MINUTES OF THE CHEADLE TOWN COUNCIL BUISNESS, TOURISM AND ENVIRONMENT COMMITTEE MEETING HELD ON MONDAY 29th APRIL 2024 AT LULWORTH HOUSE

701. PRESENT – Councillors P. Keeling (Chair), G. Bentley (Vice Chair), B. Charlesworth, J. Mason, Ms L. Wood-Williams and P. Routledge.

702. APOLOGIES – Councillors Mrs H. Birch and Miss Z. Routledge

703. DECLARATIONS OF INTEREST – None

704. SECTION 33 DISPENSATION REQUESTS – None

RESOLVED ITEMS

705. TO CONFIRM THE MINUTES OF THE MEETING OF MONDAY 25th MARCH 2024

The Minutes of the previous meeting were accepted as an accurate record, pending an amendment showing that Cllr J. Mason had not been present (apologies).

706. REVIEW OF COMMITTEE OBJECTIVES AND COMMUNITY GROUPS

The Clerk advised Members that the projects currently being undertaken within the Committee remained ongoing and therefore the Chair had indicated that there was little to update on at this time. The Clerk stated that he had discussed with the Chair that the meeting would be a good opportunity to set some parameters for both the BTEC Committee and its Members. He stated that there appeared to be a whole raft of 'projects' going on and it was important that these were discussed and reported on through the correct channels, and following the correct procedures. It was agreed that the BTEC Committee would experience a lot of cross-over with the County Council, the District Council and local Community Groups, given their individual and collective responsibilities. Members were advised that part of the role of the BTEC Committee was to facilitate communication between these groups, and to consult (where appropriate) with partners to the benefit of Cheadle. Members were open to this and discussed the following objectives:-

ONGOING BTEC PROJECTS

It was agreed that the list of BTEC projects had been borne out of its inaugural meeting in June 2023, where a large number of Community members attended and put forward ideas to improve Cheadle in terms of Business, Tourism and Environment. The Chair, Cllr P. Keeling, confirmed that many of these ideas had been mirrored in the District Council 'Masterplan for Cheadle' in 2009, and were therefore worthy of consideration. Cllr Keeling confirmed that these projects were both within the scope of the Committee's 'Terms of Reference' under the Scheme of Delegation (powers delegated to Committees from Full Council), and had been approved by the Full Council, following recommendation, in July 2023. The Chair confirmed that many of the projects under private ownership and identified by the Masterplan, such as supporting improvements to Hales Hall, had been completed by the District Council, however a number of projects remained incomplete. In light of this, and the public consultation at the inaugural meeting, the BTEC Committee Members felt that the projects put forward for Full Council approval were achievable and would see improvements in the town.

It was concluded that the BTEC Projects had been identified appropriately, given the approval of Full Council and reporting through the minutes was the correct procedure.

FUTURE BTEC PROJECTS
It was agreed that proposed future projects would be put to the Full Council for consideration in the first instance, and then taken on by the BTEC Committee if approved. Members felt that any projects that were delegated to the BTEC Committee by Full Council would be undertaken, and any amendments to its Terms of Reference would be considered beforehand. It was discussed that Members were sometimes approached for consultation through SMDC and Staffordshire County Council, such as the Car Park Strategy, EV Charging and High Street parking, however it was agreed that these should be put to the Full Council for the consultation response.

CAR PARKS IN CHEADLE
It was agreed that whilst this was a District Council responsibility, it was important that the Town Council responds to requests for consultation where required. Members confirmed that Cllr Matt Swindlehurst was a regular contributor to the BTEC Committee meetings in an advisory capacity, and that he would advise on District projects and strategies that involved Cheadle. The ongoing District car parking strategy was an example of this, and it was reported that Cllr Swindlehurst had advised to set up a working party in order to formulate an appropriate response for Cheadle which could be fed into the District review. It was agreed that this should be put to Full Council for a decision, however if delegated to the BTEC Committee, Members would happily provide a response based on the thoughts of the Community. This approach was agreed for any proposed projects.

HIGH STREET ROAD MARKINGS
Members reported that they were fully aware that this was a County Council responsibility, however the consultation with local businesses at the inaugural meeting had shown that opportunities for the improvement of attracting business and tourism to the town should be maximised. The Chair, Cllr P. Keeling, stated that every opportunity had been taken to provide an update to Full Council on the High Street Parking had been taken, either through the BTEC Minutes of in person at Full Council. It was agreed that Couty Council consultation should follow that of the District Council, and await delegation from Full Council before acting.

COMMUNITY GROUPS
Members who had taken the decision to join local Community Groups confirmed that they did so as members of the community as opposed to Councillors. Members were reminded of the need to include this on their ‘Register of Interests Form’ if they had a Pecuniary or Other interest in any business discussed within their respective Community Groups. It was agreed that there was no issue with Members involvement with Community Groups as long as the business was not reported through Council or Committee’s, and that membership of these groups was a private enterprise.

MEETINGS
It was agreed that BTEC Meeting would remain at Lulworth House whilst the facility was available, however there may be a need to operate from elsewhere in future.

707. EV CHARGING – UPDATE ON LETTER TO SMDC

Cllr B. Charlesworth confirmed that the letter of proposals from Cheadle Town Council had been submitted, and confirmed the preference for Rapid Chargers on the Short Stay Car Park, and Standard Chargers on the Long Stay Car Park.

708. UPDATE ON HIGH STREET PARKING AND POP-UP BAYS

The Committee Chair, Cllr P. Keeling, confirmed that he had chased Staffordshire County Council for an update on the road marking and was advised that they would be in place between May and July 2024. He confirmed that the County Council had initially said that completion would be in February 2024, and that new lines would be a 12-month trial, something he had in writing from the County Council.

ITEMS CONSIDERED FOR RECOMMENDATION TO FULL COUNCIL

None

ACTION PLAN – ITEMS FOR UPDATE AND PROGRESSION

None

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

Signed…….