



DELIVERING FOR THE ECCLESHALL AREA

This newsletter has been going since December 2015, and usually it focuses on topical news and stories of what I have been doing as the elected representative on Stafford Borough and Staffordshire County Councils. It covers stories supporting individuals to those that benefit wider communities. It picks up immediate concerns as well as those built up over many years, that I have tried to have a positive impact on and resolve.

The last couple of editions have looked at some of the support on the ground in communities and also the impact that small amounts of funding to individuals and voluntary sectors groups has had in the Response Phase to the global pandemic during the First Wave of the virus. However, whilst much work has been going on to support the response to COVID 19, equally much work has been done to support the Recovery Phase, so that we can come out stronger as an area. The need to support the local area has not dissipated, so much of this edition of the newsletter focuses on some of the other things that have still been going on to support the lives of residents in the Eccleshall, to Marston Grange to Trentham to Hanchurch to Adbaston area.

There remains many challenges ahead but if we work together and support each others, we can get through this together.

Borough and County Councillor Jeremy Pert

In this edition, we talk about :-

- The use of S.I.D.s to slow the speed of traffic in communities
- The installing of buffer zones and build outs to improve safety
- Work ongoing to support individuals and businesses affected by COVID 19
- Investment to reduce flooding in communities
- Investment in the future of our communities

SEASONS GREETING AND BEST WISHES FOR A MUCH BETTER YEAR AHEAD TO EVERYONE

AND THANK YOU TO EVERYONE IN THE NHS, IN THE PUBLIC SECTOR AND THOSE IN VOLUNTARY GROUPS FOR ALL THEIR ENDEAVOURS IN 2021. YOU HAVE ALL BEEN AMAZING

Responding to Concerns on Safety and Vehicle Speeds

Installing innovative scheme to reduce speeding in town on the Stone Road

About four years ago, a number of residents approached me, as their local County Councillor, raising concerns about the speed of traffic coming into Eccleshall and the impact that those speeding vehicles was having on their feeling of being able to safely get out of their homes, to visit the shops and even cross the road.

Sometimes it is really difficult to get these sort of simple messages to all road users, as often they come from far and wide. And enforcement, when there are so many other issues, often becomes a lower priority.

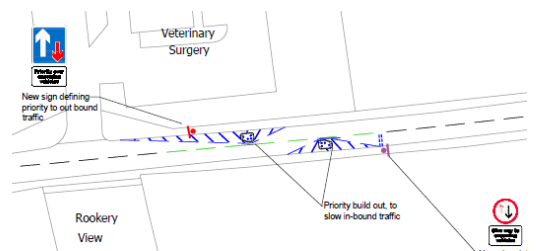
Community Speed Watch groups have a role to play in this, as do the fixed roadside Speed Indication Devices (S.I.D.) that have been popping up all over the local area.



At the installation of the Eccleshall Speed Indication Device, with Eccleshall Parish Council –October 2019

But with the added dangers created by the intensification of traffic coming out of the Burgage, with the

development of an additional 24 homes, in May of this year, a different solution was required, as anyone familiar with that side road will know.



This had already been anticipated and rather than waiting for issues to become obvious, a road safety audit was undertaken, which led to a highways improvement scheme, designed to reduce the speed of traffic coming into Eccleshall along the Stone Road and also make the exit from the Burgage safer, being devised. Discussions over eighteen months led to the securing of funding for the scheme to be implement.

The first stage consultation of the scheme has generally been well received and I would hope that this could be implemented in the first half of 2021, subject to the remaining elements of consultation going to plan.

Builds can work for some—but not all—roads depending on visibility and traffic volumes, as you don't want people speeding up to get past them.

I remain confident that this can make this road safer for the benefit of all.



Remembrance Day 2020—a Day Like No Other

Remembering Those Who Gave their Lives for Us

There are few things more important in the life of a County (or Borough) Councillor than remembering, on behalf of everyone in the community, those who have made the ultimate sacrifice and have fallen in battle.



