

Church Stretton Town Council

MINUTES OF A MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE HELD VIA ZOOM REMOTE MEETING PLATFORM ON TUESDAY 15th SEPTEMBER 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)
Members of the Public: 0

EDC551: TO RECEIVE APOLOGIES:

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

EDC552: DECLARATIONS OF INTEREST

None

EDC553: MINUTES OF THE PREVIOUS MEETING

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

RESOLVED (unanimously) to confirm and sign minutes of the Economic Development Committee meeting held on 10th March 2020 and received at the Council meeting on the 17th March 2020 (Min 19.135bi)

EDC554: RESPONSE TO LOCAL DEVELOPMENT PLAN CONSULTATION – Employment Land

Councillors reviewed the paper presented by Cllr Welch which considered the Council's response to the Local Development Plan Consultation on Employment Land. Councillors noted the challenge in the provision of suitable employment land and managing the expectations of local small-scale local businesses. Short-term improvements were noted as enhanced broadband and mobile phone coverage. Councillors noted that the reference to CST035 should be CST038. Councillors agreed that increased employment land may result through windfall opportunities.

It was proposed by Cllr Welch, seconded by Cllr Walker and

RESOLVED (unanimously) that the Council accepts that the possible development of site CST038 as employment land is problematic because of access and flood plain issues but, in the absence of local demand for more employment land, the Council will not press for the designation of further employment land in its DLP response. However, it will argue that continuing improvement in local broadband speed and mobile phone coverage is the more urgent need to promote more local employment opportunities.

EDC555: MARKET

Cllr Welch advised Councillors of latest developments in the negotiations between the Council and Shropshire Council on the potential for expansion of the market. It was noted that the number of traders is creeping up. There appeared to be no updated risk assessment to reflect these changes.

It was agreed to leave the proposed expansion on hold for the time being as decisions were required on the future franchise arrangements. Councillors noted that as a result of the pending departure of the Amenities & Services Officer from the Council, progress may be subject to delay.

EDC556: SMALL MARKET TOWNS RECOVERY FUND

Cllr Welch advised Councillors that progress had been made with the purchase of picnic tables and a leaflet dispenser to be sited in the Easthope Road car park. Challenges were being presented in sourcing a map of the walking routes for display.

EDC557: LAUNCH OF VISIT CHURCH STRETTON COMMUNITY INTEREST COMPANY

Councillors noted and appreciated the efforts of Cllr Hickman in supporting the transfer of the domain name www.churchstretton.co.uk to the new Visit Church Stretton C.I.C. Councillors have previously agreed a set-up grant of £1,500 and £2,000 of the recent Shropshire Council Recovery Grant has been allocated to the C.I.C. to commission four short videos to promote the town on social media. It was proposed by Cllr Welch, seconded by Cllr Claytonsmith and

RESOLVED (unanimously) that the Council records its formal thanks to Cllr Hickman for his contribution over many years in overseeing two websites and, more recently, for producing the required on-line strategy for the Council. The Council looks forward to working with the Visit Church Stretton Community Interest Company in promoting the town.

EDC558: VISIT OF HIGH SHERIFF OF SHROPSHIRE ON 28TH SEPTEMBER

Cllr Welch advised Councillors of the proposed arrangements to meet with the High Sheriff. Photograph shoots arranged for publication within the local press.

EDC559: CHRISTMAS LIGHTS AND ACTIVITIES ON 29TH NOVEMBER

Councillors noted the report compiled by Cllr Baker in relation to the previous year's expenditure and expectations for the upcoming period. Costs were predicted to be similar for the upcoming period, however, public events would not be held due to current events surrounding the pandemic. Planning for Christmas 2021 would be commenced earlier.

It was proposed by Cllr Claytonsmith, seconded by Cllr Antill and

RESOLVED (unanimously) that the Council cancel all proposed public events for the upcoming period in the interests of protecting the community.

Councillors discussed the possibility of extending the current light set-up and how this should be funded. Whilst there is a reserve to cover lighting extension it was noted that there is an increasing requirement for this to be funded by the Council. Enquiries of the business community on providing collection tubs was considered. Councillors agreed that in light of the current circumstances no further extension to the lights would be sought this year.

EDC560: CLIMATE EMERGENCY UPDATE

Councillors noted the update report compiled by Cllr Antill on the initiatives that could be considered and undertaken to improve the carbon footprint around the Strettons. Councillors acknowledged that the climate emergency is more of an issue than previously considered. However, as areas within the Strettons and surrounding areas are rural, there is greater reliance on cars for movement, creating limited scope for improvements in some areas for the Council.

Councillors considered that there was less opportunity to influence levels of insulation in new homes although there was acknowledgement that Shropshire Council appear to be moving in the right direction on this area.

On the topic of street lighting it was noted that steps are being taken to replace current lamps with LEDs. Councillors also considered the current energy tariff costs and whether a review of the energy suppliers is required.

Cllr Welch considered it appropriate that the Council factor in a modest budget for the next financial year to promote climate issues.

Councillors agreed that an agenda item be set aside in December for Councillors to consider a plan for the next year on what initiatives could be undertaken.

EDC561: EDC BUDGET BIDS FOR 2021/2022

a) **Church Stretton Brochure/Town Promotion**

Councillors considered what could be done to save the destruction of the majority of the brochures that had been delivered prior to the lockdown but which could not be distributed or provided since. Whilst a number of the brochures have been passed on, the remainder required some form of amendment or cover to factor in the next year.

Councillors also considered promotion through social media rather than leaflets recognising the increased focus and interest in that arena.

b) **Community/Visitor Event Funding**

Feedback is awaited from the results of a survey undertaken in Carding Mill Valley.

c) **Youth Provision**

Councillors considered the merits of rolling forward the reserve allocated to this area and which had not been spent to date, as the Easter launch of a revived youth club at Mayfair was prevented by the lockdown.

d) **Climate Action Programme**

The findings from the action plan to be considered in December would be valued and factored into the budget request.

e) **Christmas Lights**

Councillors considered the rolling forward of the reserve that has been maintained for the lighting and expansion of the lights within the town.

f) **Others**

Councillors considered factoring in a budget to sponsor engagement with the non-trading community and efforts to reach out. This could include networking breakfasts; creation of a resource centre to help support businesses; support to home based businesses and people working from home.

Councillors noted that the Mayfair Centre previously arranged weekly meetings allowing for networking opportunities and Cllr Antill proposed to follow this up to identify lists and opportunities.

Councillors considered the potential for changing dynamics within the town in view of the prospect of more empty shops and how they could be used going forward.

Councillors agreed on the need to promote an enhanced and speeded up broadband rollout.

EDC562: DATE OF NEXT MEETING – Set for Tuesday 27th October at 7.00 p.m.

The meeting was declared closed at 8.07pm.

Chairman