



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 backdrop to this edition of the newsletter is that we are starting to look forward to a period where we can come out of these very difficult lockdowns, getting the local economy back open and working and people spending some of the 'Staffordshire' pound to protect businesses, jobs and some of the very things that we hold dear about the area. None of this can be possible without a dual strategy of getting as many people vaccinated as possible, with maintaining a testing regime. There remains the need to deliver projects that benefit the local area and this edition talks about some of these across the area from Eccleshall, to Marston Grange to Trentham and Hanchurch.

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 :-

- Working hard to deliver your community priorities across the Borough and County area to :-
 - Reduce flooding
 - Reduce the speed of traffic
 - Make roads safer
 - Support some of the most vulnerable
- Deliver new ground breaking schemes for community heating schemes

LOOKING FORWARD TO THE SUMMER AND A PERIOD WITHOUT RESTRICTION

STAY SAFE AND THANK YOU TO EVERYONE FOR ALL YOU HAVE BEEN DOING—WE ARE NEARLY THROUGH THIS



Fighting to end the misery of Flooding locally

Flooding has become more and more of a regular event over the whole division over recent years, often brought on by development and the impacts of changes to our weather patterns.

Cooler and wetter Winters often leave fields and gardens saturated for longer, such that when it does rain for a prolonged period, there is nowhere for the rain water to go.



Back in the Autumn last year, the County Council signed off an additional £2m in part for gully maintenance and clearing, as well improving the general look of areas, following significant lobbying after the flooding experienced locally in August last year.

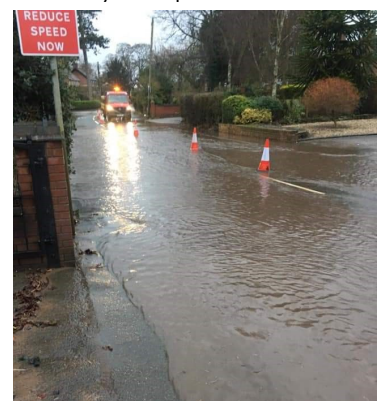
This additional funding allowed the unblocking of various gullies and drainage systems, to reduce the impact from flooding on many householders. It also allowed the camera-ing of various systems to identify blockages and tree roots and the likes. This has already had a positive impact across many communities.

Just one location in the area is the Stone Road in Eccleshall which has flooded on a regular basis for many years, although the frequency and impacts have been increasing.

In this location, one of the ways of alleviating the flooding is by increasing the capacity in the Highways drains, something that the County Council agreed to do recently, with the works planned to start within two months, with the works lasting six weeks, at a cost of £250,000.

A full road closure has been avoided but single carriageway traffic lights will be used whilst the works are going on. With these works, it is hoped that local residents and road users will be able to gain some welcome relief from the fear of flooding every time it rains. This is one of only five planned

Flooding on the Stone Road in Eccleshall earlier in the year



schemes for across the County in 2021 and a direct result of a prolonged campaign to get this known issue resolved once and for all.

Speed Limit Changes Proposed to reduce dangers on road

Addressing Residents and Road Users concerns on a road with a poor accident record

The process to change a speed limit or implement double yellow lines is both long and expensive—as it can take four years with various consultations of just-about every-body believable, and comes at a cost of £7,500 per scheme.

For some, the delivery of local highways priorities can sometimes seem somewhat slow, as, as a County Councillor, I have a discretionary divisional highways allowance of just £7,000 a year.



The Swynnerton Road from Swynnerton to Eccleshall has been the scene of a number of serious accidents over the years, with a community at Cold Meece in the middle of the 60mph zone, and the road has several industrial estates, several sporting venues, a prison and a number of bad junctions with poor visibility.

Therefore to address all the concerns of local residents and road users, working with Yarnfield and Cold Meece Parish Council, we have been looking to change the speed of this road to better reflect the areas being driven through and the risks.

At a recent public consultation on the proposed scheme there were 81 responses and several useful suggestions to help make the new limits work better.

These have been worked into a revised scheme, which will be reconsulted on during April.

Assuming the re-consultation is successful, I would expect the revised scheme to be implemented in the summer of this year and bring a long overdue improvement to the safety of the road for the benefit of all residents and road users.

It will also have been delivered in two years, despite the impacts of the pandemic, rather than the usual four.