Normally that would involve attending one of the many wreath laying ceremonies at one of the Borough's Remembrance Services or at the Council's Remembrance Service in the county town.

This year was different, as all the services were very much low key, which allowed the visiting of many different War Memorials across the Eccleshall division instead, including laying wreaths in Eccleshall and in Tittensor, whilst visiting Croxton, Adbaston, Eccleshall, Chebsey, MoD Swynnerton, Swynnerton, Tittensor and Trentham.



Reducing the Incidence of Flooding

Blocked and broken gullies often add to residents flooding misery

Staffordshire County Highways introduced a more scientific approach to spending their annual drainage budgets by looking to cleanse every gully at least once every three years, with those on the more important A roads being done annually.

However, with the backlog of maintenance and an ever increasingly aging network, the new system could not be effectively implemented whilst the ongoing ad hoc requests continued to flood in.

Following another bout of flooding, affecting roads and individuals homes, right the way across the Eccleshall division in August, the County Council's Cabinet have agreed to tackle this issue once and for all by allocating an additional £2m across the County to address this issue, amongst others.

Areas that have already seen the benefit of this approach include fixing the standing water along the A34 at Chase Lane, Tittensor, underground camera-ing the whole network around Cotes Heath and unblocking many gullies from Creswell Grove, to Eccleshall to Doley and Standon.



Gully Emptying in the County is one of the areas that will benefit from an additional £2m being spent between now and April 2021. Many longstanding areas of flooding have already been addressed, before the ravages of Winter set in



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Dangerous Trees are Addressed in Creswell Grove

The safety of road users was paramount in the decision to take action along highway

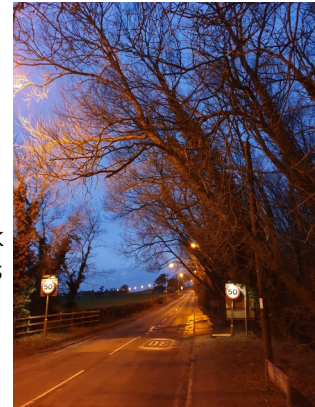
Trees and woodland are widely regarded as important for our health and wellbeing in more and more ways, especially with their Carbon Dioxide absorbing properties.

But when it comes to trees growing unfettered in damp boggy areas, which are at risk of falling down in windy weather and creating a domino effect, then action needs to be taken to ensure the safety of anyone passing by.

Such was the case with the wetland alongside the main road coming into Creswell Grove, where despite lots of time being expended on trying to identify the land owner to remind them of their responsibilities, they could not be traced

further than an off-shore company.

Legal notices were served on the company, for the County to do the work to make safe the trees in the wetland, with the costs being charged back to the company. As whilst the safety of Staffordshire residents is paramount, this should not become a burden on the tax payers of the area, just because a land owner refuses to take their responsibilities seriously.



Amey's Volunteering Effort Saves the Day

Amey Highways Community Action scheme helps make vehicle Pull In more useable

An informal vehicle pull in on the single track lane coming out of Chebsey village once trapped a fully laden fire engine on the way back from a shout.

The layby has become increasingly sodden with it collecting all the water coming off the nearby hills, such that outside of Summer months using it is done so at the user's peril.

That was until Amey's Highways division heard about the situation and arranged a volunteering day for

their staff to remove the soil, lay proper drainage pipes and stone up the area, so that it could allow local residents a convenient spot to pull in and let other traffic to pass safely, without risking becoming trapped wheel-deep in mud.



Scammell Lane, Chebsey improvements undertaken in December 2020

Buffer Zone Plan to Improve Adherence to 30mph Village Limit

Towns and villages have long since had 30mph speed limits round them but often communities complain that vehicle users fail to adhere to the defined limits.

