**Appendix A**

E-mail sent on behalf of Councillor Beatty – April 2022

Dear Councillor

We have now completed our Welcome Back Fund project - a continuation of the Re-Opening High Streets Funded campaign that triggered Our Beautiful Borough.  This was an EU fully funded campaign with no requirement for match funding from public or council funds.

For the 2nd tranche of funding (Welcome Back Fund) we split the allocation between Economic Growth and Operations/Property Services.  This 2nd round of funding allowed for a broader scope of activities and unlike the first round we were able to support the wider Borough.  Our colleagues have utilised the fund for new benches in Victoria Park and Stone along with bunting and tree lighting in Stafford and Stone to support the evening economy. Eccleshall received funding to develop a town trail, town centre video and other promotional activities.  Stone also received funding for a new town centre business booklet.

The focus for us in Economic Growth was to continue to support our hospitality sector and to draw together all that the Borough has to offer to both residents and visitors.  This culminated in the Fine Food & Drink campaign with heavy promotion across Staffordshire.  Whilst promoting our 3  “high streets” we were also able to include neighbourhood shopping areas and the wider communities such as Trentham Estate and Amerton Farm.

The key to the campaign was the redevelopment of the Our Beautiful Borough website to draw together all the hospitality providers (including producers of food and drink) and also the accommodation sector.  We enhanced the original website by adding videos and also a page dedicated to all the venues across the Borough.  This is still a work in progress and we are constantly adding and updating as new venues open.

<https://www.ourbeautifulborough.co.uk/>

<https://www.ourbeautifulborough.co.uk/find-a-venue/>

The Borough is a great place to start a business and we also included a page to support those who were looking to set up a hospitality business.

<https://www.ourbeautifulborough.co.uk/grow-your-business/>

We also wanted to continue to offer support to our existing hospitality businesses who we have been working with constantly during the delivery of our Covid business grants.

<https://www.ourbeautifulborough.co.uk/hospitality-support/>

To highlight the campaign we delivered a series of promotional activities via paid social media adverts on Facebook and Google, billboard advertising on the major roads in and out of the Borough, adverts on bus rears and bus shelters, adverts in local magazines and editorial.  Leaflets have been placed in the major tourist attractions across the County such as Alton Towers and in tourist information offices.  Posters and banners have been placed across the 3 towns.

The feedback so far has been extremely positive with residents commenting that they didn’t realise there was so much to do on their doorstep.

Could I ask for you to share the links with your parish councils, community groups and any local business you may have circulation lists for please.  We want to ensure we have all of our Borough businesses listed, this is a free to use platform to promote local enterprises to residents and visitors alike.

Please send any updates or additions to Martyne Manning, Enterprise Growth Manager, e-mail [mmanning@staffordbc.gov.uk](mailto:mmanning@staffordbc.gov.uk)

Thank you

Councillor Frances Beatty

Cabinet Member for Economic Development and Planning Portfolio

**Further update, dated 5 May 2022:**

There is not much to add to my April news sheet.  There’s a large new Pets at Home store being built at J14 on the industrial park, employing 250 – 300 people in good managerial and tech jobs as well as distribution.  The whole HQ for this big business is being moved from Northampton, good for us.  And there are various policies and projects linked into Biodiversity Net Gain, both on the Chase and in Stafford particularly.  I can talk about those when I come – ties in with the HS2 funded local projects to some extent.

Planning:  I am not calling in the outbuildings’ conversion at Tixall House.  Ward member deadline is tomorrow.  I have been through all the details of the application with our Senior Planning Officer and with our Heritage Officer, read the government and SBC guidance, which encourages such conversions and I conclude that there are no material grounds to object.  The conversion is in line with government policy and meets the council’s aspirations for sympathetic quality design.

I would have passed this application over to Andrew Harp, if we had had any doubt over whether there was a case for call-in, as the applicants are friends.    I have had neighbour representations, expressing their concern.  The officer, Simon Lawson, tells me that he has been on site this week and talked to neighbours.  I have suggested to the officers that they may wish to add certain conditions, not least to allay neighbour concerns, possibly a wider access turning at least while construction is taking place.  I haven’t seen a Highways report yet.

Do feel free to share this email with your chairman and committee.