“Ask ANI” Plea

National scheme has two local champions in the Borough

The “Ask ANI” scheme was launched at the start of the year nationally, to help those suffering domestic abuse but unable to escape, so that they can access the support that they need.

“Ani” – spoken as in ‘Annie’ and standing for Action Needed Immediately – is hoped to be an easily recognisable code word for those victims to be able to appeal for help to escape their abuser.

Back at the start of the month, Staffordshire Women’s Aid and myself, in my role as Cabinet Member for Community and Health in the Borough Council wrote to all pharmacies in Stafford to promote awareness of the scheme and encourage the take up the scheme locally, as domestic abuse is still one of these crimes that can take months and years of repeated abuse to come to light, with an average of 35 incidents for a victim to report the abuse to the police.

It is hoped that **with more pharmacies participating in the “Ask ANI” scheme that both male and female victims can be better supported.**



Staffordshire Women's Aid has been supporting the victims of domestic violence in Stafford Borough for forty five years and has a confidential help line operating 24 / 7 / 365

To contact me

EMAIL

jeremyp@jeremypert.co.uk

TELEPHONE

07740 924659

POST

Bank Farm,
Croxtton,
STAFFORDSHIRE
ST21 6PE

For Further

Information

– please visit

www.jeremypert.c

o.uk





Community Heating Scheme for Meadowbrook Court, Stone

Improving heating systems for residents in Borough first

Residents of Meadowbrook Court in Stone have only had the option of heating their homes to date using storage heaters, which are expensive to use and inefficient.

The area was identified three years ago as a potential to benefit from laying a gas supply to the outside of the houses, to enable householders to benefit from a more efficient source of household heating.

After letter drops, door to door campaigns and a public consultation the Borough Council were able to get sufficient interest in the scheme to make it commercially viable for an energy company to come in to lay the required

infrastructure, with that work starting in March 2021.

Whilst not the most environmentally friendly source of heating, it is significantly better than the existing heating source available to residents and will make a positive difference to the lives of residents, in what has become a first for the Borough Council, especially as this would not have happened without a collective approach to cover the costs.

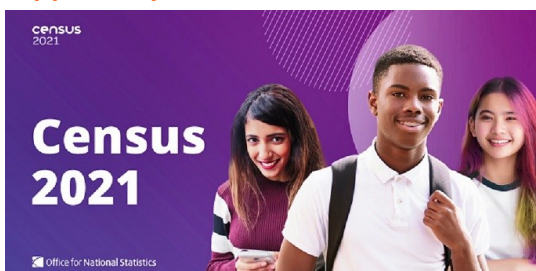


It's THIS WEEKEND

The Census is here and is a Once in a Decade Opportunity

The Census happens once every ten years and is designed to collect and map a lot of data across all of our communities, so that it can be aggregated into a 'national picture' whilst also being able to drill down to 'anonymised' local level.

Many of the decisions made by local government is founded on this data, to ensure focus is rightly placed on those communities that need the help and support the most, with data collected from age to ethnicity, family make-up to employment.



This ensures focus is not based on 'who shouts loudest'.

The data is vital in planning services, from schools to GP Surgeries, so getting everyone engaged is vital, with a preference for people to fill in forms online. **For those struggling with using the internet, there are people who can help those households, if you let me know.**

Yarnfield to Benefit from 40mph Buffer Zones round Village

The speed of vehicles coming through settlements has often been a concern for those living in those communities where vehicles regularly break the speed limit. This has been exasperated by the months of lockdown and fewer vehicles on the road.

There are a number of ways to reduce this occurrence, from community Speedwatch Groups of volunteers, creating gateways, installing additional lines and signs, to helping remind road users of the speed limit in an area, installing Speed Indication Devices, through to police enforcement.

One of the other tools is to install a buffer zone of 40mph round a sensitive 30mph limit, to help get road users to come into settlements at the right speed. One of these buffer zones is being installed in Yarnfield this summer.



New Buffer Zones are being introduced in the Summer in Yarnfield, in partnership with Yarnfield Parish Council



To contact me

EMAIL

jeremyp@jeremypert.co.uk

TELEPHONE

07740 924659

POST

Bank Farm,
Croxton,
STAFFORDSHIRE
ST21 6PE

For Further Information

– please visit

www.jeremypert.co.uk

Speed Limit Changes to Come to Waterworks at Hatton

Concerns from the small community at Hatton have been heard

The bends on the A51 at Hatton by Hatton Manor Waterworks and the Waterworks Cottages have long been a source of concern for local residents due to the relative speed of vehicles coming out of the bends.



