

# Public Document Pack



## **SERVICE DELIVERY OVERVIEW & SCRUTINY PANEL SUPPLEMENT AGENDA**

**Date:** Wednesday, 17 March 2021

**Time:** 7.00 pm

**Venue:** Virtual Meeting

Please find below an additional report which was unavailable when the agenda was published.

### **PART 1**

9. Cheadle Town Centre Projects.

**MARK TRILLO**  
**EXECUTIVE DIRECTOR & MONITORING OFFICER**

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## STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

### Service Delivery Overview & Scrutiny Panel

17 March 2021

<b>TITLE:</b>	<b>Cheadle Town Centre Projects</b>
<b>PORTFOLIO HOLDER:</b>	<b>Councillor Ralphs - Council Leader SMDC</b>
<b>CONTACT OFFICER:</b>	<b>Sarah Porru – Head of Regeneration</b>
<b>WARDS INVOLVED:</b>	<b>Cheadle North East, Cheadle South East, Cheadle West</b>

#### Appendices Attached –

**Appendix 1: Minutes of the Stakeholder Panel held 25<sup>th</sup> January 2021**

**Appendix 2: Minutes of the Stakeholder Panel held 26<sup>th</sup> February 2021 (to follow)**

#### 1. Reason for the Report

- 1.1 This report sets out progress on Cheadle town centre projects since December 2020, including progress with procurement of a consultation programme on options for the regeneration of Cheadle town centre.

#### 2. Recommendation

- 2.1 That the Panel notes the progress on Cheadle town centre projects.

#### 3. Executive Summary

- 3.1 Meetings of the Cheadle Stakeholder Panel have been held at the end of January and February this year. The meetings have mapped a route to identifying any further options for Cheadle town centre and for ensuring a full public engagement with all issues and options for the town. This timeline of steps is set out at paragraph 7.26 of this report.
- 3.2 A Stakeholder Workshop, facilitated by the Consultation Institute, will be held on 17<sup>th</sup> March. Outcomes from the Workshop will help to identify any alternatives to those options for Cheadle town centre set out in the Cushman & Wakefield study of May 2020.

- 3.3 A public consultation exercise and survey, overseen by the Stakeholder Panel, is being commissioned to seek the views of local people, businesses and organisations of Cheadle on all the regeneration issues and opportunities for the town centre. The contract is expected to be awarded at the start of April.
- 3.4 Following analysis of options, consultation responses and other public feedback in relation to car parking and the Leisure Centre, a report will be taken to Cabinet proposing a way forward, including the recommendation of a preferred option.
- 3.5 The Council has secured funding under the One Public Estate programme to help deliver the preferred option once agreed.

#### **4. How this report links to Corporate Priorities**

- 4.1 Delivery of Cheadle town centre projects will have implications for the following aims of the Corporate Plan:
- Aim One – To help create a safer and healthier environment for our communities to live and work.
  - Aim Three – To help create a strong economy by supporting further regeneration of towns and villages.

#### **5. Alternative Options**

- 5.1 The Council is asked to note progress. There are no alternative options to consider at this time.

#### **6. Implications**

6.1 Community Safety - (Crime and Disorder Act 1998)

Any potential impact on crime and disorder will be considered throughout the process.

6.2 Workforce

Officer time is required to service the Cheadle Town Centre Delivery Board and Panel of Stakeholders. This time is drawn from existing resources.

6.3 Equality and Diversity/Equality Impact Assessment

The report has been prepared in accordance with the Council's Diversity and Equality Policies.

6.4 Financial Considerations

Work undertaken under the direction of the Delivery Board and Stakeholder Panel would be grant funded or assisted by contributions from the partners. The cost for the facilitated workshop, appraisal of additional options and community engagement programme is to be met from Regeneration Service town centres budget.

#### 6.5 Legal

Legal advice will be sought as appropriate.

#### 6.6 Climate Change

The delivery of new facilities to replace ageing buildings will have a positive effect on reducing carbon emissions.

#### 6.7 Consultation

Consultation is addressed in the body of the report.

#### 6.8 Risk Assessment

Risks have been addressed in the body of the report.

