

Cheadle Stakeholder Panel
Meeting held at 11.30 on Tuesday 22nd June 2021 via MS TEAMS

MINUTES

Present

Cllr Ian Plant – chair	Sarah Porru, SMDC
Cllr M Deaville, SCC	Nicola Kemp SMDC
Cllr G Bentley, SMDC	Rob Wilks, SMDC
Cllr K Martin, SMDC	Lisa Hoyland, SMDC
Cllr R Alcock, SMDC	Jo Bagnall, SMDC
Cllr H Black, CTC	Tim Mills, FMG Consulting
Cllr P Upton, CTC	Sam Holgate, Filigree Communications
Cllr P Jackson, SMDC	
Cllr S Ellis, SMDC	
Fr Eric Kemball, Churches Together	
S Ball, Moorlands Home Link	
I Wozniak, Team Cheadle	
N Hewitt, Chamber of Commerce	

Apologies

Apologies for absence were received from:

- Cllr S Ralphs, Leader SMDC
- Phil Brenner, CCG
- Cllr P Routledge, SMDC
- Ian Atherton, Staffordshire Clubs for Young People
- Neil Rodgers, SMDC
- Gail Edwards, SCC

1. Welcome

1.1 The chair welcomed all those attending.

2. Minutes of the last meeting

2.1 The minutes of the last meeting were agreed as a correct record.

3. Matters arising

3.1 An invitation had been extended to the Midlands Partnership NHS Foundation Trust to attend a meeting of the Panel. Jennie Collier, Managing Director of the

Staffordshire & Stoke-on-Trent Care Group was on leave for the June Panel, but asked to be invited to a future meeting.

4. Sub Group updates

- 4.1 Ivan Wozniak presented initial feedback from the Team Cheadle questionnaire. 516 replies had been received, from a good spread of age-groups. Analysis of the responses was ongoing and a report will be produced. Early indications of key findings were that:
- A spread of new house types were seen to be needed.
 - A health centre and traffic improvements were requested. Restricting HGVs from the town centre was suggested.
 - A thriving market and flexible or free parking were considered to be measures that would encourage people to visit the town centre more.
 - People feel safe and would like increased maintenance of street furniture.
 - It was agreed that tourism would benefit the town and that accommodation as well as more places to eat and drink were required.
 - Music, events and family activities on the Market Place and Tape Street, as well as a new community centre, would be welcomed.
 - People were happy with the current location of the Leisure Centre
- 4.2 There was discussion of the link between delivery of new homes and growth. Providing new homes would stimulate and support town centre shops and other activities that people were looking for. However managing traffic in the town centre was considered to be a key issue.
- 4.3 It was agreed that it would be useful to help schools facilitate completion of the Team Cheadle questionnaire by young people. Protection issues around the storage of the personal data of children would need to be resolved. Traffic congestion around schools at the start and finish of the school day also needed to be looked at.

5. High Street Taskforce update

- 5.1 A meeting was to be held with the Taskforce on 30th June and a report could be provided to the next Panel meeting.

6. Leisure Transformation Plan

- 6.1 Tim Mills of FMG Consulting gave a presentation on progress with the District Council's Leisure Transformation Plan (LTP).
- 6.2 In response to questions, it was confirmed that:
- Any new swimming pool delivered would be a competition pool.
 - Emerging plans for refurbishment or replacement of the Leisure Centre would be shared with residents once a clearer position had been settled.

- Proposals for the “offer” provided by an upgraded Leisure Centre were considered not to represent a “shrinking” of the Centre, but a refocus to meet new demand in areas such as health and fitness. Consultants would continue to engage with Sport England to understand where the body suggested there was a strategic need for a 50m pool.
- An important part of attracting new and continuing users of the activity spaces of the Leisure Centre was the provision of supporting facilities such as good changing rooms, a café and a soft play area for young children.
- The timescale for FMG’s continuing work on the LTP was being aligned with the community engagement programme proposed for Cheadle.

7. Community Engagement Programme

- 7.1 Sam Holgate of Filigree Communications gave a presentation on the emerging strategy for community engagement in Cheadle.
- 7.2 In response to questions it was confirmed that:
- There would be an opportunity for Panel members to review the Newsletter and Survey before its distribution.
 - The Council would coordinate with surrounding Town and Parish Councils to facilitate website links that help promote the Community Newsletter and Survey to residents beyond Cheadle.
- 7.3 It was agreed that it would be useful to provide an update to the Panel on the District’s emerging car park strategy.

8. Role of the Panel in supporting participation in the survey

- 8.1 Panel members were invited to share widely copies of the community newsletter - both print copies and digital - once these had been agreed. It was considered important that residents were encouraged to take part in the survey by sharing links via social media, email, and in conversation.

9. Next steps

- 9.1 The key next steps were to:
- Cushman & Wakefield to complete the appraisal of the two additional options identified by the Stakeholder Workshop (at Royal Walk: New build retirement village, with a mix of property options supported by satellite services, to be delivered and managed as a commercial venture; and at Tape Street car park: Improved public realm providing opportunity to host outdoor events, offering a cycling / walking hub and an associated community centre).
 - Promote copies of the first community newsletter and survey, encouraging participation by residents.

- Provide support for the development of Phase 2 of the community engagement programme – including a second newsletter to relay feedback from the survey and publicise the dates for the consultation events to be organised. These events are likely to be a mix of virtual and in person events, and will share place based options to seek feedback from the local community.
- Undertake an analysis of options, consultation responses and other public feedback to advise SMDC Cabinet on a way forward, including the recommendation of a preferred option.
- Develop a Business Case for the preferred option.

8. Any other business

8.1 There was none.

Summary of actions agreed

1. An invitation will be extended to the Midlands Partnership NHS Foundation Trust to attend the next meeting.
2. A report of the High Street Taskforce meeting held on 30th June will be provided to the next Panel meeting.
3. The Council will coordinate with surrounding Town and Parish Councils to facilitate website links to help promote the Community Newsletter and Survey.
4. An item on the emerging Car Park Strategy will be brought to a future Panel meeting.