

Cheadle Stakeholder Panel
Meeting held at 09.30 on Wednesday 15th December 2021 via MS TEAMS

MINUTES

Present

Cllr Ian Plant – chair	Sarah Porru, SMDC
Cllr K Martin, SMDC	Neil Rodgers, SMDC
Cllr S Walley, Mayor Cheadle	Gail Edwards, SCC
Cllr R Alcock, SMDC	Rob Wilks, SMDC
Cllr S Ellis, SMDC	Jo Bagnall, SMDC
Cllr P Jackson, SMDC	
Cllr G Bentley, SMDC	
Cllr P Routledge, SMDC	
Cllr S Haines, CTC	
I Wozniak, Team Cheadle	
S Ball, Moorlands Home Link	

Apologies

Apologies for absence were received from:

- Cllr S Ralphs, Leader SMDC
- Cllr M Deaville, SCC
- Phil Brenner, CCG
- Cllr P Upton, CTC
- Ian Atherton, Staffordshire Clubs for Young People
- Fr Eric Kemball, Churches Together
- N Hewitt, Chamber of Commerce

1. Welcome

1.1 The chair welcomed all those attending.

2. Minutes of the last meetings

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

3. Survey results

3.1 The previously circulated report of findings from the household survey was presented. The survey was live for a six week period between Monday 19th August and Friday 24th September. In total, 841 responses to the survey had been gathered.

- 3.2 Members of the Panel were disappointed that the survey had not included any face to face consultation events. It was confirmed that the survey was considered to be the first stage of an on-going process of engagement and that there was expected to be opportunity for further consultation later in the programme.
- 3.3 The survey undertaken by Team Cheadle was discussed. It was noted that the findings of this survey had highlighted the need to consider issues of transport and the road network. It was agreed that future discussion of survey findings would consider both sets of survey results together.
- 3.4 The Panel's Business sub-group had prepared an additional survey for the business community. This had not been circulated by the District Council to date. However a very positive workshop had been held with Cheadle businesses as part of the High Street Taskforce project and it was agreed to pick up the Business sub-group survey as part of the emerging Taskforce action plan, to ensure the survey's appropriate distribution.
- 3.5 The opportunity to deliver bungalows as part of Cheadle's future housing mix was discussed.
- 3.6 Panel members emphasised the role of Cheadle Hospital in ensuring that health services can be provided to meet the needs of a growing population. The Chair read out the following statement provided by the Midlands Partnership NHS Foundation Trust:
- “Over the past 12 months, we have continued to provide a range of outpatient services from Cheadle Hospital, while the Trust has also run the phase 3 Novavax COVID-19 vaccine study from the hospital site, in association with the National Institute for Health Research. Beds are also being utilised at Cheadle Hospital to support timely discharge from Royal Stoke University Hospital as part of the system response to the anticipated increase in patient attendances over winter.
- “With regards to the future of the Cheadle Hospital site, no decision has yet been taken.”
- 3.7 It was noted that the as a result of this statement, in the short term, the Hospital site should no longer be considered part of the wider town centre project work.
- 3.8 The future of the adjacent Newlands site was also discussed. It was confirmed that requirement for school places was considered alongside planning for new homes in the District and no current need had been identified for the future expansion of Bishop Rawle Primary School, Royal Walk. In the light of the statement from the Midlands Partnership NHS Foundation Trust, Staffordshire County Council would consider the future of the former Newlands Care Home at Royal Walk and any decision would be taken through the SCC governance arrangements in the appropriate way.

