

# Church Stretton Town Council

## MINUTES OF A MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE HELD VIA ZOOM REMOTE MEETING PLATFORM ON TUESDAY 27<sup>th</sup> OCTOBER 2020 at 7.00PM.

**Those present:** *Councillors:* Cllr Welch, Cllr Claytonsmith, Cllr Walker, Cllr Antill and Cllr Baker  
*Officers:* Mr. C. Maclean (Locum Town Clerk), Mrs H Merrett (Admin)  
*Members of the Public:* 0

**EDC563: TO RECEIVE APOLOGIES:**

Apologies were received and accepted from Mr. D. Chetwood (Town Clerk).

**EDC564: DECLARATIONS OF INTEREST**

None

**EDC565: MINUTES OF THE PREVIOUS MEETING**

The minutes of the previous meeting having previously been circulated, it was proposed by Cllr Walker, seconded by Cllr Baker and

**RESOLVED (unanimously) to confirm and sign minutes of the Economic Development Committee meeting held on 15<sup>th</sup> September 2020 shall be taken as read and signed as a true record by the Chairman.**

**EDC566: PROMOTION OF THE TOWN IN 2021**

Cllr Claytonsmith noted that the Carding Mill Valley results were still awaited.

Councillors considered that in light of shifting trends greater focus is now on social media. Cllr Welch advised that the Visit Shropshire C.I.C. website should be launched within the next month. Financial assistance had been provided by the Council through a £1,500 grant and the provision of £2,000 from the Small Market Towns Recovery Fund to fund the production of four short promotional videos.

The remainder of the Recovery Funds is being used to fund the acquisition of picnic tables, finger posts and improved signage.

It was noted that Visit Shropshire are producing 40,000 packs designed to contain 15 brochures, maps and guides. These are being provided to all accommodation providers across the county, free of charge. The question had been raised with the Council whether it wished to reserve a place to insert a brochure.

Proposed by Cllr Welch, seconded by Cllr Walker and

**RESOLVED (unanimously) that the Council reserve a place on the Visit Shropshire welcome pack.**

**EDC567: DRAFT RESPONSE TO THE INDOOR LEISURE SERVICES STRATEGY CONSULTATION**

Councillors noted that the deadline for response to the Consultation is 29<sup>th</sup> October. Peter Davies, Leisure Services Manager confirmed that new investment had been made, since April, in the CS Leisure Centre, providing improved changing rooms, additional sessions and more fitness equipment. This reinforces the case for deferring any decision on the future of the pool until the impact of Shropshire Council resuming management responsibility had been evaluated.

Councillors noted the response provided on behalf of the Strettons CLP Steering Group.

Having reviewed the Council's draft response, Councillors agreed that greater emphasis be placed on the recent positive developments to give more balance.

Proposed by Cllr Welch, seconded by Cllr Baker and

**RESOLVED (unanimously) that the Council submit the draft response to the Consultation as discussed subject to the insertion of the positives.**

**EDC568: DRAFT RESPONSE TO THE COMMUNITY AND RURAL STRATEGY CONSULTATION**  
Councillors noted the deadline for the response to the Consultation was extended to January (later corrected to 6<sup>th</sup> December).  
Councillors considered the draft response and noted the concerns that no sub-strategic divisions of the county had been defined nor how collaborative management arrangements would work.  
Councillors would consider the response further at the next meeting.

**EDC569: ECONOMIC DEVELOPMENT COMMITTEE BID OPTIONS 2021/2022**  
Councillors noted that challenges will face the Council in the next financial year as the economy, both locally and nationally, deal with the pandemic. There would also be financial pressures within the Council to address such matters like street light replacements.  
Councillors agreed that greater emphasis is required on zero carbon initiatives and noted the questions that had been set out by Cllr Antill. It was recognised that some work in this area is being done and Councillors considered the practicalities around the creation of red, amber and green flags to cover each item that is presented to Council. Councillors agreed that more urgency be placed on addressing these issues.  
Councillors noted that Ludlow Town Council had recently undertaken a Carbon Audit and Cllr Antill agreed to follow up with the Ludlow Town Clerk to understand the process, results and costs.  
Councillors noted the current annual commitments listed as:

- a) Visit Church Stretton C.I.C. Additional copies of the promotional material and distribution costs estimated at £5,000 and to be requested from next year's budget.
- b) Membership of Visit Shropshire Hills C.I.C. £150.
- c) Editorial and advertising in Shropshire Hills Great Days Out Map. £350
- d) Christmas Lights Switch-On. £500

Items considered as possible calls on the Council's 2021/2022 budget were noted as:

- a) AONB request for subsidy of local summer Shuttle Bus Service. £1,500
- b) Contract to develop a new council website with social media linkage. £5,000
- c) Carry-over of £5,000 from 2020/2021 to start delayed Mayfair Youth Club. £5,000
- d) Possible consultancy on post-pandemic town centre make-over, £10,000?
- e) Start-up costs of local business digital network. £1,000?
- f) Climate emergency action – street light replacements plus LED lighting. £15,000?

**EDC570: DATE OF NEXT MEETING** – Set for Tuesday 1<sup>st</sup> December at 7.00 p.m.

The meeting was declared closed at 7.47pm.

Chairman .....