Neil Rodgers  
**Executive Director (Place)**

#### **Web Links and Background Papers**

Cabinet, 1<sup>st</sup> December 2020  
Service Delivery Overview and Scrutiny Panel, 18<sup>th</sup>  
November 2020  
Cabinet, 6<sup>th</sup> October 2020  
[www.staffsmoorlands.gov.uk/article/6500/Transforming-Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/article/6500/Transforming-Cheadle-Town-Centre)

#### **Contact details**

Joanna Bagnall  
Senior Regeneration Officer  
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### 7. **Detail**

- 7.1 A report of progress with Cheadle town centre projects was taken to the Cabinet in October 2020. Subsequently the Cabinet decision in relation to Cheadle town centre projects was called-in by the required number of councillors and reviewed by the Service Delivery Overview and Scrutiny Panel in November 2020. The Panel voted to refer the decision back to Cabinet for reconsideration.
- 7.2 A further report was taken to Cabinet in December 2020. The Cabinet resolved as follows:
1. That the Cabinet Decision made on 6<sup>th</sup> October 2020 to approve the proposals for establishment of a Cheadle Town Centre Delivery Board and Stakeholder Panel be reaffirmed.

2. That a public consultation exercise and survey, overseen by the Stakeholder Panel, to seek the views of local people, businesses and organisations of Cheadle on all the regeneration issues and opportunities for the town centre, which will inform the priorities for delivering regeneration projects be commissioned.
  3. That a Cabinet Report on the results of the public consultation exercise and to set out the next steps in delivering the regeneration of Cheadle Town Centre be prepared.
- 7.3 This report sets out progress with Cheadle town centre projects since December 2020. The report covers progress relating to:
1. Establishment of a Cheadle Stakeholder Panel
  2. Hosting of a facilitated Stakeholder Workshop
  3. Appointment of consultants to undertake a programme of community engagement
  4. Consultation around a review of the Council's car parking strategy
  5. Contribution of leisure centre users' views to the Council's Leisure Transformation Plan
  6. Future High Street Fund task force
  7. Timetable of steps to enable the recommendation of a preferred option
  8. Support for taking forward a preferred option
  9. SMDC Website page for Cheadle

### **Cheadle Stakeholder Panel**

- 7.4 Due to the scope and complexity of potential project proposals relating to Cheadle town centre, the Council has established a Stakeholder Panel to support a Cheadle Town Centre Delivery Board. These two bodies will oversee the development and delivery of town centre projects in Cheadle, including consultation on options for the emerging Cheadle town centre Masterplan and the High Streets Task Force programme of activity.
- 7.5 Membership of the Stakeholder Panel is drawn from elected members of the County, District and Town Councils, the Chamber of Commerce, the CCG and the voluntary sector. The Panel is chaired by the Mayor of Cheadle. The Stakeholder Panel will ensure that the Town Centre Delivery Board has access to the views and resources of stakeholder groups.
- 7.6 The first meeting of the Stakeholder Panel was held in January 2021. Minutes of the meeting are at Appendix one to this report.
- 7.7 A short follow up meeting was held in February to report on progress. Minutes of the meeting held on 26<sup>th</sup> February are at Appendix two to this report (to follow).
- 7.8 A number of sub-groups have been established by members of the Panel. The purpose of the sub-groups is to support the work of Panel members in networking with local organisations and the wider community.

### **Facilitated Stakeholder Workshop**

- 7.9 It was agreed that the Council would appoint an independent facilitator to manage a workshop for the Stakeholder Panel to help identify further options for the regeneration of Cheadle town centre.
- 7.10 In February, three organisations were invited to submit a quote to act as facilitator for a Stakeholder Workshop. These organisations were:
- Urban Vision Enterprise
  - The Consultation Institute
  - Commonplace
- 7.11 One fee proposal was received - from the Consultation Institute. The Institute promotes best practice in public engagement and consultation, specialising in support for programmes of change. The body works in particular with the public sector and around issues of planning and infrastructure. The Consultation Institute has been appointed to set up, facilitate and report on the Stakeholder Workshop.
- 7.12 The Stakeholder Workshop is due to be held on Wednesday 17<sup>th</sup> of March. It will be delivered as a virtual event. A report of the outcomes of the Workshop will be prepared by The Consultation Institute. Any alternative options emerging from the Workshop can be appraised by consultants Cushman & Wakefield in a manner consistent with the appraisal of options undertaken in their May 2020 study.