All sorts of schemes have been used to improve vehicle users to help follow the defined limits—but none more effective when vehicles are coming out of a national speed de-restricted 60mph limit than the use of a buffer zone to get vehicles to start slowing down just outside of the settlement boundaries.

Just such a scheme has been proposed for outside of Yarnfield village, subject to consultation, through working with the new Yarnfield Parish Council and if successful could be implemented as early as late Spring or Summer 2021.



New Buffer Zones are being proposed for Yarnfield, in partnership support from Yarnfield Parish Council



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Many Areas Following Lead on Installing S.I.D.s

Creswell Grove latest community to help all road users know their speeds

Many communities have raised concerns about the speed of vehicles using roads in their area. And whilst active enforcement of speed limits are important, the police cannot be present all of the time.



At the installation of the latest Speed Indication Device, with Councillor Ray Sutherland from Creswell Parish Council—October 2020

By using new technology, which has suddenly made the installation of Speed Indication Devices much more cost effective, it has proven to be a useful tool in the armoury to fight speeding vehicles. Alongside that of concerned community volunteers, as part of trained Speedwatch Groups and other measures.

Communities from Great Bridgeford in the east to Eccleshall in the west and Yarnfield, Tittensor and Northwood have all installed S.I.D., with Creswell Grove being the latest community to do so.

At the installation of the Northwood Lane Speed Indication Device, with Swynnerton Parish Council—February 2019



These were driven by Creswell Parish Council and installed after lockdown in October 2020, thanks to the Parish Councillors perseverance and hard work over many years.

For more information about the use and installation of Speed Indication Devices, please contact me for a fact sheet and whether they could be useful in your area

Thanks for the Past Two and a Half Years

The Police and Crime Commissioner's Office supported the use of the Eccleshall Police Post

Car parking is key to supporting the continued successful of businesses in Eccleshall, if they are to continue to attract as many visitors as possible in to visiting our High Street and town.

Recognising this, back in 2018, the Office of the Police and Crime Commissioner offered the community the use of thirteen car parking spaces at the Eccleshall Police Post, which at the time was really only being used occasionally by the Staffordshire Force.

With some investment in marking out bays and signage, the post became a highly valued community asset, for the past 2.5 years.

Thanks must go to Matthew Ellis, the PCC, for helping make this happen and supporting Eccleshall's businesses in this way. And whilst the Eccleshall



Eccleshall businesses starting to use the Eccleshall Police Post for parking with Matthew Ellis, the PCC—May 2018

Community Interest Company—set up to buy the Police Post—was not successful, it remains active in other projects developing in Eccleshall.



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Our Beautiful Borough—High Streets campaign

COVID 19 has reeked havoc on our retail and service businesses, so let's promote their diversity

High Streets up and down the land have been in a state of flux and change for much of the last decade. And once premises are lost from retail or the service economy to residential conversion, they hardly ever come back.

Stafford Borough Council recently agreed to promote Eccleshall, alongside that of the two centres in the Borough—the County town of Stafford and the canal town of Stone, that has given the ideal opportunity to create a co-ordinated marketing campaign of some of the best bits in the local area—to encourage those living locally to venture out—when we are able to do so—and also those from further afield to look at Stafford Borough as a place to visit.

There are lots of attributes that define Eccleshall's High Street and night life—too many to accurately portray it fully. But **the preference must be to try and get people back into the habit of supporting our local High Street and economy**, as well as demonstrating some of the reasons for visiting the combined areas of Stafford, Stone and Eccleshall and lingering just that bit longer because of what we have to offer.



More details about the campaign are available at :- [Eccleshall High Street | Stafford Borough Council | Our Beautiful Borough](#)

Borough Community Leaders Launch Talk To Us Support

Recognising that for some 2020 is just the start of the difficult times that lie ahead

The COVID 19 pandemic and ensuing national lockdowns have brought a profound change to the ways we have been able to live, work and socialise in 2020.

