MINUTES OF THE CHEADLE TOWN COUNCIL BUISNESS, TOURISM AND ENVIRONMENT COMMITTEE MEETING HELD ON MONDAY 25th NOVEMBER 2024 AT LULWORTH HOUSE

327. PRESENT – Councillors P. Keeling (Chair), Ms M. Wells, M. Haines
Ms L. Wood-Williams P. Routledge and Miss Z. Routledge

328. APOLOGIES – Councillors G. Bentley (Vice Chair) and Mrs H. Birch

329. DECLARATIONS OF INTEREST – None

330. SECTION 33 DISPENSATION REQUESTS – None

RESOLVED ITEMS

331. TO CONFIRM THE MINUTES OF THE MEETING OF MONDAY 23rd SEPTEMBER 2024
The Minutes of the previous meeting were accepted as an accurate record.

332. REVIEW OF BTEC COMMITTEE PROJECTS

The Chair, Cllr P. Keeling, provided a thorough update on the ongoing projects and confirmed to Members that many of the projects that the BTEC Committee were progressing had been identified in previous plans for the town through the District Council's Regeneration Team, including the Cheadle Masterplan. Cllr Keeling stated that the document he had produced for the Town Council acted as a working document for the Committee and that any Members could get involved in the projects. The UKSPF Fund was discussed and Cllr M. Haines commented that the number of applications from Cheadle was very low, despite the best efforts of the BTEC Committee encouraging local businesses to subscribe. It was stated that there is potential for a further round of funding in 2025, and it was agreed that Members would look at further opportunities to promote this within Cheadle. Cllr Keeling stated that he had found that a possible 'barrier' to businesses in Cheadle not applying to the UKSPF fund was that there was a requirement to pay for any work in advance, and then subsequently claim the money after completion. It was agreed that many local businesses may not have the capacity to fund this 'up-front' cost and Cllr Haines stated that he would look into this further with District colleagues. The Committee resolved that it would look to hold a business event in Cheadle during 2025 in order to promote the town and the shops that are currently vacant. Once the details for such an event have been established, the Committee would look to put this forward as a recommendation to Full Council.

333. TOWN CENTRE SIGNS - UPDATE

A discussion on the Town Centre signs took place and Cllr Keeling provided an update in respect of the meeting he held with District Council colleagues two weeks ago. He confirmed that SMDC had agreed to install some directional signage on the Tape Street Car Park which would attract visitors to the town signpost them to the parking allocation. Cllr Keeling stated that SMDC would fund and maintain these signs, and would also look to put some 'toilet' signage on different sides of the toilet block on the car park. He further confimed that a larger noticeboard, 3 m x 1m, would be installed on the rear of the former Barclays Bank which would be sponsored by the Leek Building Society, and that all street furniture that had been installed through the Cheadle Discovery Group would remain in place and not be compromised. Cllr M. Haines stated that he would look to push forward the painting of the street furniture in the town where required.

334. UTTOXETER BUSINESS CONFERENCE UPDATE

The Chair confirmed that he had attended the business conference, and had sought to encourage business owners to 'choose Cheadle'. He stated that the event was well supported and he had provided contact details for the Town Council should anyone be considering starting a business in the town.

335. CLIMATE CHANGE – COUNTY COUNCIL CLIMATE PLEDGE 2050 UPDATE

Cllr Keeling confirmed that Staffordshire County Council had signed up to the Government pledge to become net zero by 2050. Members were shown some video footage of the circulated climate changes that were affecting all parts of the world. This was well received by Councillors, and it was agreed that these presentations would be shared amongst Committee Members in order that they could be considered for local projects.

ACTION PLAN – ITEMS FOR UPDATE AND PROGRESSION

336. EMPTY SHOPS - UPDATE

Members were updated by Cllr P. Routledge who confirmed that there had been some changes to the original list that had been prepared in the summer. He stated that there were still a number of vacant premises, however some former local business premises were being renovated and some were in the process of converting back to living accommodation. Cllr Ms. M. Wells asked if she could work with Cllr Routledge on the Empty Shops project and this was agreed by all Members, who also committed to helping with the project. The Empty Shops map was shown to Members, and Councillor M. Haines suggested that the vacant buildings could be colour coded depending on size and that simple advertising methods could be used to promote these directly. It was agreed to update and circulate the list in due course.

337. BANK HUB – MOVING PREMISES

Cllr Keeling confirmed that the Banking Hub would be moving premises to the other end of the High Street, and that there would be a 'soft launch' of the new premise on Friday, followed by a grand re-opening the following week which the Mayor/Deputy Mayor would attend.

ITEMS CONSIDERED FOR RECOMMENDATION TO FULL COUNCIL

338. MEETING DATES

A conversation took place in terms of meeting dates for the BTEC Committee and it was felt that given the nature of its business, and the timescale for projects, there would be an opportunity to meet every other month where possible. This was welcomed by Members and was put forward as a recommendation to Full Council to approve this amendment.

There being no further business the meeting was brought to a close.

Signed…….