

**Sandbach Town Council representative report  
Sandbach Traders and Retailers AGM  
26 March 2013**

During the year STC have changed from becoming a purely consultative council to a service provider. Since the council now owns the Town Hall and market it can provide significant input into the vibrancy of the town centre.

STC has already invested in the markets

- purchasing new outdoor stalls and
- canopies and lighting for the Indoor market stalls.

The council continues to run the Farmers' Market which has proven to increase footfall into the town by 300% . A new monthly market will be launched on 27<sup>th</sup> April to attract more visitors to the town centre on the fourth Saturday of the month.

During this year we will be refurbishing the Town Hall and promoting it as a venue to attract more people into the town centre. We have already increased its usage with events such as a comedy club, cinema, zumba, dancing classes and wrestling. All these events draw people into the town centre and help to make them aware of what the town has to offer.

You have already heard from our TCM appointed in July 2012 with the responsibility to promote the economic well being and vitality of the town. This is just one more example of STC's commitment to the future of the town.

In September the completed Sandbach Town Plan was launched. This document expresses the hopes and aspirations for the future of the town in the next 10-15 years. The resultant list of forty three actions produced from the plan have been adopted by a variety of groups. Eight of these actions referred to shops, commerce and jobs and 2 of them have already been achieved. The others are either on going or are long term goals.

The Town Plan was completed at a most opportune time and has fed into three major reviews by CEBC:  
the Cheshire East Local Development Plan,  
Sandbach Parking Review and  
Sandbach Conservation Review.

The Sandbach Parking Review confirms that Sandbach is a FREE parking town and aims to ensure parking facilities are used to the best advantage of shoppers and business employees. Alongside this review Cllr Moran and I engaged with CEC to organise new Car Parking Signage around the town. Visitors can now find all the town centre car parks easily from whichever direction they arrive.

The Conservation Review is highly pertinent to the town centre and will shortly go out to public consultation. We anticipate some positive results for the future heritage of the town.

The council continues to employ two Police Community Support Officers through a contract with Cheshire Police Constabulary and have recently committed to extending this for another three years.

Sandbach Town Council sponsor Foden's Brass Band and were delighted when they achieved the "Double" for the first time since 1910, winning both the British Open Championship and the National Brass Band Championship. Foden's is known world wide and Sandbach reaps the benefits of being the band's home town.

The town has mourned the loss of three important businessmen with the death of Peter Foden, Derek Jennings and Godfrey Williams. All played very different but significant roles in the town's economy and history and will be sadly missed. Although vehicles are no longer built in Sandbach Williams' Delicatessen continues to thrive and is a major attractor to the town centre.

Sandbach is fortunate to attract entrepreneurs and have have a low non occupancy rate, consequently a number of new businesses have opened in the town, including Picchu Tapas Bar, Dominos Pizza, Age UK, Shampaan Indian Restaurant, Flowers on the Cobbles and Miola Garden Centre.

STC looks forward to supporting STAR in the development of a vibrant, inclusive and welcoming town.