The main A51 trunk road going between Stone and Nantwich attracts high speeds and can make it difficult for residents to navigate in certain locations. By slowing down road users, it can make the roads safer



Simply by slowing vehicles down it can make the road safer for all road users.

So a new speed limit of 40mph is being implemented in the summer of this year, for a short distance after the Hatton bends to make it safer for the benefit of both road users and residents.

Work to Start in Weeks on Build-Outs Safety Scheme

Buildouts can slow down the speed of traffic on lower usage roads

The use of buildouts on the entry to residential areas can help improve overall road safety in very specific locations on lower usage roads.

There has been a longstanding call for highway improvements on the Stone Road, in Eccleshall particularly after the building of

twenty four additional houses in the area.

The creation of buildouts here should improve the safety of that junction and for all road users.

The works costing £33,000 will start in the next few weeks and take a week to be completed.

Pedestrian Crossing Planned for Creswell Grove

The road from Stafford to Eccleshall has increasingly taken more and more road users and—with it—crossing the road has become significantly more difficult.

Just at a time when people are being asked to walk and cycle more—for health and environmental benefits—a pedestrian crossing is to be installed in Creswell Grove to make crossing the road there safer and easier.

It should also have the side benefit of slowing down traffic, which is often faster than the speed limit, hence the introduction in December of last year of a flashing Speed Indication Device by Creswell Parish Council, through joint funding.

A crossing was meant to have been installed in the village fifteen years ago but this never happened.



Designs for the Creswell Grove pedestrian crossing—to join back up the two sides of the village and hopefully slow down the speed of vehicles

To contact me

EMAIL

jeremyp@jeremypert.co.uk

TELEPHONE

07740 924659

POST

Bank Farm,
Croxtan,
STAFFORDSHIRE
ST21 6PE

For Further

Information

– please visit

www.jeremypert.co.uk





Community Testing Plea

Identification of the South African strain of the Coronavirus led to Setting Up Community Testing

Following the identification of what was believed to be an isolated case of the South African strain of COVID 19, community testing was set up in Eccleshall, Gnosall, Stone and Stafford, with significant numbers of people taking up the call to be tested, with no new cases found.



Community Testing Plea went out on Facebook and Twitter and had more than 2.4k views

With the increase in testing and Stafford being the lowest area for positive cases in all of Staffordshire—at just 28.4 for Stafford Borough last week (19/3) versus 70.1 per 100,000 population in Staffordshire as a whole—all residents should be thanked for their support in following the Government's guidelines and maintaining social distancing and safe working.

It is available to watch on YouTube at—
<https://youtu.be/NceuwWKQlJA>

The number of people who were in hospital locally grew exponentially in January and February, with the number in Intensive Care also putting a significant strain on the health system. Numbers are now falling consistently—not as fast as they grew—but consistently nevertheless, and **if we can maintain this progress more and more of our freedoms can be restored.**

Staffordshire Vaccination Programme Success

The Scale of the task has been immense, but so has been the level of Success

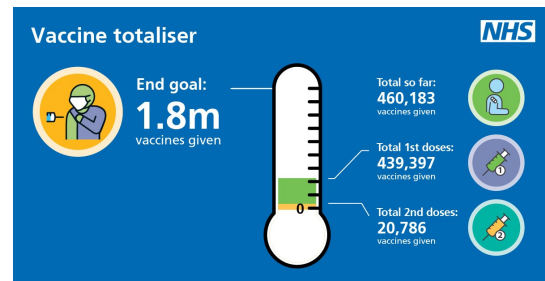
The only effective way out of the Coronavirus pandemic is through a twin tracked strategy of testing—test, track and isolate—and through vaccination.

of February all over 70s would receive at least their first dose. This equates to a total of 15m people nationally.

This simple fact is recognised by most orthodox leaders throughout the world.



