

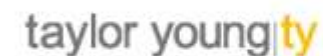
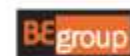


Cheadle Town Centre Final Masterplan Report

Appendix 4

Baseline Report

September 2009



CONTENTS

1.0	INTRODUCTION.....	1
2.0	CONTEXT.....	3
3.0	TOWN CENTRE USES.....	26
4.0	LOCAL PROPERTY MARKET	48
5.0	TOWNSCAPE	55
6.0	ACCESS AND MOVEMENT	75
7.0	OPPORTUNITY SITES	107
8.0	BASELINE TESTING WORKSHOPS.....	119
9.0	CONCLUSIONS AND NEXT STEPS	125

- Appendix 1 – Use Classes Plan
- Appendix 2 – Retailer Survey Questionnaire
- Appendix 3 – Public Launch Comments
- Appendix 4 – Councillors Workshop Comments
- Appendix 5 – Stakeholder Workshop Comments

1.0 INTRODUCTION

- 1.1 BE Group in conjunction with Taylor Young and Aecom, has been commissioned by Staffordshire Moorlands District Council (the District Council), Advantage West Midlands (AWM) and Staffordshire County Council (SCC) to produce a Masterplan for the Town Centre of Cheadle. This will inform the District Council's Local Development Framework. The Town Centre boundaries are identified in the study brief, and in this respect it is noted there is no specific geographic definition for Cheadle Town Centre in planning policy terms.
- 1.2 This Baseline Report represents the first step of the process that will lead to the production of the Masterplan. It has been prepared from a detailed document review of national, regional and local planning policy in relation to town centres, as well as both generic and locally focussed reports on retailing and regeneration.
- 1.3 This desktop research has been complemented by a thorough understanding of place. Surveys have been undertaken by Planners, Regeneration Specialists, Urban Designers, Landscape Architects, Transport and Property Specialists.
- 1.4 To supplement this and to further the understanding of wider Town Centre issues, an analysis of census based information has been undertaken to understand the socio-economic position of the catchment for Cheadle.
- 1.5 The findings of these different strands of research are set out in this report, which brings them together with the more anecdotal evidence established through meetings, conversations and discussions with various key stakeholders, as well as the detailed site survey work. This has included workshops with District Council Councillors; local stakeholders (Cheadle Town Councillors; land and property owners; community and residential interest groups) and Cheadle Business Group. A project launch exhibition event was also held to gather residents and visitors opinions.
- 1.6 The conclusions offer a strong position on which to base the next stage of this commission, which is to develop options for change and development in the Town Centre.
- 1.7 This report is divided into nine sections. The following section places Cheadle and this study into context, looking at its location, background, socio-economic profile, documentation and policy review. Sections 3 and 4 report on Town Centre

uses and the local property market. Section 5 comprises the urban design analysis, commenting on the built form and fabric of the study area, and the public realm with particular reference to urban design, streetscape, open space and pedestrian movement. Section 6 addresses access and movement. Section 7 provides baseline information for the eleven Opportunity Sites identified at the study outset, or during the course of the research. Section 8 contains feedback from the three workshops. The final section concludes the report and sets out the next steps in the Masterplan process.

2.0 CONTEXT

2.1 Cheadle is located within the District of Staffordshire Moorlands, within the east of Staffordshire. It lies approximately 10 miles east of Stoke on Trent, the closest major conurbation. The nearest motorway link is Junction 15, M6, which is about 14 miles west of Cheadle, as shown in Figure 2.1.

Figure 2.1 – Location Plan



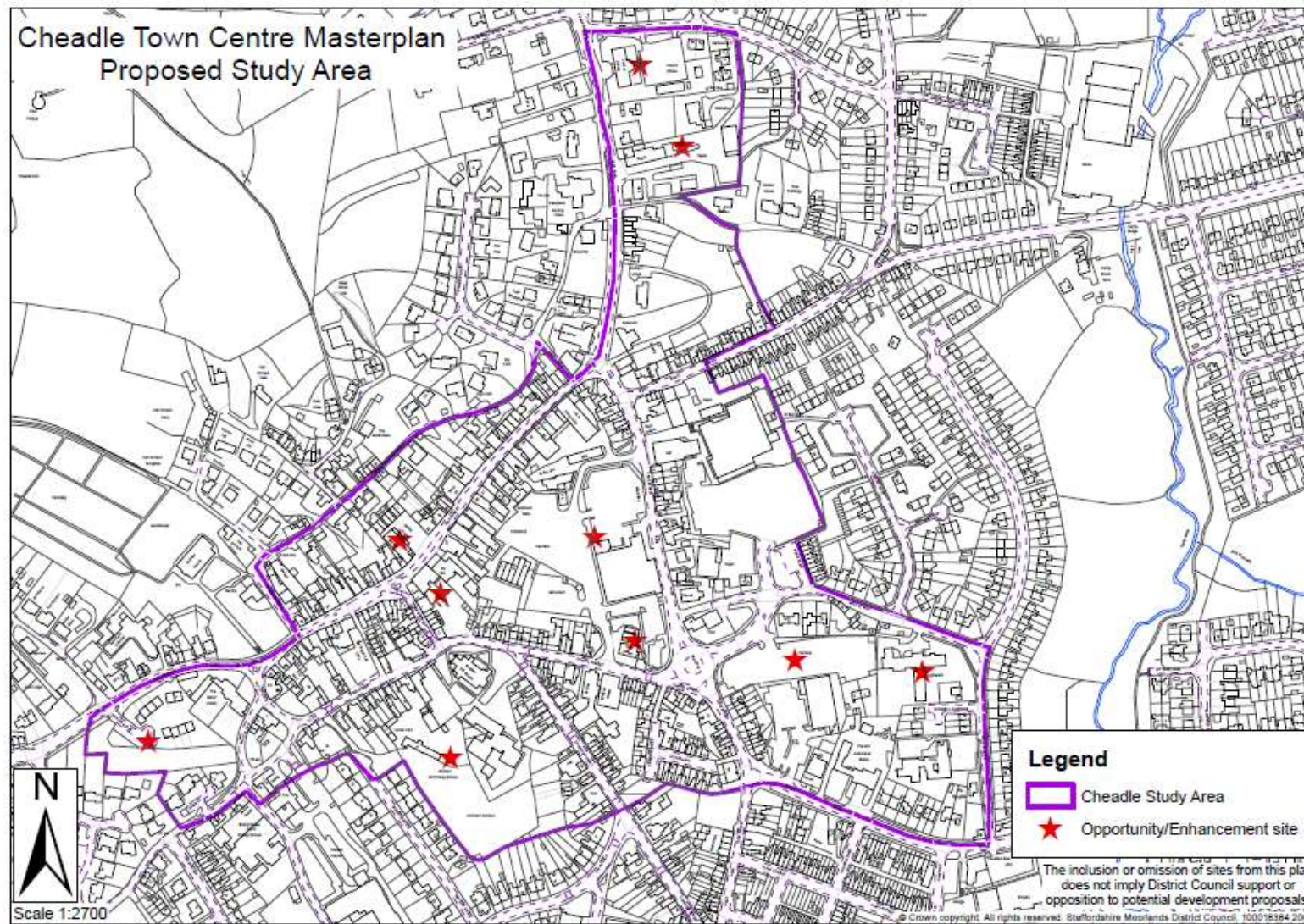
Source: Multimap.co.uk

2.2 Figure 2.1 also shows the town in its context. Cheadle is a small market town sitting in a rural hinterland. Despite the distance to the national motorway network, Cheadle is well connected to its neighbours of Stoke on Trent, Uttoxeter, Ashbourne and Leek. It is only four miles from the A50 (T) Stoke to Derby road that provides a link between the M6 and M1 motorways.

2.3 The Town Centre Masterplan study area is shown in Figure 2.2. This has been set by the District Council, though there is no defined Town Centre boundary, in planning terms, in the adopted Local Plan.

2.4 This report does not consider land within these boundaries in isolation. It takes into consideration the immediate and wider context within which the study area is situated.

Figure 2.2 – Study Area



Source: Staffordshire Moorlands District Council

Policy Review

- 2.5 In setting the context for the Town Centre Masterplan, a review has been undertaken of relevant national, regional and local policy guidance. The policy review, as it affects land use and regeneration proposals, is summarised in the following paragraphs.

National Policy

Planning Policy Statement 1: Delivering Sustainable Development (2005) (PPS1)

- 2.6 PPS1 states that sustainable development is the core principle underpinning planning. It outlines the Government's commitment to promoting sustainable and inclusive patterns of urban and rural development by making suitable land available for development; protecting and enhancing the natural and historic environment; ensuring high quality development; and, ensuring that development contributes to the creation of safe, sustainable, liveable and mixed communities.
- 2.7 PPS1 states that planning policies should provide a high level of protection for the most valued townscape and landscape areas, particularly those with national designations. In

relation to design, PPS1 states that good design ensures usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning.

Planning Policy Guidance 13: Transport (2001) (PPG13)

- 2.8 PPG13 encourages land use planning to influence the location, scale, density, design and mix of land uses to reduce the need to travel, reduce the length of journeys and to make services and facilities accessible via public transport and non-car modes of transportation.
- 2.9 PPG13 states that the Government places great emphasis on people being able to travel safely whatever their chosen mode. It notes that the planning system can influence road safety through its control of new development. PPG13 states that mixed-use development can provide very significant benefits, in terms of promoting vitality and diversity and in promoting walking as a primary mode of travel. A mix of land uses should be promoted through planning policies.

Planning Policy Statement 6: Planning for Town Centres (2005) (PPS6)

2.10 Key objectives of PPS6 include:

- To promote the vitality and viability of Town Centres
- Planning for the growth and development of existing centres
- Promoting and enhancing existing centres, by focusing development and encouraging a wide range of services in a good environment, accessible to all
- Enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow for genuine choice to meet the needs of the entire community, particularly socially excluded groups
- Supporting efficient, competitive and innovative retail, leisure and tourism, with improving productivity
- Improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport.