### **Programme of community engagement**

- 7.13 The Council has resolved to commission a public consultation exercise and survey, overseen by the Stakeholder Panel, to seek the views of local people, businesses and organisations of Cheadle on all the regeneration issues and opportunities for the town centre. A brief for the procurement of consultants to deliver this was agreed at the January Stakeholder Panel meeting.
- 7.14 An invitation to tender for delivering the public consultation exercise is being advertised between 1<sup>st</sup> March and 24<sup>th</sup> March. It is intended that award of contract and commencement of the commission will be from early April.

### **Town centre car parking**

- 7.15 The current infrastructure of the Council's car parks is ageing and decisions are required around future capital investment to improve resident and visitor experience in our town centres. To inform these decisions, the Council has commissioned a refreshed car parking strategy for the District. The work will help to identify the areas we should be focusing on to address any issues and ensure we are making best use of our car parks.
- 7.16 The District Council owns car parks at Tape Street and Well Street in Cheadle. Both car parks are well located for access into the town centre. Well Street car park is adjacent to a vacant site (former Lightwood care home) which has developer interest for the delivery of new homes. Tape Street is a large site

offering good access to the High Street and has opportunities to contribute to the Council's ambitions for revitalising the town centre.

- 7.17 Residents and businesses were asked to share their views on how parking could be improved across the Staffordshire Moorlands with an online survey that was available for completion between 8<sup>th</sup> and 28<sup>th</sup> February.
- 7.18 The responses to the survey will be considered by the Council and any proposed revisions to the car parking strategy will be made available later this year.

### **Leisure Centre**

- 7.19 The District Council owns South Moorlands Leisure Centre. The Centre was built in 1967 and extended in 1984. Further investment is now required to deliver modern facilities appropriate for the town. The option to just refurbish the Leisure Centre has been discounted, on the basis that the building is considered to be old, over-specified for its catchment population, and with a poor layout and facility mix, that are not well aligned with Cheadle's population profile.
- 7.20 The Council's current physical activity and sport strategy was approved in 2017/18. The document is being refreshed currently to ensure that the Council's approach remains fit for purpose, includes new priorities, and enables the Council and its partners to achieve better health and well-being outcomes. This work is supported by the preparation of a Leisure Transformation Plan that will include a capital investment and future management appraisal for the Council's Leisure Centres. The work is due to be completed in summer 2021. FMG Consulting provided a progress briefing on these issues at the January Stakeholder Panel meeting.
- 7.21 The work of FMG Consulting includes undertaking stakeholder consultations in order to ensure that the views of leisure centre users, and those who are currently less active, are taken into account. It is anticipated that the work of a leisure subgroup of the Stakeholder Panel will feed into this process.

### **High Streets Task Force**

- 7.22 In December 2019 Cheadle town centre was named as one of the first pilot towns to receive expert advice and support from the Ministry of Housing Communities and Local Government (MHCLG) High Streets Task Force. The support is designed to help build local capacity with a view to reviving Cheadle High Street.
- 7.23 The original one-day Task Force visit to Cheadle was proposed last spring and was to include a presentation on the challenges facing the town, a site visit to the high street and a presentation from the Task Force on support on offer. This would be based on the Institute of Place Management's 4Rs of Regeneration: Repositioning; Reinventing; Rebranding and Restructuring.

- 7.24 Due to the COVID-19 lockdown, this meeting/visit was postponed and subsequently held as a two-hour virtual meeting on 17<sup>th</sup> February. A follow up discussion was held as part of the Stakeholder Panel progress update on 26<sup>th</sup> February.
- 7.25 The Council will receive a formal report of the meeting with recommendations for a strategy considered to be effective for “unlocking your place potential”. Recommendations of the report are also expected to assist the Council submit an expression of interest for any later rounds of the Future High Street Fund.

