaged that the overall cost to the council will be financially neutral although there will be additional costs to the General Fund, pending a full service review, and a saving on the Housing Revenue Account.

#### **4 Relationship to Corporate Priorities**

- 4.1 This report supports the Council's Corporate Priority for Community Wellbeing and in particular our aim to support vulnerable people.

#### **5 Report Detail**

- 5.1 The Council currently provides a social alarms service to Council housing tenants and private residents predominantly from within the District. The team also provides:
- (i) a social alarms service to a number of sheltered housing schemes across the Country;
  - (ii) out of hours calls handling for the Council
  - (iii) out of hours call handling for three district/borough Councils within Staffordshire
  - (iv) Lone worker monitoring for this Council and one other Council.

The service operates 24 hours a day all year round.

The service is provided free of charge to the Council's housing tenants. All other users, ie private residents and external clients, pay a fee for the services received.

- 5.2 The call handling side of the service comprises 8 posts working a rolling shift pattern over 4 days. 4 people work a shift each day for 4 days and are then off shift for 4 days, whilst the other 4 staff cover the shifts for the next 4 days.
- 5.3 Three of the shifts are 8 hours long and the overnight shift is 6 hours long. The shift pattern provides for some double-manning of shifts at peak times across the 8 hour shifts but none for the night shift (11pm to 5am) which is single manned. There is budgetary provision for casual staff to provide cover for holidays, sickness etc.

There are also two part time posts which are responsible for installing the alarms in people's homes and undertaking checks etc. On occasions the installers have covered vacant shifts or provided cover for breaks. The Housing Service also has an employee who is not part of the Social Alarms Team but as part of their role installs alarms in the homes of Housing tenants.

- 5.4 Over the years there have been numerous occasions where the service has struggled to cover shifts due to the lean staffing arrangements. The nature of the casual staffing arrangements mean that they cannot be relied upon fully to cover vacant shifts and often there is pressure on the team to cover additional shifts. This has been a problem even when the service is fully staffed. There have been numerous occasions when staff have had to work shifts without a break just to keep the service covered.
- 5.5 When the service was subject to review in 2014 as a result of changes to the County Councils' Supporting People funding cuts, it was noted that the service was not resilient and a commitment was made to look at alternative service options. Talks commenced with other parties but they did not proceed as further funding was made available by Housing to meet the cost of the service for their tenants. Whilst this addressed the funding issues, it did not address the service resilience issues.
- 5.6 The service is complex to operate both from the team's perspective and management. It takes on average 2-3 months to train an operative fully in all aspects of the service before they are confident to operate on their own. This makes it difficult to achieve quick fixes to staffing shortfalls.
- 5.7 Staff coverage started to become more challenging than usual in November 2017. The service had been coping with a member of the team off long term sick for 12 months through cover by casuals. A member of the team then resigned reducing staffing levels to 6. Whilst a new member of staff was recruited another employee left in January 2018.
- 5.8 Once it became apparent that staffing was becoming more problematic an alternative solution was sought via partnering with another social alarms provider. Several providers who use the same social alarms software were approached to see if they would be interested in working with the Council to deliver the social alarms service. Only one responded with any interest, Redditch Borough Council (RBC).
- 5.9 A meeting took place in November 2017. RBC provides a social alarms and out of hours call handling service for several other Councils and has capacity to take

on additional clients. Agreement in principle was reached for RBC to provide the night shift for the social alarms service. The team were advised and consultation commenced over changes to the rota to allow for RBC to undertake the night shift.