2.11 There is a key focus on the sequential approach to retail development and the assessment of impact. Other key messages include the importance of sustainable travel and less reliance on the private car, and planning to avoid social exclusion.

2.12 PPS6 also refers to the importance of measuring and monitoring the vitality and viability of Town Centres through the use of health checks utilising a range of identified indicators. These indicators have been taken fully into consideration in the preparation of the following sections of this report, and include such issues as diversity of use, rents, vacancies and accessibility.

2.13 PPS6 stresses the importance of having a realistically defined Town Centre boundary, and the possibility of having both primary and secondary defined retail frontages, the latter to help encourage diversity and flexibility. PPS6 is supplemented by a range of national reports on the state of Britain's high streets, pertinent points of which are reported below.

2.14 PPS6 is soon to be replaced by the new **PPS4: Planning for Prosperous Economies**. A consultation paper on the new PPS 4 was published in May 2009. The proposed changes include the removal the requirement for out-of-centre retail developments to undertake a needs-based assessment as part of their planning application. Otherwise, the paper reinforces the 'Town Centre first' approach and recommends strong sequential testing. Significantly, there is also a

presumption in favour of permitting economic development. The scope of this PPS is greater than Town Centres but it will be supported by a 'Planning for Town Centres' best practice guide.

Regional Policy

2.15 Following the Planning and Compulsory Purchase Act 2004, regional planning guidance has become part of the statutory development plan and has been renamed as a Regional Spatial Strategy (RSS). All planning documents must now be in conformity with its policies.

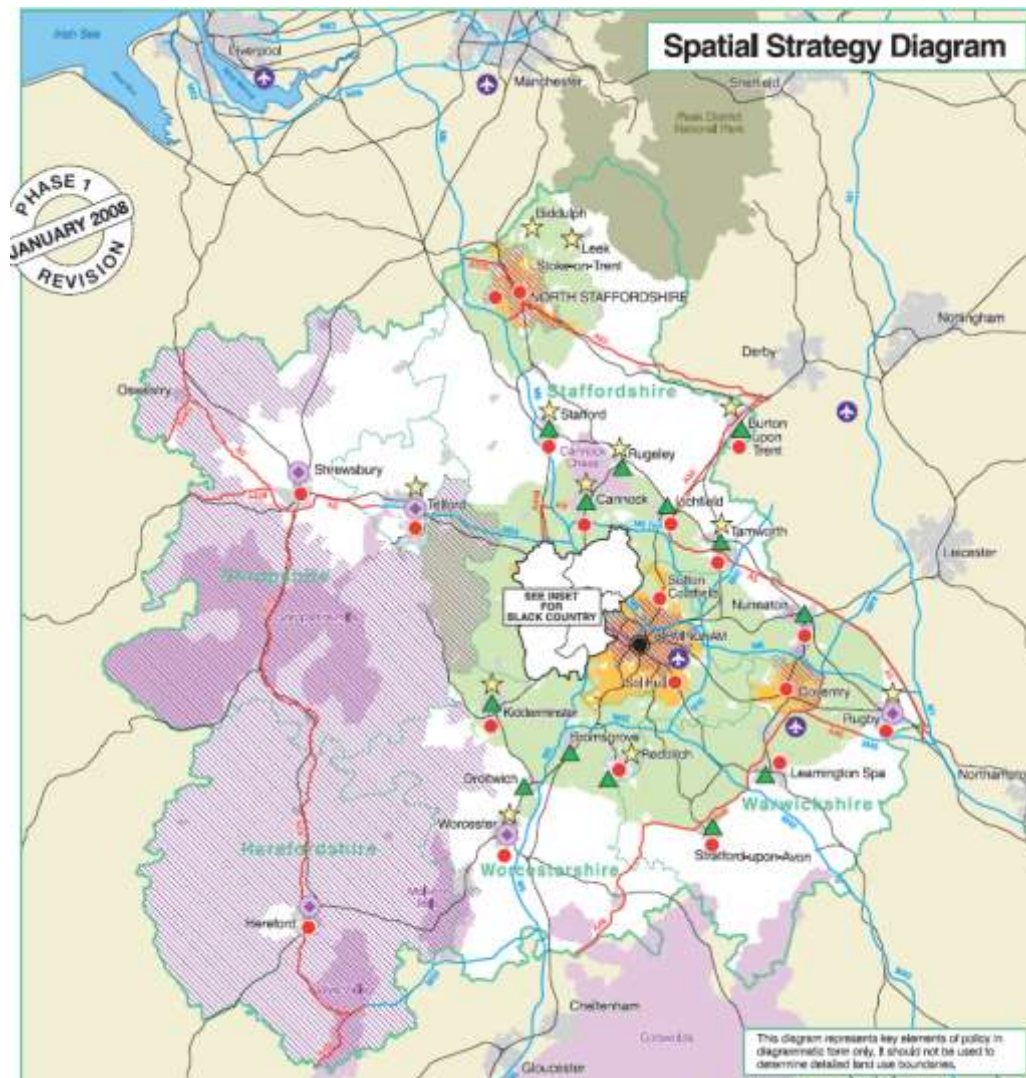
2.16 Cheadle lies within the West Midlands Region and is covered by the West Midlands Regional Spatial Strategy (RSS), the most recent version of which was updated in January 2008. As seen in Figure 2.3 the town lies outside the Major Urban Areas of the Region. As such it is subject to the "Rural Renaissance" strategy, falling within the category of rural areas...

"...which are subject to strong influences from the MUAs and which are relatively prosperous and have generally good access to services. For these, the main priority will be to manage the rate and nature of further development to that

required to meet local needs, whilst ensuring that local character is protected and enhanced;"
[RSS, 2008, paragraph 5.5].

2.17 Cheadle is not large enough to be identified on the Spatial Strategy diagram, but its position is within the Green Belt context. Cheadle does not though fall within the network of 25 town and city centres identified for major retail, cultural, leisure or office development [paragraph 7.55, RSS].

Figure 2.3 – Spatial Strategy Diagram



Source: West Midlands RSS

- 2.18 The most relevant policy would appear to be PA14: Economic Development:

POLICY PA14: Economic Development and the Rural Economy

- 2.19 A. Development plans and other strategies should support the sustainable diversification and development of the rural economy through the growth of existing businesses and the creation of new enterprise. This should be undertaken in ways that meet local employment needs, maintain viable and sustainable local communities, conserve and enhance environmental assets and respect local character and distinctiveness.
- B. Development plans should ensure that, subject to policy PA15, most economic development is concentrated in towns and other large settlements accessible to their rural hinterlands. Development should be consistent with the character and environment of the settlement.

Local Policy

- 2.20 The current adopted statutory plan for the Staffordshire Moorlands district is the Local Plan, adopted in 1998. However, the Core Strategy, within the new Local Development Framework, is now very close to adoption; a

Submission Version having been published in May 2009. For this reason, this analysis focuses on the Core Strategy as the key planning document, as it certainly will be in the life of this Masterplan. The Site Specific Plans and Allocations Development Plan Document is not due to be adopted until December 2010 but the Core Strategy will be the key document informing development control decisions.

Staffordshire Moorlands Local Plan and Proposals Map

- 2.21 The Proposals Map is due to be updated in line with the Core Strategy. At present the current Proposals Map is that taken from the Local Plan, although the only saved policy in relation to Town Centres in Policy S7: Town Centre Shopping Streets (Figure 2.4). The Proposals Map identifies Town Centre Shopping Streets within the Town Centre. Within these areas Policy S7 seeks to preserve retail character, only permitting non A1 (retail) uses if this does not create a concentration of non-shopping uses. There is no Town Centre boundary defined on the Proposals Map. However, The whole Town Centre still lies within the Conservation Area and is subject to conservation policies at local and national level.

Figure 2.4 – Cheadle Town Centre – Town Centre Shopping Streets



Source: Staffordshire Moorlands Local Plan Proposals Map

Core Strategy

2.22 The key planning document affecting Cheadle Town Centre is the Staffordshire Moorlands Core Strategy. The Strategy has several Spatial Objectives that have strong relevance to the Town Centre Masterplan:

SO3. To develop and diversify in a sustainable manner the District's economy and meet local employment needs in the towns and villages

SO4. To provide new housing that is affordable, desirable, well-designed and meets the needs of residents of the Moorlands

SO5. To ensure the long-term vitality and viability of the three market towns of Leek, Biddulph and Cheadle

SO7. To support and enhance the tourism, cultural, recreation and leisure opportunities for the District's residents and visitors

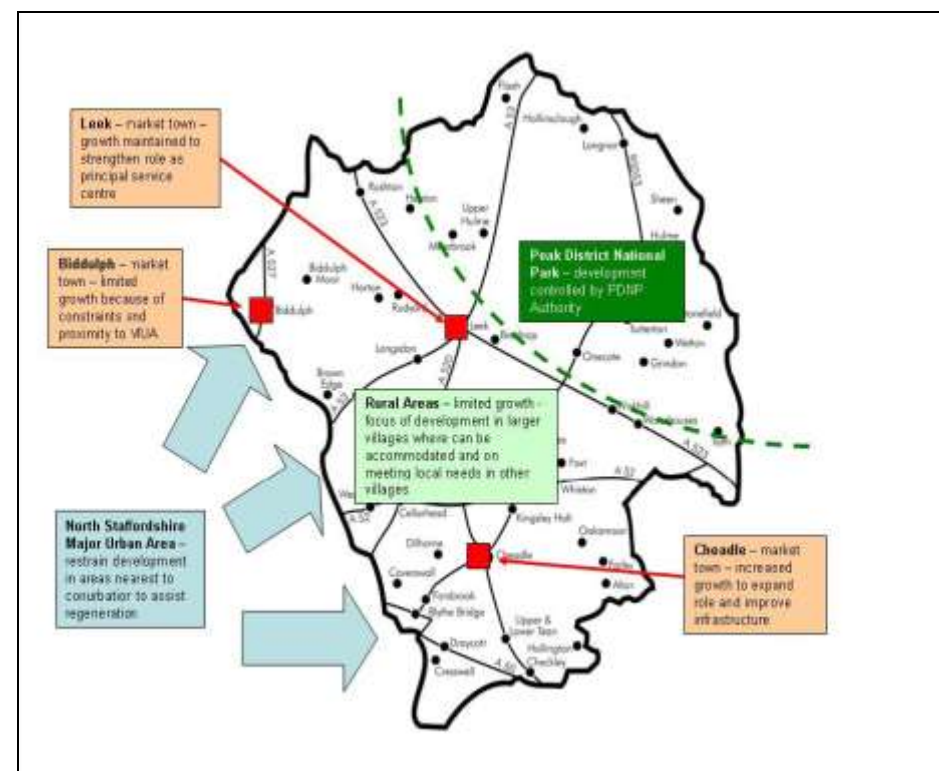
SO8. To promote local distinctiveness by means of good design and the conservation, protection and enhancement of historic, environmental and cultural assets throughout the District

SO10. To deliver sustainable, inclusive, healthy and safe communities

SO11. To reduce the need to travel or make it safer and easier to travel by more sustainable forms of transport.

