

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Cabinet

1 December 2020

TITLE:	Reconsideration of Cabinet Report - Cheadle Town Centre Projects
PORTFOLIO HOLDER:	Councillor Sybil Ralphs - Council Leader
CONTACT OFFICER:	Linden Vernon – Senior Officer Governance and Member Support
WARDS INVOLVED:	Cheadle West

Appendices Attached –

Appendix A – Cabinet Report 6th October 2020

Appendix B – Cheadle Town Centre Projects Governance Structure

1. Reason for the Report

- 1.1 To consider the request from the Service Delivery Overview and Scrutiny Panel to reconsider the Cabinet decision in relation to Cheadle Town Centre Projects.

2. Recommendation

- 2.1 To reaffirm the Cabinet Decision made on 6th October 2020 to approve the proposals for establishment of a Cheadle Town Centre Delivery Board and Stakeholder Panel,
- 2.2 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 & opportunities for the town centre, which will inform the priorities for delivering regeneration projects.
- 2.3 To prepare 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.

3. Executive Summary

- 3.1 On 6 October Cabinet considered a report which outlined proposals for the establishment of a Cheadle Town Centre Delivery Board, supported by a Stakeholder Panel, to oversee development and delivery of town centre projects including options appraisal for the emerging Cheadle town centre Masterplan and the High Streets Task Force programme of activity. The report

also provided an update on progress with regards to the Cheadle Town Centre Options Appraisal Report and the High Streets Task Force and sought to agree next steps.

3.2 The decision made was: -

1. That the proposals for the establishment of a Cheadle Town Centre Delivery Board and Stakeholder Panel, as set out in the report be approved.
2. That the progress on current Cheadle town centre projects be noted.

3.3 Following this decision, call-in requests were received from Councillors: - L. Malyon, P. Wilkinson, K. Martin, I. Whitehouse, I. Plant and G. Bentley.

3.4 The call-in request confirmed the following principles of decision making which they believed had not been adhered to:

- taking due regard of all relevant considerations and disregarding irrelevant considerations;
- proportionality (i.e. the action will be proportionate to the desired outcome);
- respect for human rights and equalities;
- a presumption in favour of openness; and
- clarity of aims and desired outcomes.

3.5 Councillors also provided the statement below:-

“We would like to call in the report that went to Cabinet on 6th October 2020, Cheadle Town Centre Projects, as we believe that all relevant considerations i.e. health and well-being of the town and it’s facilities will be compromised, it will not be proportionate for the outcome for Cheadle, in respect of the human rights of the people of Cheadle and surrounding areas that use Cheadle and it’s facilities i.e. the hospital and leisure centre, lack of openness with the people of Cheadle and the surrounding areas and lack of clarity as to where people will park when the car parks are built on. This needs full consultation with the whole of the District Council, Cheadle Town Council and the people of the Staffordshire Moorlands. This will have an adverse effect on Cheadle Town as a whole, not even considering demolishing the hospital or the leisure centre.”

3.6 The Service Delivery and Overview Panel considered the call-in request on 18 November 2020 at which members raised the following points:

- The hospital was vital to serve the increased population, many services were provided from the site which included one of the trials for a Covid-19 vaccination.
- Cheadle Leisure Centre was an excellent facility and had received funding from the community, it was well attended by various clubs and disability swim sessions were accessed from this pool.

- A document dated 2009 within the masterplan for Cheadle, stated that there were no alternative sites for car parking in the town centre so therefore, it would not be possible to develop the Tape Street Car Park.
- A 45 minute town centre site tour snapshot analysis of Cheadle was not acceptable.
- Members were pleased that Cheadle was being considered for investment, however, there were concerns as this had been promised previously, but little had been in delivered in terms of regeneration.
- There was concern around prescriptive options being contained within the report, prior to any consultation being carried out with residents.
- Tourism should be taken into account and it was suggested that a site for a hotel in the town was considered as part of the project.
- A suggestion that the Stakeholder Panel and Cheadle Town Centre Delivery Board should be one entity.

3.7 Following considerable debate the Panel voted to refer the decision back to Cabinet for reconsideration.

Neil Rodgers
Executive Director (Place)

**Web Links and
Background Papers**

Cabinet report attached

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