



Congleton Town Council

Historic Market Town

Chief Officer: **David McGifford CILCA**

Business Support Working Group

Minutes

26th November 2020, 3pm, Virtual Meeting

1. **Attendees:** Cllr R Chadwick, Cllr D Brown, Cllr R Douglas, Cllr K Wesley, Cllr S Firkin, D McGifford, J MacArthur, M Hayes
2. **Apologies:** Cllr S Holland
3. **Approve minutes from last meeting 01.10.20:** Approved
4. **Actions from the last meeting 01.10.20:**
 - No update to come from the BBC Group.
 - Bearmania- Officers met with Dawn to discuss proposals, they are now putting a dedicated team together.
 - Social distancing floor stickers for Hightown- some were placed down- MH to email Richard Cooper at CE Highways again, as need more.
5. **Market Area Redevelopment: ACTION DMcG:** To present a part two paper to Councillors on decisions to be made around this. Need to align this with the Neighbourhood Plan and possible consultation.
6. **Post Office Update:** Reported from Cllr S Firkin that there are no wheel-in postal units available at the minute, once something is, the Post Office will contact JMac. Cllr R Chadwick suggested a parcel collection box in the Town Centre as a short-term measure. Ongoing action: Cllr S Firkin and JMac are working on this project.
7. **Town Centre Update:**
 - Christmas 'Keep it Local' banners in situ at the four banner sites on the entrances into the town & Aldi roundabout.
 - 102 small shop trees should be up in the Town Centre starting 3rd Dec onwards.
 - All new Town Centre lights and Town Hall Projection (Partnership part funded) were lit on Saturday 28th Nov and will remain so from 3pm-midnight daily, into the new year. A switch-on video was made as we were unable to have a switch-on event. A virtual tour of the lights video is currently underway and will be uploaded to social media sites as soon as.
 - Christmas zig-zag of lights will be swapped for festoon lighting in the pedestrian area in the New Year- an action from the BBC Group.
 - Shops are taking part in a Santa Hat Trail around the town, starting this Saturday 5th Dec and into the New Year- many shops are also decorating their windows for a Christmas Window Dressing Competition- to be judged on 10th Dec by Cllrs.
 - Bus advertising- project being looked into by MH.
 - Shop vinyls for empty shops- currently being explored/ working on by JMac/ MH.



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8. AOB:

- MH/ JMac to circulate the Town Centre Vitality presentation
- Cheshire East Car Parking Consultation- concern of harmonisation across CE towns for all to have the same car parking charges, which could increase Congleton's current rates. Cllr R Chadwick asked if we were able to subsidise the car parks, giving the first hour free? Need to understand the level of income generated at Cheshire East. There will be three free parking days in December to help with the Christmas period: Saturdays 5th & 12th December and Tuesday 22nd December on Back Park Street, Princess Street and the Fairground Car Park.
- Coming out of the second lockdown at the start of December means that Cheshire East will be in Tier 2 and lots of hospitality will probably not open due to the restrictions and guidelines.
- There will be a full page of Christmas information for Congleton in the Chronicle's Christmas edition.
- Cllr R Chadwick- Marketing Plan to be discussed at the next meeting.

9. **Date of next meeting:** To be confirmed.