2.23 Figure 2.5 summarises the proposed development approach across the district.

Figure 2.5 – Diagrammatic Illustration of Proposed Development Approach



Source: Staffordshire Moorlands Core Strategy

2.24 The Vision for Cheadle is as follows:

Cheadle will become a more sustainable settlement, better able to meet its own needs, enhancing and enlarging its role as a significant service centre for the local population and those in its rural hinterland. This will have been achieved through a focus on growth in housing and employment provision with significant complementary investment in the town's social and physical infrastructure. Its Town Centre will have been enlarged and become more vibrant and attractive supported by a major new supermarket. JCB and other major employers will grow, but the local economy will have been diversified and expanded with new employment areas. It will benefit from improved local public and sustainable transport links focused on the Town Centre and improved access to other urban areas. With a greater range of housing and employment opportunities Cheadle will have become a more successful and dynamic place where people choose to live and work.

2.25 The supporting text outlines the strategy and rationale for the town:

Cheadle's role in the District as a significant service centre and market town on the other hand has considerable scope to be enhanced and strengthened with the priority being to

expand its housing market area and range of community provision; creating further employment growth and increasing the diversity of employment opportunities; expanding its retailing centre; and improving environmental quality and accessibility. The Council's Development Capacity Study indicates scope to accommodate further growth which will also address issues of under-investment and under-performance in terms of achieving a more sustainable settlement and contributing more towards meeting the needs of the District. It will also help overcome current highway problems arising from the convergence of traffic in the Town Centre.

2.26 This current master planning activity is referred to in the Core Strategy (at paragraph 7.13):

Preference will be given to accommodating the bulk of the increases in retail provision within the Town Centres. Masterplans will be produced for the Town Centres of Leek and Cheadle. Both towns face development pressures and the preparation of Masterplans will ensure future developments are accommodated in a planned and more sustainable manner... The Masterplans will identify the scope for retail growth and other related changes to enhance the

function of the Town Centres and will help identify suitable Town Centre sites for enhanced retail provision both through the intensification of existing sites and the conversion of sites in public ownership.

2.27 The following should also be noted, in relation to retail growth and the master planning process:

However, it is recognised that it may not be possible to accommodate all of the required growth within the Town Centres, whilst some retailing such as bulky goods, would benefit from a location with good road access. Therefore where retail growth cannot be accommodated within the Town Centre then a site or sites will be identified on the edge of the Town Centres. The master planning process will be timed to feed into the statutory planning process, with key opportunities taken forward in the Site Allocations DPD.

2.28 The role of Cheadle Town Centre will also be enhanced through measures to increase their appeal through a locally distinctive retail offer with more major retailers, including a major new supermarket anchor store, support for independent shops and a flourishing market and through improved access into and around the Town Centre.

2.29 Table 1 outlines the quantum of growth that allocated to the three principal towns in the district. It should be noted that this relates to the towns as a whole, not just the Town Centres.

Table 1 – Retail Capacity Growth – Staffordshire Moorlands Principal Towns

Town	Housing (net dwelling completions 2006-2026)	Affordable housing target	Employment (additional employment land 2006-2026)	Retail (additional convenience and comparison goods floorspace)
Leek	1800	450	7.2 hectares	3000 sqm convenience 12,000 sqm comparison (of which 50% is for bulky goods retailing)
Biddulph	1200	400	4.8 hectares	AAP Proposals
Cheadle	1500	550	4.8 hectares	2500 sqm convenience 6000 sqm comparison (of which 50% is for bulky goods retailing)

Source: Staffordshire Moorlands District Core Strategy

2.30 The strategy for Cheadle as a whole is set out below, with special attention paid to action 3, which will be delivered through the master planning process. Key phrases are highlighted in bold:

SS5c – Cheadle Area Strategy

*The Council and its partners will seek to expand the role of Cheadle as a **significant service centre** and a market town.*

This will be achieved through the following actions:

- 1. **Expand the housing market area** and community provision:*
- 2. **Create employment growth** and increase the diversity of employment opportunities to meet existing and future needs by:*
- 3. **Expand the role of Cheadle as a significant service and retailing centre** for the District by:*
 - the **sensitive redevelopment and expansion of the Town Centre** to increase the quantity and quality of the retail offer and establish new development opportunities including **provision of a major new supermarket**. This will be identified through a Town Centre Masterplan;*
 - **expanding the main retail core** and protecting and enhancing its vitality and viability;*

- enabling the provision of **additional bulky goods retailing** in accordance with Policy SS5;*
- regenerating and **improving the streetscape** of the Town Centre and **creating more public realm**;*
- **expanding the range and diversity** of educational, health, sport, cultural and community services and facilities in the town;*

4. Improve environmental quality and accessibility

*5. Create a **major urban extension to the south-west of Cheadle**. This will provide for the bulk of future housing and employment needs.*

*6. The need for and viability of the **provision of a bypass** and other infrastructure improvements should be confirmed by means of a Transportation Study including the implications for surrounding villages and the wider area.*

2.31 Cheadle is the smallest of the District's market towns and has suffered from under-investment in its infrastructure and Town Centre and a lack of housing opportunities. The Spatial Strategy identifies the town as an area for significant growth in order to expand its role as a service centre and market town.

2.32 The Core Strategy goes on to provide further detail on important contextual proposals for the Town Centre Masterplan:

- *One of the most significant challenges identified is the need for a bypass to relieve through traffic in the town and provide improved access to existing and planned housing and employment areas. A Cheadle Inner Bypass was identified in previous LTPs but was subsequently withdrawn. Whilst some junction improvements have been implemented, there remains a strong need to investigate and identify other potential solutions to improve traffic flows through the town particularly in the light of the growth aspirations for the town. The feasibility and funding options for a western bypass requires to be fully investigated and it is unlikely that this can be fully delivered within this plan period. However, a phased scheme which aims to provide a southern link road could be funded through a major extension to the south of the town and will allow for the partial implementation of the bypass*
- *The urban extension to the south west and south of Cheadle is a key proposal for the town and will accommodate up to 700 dwellings. As well as aiming to facilitate the delivery of a southern link road, it will*

also enable other major social and recreational facilities to be delivered to serve this part of the town. These will be identified through a Masterplan which will provide a planning framework for the area and set out detailed infrastructure requirements.

2.33 **Retail Policy supports** further retail development in Cheadle on Town Centre or edge of centre sites. The proposed policy approach seeks to be pro-active in the development of Cheadle Town Centre through a range of measures focusing retail, office, leisure and cultural development within them and actively planning for their growth and enhancement to meet the needs of all Councillors of the community as well as maintaining local distinctiveness. The Policy for Cheadle Town Centre is set out in TRC1 (see below). The definition of the Town Centre boundaries should be informed by the Masterplan, which will also progress these actions spatially and with appropriate recommendations for implementation.

TCR1 – Development in the Town Centres

The vitality and viability of the Town Centres of Leek and Cheadle (defined on the Proposals Map of the Site Allocations DPD [NB.-not yet available]) will be protected and enhanced by positive management as follows:

- 1. Focusing and promoting retailing as well as other key Town Centre uses such as offices, leisure and cultural facilities within the Town Centres where they contribute to vitality and viability.*
- 2. Supporting positive measures and proposals, which enhance and regenerate the shopping and Town Centre environment and promote their tourism potential.*
- 3. Enhancing local distinctiveness by supporting proposals which help retain, attract or expand the provision of independent retailers in the Town Centres including niche markets.*
- 4. Ensuring new development is well related to pedestrian shopping routes.*
- 5. Ensuring there are adequate parking facilities in suitable locations in and around the Town Centres and good access to the Town Centres by those using public transport, cycling or walking.*
- 6. Setting out design principles to improve and enhance the distinctive heritage of the Town Centres including minimising the risk of crime.*
- 7. Promoting housing on upper floors within the primary shopping areas and elsewhere in the Town Centres where this does not jeopardise their vitality and viability.*

- 8. Only permitting new retail, leisure, office and other key Town Centre uses outside Town Centres where they are consistent with the approach set out in PPS6 in terms of need, scale, sequential approach to site selection, impact on other centres, including those beyond the district boundary, and accessibility and are consistent with the West Midlands Regional Spatial Strategy policies for non-strategic centres.*
- 9. Protecting the retail function in the heart of the Town Centres by designating primary and secondary shopping frontages (to be defined in the Site Allocations DPD), as set out in the Primary and Secondary Frontages Policy.*

- 2.34 The use of primary and secondary frontages as a tool for maintaining vitality in the main shopping streets is consistent with the approach that has been used successfully in the Biddulph AAP. It should be noted that at this time these frontages have not been spatially defined on plan, although the extant Local Plan defines Primary Shopping Frontages alongside saved policy S7 (see above). The strategy for Primary and Secondary frontages is set out below. The Town Centre Masterplan should inform the definition of these frontages:

Primary Frontages

In primary frontages, proposals for changes of use to A1 retail will be supported. Development falling within other use classes will only be permitted where it will not create a concentration of non-shopping uses and result in an unacceptable change in the retail character of the immediate area or have an adverse effect on the vitality or viability of the Town Centre. Proposals for residential use at ground floor level in primary frontages will not be supported. Any non-A1 use must be complementary to adjacent shopping uses in terms of its operational characteristics and retain a display frontage appropriate to a shopping area.