- 5.10 The next step was to establish a technical solution as to how it could work in practice to switch the service between the two sites. This proved to be a greater challenge than we expected. There have been problems in organising meetings between all the relevant parties from both Councils and the software supplier and then in coming up with a technical solution. A range of solutions were finally identified by the software supplier but these were only confirmed in writing together with costings on 18 June 2018.
- 5.11 However, staffing of the service has now reached a critical point. As of 9 July, there will only be 5 permanent employees on the team. One of the 5 employees is due to be off for up to 3 months for planned surgery reducing the staffing levels to 4 over the summer. Although there are 2 regular casuals and 2 ad hoc casuals it is considered that this is insufficient to cover the staffing rota over the coming months with any certainty especially as the team have leave to take. Efforts to recruit either permanently or temporarily via an agency have proved unsuccessful. Furthermore, it takes 2-3 months to train an operator before they are competent to cover a shift on their own.
- 5.12 Following a meeting on 11 June 2018, the Head of Governance & Corporate Services advised the Managing Director that the social alarms service was at risk of not being able to provide 24/7 cover. Given the vulnerable nature of the service users this situation is not acceptable and the Head of Governance & Corporate Services advised that urgent discussions take place to find an external provider to take on service delivery as soon as possible.
- 5.13 With limited time available three alternatives for taking over the service have been explored:
- Another local authority;
  - A housing association; and
  - A private sector provider.
- 5.14 Meetings/discussions have taken place with all 3 possible providers and they have provided indicative information on costs, deliverability of the service transfer and service standards. Following analysis of the information and consideration by the Managing Director, Head of Finance and the Head of Governance & Corporate Services it has been decided to select Redditch Borough Council as our preferred provider. The whole of the Social Alarms service, including the handling of out of hours calls for the Council and lone worker monitoring will be delivered by Redditch Borough Council.
- 5.15 Redditch Borough Council currently provide these services to a number of other Councils and have sufficient staffing cover and line capacity to meet Cannock Chase Council's requirements. They have Platinum Standard accreditation with the Telecare Services Association and can offer a wider range of monitoring

than Cannock Chase Council currently provides e.g. GPS tracking for clients with dementia.

- 5.16 Given the urgency of the situation, work has commenced to ensure the transfer of the service and our clients safely to Redditch Borough Council. The transfer will take place during the week commencing 9th July.
- 5.17 To ensure the safety of all our clients we are arranging for them all to be transferred to Redditch Borough Council and we are writing to all of them to explain that the service will in future be provided by Redditch Borough Council.
- 5.18 The Council's housing tenants receive the service free of charge and the Council will continue to meet this cost.
- 5.19 The charge to private clients will remain the same but in future they will make all payments directly to Redditch Borough Council. We will be advising them that they have the option of moving to a provider of their own choice if they want to.
- 5.20 Our other private clients, ie the 3 local Councils and private sheltered housing schemes, have been advised of the Council's decision to outsource the service to Redditch Borough Council and that they can transfer their services to them or make their own alternative arrangements. Any arrangements that they choose to make will sit outside of the Council's contract with Redditch Borough Council.
- 5.21 We are working towards a seamless transfer of the service and will be working closely with Redditch Borough Council in the lead up to transfer day and after to ensure that we can resolve any issues that may arise quickly.
- 5.22 In terms of the social alarms staff, the transfer of the service represents a change in service provision and as such the provisions of the TUPE Regulations will apply. In discussions with Redditch Borough Council we believe that the installer function will be subject to TUPE transfer with 2 staff remaining at a local base and delivering this service on behalf of Redditch. The Housing Services employee will be unaffected by the change of service provider and will continue to install alarms in council housing properties.
- 5.23 However, for the call handlers whilst it is acknowledged that TUPE would apply all call handling operations would be required to take place from Redditch. As this would represent a significant change to the call handlers working conditions we anticipate that they are not going to find relocation to Redditch suitable. On this basis protected conversations will take place with the call handling staff and for those staff who believe transfer to Redditch would be an unsuitable change, they will be offered compensation in the form of redundancy payments under settlement agreements. Details of current vacant posts have been provided to all of the call handlers and these may offer opportunities of alternative employment for those interested and who meet the minimum essential criteria for the post. Consultation is underway with the staff affected.

## **6 Implications**

### **6.1 Financial**

The Social Alarm service currently makes a contribution to overheads or non direct costs of £10,180 however this net surplus does include the administration of other services.

The service is currently funded 47% from the HRA ( Council Social Alarm tenants) and 53% for private clients/ Out of hours service.

Pending a detailed review of the service, a residual cost, including past service deficit ,of £95,340 will be incurred in 2019/20, to be met £44,810 from the HRA and £50,530 from the General Fund. In addition an indicative saving target of £20,000 exists in 2019/20 from the proposed re-alignment of call handling between Social Alarms and the Contact Centre.

The provision of the HRA element of the service by Redditch Borough Council will cost £49,950 which after taking into account the above residual costs to the HRA result in an overall saving of £64,720 to the HRA.

In relation to 2018/19 pro rata residual costs will exist and there will be one off additional set up costs of £16,000 required by Redditch BC.

Subject to the finalisation of staffing arrangements with Redditch BC and the outcome of staff consultations potential severance costs of in the region of £107,300 (inclusive of indicative actuarial strain costs of £32,550) will arise due to the relocation of the service being an unreasonable change of location under TUPE.

The costs will be shared 47% HRA and 53% General Fund.

