

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

**SERVICE DELIVERY OVERVIEW & SCRUTINY
PANEL MEETING**

Minutes

WEDNESDAY, 11 SEPTEMBER 2024

PRESENT: Councillor M Haines (Vice-Chair)

Councillors G Bentley, C Beswick, C Brady, J Cox, B Emery,
K Flunder, M Haines, I Herdman, K Hoptroff, V O'Shea, M Spooner,
L Swindlehurst and P Wilkinson

ALSO PRESENT: Councillor C Atkins, P Barks, M Gledhill, T Holmes, M Johnson and
D Price

APOLOGIES: Councillors L Malyon, P Roberts, M. Swindlehurst & C Wood

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

RESOLVED: That the minutes of the meeting held on 24 July 2024, be approved as
a correct record.

69 **DECLARATION OF INTERESTS:-**

Agenda No	Member Declaring Interest	Nature of Interest
Agenda item 8 – Tourism Strategy Update	Cllr Cox	'Other' – Owner of holiday cottage
	Cllr Bentley	'Other' Daughter has an Airbnb property
	Cllr Wilkinson	'Other' Owner of a tourism business

70 **URGENT ITEMS OF BUSINESS, IF ANY. (24 HOURS NOTICE TO BE
PROVIDED TO THE CHAIRMAN).**

There were none.

71 **QUESTIONS TO PORTFOLIO HOLDERS, IF ANY.**

No questions had been received.

72 **TOURISM STRATEGY UPDATE (PRESENTATION)**

The Head of Regeneration gave a presentation which covered the following topics:-

- STEAM Data & Headlines
- Business Support

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- Walking Festival
- Marketing Activity
- Branding
- Discover Staffordshire Moorlands Microsite
- Accommodation Acceleration Plan
- Other Tourism Strategy Projects and updates

Overall, members commented positively on various aspect of the tourism update and thanked the Officers for the work carried out.

They discussed the timing of the statistical information, the Staffordshire Moorlands logo, support for the night time economy, increased use of QR codes and public transport being a restriction for tourists.

Suggestions included:-

- Long distance walking routes to increase the number of overnight stays
- Reference to Pugin's Gem Church in Cheadle
- Distribution of leaflets to businesses for tourist attractions close by or in each town
- Refurbishment of the notice board in Cheadle
- Multi-venue tickets and packages
- Links to accommodation on website
- Greater use of pictures on the microsite and less text
- More investment in town and villages to attract visitors
- A hotel in Cheadle
- A target for staying visitors to measure success and partnership working with other business groups such as the Chamber of Commerce
- Promotion of Cheadle town centre to Alton Towers visitors

Members also commented on the impact the weather had on the tourism industry in the UK, co-ordination of large events, the review of Local Plan, an events calendar and the benefit of Tourism Officers visiting businesses.

RESOLVED:

- 1) That the update be received and comments/suggestions noted;
- 2) For the membership of the Tourism Partnership Forum to be circulated.

73 **PUBLIC AMENITIES**

The Panel gave consideration to a report on the management of the public conveniences across Staffordshire Moorlands.

Public conveniences were a highly important service, delivered by the Council for the benefit of local people and tourists visiting the area. They were a factor in the experience people have whilst using the towns and villages in our area and, as such, reflected on the operational effectiveness of the Council.

Discussion took place around CCTV acting as deterrent to the vandalism of the toilet facilities, use of QR codes to record cleaning and the importance of wheelchair access.

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In terms of toilet facilities at Brough Park whilst the Leisure Centre was being closed, the feasibility of shipping container toilets were being looked into.

Reference was made to the importance of the toilets at Tean, the Parish Council wished to be kept updated on the potential purchase of these facilities and that the planned refurbishment date should be brought forward to an earlier date.

Some councillors were opposed to charge for usage of public toilets (30p), as was being trialled at High Peak Borough Council to deter vandals and allow for a greater cleaning regime. It was commented that it was a benefit of the alliance with High Peak BC to be able to use the results of this trial to inform the decision making at SMDC.

RESOLVED:

The Service Delivery Panel supported Officers in the further investment in the public conveniences through improvements to routine management and refurbishment projects.

74 **WORK PROGRAMME**

RESOLVED:

That the work programme be noted, subject to, an update on Tourism being scheduled twice a year and the inclusion of the outcome of the Accommodation Acceleration Plan in March 2025.

75 **EXCLUSION OF THE PRESS AND PUBLIC**

The Chair moved:

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.

76 **TO APPROVE THE EXEMPT MINUTES FROM THE PREVIOUS MEETING**

RESOLVED:

That the exempt minutes of the meeting held on 24 July 2024, be approved as correct record.

The meeting closed at 7.55 pm

Chairman _____ Date

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