MINUTES OF THE CHEADLE TOWN COUNCIL BUSINESS, TOURISM AND ENVIRONMENT COMMITTEE MEETING HELD ON MONDAY 31st MARCH 2025 AT LULWORTH HOUSE

574. PRESENT – Councillors P. Keeling (Chair), G. Bentley (Vice Chair), Ms L. Wood-Williams, Miss Z. Routledge and P. Routledge

575. APOLOGIES – Councillors M. Haines and Ms M. Wells

576. DECLARATIONS OF INTEREST – None

577. SECTION 33 DISPENSATION REQUESTS – None

RESOLVED ITEMS

578. TO CONFIRM THE MINUTES OF THE MEETING OF MONDAY 24th FEBRUARY 2025

The Minutes of the previous meeting were accepted as an accurate record.

579. ROAD SIGNS – CAR PARK & TOILET SIGNAGE AND INSTALLATION

Cllr Keeling provided an update in respect of the town centre signage and confirmed that the installation had been made and that the signage was now in use. The Committee made some enquiries as to whether the toilets and car park were listed on Google Maps and it was confirmed that they were so that anyone using relevant technology would be guided to these locations via Sat Nav.

580. MINI MUSEUM – ST GILES THE ABBOT CHURCH/CHEADLE DISCOVERY GROUP

It was confirmed that St Giles the Abbot Church had approved the use of the church to set up a small museum for historical Cheadle, and that the Cheadle Discovery Group were going to utilise the facility for that purpose and for the event that they were looking to commence in 2026.

581. STANFIELDS SPORTSGROUND HEDGROW – INSTALLATION REPORT

Cllr P. Keeling confirmed that a new hedgerow had been installed on the Stanfield Sports Ground belonging to SMDC. This project is part of the ongoing BTEC and SMDC commitment to tree planting in the Cheadle area, and the enhancement of public open spaces for the benefit of wildlife and nature. Many thanks to the Churnet Valley Railway who donated the whips for the now species rich hedgerow.

ITEMS CONSIDERED FOR RECOMMENDATION TO FULL COUNCIL

None

ACTION PLAN – ITEMS FOR UPDATE AND PROGRESSION

582. CHEADLE PUGINS GEM HERITAGE TRAIL – ALTON TOWERS

Chair, Cllr P. Keeling reported that as part of the Tourism Links with Alton Towers, he had been working towards a self-guided tour of Cheadle as part of a package deal with Alton Towers. He stated that Alton Towers had agreed to support this particular project, which would see coach trips coming to Cheadle before travelling for an overnight stay at Alton Towers. Ideas were put forward to extend details of the trail to Stoke-on-Trent and the Staffordshire Moorlands, and the project will be reported on further in due course.

583. INFORMATION BOARD – LEEK BUILDING SOCIETY APPROVAL

Members were informed that the Information Board for Cheadle Car Park, sponsored by the Leek Building Society, had not yet been approved and therefore the matter was deferred. It remains expected that the board will be installed in the near future.

584. 'A DAY IN CHEADLE' – FOR THE DISCOVER THE STAFFORDSHIRE MOORLANDS WEBSITE

Cllr Keeling reported that he had attended a meeting with the Clerk hosted by Biddulph Town Council, in order to discuss some ideas for Cheadle Tourism. Representatives from SMDC, who manage the website, asked if Cheadle Town Council could put forward some promotional information towards the website content, and what a day in Cheadle might look like. Cllr Wood Williams asked Members to be mindful of GDPR and promoting individual providers, and it was agreed that SMDC should be looking to implement this kind of information on their website.

585. BUSINESS CONFERENCE FOR CHEADLE – DISCUSSION ON VIABILITY

Cllr Keeling stated that he had attended a Business Conference in Leek, and had spoken to the organisers, Staffordshire County Council, about running an event in Cheadle. Cllr Keeling reported that organisers had suggested a possible event could be bought to Cheadle in September 2025. The matter was deferred pending further discussion with Staffordshire County Council.

586. BUSINESS ADVERTISING ON THE GREEN, CHEADLE

Cllr G. Bentley informed Members that the District Council had been to see some of the businesses who had erected advertising boards on The Green and had requested removal. The Clerk confirmed that complaints had been made about the existing boards by local Residents, and a request had been made for the businesses to move them further down the road opposite the filling station. Cllr Bentley stated that a suitable advertising board for the business park off Brookhouse Way would be more suitable, however it would have to be located in a desirable position. Cllr P. Keeling also pointed out that SMDC had approved the planting of tree's on the green space off Brookhouse Way, and that would have to be considered if erecting advertising boards.

587. NETWORKING BTEC & DISTRICT/COUNTY COUNCILS

Cllr Ms L. Wood Williams advised the Committee that it was important for the BTEC Committee to retain a strong identity, and to ensure that there were open channels of communication with the District and County Councils. She stated that this had been highlighted by an event that had taken place recently, organised by the District Council and the Staffordshire Chamber of Commerce, to which Cheadle Town Council representatives had not been made aware, and would have had the opportunity to circulate to local businesses. Cllr P. Keeling stated that he had forged some good links with officers at both SMDC and SCC, and the Clerk advised Council that SMDC had been working on the Parish Charter that would look to improve links with SMDC.

588. NETWORKING WITH LOCAL BUSINESSES

Cllr Ms L. Wood Williams stated that links with local businesses could be improved, and felt that it would be beneficial for Cheadle Town Council to have representation on the Staffordshire Moorlands Chamber of Commerce and local Partnership Boards, whereby Council could elect representatives and report to Council through Outside Bodies. Cllr Wood Williams confirmed that she would do some research into this with the Clerk, and report back to Committee.

589. DATE FOR NEXT MEETING

It was resoled that the next meeting should be on Monday 28th April 2025.

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

Signed…….