

CHESHIRE EAST COUNCIL

Minutes of a meeting of the Environment and Prosperity Scrutiny Committee

held on Tuesday, 8th June, 2010 at Committee Suite 1,2 & 3, Westfields,
Middlewich Road, Sandbach CW11 1HZ

PRESENT

Councillor G M Walton (Chairman)

Councillors S Broadhurst, H Davenport, S Davies, L Gilbert, M Hollins, M Parsons, M Simon and C Thorley

Substitues

D Neilson, R West and J Crockatt

Officers:

J Goodman – Economic Development Officer

B Flanagan – Tatton Park and Visitor Economy Manager

Apologies

Councillors E Gilliland, G Barton, R Fletcher, T Jackson and J Weatherill

7 DECLARATIONS OF INTEREST/WHIPPING DECLARATIONS

None

8 PUBLIC SPEAKING TIME/ OPEN SESSION

None

9 MINUTES OF PREVIOUS MEETING

RESOLVED

That the minutes of the meeting be approved as a correct record and signed by the Chairman

10 DRAFT VISITOR ECONOMY STRATEGY FOR CHESHIRE EAST

Consideration was given to the Visitor Economy Strategy for Cheshire East prior to consultation with internal and external stakeholders. It was reported that the draft Visitor Economy Strategy and framework set the context within which the Council would deliver services and work with partners to maximise the benefits of the area's visitor economy and that the strategy sat along side the draft Economic Development Strategy.

Members made the following comments and recommendations on the draft strategy:

- That the Local Transport Plan would need to be integrated with this strategy as some of the attractions were difficult to access on local transport.
- That the 750 year anniversary of the Macclesfield Charter should be included as it would benefit the visitor economy.
- That cross boundary working is essential for the success of the visitor economy.
- That industrial heritage should also be included in the strategy and promoted.
- That the final strategy be brought back to the Committee on 14 September 2010.

RESOLVED

That the Comments and recommendations highlighted above be taken into consideration and the final strategy be brought back to the Committee on 14 September 2010.

11 DRAFT ECONOMIC DEVELOPMENT STRATEGY FOR CHESHIRE EAST

The Committee gave consideration to the draft Economic Development Strategy prior to it being circulated for consultation. It was reported that the draft strategy was intended to:

- Set out our understanding of the current state of the economy of Cheshire East, and identifies its strengths, weaknesses, opportunities and threats
- Identify key spatial economic development priorities for the borough
- Support and guide the LSP in the preparation of the Sustainable Community Strategy
- Support the development of the Transport Strategy (LTP) and the LDF Core Strategy
- Provide the wider economic context for the development/implementation of the Visitor Economy Strategy
- Provide the context for influencing sub-regional and regional policy development.

Members made the following comments and recommendations on the draft strategy:

- That it be made clear in the strategy that there is no assumption that Congleton or other towns are being defined as dormitory towns.
- That the strategy should be about delivering positive outcomes rather than meeting targets.
- That an update on the redevelopment of Macclesfield and Crewe be circulated to the Committee.

- Members raised questions relating to the relationship and future plans of Wilson Bowden
- That details on what proportion of Macclesfield and Crewe is owned by Cheshire East Council be circulated to the Committee and that reference in the strategy is made to the role that Cheshire East Council and other partners have as land and property owners across the borough, as tools for economic development.
- That the authority place more emphasis on reinvigorating the manufacturing industry and employment in Cheshire East.
- That the food and agricultural sector is an important part of the Cheshire East economy.
- That the cultural weaknesses highlighted in the SWOT analysis need to be addressed.
- That there are several contradictions in the SWOT analysis relating to high levels of quality of life yet deprivation within the same communities.
- With regard to employment the Committee felt that the authority should be supporting new businesses and that business sites such as Basford should be promoted.
- That the final draft strategy be brought back to the Committee for consideration.

RESOLVED

That the comments and recommendations highlighted above be taken into consideration and the final strategy be brought back to the Committee on 21 December 2010.

12 WORK PROGRAMME

Consideration was given to the work programme for 2010/2011. Members made the following amendments:

- That as the Highway Maintenance Term Contract was being dealt with by a Cabinet group, a Task and Finish Group was not required to be set up, however the Committee would receive an update at a future meeting.
- That as the recycling collection methods were being investigated by a consultant a Task and Finish Group was not required to be set up, however the Committee would receive a progress report at its meeting scheduled to be held on 6 July 2010.
- That the item relating to Crewe Crematorium remain on the work programme as a possible future item for consideration.

The Chairman reported that as part of a Cabinet review to assess the future provision of car parking, the Portfolio Holder for Environmental Services has requested the Committee to carry out a review of 19 towns and villages. The Committee therefore agreed to set up a Task and Finish Group comprising of Councillors Walton, Gilliland and Thorley and that Councillors Fletcher, Merry and Dykes also be requested to sit on that group.

RESOLVED

That the work programme be amended to reflect the issues highlighted above.

13 **FORWARD PLAN**

Consideration was given to the extracts of the forward plan which fell within the remit of the Committee.

RESOLVED

That the forward plan be noted

The meeting commenced at 10.30 am and concluded at 12.05 pm

Councillor G M Walton (Chairman)