### **Timetable of steps to enable the recommendation of a preferred option**

- 7.26 A timeline of actual and proposed steps for Cheadle town centre project work is set out in the table below, with dates where these can be confirmed:

<b>Initiative</b>	<b>Date</b>
Meeting with High Street Task Force	17 <sup>th</sup> February
Consultation on review of car parking strategy	8 <sup>th</sup> February - 28 <sup>th</sup> February
FMG Consulting contacting key users of the Leisure Centre (via Parkwood) for virtual meetings to discuss their individual needs	February / March
Invitation to tender published for consultants to assist with public engagement over all issues and options for Cheadle	1 <sup>st</sup> March – 24 <sup>th</sup> March
Stakeholder Workshop to develop any alternative options	2pm Wednesday 17 <sup>th</sup> March
Appraisal of alternative options to be undertaken by Cushman & Wakefield	To be completed by 15 <sup>th</sup> April
Appointment of consultants to undertake public engagement	Contract awarded 9 <sup>th</sup> April
Approval of methodology and materials to be used by consultants to deliver the required consultation and survey	Mid April
Public consultation on a range of options for Cheadle town centre, including options proposed by the Panel and those set out in the Cushman & Wakefield May 2020 report. Public survey conducted.	April / May
Analysis of options, consultation responses and other public feedback to advise SMDC Cabinet on a way forward, including the recommendation of a preferred option.	May / June
Cabinet approval / scrutiny for preferred option	June 2021
Development of a Business Case for the preferred option.	June 2022

### **Support for taking forward a preferred option**

- 7.27 The Council has secured funding under the One Public Estate programme to assist with taking forward the preferred option. Funding will enable the appointment of consultants from June 2021 to work up proposals and develop a Business Case.

**SMDC Website page for Cheadle**

- 7.28 In line with the Council's commitment to publishing details of progress with Cheadle town centre projects, a webpage has been created on the Council's website at:

[www.staffsmoorlands.gov.uk/article/6500/Transforming-Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/article/6500/Transforming-Cheadle-Town-Centre)

- 7.29 The page includes minutes of Stakeholder Panel meetings, press releases of relevance to Cheadle and an update on projects.

**Cheadle Stakeholder Panel**  
**Meeting held at 2pm on Monday 25<sup>th</sup> January 2021 via TEAMS**

**MINUTES**

**Present**

Cllr Ian Plant – chair	Andrew Stokes, Chief Executive SMDC
Cllr S Ralphs, Leader SMDC	Gail Edwards, SCC
Cllr M Deaville, SCC	Neil Rodgers, SMDC
Cllr G Bentley, SMDC	Sarah Porru, SMDC
Cllr K Martin, SMDC	Katy Webster, SMDC
Cllr H Black, CTC	Rob Wilks, SMDC
Cllr P Upton, CTC	Lisa Hoyland, SMDC
S Ball, Moorlands Home Link	Jo Bagnall, SMDC
I Wozniak, Team Cheadle	Tim Mills, FMG Consulting
N Hewitt, Chamber of Commerce	
Phil Brenner, CCG	

**Apologies**

Apologies for absence were received from:

- Cllr P Routledge
- Cllr R Alcock
- Marcus Warnes, Stoke on Trent CCG
- Administrator, St Giles / Guild Hall
- Ian Atherton, Staffordshire Clubs for Young People

**1. Welcome and Introductions**

- 1.1 The chair welcomed all those attending to the first meeting of the Cheadle Stakeholder Panel.

**2. Confirming membership of the Panel and membership of sub groups**

- 2.1 It was agreed that it was very important for grass roots organisations and representatives from other groups, such as youth groups, and users of the Leisure Centre, to be involved in the process. As it would not be practical to extend an invitation to all interested parties to attend Panel meetings, it was considered that a key role of Panel members was to network with local organisations and engage widely within the community and to represent those views at Panel meetings. **(Action 1: Panel Members)**
- 2.2 It was agreed that an effective means of engagement with other organisations and individuals could be through sub-groups that Panel members may want to form themselves. One such sub-group might be a Leisure Centre user group.

- 2.3 It was also considered important to seek views from representatives of neighbouring towns and wards such as Kingsley, Tean and Checkley, in recognition of the role that Cheadle town centre plays for wider community use.

