



Chairman - Councillor F Beatty

Present (for all or part of the meeting):-

Councillors:

J A Barron

B M Cross

P C Edgeller

E G R Jones

A M Loughran

D M McNaughton

A Nixon

D P Rouxel

Also present:-

Councillors

J M Pert

A F Reid - Economic Development and Planning Portfolio

A J Sandiford

Officers in attendance:-

D Piper

- Head of Economic Development and Planning

J Allen

- Democratic Services Officer

EDP15 Minutes

Minutes of the meeting held on 17 October 2024, as previously circulated, were approved as a correct record.

The following updates were received:

EDP10 - an additional meeting has been added for 4 February 2025.

EDP10 - awaiting a rescheduled meeting for Scrutiny Chairs, Chief Executive and Head of Law and Governance.

EDP11 - Cabinet has received a report regarding Development Management and Enforcement where additional budget for resources was approved for this year.

EDP16 Apologies

Apologies were received from M Manning, Enterprise Growth Manager and Gabrielle Whitehouse, Head of Regulatory Services.

EDP17 Members Items - Councillor D M McNaughton - Task and Finish-Town Centre Events - Recommendations

Councillors D M McNaughton and D P Rouxel shared the interim findings of the Task and Finish Group with the Scrutiny Committee.

It was noted that traders thought that the half marathon had brought in additional trade in previous years when the start and finish was in the Market Square rather than in Victoria Park.

It is now easier for people to find how to book the Market Square for events as the website has been updated.

Traders and public think that advertising of future events is poor. Traders don't know of events so don't order additional stock or have additional staff for potentially busier periods. It was suggested that electronic advertising is used as well as ensuring websites are linked for ease of use, e.g. Enjoy Staffordshire, Our Beautiful Borough, SBC, SCC, Tourist Information.

It was noted that the Town Centre Partnership has been re-launched.

Additional items for the Task and Finish Group to consider:

- Compare with Trentham
- Benchmark against other similar sized, successful towns
- Look at nighttime economy and how different age groups socialise
- Review footfall figures, car parking fees and range of types of advertising

RESOLVED: that the Task and Finish Group will report back its findings to the Scrutiny Committee in February or March.

EDP18 Quarter 2 Performance Report

Head of Economic Development and Planning presented the report which had been circulated with the agenda.

RESOLVED:- that in accordance with the powers delegated to the Committee the contents of the presentation be noted.

EDP19 Exclusion of Press and Public

RESOLVED:- that pursuant to Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting whilst the next following item of business be discussed, on the grounds that it included the disclosure of exempt information of the type specified in Paragraphs 1, 2 and 3 of Part 1 of Schedule 12A to the Act.

Recording of the meeting was suspended at this point.

EDP20 UKSPF Update

Head of Economic Development and Planning provided an update regarding initiatives currently under way in Stafford Borough and noted the part-confidential report of the Enterprise Growth Manager.

Members requested a visit to the Crown Wharf Theatre.

RESOLVED:- that in accordance with the powers delegated to the Committee the contents of the presentation and part-confidential report be noted.

Recording of the meeting resumed at this point.

EDP21 Stafford Station Gateway Update

Head of Economic Development and Planning provided an update since the last meeting. It was noted that SBC is still awaiting a Memorandum of Understanding before the project can start.

RESOLVED:- that in accordance with the powers delegated to the contents of the verbal update be noted.

EDP22 Work Programme

Considered the report of the Head of Law and Governance, which presented the Economic Development and Planning Scrutiny Committee's Work Programme for the forthcoming meetings up to March 2025.

RESOLVED:- that in exercise of the powers delegated to the Committee, the Work Programme be approved.

CHAIR