Secondary Frontages

In secondary frontages, development falling within other use classes will be permitted where it will contribute to the vitality and viability of the Town Centre.

Conservation Area Appraisal

- 2.35 Most of the study area lies within the Cheadle Conservation Area. A Conservation Area Appraisal has been recently prepared. This defines the special character of the town:
- “...this unique small historic market town that has been fortunate in retaining its historic street pattern along with*

many of its historic buildings and whose hillside setting adds to the interest of the built environment. The quality of the area is such that it was one of the first Conservation Areas to be designated in the County.”

2.36 Areas of special value are described:

- Cheadle's character has formed around several key streets and its medieval street pattern has altered little. The buildings on High Street form the central core of the town. These consist of long narrow plots which have buildings fronting High Street
- Within and beyond the town, the looming presence of Pugin's St. Giles (RC) church dominates the skyline and provides a key landmark within the town itself and the countryside beyond. Many of the town's key views and vistas look towards this imposing building. The most impressive of these vistas can be seen looking southwards down Cross Street
- The focus of High Street is the Market Place, unusually placed to one side of the street. Although small the Market Place is an impressive space, enclosed on both sides by a Georgian stepped wall. The rear is enclosed by an 1819 Regency fronted

terrace. To the left stands the Market Hall, built in 1900, it was carefully refurbished in 2006

- Cross Street is a very attractive street and has some buildings of outstanding quality, the majority of which are listed. The change in level can be seen as the buildings step down from High Street towards Chapel Street
- The junction of High Street and Watt Place at the east end of High Street is of great townscape value forming a key gateway into the Town Centre
- There are 55 listed structures in the Conservation Area, 43 of which are buildings. The most important being St Giles RC Church, designed by A.W.N. Pugin. The town is also noted for its wealth of good quality Victorian shop fronts. Other key listed buildings are described in the appraisal, alongside other features of townscape value, notably:
 - St Giles Church
 - Lulworth House
 - The Terrace (1-6 Market Place)
 - Tudor Tea Rooms
 - Bourne Fountain
 - Market Cross

- Market Hall
- The Warehouse, Bank Street
- Queen Street Cottages.

- 2.37 Negative factors and threats are also described, including poor maintenance, inappropriate alterations and areas of poor amenity. The link between addressing these threats and improving retail performance is clearly stated:

The pressures on the town include increasing competition from neighbouring retail areas. To ensure that the town continues to flourish as a retail centre it needs to retain a good selection of national retailers as well as good quality independent retailers and continue to build on its unique selling points.

Regeneration Strategies

- 2.38 The **Cheadle Action Plan** was published in May 2008 as part of the Better Welcome programme, led by the Action for Market Towns Initiative. The Vision recognised that Cheadle was a historic gateway to the Churnet Valley and other tourist attractions and that in 10 years Cheadle would be a “welcoming, safe, relaxing place for business visitors”. The

top three projects recommended were a historical/Pugin interpretation centre; gateway features/signage, and an archway over Greyhound Walk.

Design Guide Supplementary Planning Document

- 2.39 A district-wide Staffordshire Moorlands Design Guide has been produced in draft by the District Council. This will subsequently be adopted as a SPD. This document highlights universal principles of good design and stresses the importance of context and local distinctiveness. A series of design principles are explained and a series of useful checklists are provided. This Guide has been studied by the design team for this master planning exercise and will inform the master planning process.

Socio-Economic Review

- 2.40 The remainder of this section highlights some key socio-economic statistics for the catchment surrounding Cheadle Town Centre. For the purpose of this analysis, 'Cheadle' comprises the wards of Cheadle North East, Cheadle West and Cheadle South East taking into account the position of the Town Centre, which lies at the centre of these wards.
- 2.41 A range of indicators have been chosen to illustrate the

characteristics of Cheadle's population. These cover the demographics of the population, economic activity, social grade, educational attainment and car ownership. These statistics have been compared with district-wide, regional and national figures to enable fuller comparison.

- 2.42 The population of Cheadle for the purposes of socio-economic analysis is 12,164.

Population

2.43 Table 2 shows the distribution of ages for the catchment population.

Table 2 – Cheadle Population (Proportion)

	Total Population	Age band (proportion)									
		0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90+
Cheadle	12,164	12.2	12.3	10.9	15.3	12.8	14.2	9.8	8.0	4.0	0.4
Staffordshire Moorlands District	94,487	10.7	12.2	9.9	14.3	14.0	15.5	10.9	8.1	3.6	0.5
West Midlands	5,267,308	12.5	13.4	12.1	15.6	13.1	12.7	9.2	7.5	3.4	0.6
England	49,138,831	12.4	12.8	12.7	15.6	13.3	12.6	9.3	7.3	3.6	0.6

Source: Census, 2001

2.44 The highest proportions of people living in Cheadle are aged 30-39, and the smallest proportions are in the age bands above 60. The figures for Cheadle generally follow a similar demographic profile to that of the district, regional and national averages. Proportions vary by less than two percent in all age bands.

Economic Activity

2.45 The economic activity profile is taken from the 2001 census.

Table 3 – Economic Activity

		Cheadle	Staffordshire Moorlands District	West Midlands	England
People aged 16-74		8764	69,757	3,780,783	35,532,091
Economically Active (percent)	Employed	62.5	63.3	59.7	60.9
	Unemployed	2.1	2.2	3.8	3.3
	Full-time Student	2.2	2.3	2.5	2.6
	Total	66.8	67.8	66.0	66.9
Economically Inactive (percent)	Retired	14.9	15.9	13.9	13.5
	Student	2.4	2.7	4.6	4.7
	Looking after home/family	5.6	5.2	6.5	6.5
	Permanently Sick or disabled	7.3	6.0	5.7	5.3
	Other	3.0	2.3	3.4	3.1
	Total	33.2	32.2	34.1	33.1

Source: Census, 2001

2.46 As Table 3 indicates the catchment area exhibits some anomalies by comparison with district, regional and national averages. The percentage of residents in employment exceeds the regional and national averages (reflected in the below average unemployment rate). The number of students

is low, at just over half the percentage average for the West Midlands and England. The percentage of permanently sick or disabled (7.3 percent) is high by comparison with the district, regional and national picture.

2.47 In 2001 Cheadle had a low unemployment rate (at 2.1 percent), especially when compared with the regional figure (3.8 percent). The UK entered into recession in 2008 resulting in unemployment rates of 6.0 percent in England, and 7.2 percent in the West Midlands, by December 2008 (Annual Population Survey, 2009). Unfortunately, updated data at the more local level of Cheadle is not yet available.

Social Grade

2.48 Social grade is an important indicator for disposable income and affluence of the catchment area, used by investors and developers when researching new locations. Table 4 shows that, as with all three other areas, the greatest proportion of the population in Cheadle is classified as grade C1.

Table 4 – Social Grade Cheadle

Social Grade	Cheadle	Staffordshire Moorlands	West Midlands	England
Persons aged 16+	9501	75,997	4,093,944	38,393,304
AB: Higher and intermediate managerial/administrative/professional	16.9	20.1	19.5	22.2
C1: Supervisory clerical junior managerial/administrative/professional	26.8	28.0	27.2	29.7
C2: Skilled manual workers	21.2	20.2	16.7	15.1
D: Semi-skilled and unskilled manual workers	20.4	16.8	19.4	17.0
E: On state benefit unemployed lowest grade workers	14.7	14.8	17.1	16.0
Total	100	100	100	100

Source: Census, 2001

2.49 Cheadle exhibits a trend to the lower social grades (C2, D and E) by comparison with the district, regional and national figures. It is likely that Cheadle is one of the less affluent areas of Staffordshire Moorlands since less than 17 percent are in Grade AB, as opposed to over 20 percent at the district level. This may reflect a location of more key workers than elsewhere in Staffordshire Moorlands, which may require a different type of retail/commercial offer.

Educational Attainment

2.50 The highest proportion of people aged 16-74 in Cheadle have no qualifications. This follows the trends seen in the district, the region and the country, although the figure for Cheadle is higher. For those with qualifications, similar proportions of people in Cheadle are educated up to Level 1 and Level 2. However, a considerably smaller proportion of people have achieved Level 3 and Level 4/5 qualifications. The figure is 7.1 percent below the national average. This reflects the social grade structure mentioned above.

Table 5 – Persons aged 16-74 Educational Attainment Cheadle (Percentage)

	Cheadle	Staffordshire Moorlands	West Midlands	England
No Qualifications	36.1	33.8	34.0	28.9
Level 1	18.9	17.1	16.7	16.6
Level 2	18.6	18.8	18.5	19.4
Level 3	6.1	6.4	7.4	8.3
Level 4/5	12.8	15.7	16.2	19.9
Other Qualifications/ level unknown	7.4	8.3	7.2	6.9
Total	100	100	100	100

Source: Census, 2001

Car Ownership

2.51 When considering the context of Cheadle Town Centre, it is important to consider the level of car ownership, as an indicator of accessibility and affluence.

Table 6 – Car Ownership Cheadle

	Cheadle	Staffordshire Moorlands	West Midlands	England
No cars or vans	13.6	10.7	19.5	19.5
1 car or van	43.5	40.0	41.4	41.9
2 or more cars or vans	42.9	49.3	39.0	38.6
Total	100	100	100	100

Source: Census, 2001

2.52 Overall, the percentage of households with access to a car (86 percent) is less than the district average, but above that of the region or across England. The majority of the population have access to at least one car. The percentage of households with two or more cars is substantially below the district average of 49 percent. Almost one in seven households has no access to a car. Collectively this demonstrates a trend towards less affluence as fewer households can afford to run two cars or even a single car, in what is a rural area with limited public transport provision.