### **3. Terms of Reference and relationship with the Delivery Board**

- 3.1 A paper had been circulated previously. The Terms of Reference (ToR) set out seven key roles and responsibilities for the Panel and these were agreed.
- 3.2 The ToR also establish membership of the Panel, with the make-up of the Panel to include the Cheadle Town Mayor. It was agreed that as the Mayor is an elected role, there is a risk of a loss of continuity with chairing the Panel when a new Mayor is elected.
- 3.3 To mitigate this risk, it was agreed that Cllr Ian Plant, current Cheadle Town Mayor, would be invited to continue chairing the Panel after the mayoral elections, and the ToR amended to reflect this. **(Action 2: SMDC)**
- 3.4 It was agreed that appointment of a Vice Chair for the Panel would be helpful. The decision as to who may be elected to undertake this role would be made at the next Panel meeting. **(Action 3: Panel Members)**
- 3.5 A pack of information had been circulated to Panel members before the meeting. It was recognised that it is not always straightforward to refer to papers on screen when taking part in a video conference meeting.
- 3.6 It was agreed that the District Council would consider distribution of printed packs in future. **(Action 4: SMDC)**
- 3.7 In order to facilitate transparency and engagement with the Panel, it was agreed that minutes of Panel meetings would be published on the Cheadle Town Council website. **(Action 5: SMDC / CTC)**

### **4. Consultants brief to manage public consultation on options for Cheadle town centre regeneration**

- 4.1 A paper had been circulated previously. The paper set out details of a commission for consultants to assist with the design and delivery of a full and thorough consultation and engagement exercise to look at all potential options for Cheadle town centre, and not just those included in the Cushman & Wakefield study.
- 4.2 It was agreed to consider use of Council Tax reminders as a means of distributing details of the consultation. It was also agreed to ask the appointed consultants to work the Staffordshire Council of Voluntary Youth Services on means of engaging with young people.
- 4.3 The commission to manage public engagement would be advertised and tenders sought. It was agreed that information about the companies who

responded to the invitation to tender, details of their proposals and the cost of proposed works would be brought back to the Panel for information.

- 4.4 The consultants brief was agreed as circulated, subject to amending the first bullet point of paragraph 3.1 (Attendance at a minimum of two meetings of the Stakeholder Panel.) to read: "Attendance at meetings of the Stakeholder Panel." **(Action 6: SMDC)**

**5. SMDC parking strategy – update (for information)**

- 5.1 Consultants Parking Matters had been appointed by the District Council to undertake a review of parking across the District. Details of the consultation that would be carried out to inform the review were discussed.

- 5.2 It was agreed that work done previously on the issue of parking by elected Members would be forwarded to the District Council's Assets team to inform the work of Parking Matters. **(Action 7: Panel Members)**

**6. Leisure strategy – presentation by FMG Consulting (for information)**

- 6.1 FMG Consulting had been appointed by the District Council to review future needs for the Leisure Service and to prepare an investment strategy. The consultants confirmed that they would be seeking views on the key issues and drivers for leisure facility provision in Cheadle.

- 6.2 It was agreed that existing feedback received from groups and leisure centre users could be channelled to a leisure subgroup of the Panel for review. However meanwhile it was confirmed that feedback received from groups and leisure centre users will be coordinated by Leisure Services and sent on to FMG Consulting.

- 6.3 The importance of the Leisure Centre to people living in Cheadle and the surrounding area was emphasised. It was agreed that modernisation was required and FMG agreed to circulate images of the Centre to members of the Panel for the next meeting. **(Action 8: SMDC)**

**7. Future High Street Fund task force (for information)**

- 7.1 A paper had been circulated previously. The virtual visit of the Future High Street Fund Taskforce to Cheadle on 17<sup>th</sup> February was discussed. The "visit" would consider the challenges facing the town and its key assets. It was considered that there may be scope to access resources under the new Levelling Up Fund on the basis of the Taskforce report on Cheadle.

- 7.2 The virtual visit of the Taskforce is managed by the Institute of Place Management and numbers are restricted. It was agreed that members of the Panel wishing to participate in the visit should put their names forward via the Panel Chair. **(Action 9: Panel Members)**

7.3 It was confirmed that no money is available to the Council under the current Future High Street Fund and that any initiatives arising from the visit report would need to be funded by the Councils.

