MINUTES OF THE CHEADLE TOWN COUNCIL BUISNESS, TOURISM AND ENVIRONMENT COMMITTEE MEETING HELD ON MONDAY 26TH JUNE 2023 AT THE MANOR HOTEL AT 7PM.

111. PRESENT – Councillors K. Keeling (Chair), G. Bentley (Vice Chair) M. Stanton, J. Mason, Mrs P. Upton, Mrs V. O'Shea, W. Willis, P. Routledge, Miss Z. Routledge and B. Charlesworth.

112. APOLOGIES – None

113. DECLARATIONS OF INTEREST – None

114. SECTION 33 DISPENSATION REQUESTS – None

RESOLVED ITEMS

115. TO REVIEW AND APPROVE MEMBERSHIP FOR THE COMMITTEE –
The membership of the committee for advisory members was agreed.

116. TO REVIEW AND APPROVE THE TERMS OF REFERENCE FOR THE COMMITTE –
It was agreed to adopt the terms of reference. Confirmed public participation would be allowed and the minimum membership of 9 and maximum of 13 was set.

117. INTRODUCTION OF MEMBERS –
All attendees introduced themselves.

118. CONFIRMATION OF MEETINGS – TIMES, DATES & LOCATION –
It was resolved that the meetings would be held on the 4th Monday of the month at 7pm. The location would need further clarification due to the capacity of the venue proposed at the fire station and the number of attendees.

COMMITTEE ACTION PLAN

119. BTEC PROJECTS & ASSIGNMENTS OF PROJECT MANAGERS –
22 Projects were briefly discussed and project managers were assigned to each. It was agreed to assess all 22 projects and align with the 5 main objectives in the Staffordshire Moorlands Tourism Strategy to be reviewed at the next meeting to establish working groups and the committees' proposals to deliver these projects.

Manor Hotel
Cllr G. Bentley & Cllr P. Keeling

New/replacement ‘class 1’ road signs, car park event/business information signs
Cllr W.Willis

Moorlands Connect
Cllr P. Keeling

Greyhound Walk
Cllr G. Bentley & Cllr P. Keeling

Destination Staffordshire/Support Staffordshire/Enjoy Staffordshire Websites
Cllr P. Upton

Clare Brooks, Regeneration officer from SMDC gave a brief overview of the outreach and benefits of free advertising on the site. The site has hits of 1 million views annually with the Staffordshire Moorlands section reaching 2 thousand hits. The website is due for update and will be shortly out for tender with a micro website pilot for the Staffordshire Moorlands.

Les Oakes (workshop/museum)
Cllr G. Bentley

Cllr Bentley provided the committee with an update on the pop up work spaces available for new businesses. Clare Brooks advised that there are grants available for new businesses and will forward the relevant information.

The Legends of Cheadle
Cllr P. Keeling
Cllr V. O’Shea
Cllr Z. Routledge

QR Codes to be put on new information signs
Cllr P. Keeling & Cllr P. Upton

This item was discussed briefly with suggestions for installation site locations to include out of town areas such as Alton Towers, Train Stations, Froghall Canal Boat board was also identified as a potential suitable location. Further investigation would be required to establish the most effective sites.

EV Charging Points
Cllr B. Charlesworth
Cllr W. Willis

Clare Brooks stated that there is interest for the charging points to be inclusive for electric bikes.

Environment
Cllr P. Routledge
Cllr Z. Routledge
Cllr B. Charlesworth
Cllr P. Keeling
Cllr J. Mason

CCTV in the Moorlands
Cllr G. Bentley
Cllr M. Staton
Cllr B. Charlesworth

Cllr Bentley advised the committee that the Police Commissioner and the District Council are arranging a meeting to discuss the requirements and operation of CCTV.

Community Ownership Fund
Cllr P. Upton

Cllr Upton provided an overview on the funding opportunities and confirmed that the funding will be open for applications in Spring 2024.

Railway
Cllr G. Bentley
Cllr B. Charlesworth

Parking along the High Street – Bus Stop
Cllr G. Bentley

Update Empty Shops
Cllr P. Routledge
Cllr Z. Routledge

It was discussed that there are difficulties in obtaining the relevant information for perspective businesses for a retail unit within the High Street. It was suggested to collate a database of available premises along with contact information.

Car Park
Cllr G. Bentley
Cllr P. Keeling
Cllr P. Routledge

Cecilly Brook – Prevent plastic waste from following out of the town (Trash traps/nets)
Cllr P. Keeling
Cllr B. Charlesworth
Friends of Cecilly Brook

Cecilly Brook - Water Vole Viewing platform
Cllr K. Mills
Cllr P. Keeling

Public Toilets (Work with DMDC to open the public toilets in the evening for tourists to use)
Cllr G. Bentley
Cllr B. Charlesworth

St Giles the Abbott Church
Cllr P. Routledge
Cllr V. O'Shea

Cheadle & District Arts Forum
A crisis meeting has recently commenced due to the termination of the forum. The Arts Festival has now taken on this business.

120. GRANTS FOR GREEN SCHEMES IN THE MOORLANDS – Cllr P. Keeling presented to the Committee with relevant information for the scheme and advised that the fund is now open for bids.

121. STAFFORDSHIRE MOORLANDS COMMUNITY LOTTERY – Cllr P. Keeling presented to the Committee with relevant information for the Scheme and the available funding.

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

Signed…….