

# **STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

## **GROWTH AND ECONOMY COMMITTEE MEETING**

### **Minutes**

**WEDNESDAY, 13 NOVEMBER 2024**

PRESENT: Councillor J Garvey (Chair)

Councillors P Barks, J Cox, B Emery, M Haines, I Herdman,  
T Holmes, K Hoptroff, J Kempster and G Taylor

ALSO PRESENT: Councillor M Johnson, L Malyon, I Plant, D Price and D Proudlove

APOLOGIES: Councillors A Church and M Deaville

1 **NOTIFICATION OF SUBSTITUTE MEMBERS, IF ANY**

2 **TO APPROVE THE MINUTES FROM THE PREVIOUS MEETING**

RESOLVED:

- That the minutes of the previous meeting held on 4 September 2024, be approved as a correct record.
- That the CEO contact Staffordshire County Council to seek assurance that the recommendations made during the consultation process for the Local Transport Plan be considered as part of the review.
- That the Cabinet Support Member contact Staffordshire County Council concerning the Vacant Seat Policy.

3 **DECLARATIONS OF INTEREST**

Agenda item	Member Declaring Interest	Nature of Interest
6. Flourishing Town Centres – Three Towns Data	Cllr Cox	'Other' Has retail premises in Leek and has an Air B and B in Cheadle.
	Cllr Taylor	'Other' Trustee of the Foxlowe.
7. Flourishing Town Centres – Focus on Cheadle	Cllr Cox	'Other' Has retail premises in Leek and has an Air B and B in Cheadle.

4 **WORK PROGRAMME**

RESOLVED:

That the Work Programme be noted.

5 **FLOURISHING TOWN CENTRES - THREE TOWNS DATA**

## **Growth and Economy Committee - 13 November 2024**

Members received presentations giving data on the three towns of Biddulph, Leek and Cheadle.

Each town received an individual presentation which covered; an Overview, key elements of the Adopted Local Plan, Challenges, Opportunities and High Street Vacancy Rates.

Biddulph.

Discussions took place concerning the location of supermarkets and the impact on the High Street, whether improved signage from these car parks to the High Street would help, impact of cost of living crisis, lack of café culture and the lack of public realm space.

Leek.

Members commented that Leek was a thriving market town, had a good café and bar culture, had several heritage assets but suffered from transport infrastructure issues and lack of tourism facilities. They discussed shopping habits, benefits of passing trade, central location of car parks, generally good visual impact of the town, totally locally, Sunday trading, pop up tourism stands, diverse shopping and leisure facilities.

Cheadle.

Members remarked on the unfulfilled potential of the town with the vacancy rates being a key issue. Comments were made concerning the difference in the quality of the shop frontages of the properties on the High Street, quality/diversity of shops, lack of pubs and eating places. Suggested it would help to encourage grant applications (promote to local businesses), acknowledged that walking routes linking to the town had been promoted, considered if a “retirement village” would benefit giving the aging demographic, acknowledged challenges faced by holiday lets, visual impact of Royal Oak and Penny Lane areas.

RESOLVED:

- That the following recommendations be considered:

Biddulph:

1. Investigate options to develop public realm space.
2. The Town Council be consulted.
3. Individual town centre development strategies are formulated.
4. Incorporate item number 3 into the local plan review.

Leek:

1. Investigate options for Sunday trading in Leek in consultation with the town centre businesses.
2. Individual town centre development strategies are formulated.
3. Incorporate item number 2 into the local plan review.

Cheadle:

1. Investigate options for tourist accommodation.
2. Coach stop be positioned in Tape Street carpark.
3. Promote grant opportunities with local groups and businesses.
4. Individual town centre development strategies are formulated.
5. Incorporate item number 4 into the local plan review.

## **6 EXCLUSION OF THE PRESS AND PUBLIC**

The Chair moved:

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That pursuant to Section 100A (2) and (4) of the Local Government Act, 1972, the public be excluded from the meeting in view of the nature of the business to be transacted or nature of the proceedings whereby it is likely that exempt information as defined in Section 100A (3) of the Act would be disclosed to the public in breach of the obligation of confidence or exempt information as defined in Section 100I (1) of Part 1 of Schedule 12A of the Act would be disclosed to the public by virtue of the paragraphs indicated.

7 **FLOURISHING TOWN CENTRES - FOCUS ON CHEADLE**

Members received a presentation which focussed on Cheadle Town Centre.

8 **TO APPROVE THE EXEMPT MINUTES OF THE LAST MEETING**

RESOLVED:

That the exempt minutes of the meeting held on 4 September 2024 be approved.

The meeting closed at 8.55 pm

\_\_\_\_\_Chairman \_\_\_\_\_Date