Summary

2.53 Key messages from the planning policy review are:

- The Masterplan must have regard to national policy and guidance, this highlights the need for sustainability, high quality design, reducing the need to travel and protecting the viability of Town Centres
- Regional policy has nothing specific to say on Cheadle but supports the role of such rural towns acting as a service centre for their rural hinterland and a focus for development, whilst ensuring local character is preserved
- The Staffordshire Moorlands Local Plan is soon to be superseded by the LDF but the designation of Town Centre Shopping Streets in the Town remains relevant as a saved policy
- There is no Town Centre boundary defined in local policy documents
- The emerging Core Strategy's approach for Cheadle is for a market town with increased growth to expand its role and improve infrastructure. This will largely be in the form of housing and employment growth
- The current master planning process is highlighted as the means to identify the scope for retail growth and

other related change in the Town Centre. This will then feed into the Site Allocations DPD

- The retail strategy for Cheadle includes expanding the main retail core, providing a new supermarket, providing additional bulky goods retailing (which may have to be outside the Town Centre), improving the streetscape and public realm and expanding the range and diversity of facilities
- Most of the Town Centre is within a Conservation Area. The character of this area is a key asset. This is based on its historic street pattern, historic buildings and Pugin's St Giles RC Church. This unique character needs to be preserved. A healthy Town Centre with a good selection of national and independent retailers will help to ensure that this is achieved.

social grades D/E, which has relevance to the level of disposable income and affluence. It impacts on the type of place Cheadle could be in the future and planning for this

- Almost 14 percent of households have no access to a car. This is a challenge for a rural market town with poor public transport infrastructure.

2.54 From the socio-economic review, the key messages are:

- Over 50 percent of the catchment population is aged 40 or under. The highest percentage share is aged 30-39. The Town Centre Masterplan needs to reflect addressing the needs of this young clientele
- 35 percent of the working age population fall into

3.0 TOWN CENTRE USES

Cheadle Town Centre in Context

- 3.1 Cheadle is a secondary business, residential and shopping centre in Staffordshire Moorlands (Leek being the primary centre, ten miles to the north). The town is eight miles west of Stoke-on-Trent City Centre (Hanley); eight miles north west of Uttoxeter, and six miles west of Alton Towers.
- 3.2 The District Retail Study indicates the town's population to be 10,821, some 1200 less than the figure for the three Cheadle Wards.
- 3.3 The Town Centre consists of a large open central area (primarily used for car parking), around which the Primary Shopping Streets (to the north) and Secondary Shopping Streets (to the south and east) are situated. Housing, supermarkets, and non-retail businesses are sited along the southern and eastern margins of the Town Centre, as well as the gateway routes of the A521 and Leek Road. Pugin's architecturally significant St Giles RC Church is in the west of the Town Centre, with a range of other historic buildings clustered around Watt Place, western High Street and Bank Street. The majority of the Town Centre - between Park Lane and Queen Street - is within Cheadle Conservation Area.
- 3.4 The Town Centre is seen as a local centre providing services to residents living in the south of Staffordshire Moorlands, including the surrounding settlements of Blythe Bridge, Upper Tean, Alton and Ipstones. Retailing patterns are strongly influenced by the proximity of Stoke-on-Trent and Uttoxeter, along with the Meir Park out-of-town retail centre. For example an estimated 35 percent of food shopping is lost to Tesco Meir (Staffordshire Moorlands District Retail Study (2006)). The strength of the retail offer provided by these other centres serves to limit the town's catchment.
- 3.5 Management Horizons Europe publishes annual rankings of over 3000 retail centres across the UK. The most recent data, for 2008, shows Cheadle is ranked 919th.
- 3.6 By far the most significant centre in the surrounding area is Stoke-on-Trent City Centre (Hanley), which is ranked 65th. Newcastle-under-Lyme is ranked 182nd. Within Staffordshire Moorlands Leek is ranked 405th, with an estimated annual spend level for comparison goods being almost three times

greater than Cheadle. Biddulph is a comparatively minor local centre, ranked 1790th.

3.7 The Town Centre contains 21,705 sqm (233,631 sqft) of retail floorspace. High Street (from Church Street/Oak Street to Croft Road) is defined in the 2003 Local Plan as the 'Primary Shopping Street'. This includes the market, as well as the majority of the town's national multiples, including W H Smith.

3.8 Tape Street, Chapel Street, and the block bounded by High Street, Watt Place, Bank Street, and Oak Street are defined as 'Secondary Shopping Streets'. Almost all shops on these streets are local independents, notably hairdressers and beauty salons. However, a number of good quality businesses aimed at the visitor/tourist sector are located at the junction of Watt Place and High Street. The town's larger format food supermarkets (Morrisons, Netto, Iceland) are sited off Tape Street and Well Street.

3.9 The evening economy is generally limited to hot food takeaways and local pubs. The former are spread across the Town Centre while local pubs are mostly on western High Street and Watt Place. There is also a nightclub (Nineteen) on Bank Street.

3.10 The Staffordshire Moorlands District Retail Study (2006) suggests capacity for an additional 109 sqm of gross convenience floorspace and 853 sqm of gross comparison floorspace (of which 533 sqm is for bulky goods) through to 2016 (see Table 7). These figures are extremely modest, but they do give some scope for increasing the retail offer, perhaps through expanding existing shops. Furthermore, the available capacity could also be increased if good quality retailers could be attracted. This will help to reduce trade lost to other centres.

3.11 The District Retail Study considers the increase in capacity, which could be delivered if the town's retail offer is improved. Table 7 shows existing capacity (in brackets) and then the amount that could potentially be captured, were improvements to be made. In particular the figures assume a significant increase (around 20 percent) in the amount of food-retail expenditure captured by Cheadle. This would be achieved by improving the supermarket offer, something that has already occurred with Morrisons' opening in the town in July 2009.

Table 7 – Cheadle Capacity Projections (Gross)

	2008	2013	2016
Convenience	2380 (21)	2494 (76)	2564 (109)
Comparison – Non Bulky	2203 (60)	2616 (218)	2882 (320)
Comparison - Bulky	2203 (99)	2616 (363)	2883 (533)
Total	6786 (180)	7726 (657)	8329 (962)

Source: GVA Grimley, 2006

Town Centre Retail Health Check Overview

3.12 Cheadle is a local service centre providing residents in its hinterland with convenience goods (notably supermarket shopping, bakers and butchers), comparison goods (especially inexpensive clothes and DIY/hardware) and services that would otherwise require a longer journey. It struggles to compete with the surrounding larger centres, although discussions with stakeholders indicate the Town Centre is developing a modest tourist/visitor market based around local attractions such as Pugin's St Giles RC Church (discussed below).

3.13 Key facts and observations drawn from this and other studies are:

- Cheadle remains a market town, with a strong food offer including local butchers, bakers, greengrocers and tea shops. The proportion of convenience floorspace (32.1 percent) is almost double the national average (defined by Experian Goad, 2009) of 16.8 percent
- The comparison goods sector accounts for 36.3 percent of the floorspace, substantially less than the national average of 53 percent
- Multiple retailer representation, at 21 percent, is well below the national average of 34 percent
- Only three of the 31 national key retailers recognised by Experian Goad are represented, although one is the top ranked retailer, Boots the Chemist.

3.14 The main characteristics of High Street are:

- National multiples focus including a number of anchor stores such as Boots the Chemist, Superdrug, and W H Smith
- Wide range of independent food shops (including a range of cafes and tea shops), but the non-food offer

is more limited, focused on chemists, clothing, charity shops and hobby/sporting goods

- Main service uses area, dominated by banks and hairdressers/beauty salons, although the latter are equally common on other streets
- The quality of the built environment and public realm is generally high with the western and central areas of High Street retaining a visual and architectural continuity in keeping with the historic nature of the town. However, towards the junction with Tape Street the urban fabric begins to fracture with larger and often low quality modern retail units sitting alongside terraced housing.

out-of-town retail parks and modern, sheltered central shopping centres have created much more consumer choice.

3.15 Despite recent refurbishments, the long term viability of the indoor and outdoor markets is an issue. The indoor market currently has 11 stallholders. Only three stallholders regularly trade in the outdoor market. Market traders indicate many are unhappy with the revised configuration of the indoor market, which has replaced flexible space with a smaller number of inflexible stalls. Other issues include the aging of the market customer base with the younger generation of shoppers seeking a different style of retail. Charity shops also compete with a similar 'offer', and the growth of supermarket usage,

Diversity of Uses

3.16 The different use classes are tabulated below. These are detailed in the Use Classes Plan, Appendix 1. 42 percent of units in the Town Centre are A1 shops.