Vaccinations are now being offered to the Over 50s locally, with the plan to vaccinate with a first dose all of that cohort by mid April 2021



So the setting up of the supply chain, designed to take essential product that does not like to be moved frequently at -70 ° round the country is no small undertaking, with the eventual programme being likened to setting up a medium-sized supermarket chain in just three months.

Todate in Staffordshire and Stoke on Trent over 460,000 have received their first jab against a population over 18 years of 931,389.

The programme in Staffordshire started in early December 2020, with a plan that by the middle

In my capacity as chair of the Healthy Staffordshire Select Committee—the oversight body for health in Staffordshire—I have written and expressed our heartfelt thanks on a regular basis to all those involved in delivering this result, from clinicians to volunteers. I know these thanks are endorsed by every resident, so that we can get the economy back open again and save lives.



To contact me

EMAIL

jeremyp@jeremypert.co.uk

TELEPHONE

07740 924659

POST

Bank Farm,
Croxtan,
STAFFORDSHIRE
ST21 6PE

For Further

Information
– please visit

www.jeremypert.co.uk

Public Engagement in Double Yellow Line Consultations

Inconsiderate and Dangerous Parking may lead to the introduction of restrictions

Residents and road users have raised concerns about dangerous and inconsiderate parking at a variety of locations across the division over the years.

But the cost of undertaking all the required consultations and obtaining the relevant highways orders—at £4,000 per order—makes it particularly unattractive to add double yellow line restrictions to many areas.



Proposals for double yellow line restrictions will be put to people in those local areas to decide whether the schemes go ahead

However, for those areas where there have been consistent concerns raised, the County Council will be engaging in public consultations in April and May to do exactly

that, by understanding whether an overall majority approve of new lines being implemented.

If the demand for double yellow lines is supported then they will be installed in the second half of 2021, otherwise this issue can be closed for the next four or five years, as being 'dealt with' unless something significant changes.

This ensures that we don't just keep re-visiting the same projects and arriving at the same outcomes. I am reminded of the definition of insanity :- "Doing the Same Thing Over and Over Again and Expecting Different Results", which I think is attributed to Albert Einstein.

The areas being consulted about include :-

- Yarnfield Lane, Yanfield, near the village hall
- the centre of Swynnerton
- round the War Memorial in Tittensor
- the junction of Northwood Lane and Ferndown Drive South, Newcastle

There is 'a double edged sword' by asking people for their views—that it will go down to what the majority of people want to see happen in their local areas.

Staffordshire Health Leaders Vaccination Webinar

Engaging with Parish Councils and Community Leaders to encourage Take Up of Jobs

Back at the start of March all County, District / Borough Councillors were invited to a vaccines webinar, alongside Parish Councillors and community leaders, to provide them with enough information and opportunity to ask questions on the roll-out of the Vaccination Programme in Staffordshire.

The session was led by the Senior Responsible Officer from the Staffordshire Vaccination Programme, along with his Programme Director and Clinical Director. For the panel Q & A session, they were also joined by the Director of Public Health for Staffordshire and the Cabinet Member for Health, Care and Wellbeing across the County.

The webinar was well supported and covered

issues such as access, side effects and 'leaving no one behind'.



Providing local leaders with the tools to help encourage everyone to take their opportunity to be vaccinated, when they are invited, remains one of the key things to support, whilst the programme works through the cohorts through to the end of July 2021.

There is still the opportunity to volunteer too

To contact me

EMAIL

jeremyp@jeremypert.co.uk

TELEPHONE

07740 924659

POST

Bank Farm,
Croxtan,
STAFFORDSHIRE
ST21 6PE

For Further

Information
– please visit

www.jeremypert.co.uk



Hearing Aids once again available to residents

Moderate hearing loss can isolate people, and extenuate the impacts of the Coronavirus

Five years ago the North Staffs Clinical Commissioning Group (CCG), which covers the area from Newcastle-under-Lyme to Staffordshire Moorlands across 32 GP Practices with an annual spend on health services locally of £279m, took a decision to remove free hearing aids to people with mild or moderate hearing loss.