No provision exists within the revenue budget for the additional costs however it is envisaged that they will be partly offset by underspends on Special Equipment: Professional Fees and Telephones .

### **6.2 Legal**

Given the urgent need to transfer the service to another provider it has not been possible to undertake a competitive tendering exercise. An exemption to the Council's Procurement Regulations has therefore been granted by the Managing Director, the Section 151 Officer, the Monitoring Officer and the Cabinet Member for Corporate Improvement. Three alternative quotations have been sought to ensure value for money. The value of the contract is below the OJEU threshold.

### **6.3 Human Resources**

The implications for the staff of the social alarms team are set out in the body of the report and the financial implications section at 6.1.

**6.4 Section 17 (Crime Prevention)**

None

**6.5 Human Rights Act**

None

**6.6 Data Protection**

Arrangements have been made for the safe transfer of the data of the housing tenants and private clients to Redditch Borough Council via the software supplier. Data sharing agreements have been signed. Housing tenants and private clients will be provided with a copy of Redditch Borough Council's privacy notice for the processing of their data.

**6.7 Risk Management**

The staffing shortages faced by the Social Alarms team means that it can no longer guarantee the cover of all shifts 24/7. This would pose a high risk to vulnerable people and this is not acceptable. In order to reduce this risk it has been decided to transfer the service to Redditch Borough Council who have a larger team and a higher level of shift coverage than the Council currently provides. This will ensure that a 24/7 service can be maintained. There is a risk to service continuity when making the switch to Redditch Borough Council but plans are in place to manage this with minimal disruption.

**6.8 Equality & Diversity**

None

**6.9 Best Value**

Best value has been a consideration when seeking alternative quotations from 3 providers. Consideration was given to price, service standards and ability to complete the service transfer quickly and safely.

<b>7 Appendices to the Report</b>
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None.

<b>Previous Consideration</b>
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None

<b>Background Papers</b>
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None

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<b>Report of:</b>	<b>Head of Economic Prosperity</b>
<b>Contact Officer:</b>	<b>Angela Grove</b>
<b>Telephone No:</b>	<b>01543 464517</b>
<b>Portfolio Leaders:</b>	<b>Economic Development &amp; Planning and Town Centre Regeneration</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Cabinet: 12/07/18</b>

**CABINET****12 JULY 2018****APPROVAL TO SPEND SECTION 106 MONIES: IMPROVEMENTS TO PEDESTRIAN/CYCLE/CANAL LINKS IN RUGELEY****1 Purpose of Report**

- 1.1 To seek Cabinet approval to schemes of Pedestrian/Cycleway/Canal improvements between the Rugeley Tesco store, Trent and Mersey Canal and Towers Business Park/A51, linking to Rugeley town centre, and to approve expenditure of Section 106(S106) funding in order to implement the schemes.

**2 Recommendations**

- 2.1 That Cabinet agree to re-allocate S106 monies back into the current Capital Programme budget 2018/19 and 2019/20 to facilitate implementing improvements to Pedestrian/Cycle /Canal Links within Rugeley.
- 2.2 That Cabinet authorise expenditure of the S106 monies held by the Council to carry out the Pedestrian/Cycle/Canal towpath improvements as generally described in this report. Implementation will be carried out in Partnership with Staffordshire County Council (SCC) as highway authority and the Canal and River Trust(CRT) in relation to Canal access/towpath works.
- 2.3 That Cabinet authorise the entering into any legal agreements between Cannock Chase Council (CCDC), SCC and the CRT required to facilitate the funding and delivery of the proposed schemes.

**3 Key Issues and Reasons for Recommendation**

- 3.1 A key element of the decision to grant planning permission for the Tesco store and associated food and drink units at Leathermill Lane/Power Station Road

Rugeley was the requirement for the development to fund an improved pedestrian/cycle link between the store and Rugeley town centre as part of the planning obligation (S106 agreement) signed in 2011. The aim of this element of the project was to maximise the opportunity for linked trips between the store and the town centre in order for the store to contribute to the overall vitality and viability of the town centre as envisaged in the policies of the Rugeley Town Centre Area Action Plan. The funding allocated for the link was £256,000, with a further £12,500 potentially available from the separate element in the agreement relating to town centre landscaping and environmental improvements. This element was delivered for the Council by SCC during 2014.