Table 8 – Analysis of Town Centre Units by Use Classes

Use Class	Number of Premises
A1 Shops	81
A2 Financial & Professional Services	19
A3 Restaurants & Cafes	7
A4 Drinking Establishments	3
A5 Hot Food Takeaways	9
B1 Business	13
B2 General Industry	-
C1 Hotels	2
D1 Non-residential Institutions	11
D2 Residential Institutions	3
Sui Generis	12
Vacant	31
Total	191

Source: BE Group, 2009

3.17 Table 9 analyses the A1-A5 retail use classes by goods type (comparison, convenience, etc). It details both the wider Town Centre as well as the primary retail area of High Street. Table 9 also provides information on floorspace, where available, obtained from the Valuation Office. All floorspace figures are gross

Table 9 – Analysis of Town Centre Units by Goods Type*

Outlet	High Street (No.)	High Street (gross floorspace, sqm)	Town Centre Total (No.)	Town Centre Total (gross floorspace, sqm)
Supermarket	0	0	3	5215
Mini Market/Off Licence (possibly including Post Office)	2	234	4	560
Newsagent	1	180	1	180
Bakers	2	310	3	389
Butchers	2	321	2	321
Greengrocers (with Florist)	0	0	2	130
Confectioners/Cards	3	124	4	182
Total Convenience	10	1169	19	6977
Charity Shop	3	351	3	351
Footwear and Repair	1	126	1	126
Clothes	4	204	4	204
Furniture, Carpets and Textiles	3	758	5	1845
Booksellers, Arts and Gifts	2	255	2	255
Gas, Electrical	1	89	1	89
Computers and Printing	1	48	1	48
Mobile Phones	0	0	0	0
DIY, Hardware and Housewares	1	229	5	2619
Cars, Motorcycles – sale and/or repair and motorparts	0	0	3	405
Chemists, Drugstore and Optician	5	1352	5	1352
Catalogue	0	0	0	0
Florists	0	0	2	153
Toys, Hobby, Cycle and Sports	3	102	4	184
Jewellers and Repair	1	88	1	88
Video/Music rental and/or sale	0	0	1	70

Outlet	High Street (No.)	High Street (gross floorspace, sqm)	Town Centre Total (No.)	Town Centre Total (gross floorspace, sqm)
Other Comparison	0	0	2	103
Total Comparison	25	3602	40	7892
Restaurants and Cafes	7	661	8	757
Pubs/Clubs	1	Not known	6	629
Hot Food Takeaways	5	410	10	668
Total Food/Evening Economy	13	1071	24	2054
Hairdressers, Beauty Parlours, Tattooists, Tanning Salons	6	526	19	1075
Laundries and Dry Cleaners	2	133	2	133
Travel Agents	0	0	1	72
Undertakers	0	0	1	434
Photographers	1	97	1	97
Total Service	9	756	24	1811
Solicitors	1	42	2	208
Betting Office	1	298	1	298
Banks and Financial Services	5	998	8	1227
Building Societies	2	248	3	350
Estate Agents and Valuers	3	494	4	653
Newspaper Office	1	55	2	235
Total Financial and Professional Services	13	2135	20	2971
Vacant Premises				
- On the market	3	-	9	-
- Not on the market	10	-	16	-
TOTAL	83	8733	152	21,705

**Totals exclude the indoor and outdoor market stalls in Market Place.*

Source: Focus and the Valuation Office

3.18 Key points to summarise are:

- Retail is focused on High Street, representing 55 percent of all the outlets
- The town is well represented with three national and discount supermarkets – Morrisons, Netto and Iceland
- The Town Centre has several independent convenience shops including two butchers and one greengrocer (but no fishmonger)
- Over a third of the outlets are comparison goods (7892 sqm). Most categories are represented, although the clothing shops mostly cater for the budget market. There is no catalogue shop (e.g. Argos)
- Approximately ten shops appear to market themselves, at least partially, to the visitor/tourist market (as opposed to general retail). These include tearooms, snack bars, confectioners and several small gift shops. Most are located on High Street and Cross Street, west of Moorlands Walk
- The most common uses are hairdressers, beauty parlours, and tanning salons (19 units)
- There is a strong service centre role with 20 properties used for financial and professional services (16

percent of all outlets). These include four estate agents and eight financial services, including four of the five main banks. Financial and professional services are generally focused along High Street

- There are only three charity shops
- The nighttime economy is generally limited to takeaways, pubs and several Indian and Chinese restaurants (although there is a nightclub on Bank Street). These are spread out around the Town Centre
- There are seven tearooms, cafes and snack bars, which provide a good daytime food offer.

3.19 In addition to the supermarkets, banks and key retailers already mentioned, other national retailers in the town include Martin McColl (newsagents), Bargain Booze (off-licence) and Coral Betting (bookmakers). However, 78 percent of the outlets are occupied by local independents or small sub-regional multiples. This is an important factor in distinguishing Cheadle from other centres.

Retail Rents and Values

3.20 Six retail units are on the market, covering a wide range of sizes. High Street is the prime retail pitch, with rents achieving £150-£160/sqm.

- 26a High Street adjoins Britannia Building Society and is close to W H Smith, Bargain Booze and Superdrug. The building has ground floor sales areas totalling 44 sqm. The premises are available for lease at £7000 pa which equates to a rental of £159/sqm
- C.E.S. TV and Electrical, who are relocating, presently occupy 11a High Street. The building has a ground floor sales area totalling 67 sqm. The building is for sale at £162,500
- 4a Market Place is one of four units, overlooking the market, recently refurbished. The units are 51-93 sqm in size, Unit 4a (with a ground floor sales area of 77 sqm) is still available. The premises are to be let on a new lease for a minimum term of three years. The annual rent of £8500 pa equates to a rental of £110/sqm
- 3 Cross Street was formerly occupied by AC Bathrooms. The building has ground and first floor sales areas totalling 111 sqm. The building is for sale at £125,000
- 7 Cross Street was formerly occupied by Slimma clothing shop. The building has a ground floor sales

area totalling 58 sqm. The rent and lease terms are subject to negotiation

- The Lamplighter, 60 Tape Street is a pub on the southern edge of the Town Centre. The pub includes a seating area of approximately 83 sqm, living accommodation with four bedrooms, a six-space surfaced car park, and front and rear patios. The building is for sale at £195,000.

3.21 Additionally, three properties are to let by private individuals:

- 3 Queen Street, formerly Shire Racing. Ground floor sales area totals 67 sqm. No details of the lease terms are available
- 6 Cross Street has been vacant for over a year. The building has a ground floor sales area totalling 17 sqm. Lease terms details are not available
- 48 Chapel Street has been vacant for over a year. Ground floor sales area totals 28 sqm. Lease terms are not known.

3.22 Evidence from market transactions is limited. A review of past transaction data provides details of an additional five retail properties which been sold over the last five years:

- 1 and 1a Charles Street (51 sqm, plus flats above) was sold at auction for £70,000 (February 2009)
- 8, 8a and 10 Cross Street were sold at auction (2007) as a freehold investment. The sale price was £140,000. The rental income was estimated to be £11,100 pa, reflecting a yield of 8 percent
- 11-12 and 16-18 Cross Street were sold at auction (2007) for £185,000. These freehold investments were subject to rental income of circa £11,500 pa, reflecting a yield of 6.4 percent and rent of £20 per sqft
- 35 High Street (occupied by Barclays Bank) was sold as a freehold investment, at auction for £490,000 (2007). Rental income is understood to be £22,500 pa indicating a yield of 4.6 percent. As the property extends to 326 sqm (3509 sqft) in size the rent equates to £6.40 per sqft
- Penny Lane Mall, High Street was purchased in 2006 for £655,000.

Vacancy Levels

3.23 Whilst ten properties are currently on the market (including one office property, referred to in Section 4) there are some

21 further properties across the Town Centre which, at the time of the survey work, appeared to be vacant, but not on the market. These include:

- Former Birthdays Cards and Gifts, 25 High Street (82 sqm)
- 34 and 44 Chapel Street (46 sqm and 45 sqm)
- 8a and 10 Cross Street (19 sqm and 28 sqm)
- 16 and 17 Tape Street (76 sqm and 21 sqm)
- Vacant Car Garage, Church Street (79 sqm)
- Eight units in Penny Lane Mall (although there is conflicting evidence from consultations as to whether these are being marketed).

3.24 In addition, The Wheatsheaf Hotel (High Street) and the former Lightwood Residential Home (Well Street) are vacant. Both are identified Opportunity Sites. There is also a vacant car garage on Church Street and a significant area of industrial space on Bank Street (between Oak Street and Cross Street, approximately 544 sqm in size) has no obvious occupier.

3.25 Some of these properties may be empty awaiting refurbishment, while others may have occupiers who are not

advertising their presence. However, none appears to contain a business which is actively trading at this time.

- 3.26 The total number of retail properties (including those vacant) is 152, reflecting a vacancy rate (for retail properties) of over 16 percent. The total amount of vacant retail floorspace (for units where floorspace is known) is 643 sqm.

Retail Demand

- 3.27 Examination of retailer requirements included on the property database EGi would suggest almost 40 national retailers have expressed an interest in locating in Cheadle. However as the list includes retailers such as IKEA, this 'evidence of demand' should be treated with great circumspection. That Cheadle is referred to is a reflection that for most of the retailers it is one of a (often large) number of towns they could potentially consider for a new store.
- 3.28 These retailers have varying needs, but as most want a minimum of 100 sqm, the available property in Cheadle Town Centre is unlikely to be inappropriate for these requirements.
- 3.29 Local property agents note that most demand has been from occupiers such as hot food takeaways and beauty salons.

The demand generates from the local area, Stoke, and North Staffordshire. However, Cheadle is seen to be slowly improving. The western end of High Street has benefited from shop front improvement and the work of individual shopkeepers in marketing the town to visitors. The eastern end is still dominated by lower value occupiers, but is capitalising on selective improvements such as the library development. Rents are around £162/sqm, rising to £216/sqm in the best locations.

- 3.30 There is scope for expanding Cheadle's offer to tourists; however, this will be through the development of local independent tourist and craft businesses. There is unlikely to be much interest from national multiple businesses as the town's catchment area is very small (generally limited to surrounding local villages such as Blythe Bridge). An increase in tourist trade would probably not be sufficient to change this.
- 3.31 Since the District Retail Study was undertaken, the Kwik Save store in Cheadle has closed and Somerfield has been replaced by Morrisons. The introduction of Morrisons, in particular, marks an improvement in the food offer of Cheadle which may go some way to increasing the amount of convenience expenditure retained in the town.

- 3.32 It is also noted there is no evidence that Leek is seen as a competing retail centre to Cheadle. Rather its offer is seen as complementing that of Cheadle.

Competing Centres

- 3.33 The catchment area of Cheadle is defined by the presence of other major retail centres to the north, west and south east. The District Retail Study indicates the main competing centres for Cheadle to be Uttoxeter, Meir, and Longton. Stoke-on-Trent City Centre (Hanley), as the main retail centre of North Staffordshire, will also provide some competition for high value goods. BE Group's business survey has also identified Ashbourne as providing some competition.

