



## SERVICE DELIVERY OVERVIEW & SCRUTINY PANEL AGENDA

**Date:** Wednesday, 9 July 2025

**Time:** 2.00 pm

**Venue:** Council Chamber, Moorlands House, Leek

1 July 2025

1. Recording Announcement
2. Apologies.
3. Notification of Substitute Members, if any.
4. To approve the Minutes of the Previous Meeting. **(Pages 3 - 6)**
5. Declaration of Interests:-
  - Disclosable Pecuniary Interests
  - Other Interests
6. Urgent Items of Business, if any. (24 hours notice to be provided to the Chairman).
7. Questions to Portfolio Holders, if any.  
***(At least two clear days notice required, in writing, to the Proper Officer in accordance with Procedure Rule 15).***
8. Work Programme **(Pages 7 - 10)**  
Any additional items to be added to the Work Programme:
  - Chair's Items
  - Members' Items
9. Exclusion of the Press and Public.

### **The Chair to move:-**

“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.”

10. Street Cleansing **(To Follow)**

***(Paragraph 3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information))***

11. Levelling Up Fund Update (Presentation)

***(Paragraph 3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information))***

12. Garden Waste **(Pages 11 - 30)**

***(Paragraph 3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information))***

**MARK TRILLO**

**EXECUTIVE DIRECTOR & MONITORING OFFICER**

Membership of Service Delivery Overview & Scrutiny Panel

Councillor L Malyon (Chair)

Councillor C Beswick

Councillor J Cox

Councillor K Flunder

Councillor K Hoptroff

Councillor M Spooner

Councillor V Wheeldon

Councillor M Haines (Vice-Chair)

Councillor C Brady

Councillor B Emery

Councillor I Herdman

Councillor C Jebb

Councillor L Swindlehurst

Councillor P Wilkinson

## **STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

### **SERVICE DELIVERY OVERVIEW & SCRUTINY PANEL MEETING**

#### **Minutes**

**WEDNESDAY, 4 JUNE 2025**

PRESENT: Councillor L Malyon (Chair)

Councillors P Barks, C Beswick, J Cox, B Emery, K Flunder,  
I Herdman, K Hoptroff, C Jebb, V Wheeldon and P Wilkinson

ALSO PRESENT: Councillor C Atkins, G Bentley, M Gledhill, T Holmes, D Price,  
P Roberts and N Yates

APOLOGIES: Councillors M Haines, C Brady and L Swindlehurst

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

There were none.

2 **TO APPROVE THE MINUTES OF THE PREVIOUS MEETING.**

RESOLVED:

That the minutes of the meeting held on 25 March 2024, be approved as a correct record.

3 **DECLARATION OF INTERESTS:-**

Agenda Item	Member Declaring Interest	Nature of Interest
8 - Alliance Leisure	Councillor Wilkinson Councillor Bentley	"Other" - Gym owner "Other" - Gym owner and owner of a fishing pool.
10 – Tourism and Accommodation Acceleration Plan	Councillor Barks  Councillor Malyon  Councillor Flunder  Councillor Cox  Councillor Wilkinson  Councillor Jebb	"Other" - Vice Chair of Ipstones Agricultural Society "Other" - Member of Ipstones Agricultural Society "Other" - Applicant of UKSPF funding "Other" - Chair of Leek Arts Festival and owner of a Bed and Breakfast "Other" – Owner of a Public House "Other" – Owner of a

## **Service Delivery Overview & Scrutiny Panel - 4 June 2025**

	Councillor Bentley Councillor Beswick	Bed and Breakfast “Other” – Daughter owns an Airbnb. “Other” – Employed at JCB
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### **4 URGENT ITEMS OF BUSINESS, IF ANY. (24 HOURS NOTICE TO BE PROVIDED TO THE CHAIRMAN).**

There were none.

### **5 QUESTIONS TO PORTFOLIO HOLDERS, IF ANY.**

There were none.

### **6 ALLIANCE LEISURE (PRESENTATION)**

Members received a presentation from Rob Wilks Managing Director at MyActive - Alliance Leisure Limited.

The presentation reflected on the first six months as a trading company between October 1<sup>st</sup> 2024 and March 31<sup>st</sup> 2025.

The information given covered the following;

- People,
- Marketing and Communications,
- Financial Performance,
- Sales Performance,
- Asset Management,
- Environmental Sustainability and
- New Health and Wellbeing Initiatives.

Members congratulated the team on a positive outcome.

Members discussed the future of the company in relation to Local Government Reorganisation, opportunities for Birchall, customer feedback, Leisure Transformation Programme review, comparative figures and affordable offers.

Members suggested a forward plan be returned to a future meeting.

RESOLVED:

That the presentation be received.

### **7 STREET FURNITURE**

Members received a Street Furniture report and accompanying asset location maps for Leek, Cheadle and Biddulph. The report provided a summary of Street Furniture assets held on the Asset Team's database and the approach taken to the register, management and maintenance of Street Furniture.

Street Furniture is the term given to assets that serve the public but do not constitute a property or land holding. This includes benches, fingerposts, streetlamps, pigeon blocks, bollards, planters, signage, dustbins and cycle stands.