- 3.2 A further component of the Tesco planning obligation is funding for improvements to pedestrian/cycle links between the store, the Trent & Mersey Canal and Towers Business Park, as described in more detail in paragraphs 5.4 and 5.5 below. The proposed scheme includes a ramped access to the Trent and Mersey Canal towpath adjacent to Leathermill Lane bridge, improvements to Love Lane, including the section between the railway bridge and Towers and improvements to the canal towpath and Love Lane between the active and redundant railway bridges to enhance cycle linkages with existing routes.
- 3.3 These public realm projects originated as an element of the aspiration to regenerate Rugeley Town Centre which emerged during preparation of the Rugeley Town Centre Area Action Plan. The Council applied for LEP funding of £1.3m as part of the Rugeley Improvement Package submission for Growth Deal Funding 2 to the Stoke and Staffs LEP in 2015. Whilst £750,000 was allocated to the Flood Alleviation Scheme in Rugeley, the remaining balance of £550,000 was de-allocated in November 2017 on the basis of non-submission of an acceptable business case (largely because the economic outputs had been delivered by the Flood Alleviation Scheme).
- 3.4 Planning obligations supporting delivery of this overall project have been secured largely from the Tesco retail development. Delivery of these final elements of the overall scheme have however been delayed due to internal restructuring and staffing changes at the CRT and SCC/Amey over recent years in addition to limited staff resource availability at CCDC. However ongoing discussions have now progressed on this remaining element of the project to an informal agreement with CRT and SCC and commencement of the detailed design stage; it is intended going forward that the detailed design work will be carried out by CRT and SCC and the work be delivered by their Term Contractors, under the guidance of CCDC. The short section of cycle/footpath on CCDC land between the railway bridges will be implemented by SCC as part of their input to the scheme.
- 3.5 It is intended that the canal access scheme will be implemented during 2018/19 and the footway/cycleway improvements/links during/into 2019/20 by the Partners using their statutory powers on land in their ownership. A legal agreement will document project delivery and payment arrangements to ensure appropriate management is carried out and CCDC will lead on this aspect.

3.6 The unspent balance in the Tesco S106 fund comprises:

- £55,000 allocated to improvements to the canal towpath and access;
- £48,000 towards provision of the cycleway between Tesco and the Bypass;
- unspent funds £51,750 allocated to town centre landscaping and environmental improvements (part of a sum used as match funding for the Rugeley Partnership Scheme relating to repairs to historic commercial buildings 2011-14)

3.7 In addition a further £10,000 from the McDonald's restaurant development at Towers, £12,490 from the Westbury Homes housing scheme adjoining the Canal and £11,725 from Elwells to compensate for loss of green space network are available to use in connection with this project.

#### **4 Relationship to Corporate Priorities**

4.1 This report supports the Council's Corporate Priorities as follows:

- Promoting Prosperity - contributing to creating a positive environment in which businesses in the district can thrive; and creating strong and diverse town centres to attract additional customers and visitors.
- Community Wellbeing - contributing to opportunities for healthy and active lifestyles; sustaining safe and secure communities and promoting attractive and healthy environments.

#### **5 Report Detail**

5.1 The projects are relevant to three of the five key objectives of the Rugeley Town Centre Area Action Plan:

- achieving a more competitive town centre,
- having a centre which is accessible to all benefiting from increased pedestrian and cycle links and
- providing high quality public spaces which complement the existing Conservation Areas, enhance the green infrastructure network and take full advantage of the Trent & Mersey Canal.

5.2 These objectives are articulated in five key policies:

- Policy RTC1: Regeneration Strategy, recognises the contribution the Tesco store can make to the regeneration of the centre and to raising the canal's profile within the town.

- Policy RTC3: Urban Design Principles proposes to extend and enhance pedestrian links between the town centre and canal.
  - Policy RTC8: Leathermill Lane/Trent and Mersey Canal Corridor, identifies the specific requirements of a pedestrianised Leathermill Lane canal bridge leading to a pedestrian/cycle priority route to the core town centre and an enhanced canal towpath.
  - Policy RTC9: Public Realm Enhancements promotes improved paving, signage, seating and soft landscaping, particularly in key areas such as the canal where an improved surface and gradient at Leathermill Lane bridge is highlighted.
  - Policy RTC10: Public Realm Enhancements and Transport, identifies all the proposed improvements to footpath/cycle links proposed in the plan including these two proposals.
- 5.3 The Implementation Scheme is shown in the Appendix to this report – Plan 1: the general access proposals and Plan 2: the ramped access to the Canal towpath adjacent to Leathermill Lane Bridge and the Tesco to Towers footway/cycleway. Detailed design and costings for these schemes will be finalised by the CRT and SCC in conjunction with CCDC.
- 5.4 The ramped access to the Canal will use the existing access point from Leathermill Lane and replace an existing narrow stepped access with a well designed DDA compliant ramp, enhancing access to the attractive Canal corridor for all sections of the community, raising the Canal's profile within the town and contributing to the regeneration of the town centre. The project contributes to key objectives underpinning the Rugeley Town Centre Area Action Plan 2014.
- 5.5 The footway/cycleway improvements will create a vital missing link in the existing network, enhancing the surface and gradient in key locations which is expected to encourage foot and cycle traffic between employment and leisure destinations on the Towers Business Park and the wider town, raise the profile of the Canal and increase permeability as a key aspect of the town's regeneration. In addition it will have a potential benefit into the future when the regeneration of the Power Station site is taken forward of providing an enhanced sustainable link between future housing and employment development and the shopping and leisure facilities in Rugeley town centre.