But for some, the physical health impacts of the pandemic will be the first in a wider range of impacts that they will feel—from economic impacts through to impacts on housing, positive mental health and even available support.

Some will assume that we are 'all in this together'—'in the same boat', if you like—but we are not 'in the same boat', we are 'in the same storm' and there is a world of difference.

For many, they would never have thought of the need to rely on services from people like the Borough or County Council, so knowing how to access services or from where can seem quite daunting.

Equally the volume of people that might need the Borough or County Council's help, support, information and guidance might risk overwhelming the services there.

This was the reason for setting up the first in a range of webinars with specialist from across three areas—mental health support; money and financial management and capacity building and sustainability in the voluntary sector to help provide a broader range of advice and support to locally based groups.

These webinars are available to watch back on the Borough Council's website at :

[Talk to Us | Stafford Borough Council \(staffordbc.gov.uk\)](#)

And the links can easily be shared.

The website also provides useful resources for people to be able to find and access the help that they may need, from foodbank details, through to employment club details, retraining support and how to keep warm and stay well when it is cold with people struggling with fuel bills.

These resources have been built to help people signpost others so that they can get the help and support that they may need.



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Building a First Class Education System in Staffordshire

Stafford College Campus Redevelopment could not be Better Timed to Support Young People

A little over a year ago Newcastle and Stafford Colleges Group was adjudged by OFSTED to be an Outstanding College group—the first one under the new inspection regime and the first one in ten years to be adjudged Outstanding in all areas.

This was a real testament to the staff and the quality of teaching being delivered at an upper quartile performing College.



It was all the more impressive for the Stafford campus, which little more than four years ago was adjudged to have been inadequate. So that has been some journey and a great demonstration of the value of positive supportive leadership.

The next stage of the journey for the Stafford campus is the re-development of the tired and aged 1960s Earl Street and Broad Street buildings so that they can offer modern, student learning centric facilities, to go

alongside the near 10% improvement in qualifications being recorded in the past few years.



Proposals for Stafford College to create a purpose built state of the art £23m campus, subject to funding

The state of the art facilities will allow the Stafford campus to build on its strength in engineering and focus on some of the growth sectors in manufacturing to help provide careers and skills fit for a post-pandemic world. The proposed development is a great example of building back better and will cost £23m to build and take 18 months to deliver. Funding for the scheme is being sought from a variety of sources at the moment, including government and the LEP, and the ambition is subject to this.

This would be very near the top of my 'wish list' for Christmas, this year

Beaconside Roundabout Replacement & Dualling

Woks finally will start in the New Year on the route to the North of Stafford

The upgrading of the highway at the top end of Beaconside has been something planned for the best part of the last four years and it has been delayed by one set-back after another—finding new underground services, design conflicts, different developers needing to agree—you name it, it has delayed the scheme.

But as of early in the New Year the works are planned to start on the roundabout with the A34, the A34 itself and the Beaconside road. The works will take up to three years to complete in phases and will help improve the flow of traffic following significant house building in that area.



The £35m Stafford Western Access Route is on course for completion in Autumn 2021

Separately the works on the Stafford Western Access Route, linking Greyfriars to Doxey are advancing well, in advance of the target completion date of Autumn. The scheme can be seen at [\(51\) December SWAR Footage 10 12 20 - YouTube](#)



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Community Awards Celebrate our Community Champions

2020 has been a year like no other, with many people and organisations supporting others

So much is done in our communities by individuals and groups that simply want to make a difference to their friends, neighbours and the wider community. Whether that be running sports clubs, running community assets, like village halls or running groups.

Many people treasure their roles and association with these assets—the running of Eccleshall Library is just one perfect example of that.

But 2020 was a year when ‘the Rule Book’ was ripped up and if ripping it up once was not enough, it has been torn up every time we were just getting used to the new norm.

So this year's Community Awards, honouring people and organisations in the voluntary sector across the Borough was always going to be something special—and it did not disappoint.

