MINUTES OF THE CHEADLE TOWN COUNCIL BUISNESS, TOURISM AND ENVIRONMENT COMMITTEE MEETING HELD ON MONDAY 25TH SEPTEMBER 2023 AT THE CHEADLE FIRE STATION AT 7PM.

259. PRESENT – Councillors P. Keeling (Chair), G. Bentley (Vice Chair) J. Mason, C. Clark. B. Charlesworth P. Routledge and Z. Routledge
Councillor M. Swindlehurst (SMDC)

260. APOLOGIES – Councillors M. Staton, W. Willis, Mrs P. Upton, and for absence Mrs V. O'Shea

261. DECLARATIONS OF INTEREST – None

262. SECTION 33 DISPENSATION REQUESTS – None

RESOLVED ITEMS

263. TO CONFIRM THE MINUTES OF THE MEETING OF MONDAY 24th JULY 2023
The Minutes of the previous meeting were accepted an accurate record.

264. BTEC STRUCTURE – NOMINATE CHAIR AND PROJECTS FOR WORKING GROUPS
The Chair confirmed that the Working Groups would be set up for the beginning of October and that Chairs would be nominated from attendees of the first meetings. He stated that there had been interest from at least 10 Members for each of the three Working Groups under Business (11 Projects), Tourism (7 Projects) and Environment (4 Projects), and confirmed that the projects also linked in with the SMDC Tourism strategy. It was felt that Monday evenings would be the preference for meetings of the Working Groups, however the Clerk advised that most Mondays across the month were when Council meetings were held. It was therefore requested to gauge Members preferences for an alternative.

265. BTEC PROJECT LIST – REFRESH AND REVIEW ACTIONS

The Chair went through sections of the SMDC Tourism strategy, and looked at the revenue generated by visitor to the area. It was agreed that the identified projects would look to capture more of this revenue for Cheadle, by making simple adjustments to signage and the provision of shops/offices in the town. It was agreed that the empty shops could be advertised using local media outlets and that the Regeneration Team at SMDC could also look to promote opportunities for new and expanding business in the town. Members asked if it could be established whether Alton Towers revenue was included in the information provided through the Tourism Strategy, and Cllr Matt Swindlehurst from SMDC/Leek Town Council agreed to provide this information. A further discussion took place in respect of 'hot desking' opportunities in the town, and it was agreed that offices spaces and availability would be confirmed and advertised through the business Working Group once identified. It was identified that Clare Brookes, SMDC, was working extremely hard for Cheadle, and the Committee acknowledged this. It was agreed that the Committee would continue to work towards business and regeneration progression through the team at SMDC and that Cllr Swindlehurst would provide a link to this progression as part of his Portfolio and District responsibilities.

266. ENJOY STAFFORDSHIRE WEBSITE – CONTACT WITH CHEADLE BUSINESSES

It was reported that work was ongoing to promote the Enjoy Staffordshire Website with local businesses, and that this would continue using the Applications forms supplied to Councillors. It was further reported that SMDC were looking to facilitate a tourist focused webpage called 'Discover the Staffordshire Moorlands', promoting business specifically in the Staffordshire Moorlands and in addition to the Enjoy Staffordshire Website.

267. TEAN ROAD TO TEAN HEDGEROWS

It was agreed that these matters do not fall under the BTEC Committee and that works had been carried out by the County Council in this regard.

ITEMS CONSIDERED FOR RECOMMENDATION TO FULL COUNCIL

268. ROYAL OAK DILHORNE

The Vice-Chair stated that the Proprietor of the Royal Oak at Dilhorne had been looking for some support with his Application to install 5 Log Cabins at the premises, and that the Committee should look to support this Application as part of the push to encourage Tourism. The Clerk reminded the Committee that the Application has yet to be determined by the Planning Authority, and that Cheadle Town Council has a Committee in place to provide Planning Responses as a Statutory Consultee. It was also pointed out by the Clerk that the Royal Oak is not within the Cheadle Parish, and therefore it may be the case that Cheadle Town Council would not be consulted. In light of this, it was felt that there may be some conflicting responses through Cheadle Town Council, and the Clerk agreed to put this matter to the Full Council for a discussion on such considerations.

ACTION PLAN – ITEMS FOR UPDATE AND PROGRESSION

269. ALTON TOWERS B&B ACCOMODATION

Vice-Chair, Cllr G. Bentley, asked for an update on any progress that may have been made with links with the Alton Towers Theme Park. It was confirmed that no meetings had taken place at this point, however Cllr Swindlehurst, Cllr Keeling and Cllr O'Shea all had links to Alton Towers and that it would be possible to make enquiries in respect of a partnership approach with Cheadle as its nearest town.

270. BENCH FOR GLEBE ROAD ORCHARD

It was agreed that these matters do not ordinarily fall under the BTEC Committee, however given that this was a bench for the Glebe Road Orchard, it was felt that enquiries could be made in terms of the legality. The Clerk stated that the siting of benches requires a licence through Staffordshire County Council in the event that it is located near to a highway. It was agreed that the Clerk would look at the scope for providing a bench at this location, given that the bench would be positioned some 7-8 metres from the nearest highway.

271. STAFFORDSHIRE MOORLANDS BUSINESS GRANTS

The Chair, Cllr P. Keeling, confirmed that a list of potential Grant funding had been sent out by the District Council, and that this would be factored into the identified projects for discussion through the Committee and Working Groups. Grant Funding would be considered for application based on the association with each project, and Cllr Swindlehurst also confirmed that Grant Funding was available for shop facia improvements in Cheadle High Street. Members agreed to make local businesses aware of this funding.

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

Signed…….