The Chair introduced the Officer who wrote the report.

Members discussed the urgency for the register to be updated, opportunities for parishes to take over assets, the difficulties in establishing ownership of each asset and support from AES on bin location.

RESOLVED:

1. That the report be debated.
2. That a working group be established.

## **8 TOURISM AND ACCOMMODATION ACCELERATION PLAN**

Members received a presentation which covered the following topics:

### **Tourism Update**

- Itineraries and Trails,
- Discover Staffordshire Moorlands Website Data,
- Visit Peak District & Derbyshire Website Data 2024/25,
- Staffordshire Moorlands Walking Festival,
- Walking Festival Incentives,
- Walking Festival Statistics,
- Walking Festival Feedback,
- Key Community Events,
- UKSPF,
- Staffordshire Moorlands Tourism Awards,
- LVEP Update,
- LVEP Board and
- LVEP Progress

### **Accommodation Acceleration Plan**

- Staffordshire Accommodation Demand,
- Staffordshire Moorlands Key Findings and
- Town Visitor Data

Members thanked the team for the presentation and the hard work in driving forward the Tourism Strategy. Members discussed how the Local Plan could help support investment and accommodation, targets for next three years and urban/rural trends for accommodation. The development of 2/3 day itineraries was welcomed and recognised the benefit of attracting people from outside the District and use of radio advertising, social media platforms. Park and ride in town centres was raised alongside some ideas about long stay carparking strategy and holding events outside of normal holiday season was identified as a way to extend the tourist season.

Members commented that Moneystone was an opportunity for increasing the economic impact of tourism. They then discussed the use of tiktok for featured locations, advertising in local magazines, caravan and camping data and the JCB LIV tournament as a driver for tourism.

The Panel suggested they receive data showing District distribution of overnight stays and want to promote community events via the tourism website.

RESOLVED:

## **Service Delivery Overview & Scrutiny Panel - 4 June 2025**

1. That the presentation be received.
2. That the recommendations from the draft report be brought to this committee in September.

### **9 WORK PROGRAMME**

The Chair advised that the Green Spaces Strategy had moved from July 2024 to January 2025 to allow for the compilation of data.

#### **RESOLVED:**

1. That the update be received.
2. That the Accommodation Acceleration Plan return in September 2024.

The meeting closed at 8.10 pm

\_\_\_\_\_ Chairman \_\_\_\_\_ Date

### Aim 1

Help create a safer and healthier environment for our communities to live & work

### Aim 2

Use resources effectively and provide value for money

### Aim 3

Help create a strong economy by supporting further regeneration of towns and villages

### Aim 4

Protect and improve the environment

1. **Public Interest:** the concerns of local people should influence the issues chosen for scrutiny  
(1= low public interest, 2=medium public interest, 3=high public interest)
2. **Ability to change:** priority should be given to issues that the Committee can realistically influence  
(1= little chance of changing, 2=reasonable chance, 3=good chance)
3. **Performance:** priority should be given to the areas in which the Council, and other agencies, are not performing well.  
(1= good performance, 2=moderate performance, 3=low performance)
4. **Extent:** priority should be given to issues that are relevant to all or large parts of the District.  
(1= only one ward, 2= multi-ward issue, 3=the entire District)
5. **Replication:** work programmes must take account of what else is happening in the areas being considered to avoid duplication or wasted effort.  
(1= already well covered, 2=already partly covered, 3=not already covered)

Date	Work Items	Scrutiny Role	Work Item Detail	Responsible Officers	Narrative
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4 June 2025					
	Tourism to include the Accommodation Acceleration Plan		Detail of how to increase overnight stays	Head of Regeneration	
	Alliance Leisure	Performance and Monitoring	Annual Review	Executive Director (Governance and Regulatory)	
	Street Furniture	Performance and Monitoring	Lifecycle plan and list of assets in each parish	Head of Assets	
9 July 2025					
	Street Cleansing	Performance and Monitoring		Head of Leisure and Environmental Services	Part 2
	Garden Waste	Policy Development		Head of Leisure and Environmental Services	Part 2
	Levelling Up Fund	Performance and Monitoring		Executive Director (Governance and Regulatory)	Part 2
10 September 2025					
	Countryside Sites Management Annual report (Staffordshire Wildlife Trust)	Performance and Monitoring		Head of Leisure and Environmental Services	
	Dog Fouling Report	Overview		Interim Principle Climate Change Officer	
	Accommodation Acceleration Plan	Policy Development	Scrutinise recommendations from report	Head of Regeneration	
	Street Cleansing	Performance and Monitoring		Head of Leisure and Environmental Services	
12 November 2025					
	Annual Review and Current Position	Performance and Monitoring	Update	AES	
	Alliance Leisure – Annual Review	Performance and	Update	Head of Leisure and Environmental	



		Monitoring		Services	
21 January 2026					
	Private Sector Housing	Performance and Monitoring	Annual Review	Head of Environmental Health	
	Green Spaces Strategy	Policy Development		Head of Service Commissioning	
18 March 2025					

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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