Stoke-on-Trent City Centre (Hanley)

- 3.34 Hanley is North Staffordshire's major sub-regional retail centre. It has a total retail floorspace of 136,000 sqm and is ranked 65th in the UK (MHE's 2008 rankings). Retail is based in and around The Potteries Shopping Centre, with most major multiples present. The North Staffordshire Retail Study (2005) identified capacity for an additional 1215 to 3856 sqm of convenience and 72,000 to 85,000 sqm of comparison floorspace in the City by 2021.

Uttoxeter

- 3.35 Although far smaller than Hanley, Uttoxeter is a significant local centre, ranked 681st in the UK (2008). The District Retail Study indicates significant leakage of expenditure from southern areas of Cheadle, notably to the Uttoxeter Tesco store.
- 3.36 The Uttoxeter Action Area Masterplan identifies the Cattle Market site in the Town Centre as a priority site for a mix of uses, including retail development. Planning permission has now been granted to provide 2322 sqm of new retail floorspace as part of a mixed retail residential scheme.

Meir

- 3.37 Both BE Group's business survey and the District Retail Study identify significant leakage in main-food and DIY expenditure from Cheadle to the Tesco and B&Q Warehouse at Meir Park. This is due to the lack of such facilities in Cheadle and the accessibility of Meir Park via the A50, particularly for those living in the west of Cheadle. In the long-term (i.e. 2021) there may be scope for an additional small foodstore (787 sqm in size) in Meir. This identified requirement for a new food store in particular is now being brought forward by Stoke City Council through the Meir Area

Action Plan. The suggested option is for one large supermarket and better quality local shopping facilities.

Longton

- 3.38 The District Retail Study identified significant leakage of both convenience and comparison goods expenditure from Cheadle to Longton. In addition to a large Tesco Extra store that opened in 2003, Longton Retail Park accommodates Argos, Next and Matalan. The Study concluded the Tesco Extra store will meet identified capacity need to 2021. There is no requirement to provide more floorspace

Ashbourne

- 3.39 Ashbourne is a small market town in Derbyshire Dales. There are a number of national multiples within the Town Centre, including a Sainsbury's store that attracts a small amount of expenditure from Cheadle's outer catchment area.

Town Centre Business Survey

- 3.40 A business survey was carried out to gather empirical evidence about the retail and commercial property markets in Cheadle, as well as to gain local traders' views of the Town Centre.

- 3.41 109 surveys were distributed by BE Group. Whilst distributing the questionnaire, consultants engaged with traders and explained the importance of local businesses' views in the Masterplan process. Those unable to complete a survey on the day were left a questionnaire and a pre-paid envelope to complete and return within two weeks. The questionnaire is included at Appendix 2.

- 3.42 The businesses consulted were located throughout the Town Centre; on High Street, Cross Street, Chapel Street, Bank Street, Tape Street, Well Street and Queen Street, as well as at both the indoor and outdoor markets. 45 businesses completed the questionnaires – a 41 percent response rate (Table 10).

Table 10 – Survey Responses*

Response	Number of Businesses	Proportion, percent
Questionnaire completed face-to-face	26	23.9
Questionnaire received in post	19	17.4
Questionnaire left – no response	64	58.7
Total	109	100

**This includes market stalls
Source: BE Group, 2009*

Analysis

- 3.43 The High Street, which has the greatest number of retail outlets, generated the strongest response. There was also a good level of response from the market traders (Table 11)

Table 11 – Business Location

Street	Number of Businesses	Proportion, percent
High Street	23	51.1
Indoor Market	8	17.8
Cross Street	5	11.1
Chapel Street	2	4.4
Outdoor market	2	4.4
Tape Street	1	2.2
Cheadle Shopping Centre	1	2.2
Bank Street	1	2.2
Market Place Shops	1	2.2
Not Stated	1	2.2
Charles Street	0	0
Queen Street	0	0
Church Street	0	0
Total	45	100

Source: BE Group, 2009

Tenure

- 3.44 Notwithstanding the high level of independent traders in the Town Centre, less than a quarter of the businesses that responded are owner-occupiers. Leasehold premises dominate.

Business Churn

- 3.45 The rate of business churn is low. 67 percent have been in Cheadle for over six years, with 42 percent operating in the town for over ten years. Only seven percent have been in the town for less than a year. On High Street, 61 percent have been located at their present address for at least ten years.
- 3.46 Five businesses wish to move within the next 12 months, and a further two hope to move in the next two to three years. Of those moving in the next year, three want to leave Cheadle – two because of the lack of business and one because there is not enough footfall. Of the two businesses wanting to stay in Cheadle, both wish to relocate to High Street. One states this is because of the present lack of trade (they are currently in the indoor market). The other did not give a reason but this again may be a footfall issue as they are currently located at Market Place. Both businesses hoping to move in the next 2-

3 years currently occupy units on High Street. Both want to remain on High Street but require bigger premises.

Employment

- 3.47 The businesses surveyed employ 121 people (70 full time and 51 part time). The findings confirm the important role of part time employment in the retail sector. 49 percent of businesses employ some part time staff.
- 3.48 The majority of businesses (76 percent) employ five or less staff, with 42 percent employing just one member of staff. This emphasises the strong role of small independent traders in the Town Centre.

Opening Hours

- 3.49 Businesses are generally open Monday to Saturday, usually from 9.00/9.30am to 5.00/5.30pm, (although several hairdressers/salons stated they have at least one late night opening a week). However six businesses (13 percent) do not open, and a further nine (20 percent) close at lunchtime, on Wednesdays. At least six businesses have reduced hours on Saturdays, one business closes for a full day on Mondays, and one on Saturdays. There is no Sunday trading in Cheadle. Market traders generally operate on a Tuesday,

Thursday, Friday and Saturday from 7.30/8.00am until 3.30/4.00pm. The responses highlight the inconsistency in the opening hours.

Customer Base

- 3.50 The survey emphasises the role of Cheadle as a local retail centre, primarily serving the needs of the town and villages immediately surrounding it. Six in ten of the businesses stated that 75 percent or more of their customers come from Cheadle and its surrounding villages. Indeed almost 30 percent of the businesses believe that 100 percent of their customers live in Cheadle.

3.51 The survey provides evidence that Cheadle Town Centre does draw in customers from further afield. Details are summarised in Table 12. 11 percent of the businesses estimated that tourists comprise as much as one tenth of their customer base.

Table 12 – Geographic Location of Customer Base

Location	Percentage of Business	Percentage of Customers
Uttoxeter	31	10
Stoke on Trent	29	30
Ashbourne	27	20
Leek	20	10
Checkley	16	30
Stone	4	10

Source: BE Group Business Survey 2009

3.52 Ten businesses were unable to comment on where their customers travel from.

The Good Features of Cheadle

3.53 The most commonly identified features are the friendly people/good community spirit; the attractiveness of the town and the retail offer. A breakdown of all the responses (from the 40 businesses who answered this

question) is provided in Table 13. Some businesses gave more than one answer.

Table 13 – Good Features of Cheadle identified by Businesses

Good Feature	Number of businesses commenting
Friendly people/good community spirit	14
Pleasant/attractive/quaint town	13
Good offer/mix of shops	13
Unique/traditional/independent shops	5
Small/compact	4
Parking facilities	4
Good customer service	3
Historical feeling	3
Cheap parking	3
B & M Bargains	2
Supermarkets	1
Well located parking	1
Indoor/outdoor market	1
Total	67

Source: BE Group, 2009

The Bad Features of Cheadle

- 3.54 Concern about car parking relates to the charging structure for public car parks, whereas parking is free at the main food retail stores. The limited variety of shops was also identified as a concern, with particular reference being made to too many charity shops, hairdressers and take-aways. Responses are summarised in Table 14. Again, some businesses gave multiple answers.

Table 14 – Bad Features of Cheadle identified by Businesses

Bad Feature	Number of businesses commenting
Lack of variety/too many charity shops/take-aways/banks	16
Parking charges	11
Big supermarkets stealing Town Centre trade	6
Lack of national retailers	4
Empty shops	4
Not enough clothing shops	3
One-way system	3
Poor maintenance of roads/pavements	3
Heavy traffic of High Street	3
Lack of promotion	3
Poor market	3
Parking on High Street	2

Bad Feature	Number of businesses commenting
Lack of support from SMDC	2
Not enough short stay parking	2
Ugly shop fronts	2
Not enough bins	1
Poor public toilets	1
Too much negative press	1
Shops close too early on a Saturday	1
Chapel Street very difficult for pedestrians to cross	1
Very quiet at eastern end of High Street	1
Very quiet town	1
Total	71

Source: BE Group, 2009

Trade and Footfall

Trade

- 3.55 Opinion is divided over how trade has changed in the last four years. Overall 49 percent feel that trade has decreased; conversely 33 percent feel it has increased. 13 percent feel it has remained static. The most positive views relate to High Street, where almost half the retailers consider their trade has increased over the past four years. A contrasting picture is provided by the indoor market traders, where 75 percent of them feel trade has fallen.

3.56 Almost 60 percent of businesses view footfall to have declined. This is three times the level of those who consider it has increased. However opinion is more closely matched on High Street, where there is near equilibrium between those stating footfall has dropped and those who consider it has increased.

Suggestions to Increase the Number of Shoppers

3.57 Improved advertising and promotion of Cheadle's Town Centre retail offer are the most common suggestion. Others include introducing free parking, providing more Town Centre entertainment and events and hosting continental, farmers and antique markets. The suggestions put forward are set out in Table 15.

