

Cheadle Stakeholder Panel
Meeting held at 13.30 on Monday 10th May 2021 via MS TEAMS

MINUTES

Present

Cllr Ian Plant – chair	Neil Rodgers, SMDC
Cllr M Deaville, SCC	Gail Edwards, SCC
Cllr G Bentley, SMDC	Sarah Porru, SMDC
Cllr K Martin, SMDC	Nicola Kemp SMDC
Cllr R Alcock, SMDC	Rob Wilks, SMDC
Cllr H Black, CTC	Jo Bagnall, SMDC
Cllr P Upton, CTC	Tim Mills, FMG Consulting
Fr Eric Kemball, Churches Together	Sam Holgate, Filigree Communications
S Ball, Moorlands Home Link	
I Wozniak, Team Cheadle	
N Hewitt, Chamber of Commerce	
Dave Mullington, Town Clerk CTC	

Apologies

Apologies for absence were received from:

- Cllr S Ralphs, Leader SMDC
- Phil Brenner, CCG
- Cllr P Routledge, SMDC
- Ian Atherton, Staffordshire Clubs for Young People

1. Welcome

1.1 The chair welcomed all those attending.

2. Minutes of the last meeting

2.1 The minutes of the last meeting were agreed as a correct record.

3. Matters arising

3.1 Matters arising were picked up as further items on the agenda.

4. Stakeholder Workshop report

4.1 The report of the Workshop had been circulated previously. There were no comments on the report.

5. Leisure Transformation Plan

- 5.1 Tim Mills of FMG Consulting gave a presentation on progress with the District Council's Leisure Transformation Plan.
- 5.2 In response to questions, it was confirmed that:
- Key Performance Indicators would be finalised as part of future work.
 - Details of all consultations undertaken by FMG would be included in their final report.
 - Timings for future consultations would take into account the programme of community engagement being managed by Filigree Communications.
 - FMG Consulting were paying particular attention to understanding the needs of people who do not currently use the Leisure Centre and how they may be encouraged and supported to become more active.
 - Provision of community meeting space in any future facility would be an operational matter, but could prove valuable as a means of encouraging people to use the facilities.
- 5.3 Members of the Panel had been discussing provision of leisure facilities in Cheadle with residents, including as part of electoral campaigning in advance of the local elections held on 6th May. Panel members reported the following feedback from those discussions:
- The ability to participate in sports and recreation is very important to Cheadle residents, and has been particularly important during the recent national restrictions under COVID-19.
 - People living outside Cheadle also value the Leisure Centre.
 - There is a general opinion that whilst current facilities are in urgent need of refurbishment, the current offering is about right, subject to improved delivery.
 - Similarly, there is a commonly held view that leisure facilities are currently provided in the right place, with pitches, car parking and the leisure centre located together, creating a sports village.
 - More people would use the Leisure Centre if it was more welcoming and was able to offer more innovation in service delivery.
- 5.4 There was discussion of the economics of encouraging new users to the Leisure Centre and whether the cost of bringing in new facilities might be more than the cost of improving the existing offer. It was considered that the flexibility of use of existing facilities was key, for example making better use of the space in the Sports Hall to increase provision of opportunities.
- 5.5 The opening hours of the Leisure Centre were discussed, as well as the need to improve opportunities to travel to the Centre by means other than a car.
- 5.6 It was considered important to address matters of operation and maintenance of the Centre. It was agreed that ongoing operational issues such as cleanliness and shower operation were vital for attracting and retaining users of the Leisure Centre.

5.7 It was reported that a local “buzz” was being created about the opportunities that might be provided by a new build Leisure Centre in the town. However people were worried that the current centre might be pulled down for a number of years before a new build facility could be completed to replace it. It was agreed that this was an important issue for consideration and would be a factor in any future decision on the preferred location for a new Centre.

6. Filigree Communications

6.1 Sam Holgate gave a presentation providing an introduction to Filigree Communications and some initial thinking on her company’s recommended approach for community engagement in Cheadle.

6.2 The presentation was welcomed by Panel members.

6.3 In response to questions it was confirmed that:

- A proposed timetable for the consultation was being drawn up, it would consist of a survey followed by a more focused consultation on place-based options for the town centre.
- Details of, and responses to, the questionnaire currently being promoted by Team Cheadle should be forwarded to Filigree to help the consultants understand people’s views at this stage. There may be opportunity to use feedback from the questionnaire to help publicise the survey and other consultations.
- Feedback from any Panel Subgroups may be provided to Filigree. There may be a future role for the Subgroups as “champions” as the wider engagement programme rolls out.
- It was agreed that Subgroup lead contacts should be provided to Filigree, including a contact for the arts forum in Cheadle.
- It was requested that FMG Consulting be invited to participate in any Leisure Subgroup meetings.
- Filigree will aim to reach all households via a letterbox drop. Industry standard was considered to be a 10-15% response rate.

6.4 It was agreed that the Subgroups played an excellent role in starting the conversation and getting a “buzz” going about the opportunities for investment in Cheadle. It would be important for the Panel and Filigree to report back to residents about what people were telling us and for people to have the chance to learn more about the views of others.

6.5 The importance of getting views from a wide range of people in Cheadle and developing a plan of action for the town that everyone can get behind was agreed - in order to help deliver positive change for the residents of Cheadle. It was agreed that a forward plan would be brought to the next meeting of the Panel.

6.6 The Team Cheadle questionnaire is available at:
https://docs.google.com/forms/d/e/1FAIpQLSemD_Jb6Oqvk0PNkFZw0up79un1dATEuJDHoGqNj8hOlai3BQ/viewform

6.7 It was agreed that a representative from the Midlands Partnership NHS Foundation Trust would be invited to attend the next Panel meeting for a discussion on future plans for Cheadle Community Hospital, Royal Walk.

7. Next steps

7.1 The key next steps were to:

- Cushman & Wakefield to complete the appraisal of the two additional options identified by the Stakeholder Workshop (at Royal Walk: New build retirement village, with a mix of property options supported by satellite services, to be delivered and managed as a commercial venture; and at Tape Street car park: Improved public realm providing opportunity to host outdoor events, offering a cycling / walking hub and an associated community centre).
- Lead an engagement strategy to seek public views on viable / sustainable options for public sector sites in Cheadle town centre, with the support of Filigree Communications 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. Any other business

8.1 There was none.

9. Date of next meeting

9.1 Date for the next meeting is Friday 25th June at 10.00am.

Summary of actions agreed

1. Any feedback from the Subgroups to be shared with Filigree Communications, and in the case of the leisure users Subgroup, also with FMG Consulting.
2. A programme and timetable for community engagement to be drawn up and shared with the Panel.
3. An invitation to be extended to the Midlands Partnership NHS Foundation Trust to attend the next meeting.