In detail the scheme will provide:

- Towpath improvements and canal bank strengthening works
- Improvements to Love Lane to provide a hard surfaced route under the active railway bridge to the junction of Power Station Road and the A51 Bypass adjoining McDonald's restaurant.
- A hard surfaced route from the newly surfaced section of Love Lane to the canal between the active and redundant railway bridges.

5.6 The potential expenditure of a further sum of £30,000 received from Tesco towards exploration of the potential for an additional bus service linking Tesco with the surrounding residential area has been explored with SCC, in accordance with the terms of the S106 Agreement, who confirm that there is no need for such a service. Under a clause in the S106 Agreement the Council may use unexpended monies from one purpose towards the achievement of any of the other purposes and/or other functional or physical improvements to Rugeley Town Centre at their discretion. It is therefore proposed to utilise this additional sum towards the achievement of the public realm improvements.

<b>6 Implications</b>
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**6.1 Financial**

Cabinet approved a capital budget of £393,990 on 30<sup>th</sup> January 2014 for this scheme, of which £260,304 was spent. The balance of the scheme time expired in 2017-18 so was removed from the Capital Programme.

This report now requests the inclusion of £218,960 (including additional S106 receipts received as set out in this report) in the General Fund Capital Budget; £85,000 for 2018-19 and £133,960 for 2019-20 to deliver the remainder of the scheme. The anticipated funding of the Scheme is as follows:

<b>S106</b>	<b>Funding Description</b>	<b>£</b>
Q237	Tesco: Improvements to Canal & Footpath Access	55,000
Q237	Tesco: Provision – Cycleway between Tesco & Bypass	48,000
Q237	Tesco: Town Centre Landscaping & Env Improvements	51,750
Q237	Tesco – additional bus service – unused	30,000
Q238	McDonalds – Towers Restaurant Development	10,000
Q165	Westbury Homes – Housing Scheme - Canal	12,490
Q260	Elwells – Loss of Green Space Network	11,720
	<b>Total Available Funding</b>	<b>218,960</b>

Any ongoing Revenue costs (ie maintenance) associated with the project will need to be contained within existing revenue budgets.

**6.2 Legal**

The Council is obligated by the terms of the S106 Agreement to use the funding from Tesco Stores Limited identified above to carry out physical

improvements to pedestrian linkages between the store and the town centre and to improve those linkages by way of landscaping and environmental improvements. Both the Tesco and McDonald's S106 Agreements provide separate funding for the Canal/Love Lane works also identified above, which the Council is required to use to deliver these improvements. The funding from Westbury Homes can be used to enhance public open space which includes the Canal. By carrying out the proposed schemes described in paragraphs 5.3 to 5.5 above the Council would be complying with its obligations. Legal advice has been sought to produce a legal agreement capable of adaptation SSC and CRT for the transfer of monies and delivery arrangements for each project.

### **6.3 Human Resources**

Any implications will be met from existing staff resources but will generally be limited to a managerial role within the proposed Partnership arrangement.

### **6.4 Section 17 (Crime Prevention)**

The proposals will be designed to meet current 'Secured by Design' criteria.

### **6.5 Human Rights Act**

No Human Rights Act implications.

### **6.6 Data Protection**

The Council's Fair Processing Notice sets out how key data is used in compliance with the General Data Protection Regulation (GDPR) however no personal data is collected in connection with this project.

### **6.7 Risk Management**

Risks associated with the programme being delayed, delivery resources being constrained, slippage and cost over runs will be controlled and mitigated via the Grant Agreement and managed by CCDC.