## **8. Next steps**

8.1 A high level timeline had been circulated previously. It was agreed that this would be worked up with further detail, including with the timetabling of other relevant Council consultations. **(Action 10: SMDC)**

8.2 The key next steps were to:

- Approve the District Council's intention to publicise the circulated invitation to tender for consultants to assist with public engagement (approval given at this meeting – agenda item 4).
- Hold a Stakeholder Workshop to identify and describe one or more alternative options for Cheadle town centre – in addition to those identified in the Cushman & Wakefield report - with the support of an independent facilitator as required.
- Approve a sustainability and viability appraisal of those additional options, to be undertaken in line with those carried out by Cushman & Wakefield.
- Lead an engagement strategy to seek public views on all viable / sustainable issues and options relating to Cheadle town centre, with the support of consultants and the District Council.
- 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.
- Development of a Business Case for the preferred option.

8.3 It was noted that Cheadle Town Council will consider project timescales at a future meeting of the Council.

## **9. Any other Business**

9.1 It was agreed that it had been unfortunate that a degree of adverse information had circulated in advance of the meeting and that the meeting itself had been a very positive one. It was considered important to share the Panel workings in order to help foster and promote a unity of purpose with the community of Cheadle.

## **10. Date of next meeting**

10.1 Dates for future meetings are to be confirmed.

## **Summary of actions**

1. Panel members to network with local organisations and engage widely within the community and to represent those views at Panel meetings.

2. Amend Terms of Reference to reflect decisions that: (1) Cllr Ian Plant, current Cheadle Town Mayor, would be invited to continue chairing the Panel after the mayoral elections; and (2) that a Vice Chair of the Panel should be elected.
3. The next Panel meeting to agree who should hold the position of Vice Chair.
4. The District Council to consider distribution of printed packs for future Panel meetings.
5. Minutes of Panel meetings to be published on the websites of the District and Town Councils.
6. SMDC to commence procurement of consultants for the consultation, subject to amending the first bullet point of paragraph 3.1 of the brief. Information concerning tenders received to be brought back to the Panel for review. Appointed consultants to work the Staffordshire Council of Voluntary Youth Services on means of engaging with young people.
7. Work done previously by elected Members on the issue of parking to be forwarded to the District Council's Assets team.
8. Images of the Leisure Centre to be circulated to Panel members for the next meeting.
9. Members of the Panel wishing to participate in the virtual High Street Taskforce visit to put their names forward via the Panel Chair.
10. Project timeline to be firmed up and to include timetabling of other relevant Council consultations.

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**Cheadle Stakeholder Panel**  
**Meeting held at 10am on Friday 26<sup>th</sup> February 2021 via TEAMS**

**MINUTES**

**Present**

Cllr Ian Plant – chair	Neil Rodgers, SMDC
Cllr S Ralphs, Leader SMDC	Gail Edwards, SCC
Cllr M Deaville, SCC	Sarah Porru, SMDC
Cllr G Bentley, SMDC	Helen Pakpahan, SMDC
Cllr K Martin, SMDC	Nicola Kemp SMDC
Cllr R Alcock, SMDC	Rob Wilks, SMDC
Cllr P Routledge, SMDC	Lisa Hoyland, SMDC
Cllr H Black, CTC	Jo Bagnall, SMDC
Cllr P Upton, CTC	
S Ball, Moorlands Home Link	
I Wozniak, Team Cheadle	
N Hewitt, Chamber of Commerce	

**Apologies**

Apologies for absence were received from:

- Phil Brenner, CCG
- Fr Eric Kemball, Churches Together
- Ian Atherton, Staffordshire Clubs for Young People

**1. Welcome**

1.1 The chair welcomed all those attending to the second meeting of the Cheadle Stakeholder Panel.

**2. Minutes of the last meeting**

2.1 The minutes of the last meeting were agreed as a correct record. Matters arising were picked up as further items on the agenda.

2.2 It was agreed that Panel members could circulate a copy of the minutes to the Parish Councils in their area. **(Action 1: Panel Members)**

**3. Matters arising**

**3(a) Amended Terms of Reference**

3.1 An amended Terms of Reference had been circulated previously. The revised document had been updated to include the decisions to invite Cllr Ian Plant,

current Cheadle Town Mayor, to continue chairing the Panel after the mayoral elections; and to elect a Vice Chair for the Panel.

