

**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.