### **6.8 Equality & Diversity**

The proposed pedestrian and cycle access improvements will enhance sustainable access opportunities between Rugeley Town Centre, the Tesco development, the Trent and Mersey Canal, the Towers Business Park and potentially the future Power Station redevelopment site to the benefit of all the community and provide ramped access to the Canal towpath ensuring the Canal corridor is accessible to all.

### **6.9 Best Value**

Delivery of the project is intended via Partner's Term Contractors, a process which has already been subject to competitive tendering.

**7 Appendix to the Report**

Appendix : Plan 1 General access proposals  
Plan 2 Cycleway and towpath access improvements

**Previous Consideration**

Rugeley Town Centre to Tesco – Improvements to Pedestrian / Cycle Linkage	Cabinet	30 January, 2014
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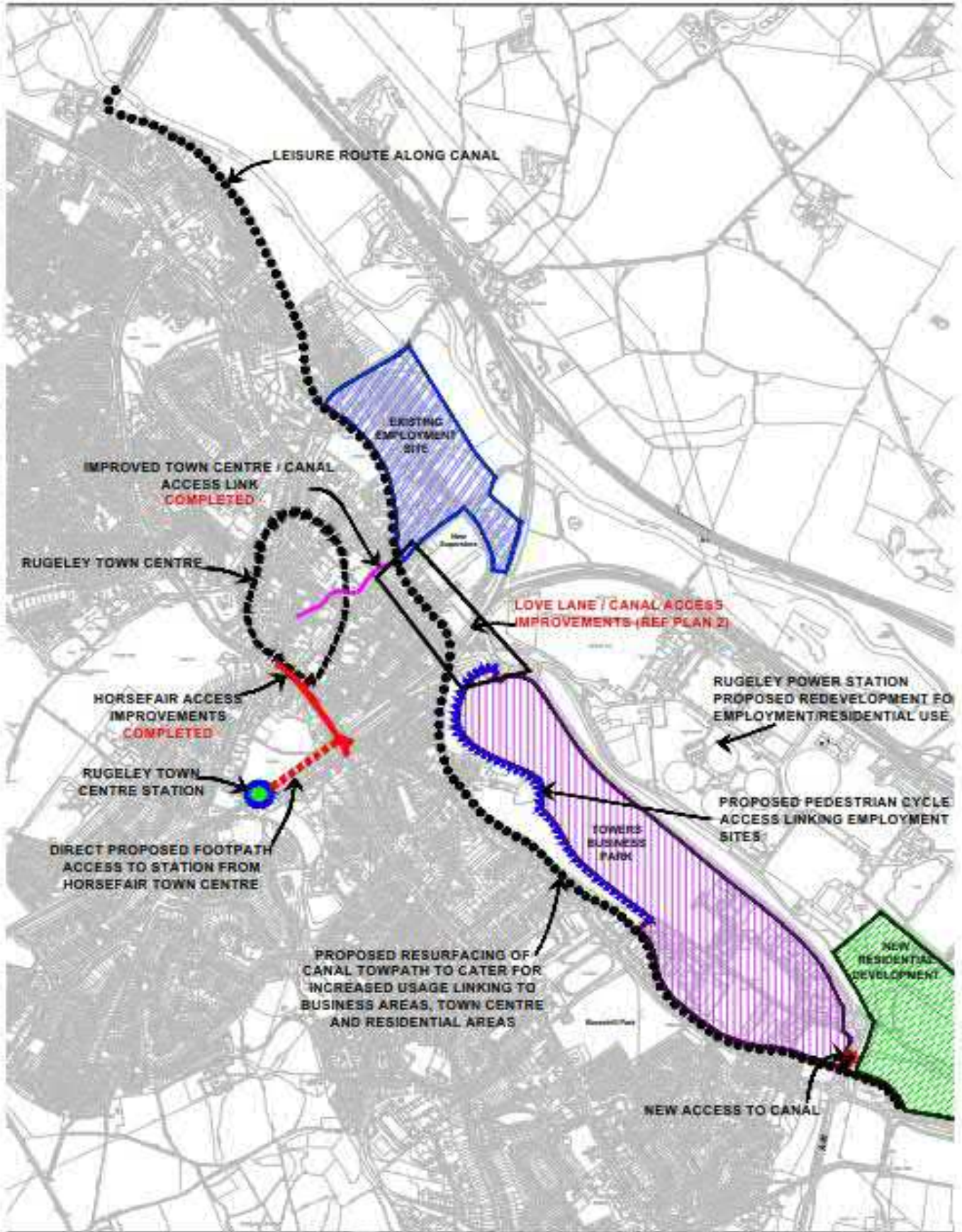
**Background Papers**