There were lots of nominations from the local area, including

- The Corner Patch with special reference to their work making Scrubs for Our NHS



- ReSolv, the Stone based charity supporting mental health and drug and alcohol addiction for their work re-inventing their services
- Marg Ainsworth-Hickman for her work in setting up the Chebsey response to the pandemic
 - Eccleshall Cares for their work in supporting residents in the Eccleshall area since lockdown
 - Joe Cheetham-Wilkinson for his work in setting up the Eccleshall Cares response to

the pandemic

- Tittensor Best Kept Village—for setting up the BKV scheme and winning on their first year of entering and retaining the award in their second year
- Eccleshall Eagles Junior Football Club—in the sports and leisure category - for their work setting up a successful girls section with 40 members, a juniors sections for Under 6s with 25 new members and the wider set-up of some of the best pitches in Staffordshire

The winners on the night included Eccleshall Eagles Junior Football Club (Sports & Leisure) with Re-Solv (Social Wellbeing) and Tittensor Best Kept Village (Environmental Improvement) being Highly Commended.



However the thirty individuals and organisations shortlisted were all winners, through being recognised by others and making a real and tangible difference in their communities.



The awards were hosted virtually for the first time, which shows how far technology has come in such a short period of time and whilst not the same as celebrating in person, it is all the more important to do given all the work of individuals and the voluntary sector over the past twelve months in helping support so many people in our communities through what for many has been a really difficult time.

They can be watched back here : [51\) Community Awards 2020 - YouTube](#)

Thank you to everyone active in our communities locally, as without each and everyone of you, people could be left without the help and support they need



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DELIVERING FOR THE ECCLESHALL AREA

Councillor Jeremy Pert is the elected member to Staffordshire County and Stafford Borough Councils for the area west of Stafford over to the border with Loggerheads and as far north as Trentham and most of the areas in-between (- for the exact area please see website—www.jeremypert.co.uk).

I have been an elected Borough Councillor for the past nine years and prior to that was a Parish Councillor for ten years on Eccleshall Parish Council. I am the Cabinet Member for Community & Health on the Borough Council and Chair of the Healthy Staffordshire Select Committee at the County.

I am heavily involved with numerous community groups including Eccleshall Eagles Junior Football Club, Stafford Together, Stafford United Charities, etc.

For more general details and work please visit www.jeremypert.co.uk

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Think Staffordshire First

Supporting Our Local Economy to Survive and Then Thrive

So much has changed in the past year with the unwelcomed onslaught of COVID 19 and yet equally the essence of the local area—and the County—has not.

We are lucky enough to live in a great part of the world, surrounded by great people as friends and neighbours and so many award winning retailers and businesses, including many in the hospitality sector.

local Staffordshire economy, we could help ensure the recovery is more certain locally by "**Thinking Staffordshire First**".

The campaign can be followed from here : <https://twitter.com/i/status/1339956164537298944>

The leaders of the Borough and County Council have written a number of times to the Secretary of State over the past months to lobby for Staffordshire to have restrictions eased, for Staffordshire to be placed in a lower tier and for new models of operating to be considered, including testing people more frequently so that more local businesses can stay open and be able to operate more normally, without risking health.

This is always a difficult balancing act, but we owe it to the local economy as well as residents to continue to make the case.



Those businesses have been massively impacted in 2020, but by re-directing what spending we have towards our



**Representative
STAFFORDSHIRE
COUNTY & STAFFORD
BOROUGH COUNCILS**

Four Dreaded Letters – GDPR (and Your information)

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As part of the data policy, I am committed to protecting and respecting your privacy in compliance with EU - General Data Protection Regulation (GDPR) 2016/679, dated April 27th 2016. In addition to which you have the following rights with respect to your personal data :

- The right to request a copy of your personal data that is held about you
- The right to request that your personal data is corrected, if inaccurate or out of date

Please feel free to contact me with any data questions or concerns that you have.

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