3.2 The Terms of Reference were agreed.

**3(b) Election of a Vice-Chair**

3.3 Cllr Kate Martin was elected as Vice Chair of the Panel.

**3(c) Publication of Panel minutes**

3.4 A new SMDC website page has been created to bring together details of all consultations and initiatives of relevance to Cheadle town centre. A link to the minutes of Panel meetings is also provided on the page at:

[www.staffsmoorlands.gov.uk/article/6500/Transforming-Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/article/6500/Transforming-Cheadle-Town-Centre)

**3(d) Procurement of consultants for the consultation**

3.5 A verbal progress update was provided. The tender for the public consultation and survey on issues and options for Cheadle town centre was being advertised between 1<sup>st</sup> March and 24<sup>th</sup> March. Award of contract is anticipated in early April. **(Action 2: SMDC)**

3.6 It was agreed that the contract start date should be as soon as possible in April.

**3(e) Members' work on parking to be forwarded to the District Council**

3.7 This action had been completed.

**3(f) Images of the Leisure Centre to be circulated**

3.8 This action had been completed. Further images were available on request.

**3(g) Project timeline to be developed**

3.9 A verbal progress update was provided. A more detailed timeline will be available once dates for the public consultation and survey are agreed.

**4. Stakeholder Workshop**

4.1 Progress on the establishment of panel sub-groups was discussed. Some sub-group meetings had already taken place. Panel members had held initial discussions in relation to involving users of the Leisure Centre; engagement with young people through schools and older people through Home Link; businesses; and Cheadle residents / visitors.

4.2 Both the residents and tourism, and the business subgroups were considering use of an on-line questionnaire. It was agreed that it would be useful to enable

some coordination or discussion between the sub-groups, as well as the development of some standard social media messaging that could be shared. **(Action 3: Panel Members)**

- 4.3 It was agreed that sub-group members should be made aware that their work was part of a wider exercise, with a formal stakeholder workshop being arranged for March and a wider public engagement exercise from April.
- 4.4 A verbal update on the progress of the leisure services consultation was provided. It was agreed that the work of the leisure users sub-group and FMG Consulting should be connected. **(Action 4: SMDC)**
- 4.5 A verbal update was provided on progress with arrangements for holding a stakeholder workshop to help identify one or more alternative options for the town centre. The workshop was to be supported by an independent facilitator and the Consultation Institute had been appointed to this role. Proposed dates in March for the stakeholder workshop would be circulated. **(Action 5: SMDC)**

## 5. Next steps

5.1 The key next steps were to:

- Hold a Stakeholder Workshop to identify and describe one or more alternative options for Cheadle town centre – in addition to those identified in the Cushman & Wakefield report - with support from The Consultation Institute acting as facilitator.
- Invite Cushman & Wakefield to carry out a sustainability and viability appraisal of those additional options, in a similar manner to those carried out for the May 2020 options.
- Lead an engagement strategy to seek public views on all viable / sustainable issues and options relating to Cheadle town centre, with the support of consultants and the District Council.
- 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.
- Development of a Business Case for the preferred option.

5.2 The meeting closed. It was commented that the work of the Panel to date had been impressive and was expected to lead to a rich consultation. Some thought would need to be given to how best to coordinate and capture all views coming forward. **(Action 6: Consultants on appointment)**

Part Two of the meeting was a presentation and discussion relating to the Future High Street Fund task force as a follow up to the task force meeting of 17<sup>th</sup> February.

### **Summary of actions**

1. Panel members to circulate a copy of the minutes to the Parish Councils in their area, should they choose to do so.
2. As soon as possible in April, SMDC to award the contract to undertake public consultation and a public survey on all issues and options for Cheadle town centre.
3. Panel members to consider coordination / discussion between the sub-groups, as well as the development of some standard social media messaging.
4. SMDC to facilitate connection between the work of the leisure users sub-group and FMG Consulting's work on seeking user views.
5. SMDC to arrange a facilitated stakeholder workshop to help identify one or more alternative options for the town centre.
6. Once appointed, the consultants to be invited to consider how best to coordinate and capture all views coming forward, including via the work of the Panel sub-groups.