



Chairman - Councillor F Beatty

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

Councillors:

J A Barron

B M Cross

E G R Jones

A M Loughran

D M McNaughton

J S Powell

D P Rouxel

J Thorley

Also present:-

Councillors

A T A Godfrey (Leader)

R Kenney (Deputy Leader - Town Centres Regeneration)

A F Reid (Cabinet Member - Economic Development and  
Planning Portfolio)

L Nixon

Officers in attendance:-

D Piper

- Head of Economic Development and Planning

M Smith

- Economic Development and Regeneration Manager

J Allen

- Democratic Services Officer

### **EDP30 Minutes**

Minutes of the meeting held on 4 February 2025, as previously circulated, were approved as a correct record.

### **EDP31 Apologies**

Apologies were received from Councillor A Nixon (substituted by Councillor J Thorley).

### **EDP32 Final Recommendations from Task and Finish Group**

The report had been written on behalf of the Task and Finish Working Group by the Economic Development and Regeneration Manager to include recommendations to Cabinet.

Councillor Beatty asked for the report to be amended to include her interview with the former MP Jeremy Lefroy regarding Stafford in the World.

Councillor D P Rouxel stated that there should be a link to Licensing policies with regards to recommendation 2 (below).

It was noted that the Town Centre Masterplan would include the repurposing empty buildings.

The Deputy Leader - Town Centres Regeneration, thanked the Economic Development and Planning Scrutiny for their recommendations to Cabinet.

RESOLVED:- that in accordance with the powers delegated to the Committee the contents of the report be referred to Cabinet for consideration:

- 1) That all Members are actively engaged with the development of the refreshed Economic Growth Strategy, the Stafford Town Centre Masterplan and associated strategies and plans, with public consultation and engagement undertaken;
- 2) That on completion of the Stafford Town Centre Masterplan Cabinet ensure that the vision is then embedded within emerging planning policy as part of the Local Plan process;
- 3) That the Cabinet articulate the role of the Council in respect of town centres within the refreshed Corporate Plan including the Council's relationship with partners also directly involved in the town centres;
- 4) In response to the reconfiguration of the town Centre Partnership Cabinet ensure that the new structure includes a suitably experienced, dedicated and proactive private sector based Events Champion;
- 5) That the Council continues to work in co-operation with the reconfigured Stafford Town Centre Partnership, community and other private organisations to identify new ideas and opportunities for events that will add value to the existing programme and attract a wide audience including families and young people;
- 6) Given that the Council continue to work with the Town Centre Partnership to examine the potential for a BID for Stafford town centre it is critical that this piece of work moves at pace to maximise the chances of this proposal being successful. Underpinning this will be a robust delivery plan produced by the Town Centre Partnership that is scrutinized monthly by Cabinet;

- 7) To ensure that a vibrant events programme is positively contributing to the local community Cabinet should embed within the existing performance management reporting monitoring and evaluation of events based upon footfall, car parking revenue and experiential data. That information should then be used to identify opportunities for expansion of activities;
- 8) That the necessary resource is made available to produce the data identified in recommendation 7;
- 9) That the necessary resource is made available to actively manage the communications around town centre activity during the regeneration of the Guildhall and former Co-op sites;
- 10) That the necessary resource be made available to create and then manage an easily accessible events webpage that links with existing visitor economy site to promote all events, regardless of whether the Council is the lead organizer.

**EDP33 Q3 Performance Report**

The Head of Economic Development and Planning summarised the Q3 Performance Report and provided updates since the report had been published.

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

**EDP34 Business Growth Update**

Economic Development and Regeneration Manager delivered a presentation highlighting the business support initiatives which have been supported by UKSPF funding.

A briefing note will be provided detailing involvement in each of the strategies.

- RESOLVED:-
- a) that in accordance with the powers delegated to the Committee the contents of the report be noted.
  - b) to bring this item back to a future meeting to look at the evaluation of the impact and celebrate successes.

**EDP35 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.

Members asked for meeting to be arranged in addition to the dates published in the Committee Cycle 2025-26.

- RESOLVED:-
- a) that in exercise of the powers delegated to the Committee, the Work Programme, subject to the amendments, be approved.
  - b) that an additional meeting date be convened

CHAIR