4. Next steps in the community engagement programme

- 4.1 In the light of the evolving circumstances, there was a discussion concerning the continued need to host consultation events to seek feedback on options for the future of sites included in the emerging town centre masterplan.
- 4.2 Sites in the emerging masterplan included the Hospital and Newlands Care Home at Royal Walk, the Leisure Centre at Allen Street and Well Street and Tape Street car parks. The project's understanding of future options for the sites at Royal Walk and Allen Street have become more settled, leaving options for Tape Street and Well Street car parks remaining from the initial masterplan proposals.
- 4.3 The High Street Taskforce emerging action plan will provide an on-going focus for activities to drive more footfall and spending on the High Street, as well as specific opportunities for further community engagement. In addition, as the Council continues to develop its Leisure Transformation Plan, there will be future opportunities to engage on proposals for the delivery of leisure services in Cheadle. Should the Council look to propose new opportunities to use Tape Street and Well Street car parks to support the town centre, there will again be community engagement around this.
- 4.4 Whilst future public consultation will take place as described above, it was no longer proposed to hold consultation events linked to the emerging town centre masterplan. The Panel agreed with this approach.
- 4.5 It was further agreed that the residents of Cheadle needed to be kept up to date with project progress and that a second community newsletter should be prepared and distributed. The content of this newsletter should focus on the positive progress that has been made and how the Council is responding to the issues raised in the survey.

5. Leisure Transformation Plan

- 5.1 A verbal update of progress was provided.
- 5.2 It was noted that the majority view from the household survey was that a Leisure Centre should be retained on its current site. This view would be included within a February report to Cabinet updating progress on Cheadle town centre projects.
- 5.3 Further work would be undertaken to explore the implications of retaining a Leisure Centre at the Allen Street site. These implications would include the overall design and costs, how any project would be financed; as well as considering the logistics of whether it would be possible to continue to provide leisure services in the town whilst any building project was taking place.

6. High Street Taskforce

- 6.1 A verbal update of progress was provided. The report of the facilitated workshop held on 20th October 2021 had been circulated previously and was presented.
- 6.2 The workshop for the town's key stakeholders had been well received and the report provided a roadmap to take this work forward. A key recommendation was the establishment of a Cheadle Town Centre partnership vehicle.
- 6.3 A town centre action plan was being developed that would drive a number of work streams including improvements to the public realm, a town centre landlords forum and development of the Market Hall and Market Place as a key destination for events. Feedback from the Cheadle surveys and the workshop would be used to help develop the action plan. Some initial projects around improving signage in the town and general cleaning and litter picking were proposed as offering "quick wins".
- 6.4 Next steps included inviting the Taskforce to provide some additional support and the establishment of a Cheadle Town Centre partnership with wider business involvement. The potential role of the Panel in relation to this partnership vehicle was discussed.
- 6.5 It was recommended that the Taskforce report was shared on the Town Council website.
- 6.6 It was further recommended that the partnership should include involvement of the voluntary sector.

7. Council's emerging car park strategy

- 7.1 A verbal update of progress was provided.
- 7.2 An all member steering group had been held in the Summer setting the direction of travel for parking arrangements in Council car parks across the District. A separate meeting had been held with Cheadle members to help ensure that the emerging strategy reflected local needs and aspirations as far as possible.
- 7.3 The next steps included taking a report to Cabinet in February to set out the proposed strategy. There would be opportunity for scrutiny of the report in January.
- 7.4 There was discussion of the proposal to set aside 54 spaces at Tape Street car park for designated 30 minute free parking for parents dropping off and collecting school children. It was agreed to provide clarity on whether this concession was available to a parent twice a day – morning and afternoon. It was also agreed to clarify that arrangements for shop owners buying long stay permits for Well Street car park would be retained.

- 7.5 There was discussion of the proposal to charge for parking at Tape Street between 08.00 and 18.00, Monday to Saturday, with some Panel Members unable to support the proposal.
- 7.6 It was confirmed that the parking strategy included consideration of the introduction of alternative methods of payment such as pay by phone, and of a delivery strategy for electric vehicle charging points.
- 7.7 It was noted that the strategy would be published according to the Council's standard governance arrangements.

8. Report to the meeting of the Cabinet on 8th February 2022

- 8.1 It was proposed to take a report to Cabinet on 8th February to set out the issues discussed at the Stakeholder Panel. The report would provide an update for members in relation to:
- Feedback from the consultation to date, including the Team Cheadle questionnaire.
 - The latest position on sites included in the emerging town centre masterplan.
 - The High Street taskforce report, the resulting action plan and deliverables, including the role of the Panel and a Cheadle Town Centre partnership with wider remit.
 - The next steps for Cheadle town centre projects including car parking strategy and leisure transformation plan.
 - Proposals for the content of the second community newsletter.