

Cheadle Stakeholder Panel
Meeting held at 2pm on Monday 25th 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 17th 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.