- Rugeley Town Centre Area Action Plan 2014;
- Planning Obligation by agreement pursuant to Section 106 of the Town & Country Planning Act 1990 (as amended) between Cannock Chase District Council, Staffordshire County Council and Tesco Stores Ltd dated 12/04/2011;
- Planning Obligation by agreement pursuant to Section 106 of the Town & Country Planning Act 1990 (as amended) between Cannock Chase District Council and McDonalds dated 08/05/2012;
- Planning Obligation by agreement pursuant to S106 of the Town & Country Planning Act 1990 (as amended) between CCDC, SCC and Westbury Homes (Holdings) Ltd dated 12th February 2001 relating to the Mossley/Armitage Rd, Rugeley; and
- Planning Obligation by agreement pursuant to S106 of the Town and Country Planning Act 1990 (as amended) between CCDC, SCC, C Elwell Transport (Repairs) Ltd and others dated 27th January 2016.

**ITEM NO. 9.**



Appendix – Plan 1



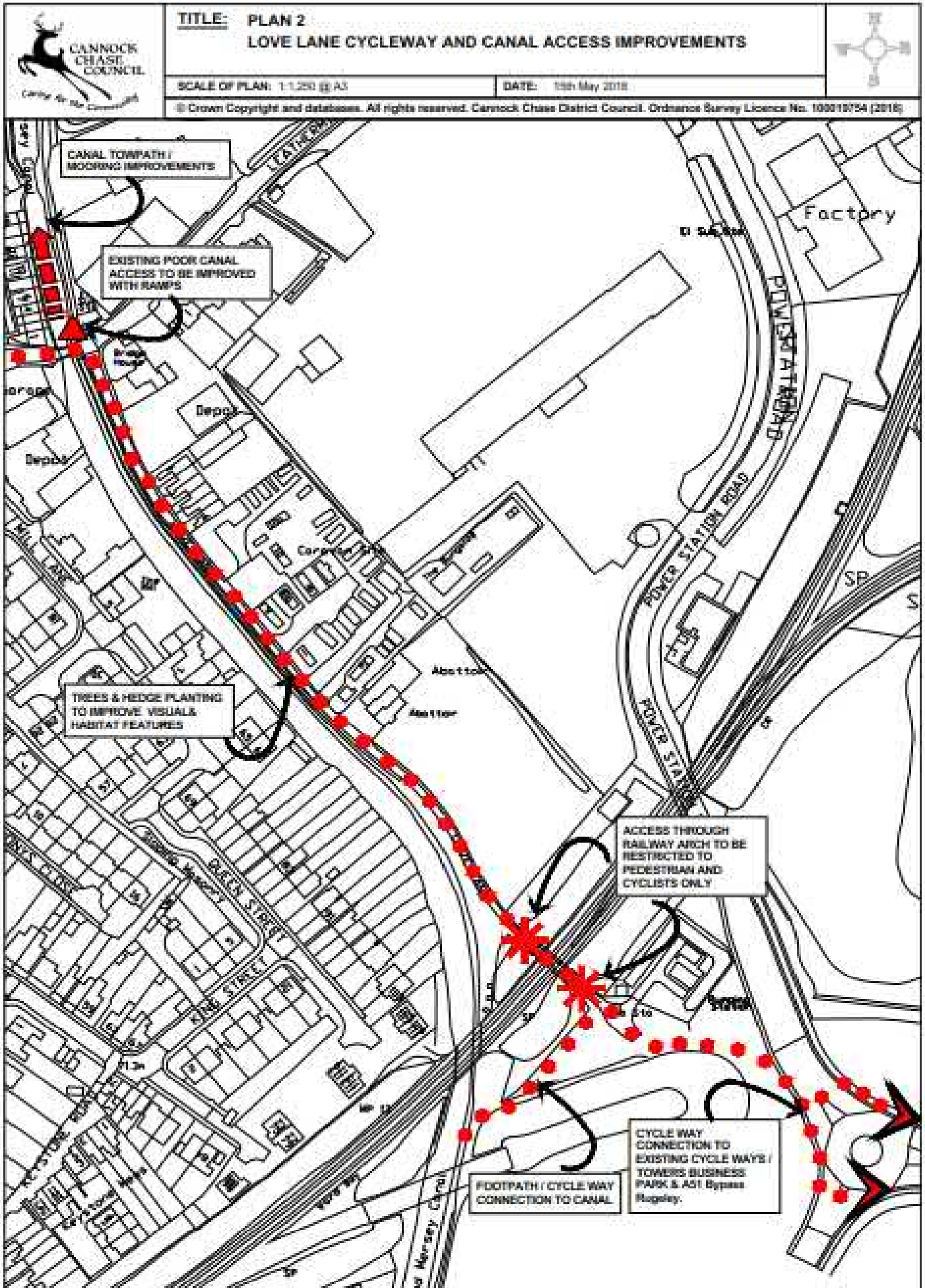
**TITLE:**  
Rugeley Access Proposals

SCALE OF PLAN: 1:10,000 @ A3

DATE: 18th May 2014



Appendix – Plan 2



<b>Report of:</b>	<b>Head of Housing and Partnerships</b>
<b>Contact Officer:</b>	<b>Rhiannon Holland</b>
<b>Telephone No:</b>	<b>4526</b>
<b>Portfolio Leader:</b>	<b>Housing</b>
<b>Key Decision:</b>	<b>No</b>
<b>Report Track:</b>	<b>Cabinet: 12/07/18</b>

**CABINET****12 JULY 2018****REPLACEMENT OF BOARDWALK AT LABURNUM AVENUE, CANNOCK****1 Purpose of Report**

- 1.1 To request funding of £25,000 for the replacement of the boardwalk situated on public open space at Laburnum Avenue, Cannock. Budgetary provision of £10,000 currently exists to undertake the urgent health and safety works which were initially identified in this area. Following a detailed survey it is apparent that a more cost effective option would be to undertake the overall refurbishment and provision would be required in the Capital programme

**1 Recommendations**

- 2.1 That Cabinet approves the allocation of £25,000 to fund the replacement of the boardwalk situated on public open space at Laburnum Avenue, Cannock.

**3 Key Issues and Reasons for Recommendation**

- 3.1 A timber boardwalk, identified coloured green on the plan attached at Appendix 1, was constructed by the Council across public open space at Laburnum Avenue, Cannock approximately 10 years ago to enable public access over land that can be boggy at times. A boardwalk is a walkway constructed from planks that sit slightly above ground level.
- 3.2 A number of the existing wooden planks have rotted and failed. In addition, the remainder of the boardwalk is showing signs of degradation due to wet rot and will inevitably fail in due course. The main timber frame supporting the boardwalk is also starting to degrade.