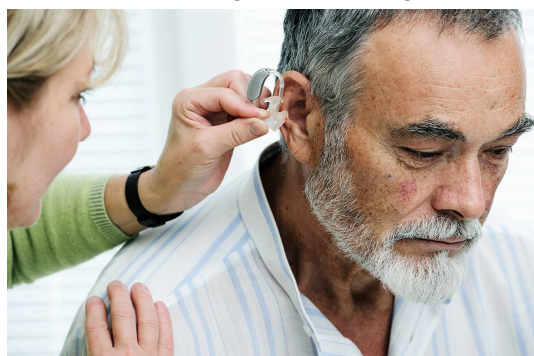
This decision was opposed by the Healthy Staffordshire Select Committee under its previous chair, with that opposition maintain when the chairmanship changed last July 2020, given it was outside of NICE guidelines.

North Staffs CCG were the only CCG across the country to have such a restrictive policy and despite many attempts to reverse the decision, with the pandemic making things harder, the review of this restrictive policy came to nothing.

In fact COVID 19 made the policy more difficult, as those with mild or moderate hearing loss would probably need to get closer to people to avoid becoming isolated and left out of conversations, rather than socially distance.

Therefore it was welcomed early in January 2021, when the CCG's Clinical Senate agreed to review the medical evidence for their policy and agreed at their Board Meeting on 28th January

2021 to extend hearing aids to those with moderate hearing loss once again.



People with moderate hearing loss can only detect sounds between 40 and 69 dB and could struggle to follow a conversation or hear 'soft sounds' such as falling rain

Often things within the public sector take time and energy to deliver, as well as tenacity and conviction. But the impact of this positive decision will allow so many people to re-engage with the environment and people around them. And shows the benefit of having a County-wide committee looking after the interests of the residents of Staffordshire.

Meetings of the Healthy Staffordshire Select Committee are held roughly monthly and are live screened and available online to watch back

Respite for Residents of Newcastle Road, Hanchurch

Whilst road speeds were changed for Clayton Road in Newcastle, other residents felt left behind

There is just a few hundred metres of Newcastle Road in Hanchurch from the Queensway island roundabout with the A500 up to the traffic lights with Whitmore Road and Trentham Road, but whilst the Clayton Road had its speed limit reduced to a 40mph limit, the Newcastle Road remained a 60mph area, making it difficult for residents to enter and leave their properties and seeing extremes of speed at various times of the day or night.

Now, subject to final public consultation in May, this anomaly will be rectified with a new limit of 40mph planned to be implemented in the Summer of 2021.



Newcastle Road, part of several planned speed limit changes for the Summer of 2021, subject to consultation



To contact me

EMAIL

jeremyp@jeremypert.co.uk

TELEPHONE

07740 924659

POST

Bank Farm,
Croxton,
STAFFORDSHIRE
ST21 6PE

**For Further
Information**

– please visit

www.jeremypert.co.uk



**BOROUGH AND
COUNTY
COUNCILLOR
JEREMY PERT**

Bank Farm,
Croxton,
Staffordshire
ST21 6PE

Phone: (07740) 924659

Email:
jeremyp@jeremypert.co.uk
www.jeremypert.co.uk

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 ten 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

Think Staffordshire First

Pets at Home Make new Home in Stafford @ Stafford North Business Park

The importance of getting Stafford—and Staffordshire—back open and operating cannot be under-estimated given the impact of the pandemic. Last year alone there was a 9.8% hit to the UK's GDP.

North business park on the A34, to build a new distribution centre and Head Office complex, employing somewhere between 800—1,200 people is welcome news.



It is also hoped to be the first amongst many who might want to take advantage of Staffordshire unique quality of life, attractive environment and access to facilities and services.

In short a great place to live, work and thrive.

Pets at Homes new head office and distribution centre are expected to open in 2022.

Think Staffordshire First



Staffordshire County Council has created a campaign to encourage Staffordshire to be the first port of call for new businesses, relocating businesses as well as for corporate investment and expansion.

So the news that retailer Pets at Home is to come to the 52 acre Stafford

Four Dreaded Letters – GDPR (and Your information)

There are clear policies and protocols that are used when publishing this newsletter including an ability to have your name removed from further newsletters and communications and the right of anonymity.

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.

**Representative
STAFFORDSHIRE
COUNTY & STAFFORD
BOROUGH COUNCILS**

To contact me
EMAIL
jeremyp@jeremypert.co.uk

TELEPHONE
07740 924659

POST
Bank Farm,
Croxton,
STAFFORDSHIRE
ST21 6PE

**For Further
Information**
– please visit
www.jeremypert.co.uk