- 3.3 In its current condition the boardwalk poses an immediate health and safety risk to the public. It also exposes the Council to an increased likelihood of insurance claims from individuals who have tripped or slipped whilst using it.
- 3.4 The most cost effective approach is for the Council to replace the entire boardwalk as a matter of urgency using recycled plastic planks. The

advantage of plastic planks is that they have a longer life expectancy than timber (100 years) and are fire resistant. In addition replacing the whole boardwalk gives a more aesthetically pleasing result than patch repairs.

- 3.5 The disadvantage of undertaking a full replacement is a higher initial expenditure than ongoing patch repairs. However the anticipated long term expenditure will be reduced and less frequent inspection will be necessary than for a boardwalk that is in a state of deterioration.

#### **4 Relationship to Corporate Priorities**

- 4.1 This strategy supports the Council's Corporate Priority of Community Wellbeing.

#### **5 Report Detail**

- 5.1 The timber boardwalk across open space at Laburnum Avenue, Cannock is in a state of degradation due to wet rot. A detailed site inspection has indicated an immediate health and safety risk to the public due to a number of rotten and failed planks. Photographs of the failed planks are attached at Appendix 2.
- 5.2 Patch repairs to the boardwalk to replace the rotten planks only could solve the immediate risk to the public however it is not the most cost effective solution for the Council. Whilst full replacement of the boardwalk with recycled plastic planks will result in an initial higher expenditure the anticipated long term long costs will be reduced. It will also reduce the likelihood of the Council being liable to pay out insurance claims to individuals injured whilst using boardwalk.
- 5.3 Quotes have been obtained and on the basis of the cheapest quote received Cabinet are asked to approve the allocation of £25,000 to fund the replacement of the boardwalk with recycled plastic planks.

#### **6 Implications**

##### **6.1 Financial**

There is currently a budget of £10,000 for this area to undertake the urgent health and safety works. In light of the urgent nature the additional expenditure can be accommodated within the overall capital programme.

##### **6.2 Legal**

The legal implications are set out in the body of the report.

##### **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

<b>7 Appendices to the Report</b>
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Appendix 1 Plan

Appendix 2 Photographs

<b>Previous Consideration</b>
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None.

<b>Background Papers</b>
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None

**ITEM NO. 10.**