Table 15 – Suggestions to Increase the Number of Shoppers

Suggestions	Number of businesses commenting
Better advertising	16
Free parking	15
More entertainment/events	8
More/better shops	8
More continental/farmers/antiques markets	7
Better regular market	7

Suggestions	Number of businesses commenting
More national retailers	5
Bigger variety of shops	5
Improve traffic management/road system	5
More clothing shops	4
Better signage	3
Utilise Market Place	2
More long stay parking	2
More seating	2
Cheaper parking	2
Move the post office back to High Street to increase footfall	1
Move the post office to Market Place to make it more central	1
Introduce traffic calming measures	1
Shop frontage improvements (grants)	1
Re-open Wheatsheaf as pub with good quality food	1
Pedestrianise High Street	1
Enforce parking	1
Move charity shops away from High Street	1
Redevelop Market Place into a town square	1
More greenery	1
Less take-aways	1
Install pedestrian crossing at Chapel Street	1
Free shuttle bus from surrounding areas	1

Suggestions	Number of businesses commenting
Encourage young people into the town	1
Better cooperation between SMDC and community	1
Total	86

Source: BE Group, 2009

Suggestions to Improve the Town Centre's Appearance

3.58 A wide range of suggested improvements have been put forward by the survey respondents. Most common are the filling of empty shops; improving street surfaces and cleanliness levels. A cluster relates to addressing car parking, traffic congestion and pedestrianisation issues. Despite Cheadle just being awarded a Gold Medal for Cheadle in Bloom, comments were made on the need to improve and better maintain landscaping. Only a small minority of retailers consider the town does not require improvement. Table 16 provides full analysis of the comments made.

Table 16 – Suggestions to Improve the Town Centre's Appearance

Suggestions	Number of businesses commenting
Fill empty shops	12
Improve pavements	4
Cleaner streets	4
Improve shop fronts	3
Less traffic in Town Centre	2
Better signage	2
More floral displays	2
Improve the car parks	2
Increase number of stalls on the market	1
Pedestrianise High Street	1
Cleaner shop fronts	1
Improve toilets	1
More seating	1
Better Christmas lights	1
Modernise the Wheatsheaf	1
Refurbish the Cross	1
Remove weeds	1
Reduce the number of take aways closed in the day	1
Continue restoring buildings	1
Total	41

Source: BE Group, 2009

Impact of Alton Towers

- 3.59 Despite the close proximity to Alton Towers, over a quarter of the Town Centre businesses consider there is little impact on Cheadle. Those who comment on the beneficial impact see this centred on the increased number of visitors (especially during the summer and school holidays) and their associated spend.
- 3.60 Negative comments relate mostly to traffic aspects. Alton Towers creates increased traffic through High Street; the one-way system takes potential visitors away from the Town Centre; visitors pass straight through without stopping.

Impact of Morrisons

- 3.61 The survey generated mixed views about the recent opening of Morrisons supermarket. Around 40 percent of businesses see no impact, or consider it is too soon to detect any. One third state there has been positive impact – more people are coming into Cheadle or staying in the Town Centre. It has increased the town's profile as well as trade in the Town Centre. Negative views relate to the belief Morrisons is taking trade away from the traditional Town Centre area of High Street, and is leading to lower footfall.

Additional Comments

- 3.62 A number of the retailers made additional comments. These group to the following aspects:
- The need for better promotion, management and District Council support, as well as environmental enhancement
 - Parking – better use of Well Street car park; if not free parking, then Tape Street should at least accommodate long stay use; parking permits for traders
 - Help for independent retailers – more regular interaction by the District Council; reduce business rates to attract small businesses.

Cheadle Town Centre Public Launch

- 3.63 A public consultation event was held on 11th August to launch the Town Centre Masterplan. The aim was to raise awareness and interest in the study. Attendees were invited to complete comments forms to help identify key issues and concerns. The exhibition material was left on display for two weeks at the library (High Street), to generate further comments. This has resulted in the receipt of 435 individual comments.

3.64 The comments are diverse, but particularly cover topics of access, the town's retail offer, the market, and parking. Around one fifth of the comments relate to traffic and access issues, especially Town Centre congestion and the need for a bypass. The Town Centre's retail offer attracted 17 percent of the comments, with concerns about the limited range of shops and the decline of the market. Other issues raised included the need to improve public toilets and to address the level of empty buildings that are detracting from the town's appearance. A full list of comments is included in Appendix 3.

Summary

3.65 An up to date picture has been produced of ground floor uses within the Town Centre study area. This provides the baseline in terms of uses and occupancy levels.

3.66 The primary retail area is focussed on High Street, although the concentration of Morrisons, Iceland and B&M in the Tape Street area is viewed as a challenge to both trade and footfall levels.

3.67 Cheadle has a role as a market town local centre, providing convenience goods, services and local comparison shopping for the town and its rural environs.

The Town Centre is considered to be a secondary location complementing Staffordshire Moorlands' primary Town Centre of Leek. Uttoxeter and the Potteries towns are seen as the main competing locations.

3.68 The Town Centre has a high level of independent retailers (78 percent). The percentage of national multiples (21 percent) is substantially less than the UK Town Centre average of 34 percent.

3.69 The presence of a high percentage of independents could be argued to make Cheadle more attractive in that it gives the town a more distinctive branding offer. However a lot of these independents are hairdressers and salons and it might be assumed there are too many for a town of its size.

3.70 The Town Centre is clearly an important provider of local services – with eleven banks and building societies represented. High Street is clearly a focus for these uses, although they do not necessarily contribute to the vibrancy of the shopping experience.

3.71 There is limited investment transaction evidence. There are numerous vacant retail properties, many of which do not appear to be marketed. The vacancy rate, above 16 percent, is some three percent higher than the national

average. Details of past transactions are evidence of moderate sale prices and yields. This is a reflection of Cheadle's role as a market town and rural service centre.

4.0 LOCAL PROPERTY MARKET

Introduction

4.1 This section considers the following additional property market sectors, in terms of Cheadle Town Centre:

- Office/industrial
- Leisure
- Public/community
- Residential.

4.2 It also addresses key property ownerships and development opportunities.

Office/Industrial Sector

Demand

4.3 Consultations with stakeholders indicate that there is no significant demand for office space in Cheadle Town Centre, and none at all for industrial property. Most office enquiries are from solicitors or financial services companies wanting A2 retail space on the main shopping streets. Agents marketing the former Careers Office, Leek Road noted that most demand for this property has been from non-office users such as dance studios. Demand for

available space at the Council Offices, Leek Road/Harborne Road has also been primarily local.

4.4 Research has established only one recent transaction relating to the Town Centre's office market. The former Job Centre, Chapel Street was purchased at auction, and subsequently demolished. The vacant site is now on the market.

4.5 The district-wide Employment Land Study (2006) provides additional commentary on demand. It comments that there is no significant office market in the town as a whole, and advises that whilst additional employment land allocations should be considered for Cheadle, these should be to provide high value, small to medium sized B1/B2 units (but no storage and distribution).

Supply

4.6 The Town Centre's offices are focused along Leek Road and at the Leek Road/Tape Street/High Street junction. Key properties include the Council Offices, Leek Road/Harborne Road. This is a scheme of 16 suites, 9-42 sqm in size, totalling 333 sqm. Occupiers include Staffordshire Social Services (Cheadle Area Office), Cheadle Community Development Project, and Citizens

Advice Bureau (housed in a smaller office building to the rear). Around one quarter of the Council Offices building is on the market, as are the former Careers Office, Leek Road and 2-4 Tape Street (see Table 17). A former church at the junction of Tape Street and Well Street is also currently being converted for a business occupier.

4.7 There are also seven offices above shops along High Street. These are primarily occupied by solicitors and financial services companies.

4.8 Industrial/workshop premises are focused on Bank Street between Oak Street and Cross Street (in and around Hurst's Yard). Hurst's Yard is largely vacant and is one of the study area's identified Opportunity Sites, commented on later in this report. The only other industrial/warehouse occupiers in the Town Centre study area are Hammersley's Bakers, off High Street; Stoddards Coach Depot, Leek Road, and the Post Office Sorting Office, off Well Street.

Table 17 – Office Properties to Let

Address	Rent/sqm /Sale Price	Lease Terms	Size (sqm)	Comments
2-4 Tape Street	£185,000	N/A	17 7	
74b High Street	£159.09	TBC	22	
Former Careers Office, Leek Road	£63.06	Flexible, with a rent free starting period	11 1	Interest from a range of occupiers, including dance studios. However, potential tenants have been unable to get planning permission due to adjacent housing.
Cheadle Council Offices, Leek Road/Harborne Road	£86.11	Flexible	79	Mostly local demand, plus interest from Instet (electronics manufacturer)

Source: BE Group, 2009

4.9 Other office occupiers include two local newspapers, The Cheadle Post and Times (3 Market Place) and The Cheadle Times and Echo (18 Tape Street).

- 4.10 A 0.10 ha site is also for sale on Chapel Street (site of the former Job Centre, 57 Chapel Street). The sale price is £400,000. This is discussed in more detail below.
- 4.11 The LDF Core Strategy Submission Document (2009) states an additional 4.8 ha of new employment land is required in Cheadle between 2006 and 2026.

Leisure Sector

- 4.12 The nearest cinemas and bowling centres are located in and around Stoke-on-Trent and Uttoxeter. The firm 'Staffordshire Reels on Wheels' (based at Blythe Bridge) provides mobile screenings at local venues across the county.
- 4.13 Cheadle Town Centre has a number of leisure attractions linked to its environment and heritage. Most prominent is St Giles Roman Catholic Church, Chapel Street. Designed in the 1840s by A.N.W. Pugin, this Grade I listed building is of international renown. The church is a visitor attraction, although there is considerable scope to expand this through marketing and the development of complementary facilities.
- 4.14 New interpretation trails are being installed across the town, in conjunction with the AWM 'Better Welcome' programme. These will include new street signage; tourist information boards; and welcome signs at gateway locations, including Leek Road, Tape Street, Queen Street and Ashbourne Road. The interpretation trails will start at Greyhound Walk and end at Tape Street Car Park. There is an existing Tourist Information Centre in the library on High Street.
- 4.15 Approximately ten Town Centre shops appear to market themselves, at least partially, to the visitor/tourist market (as opposed to general retail). Most are located in western High Street, Watt Place and Cross Street. These include:
- The Tudor House Tea Rooms, High Street
 - The Summer House Coffee Shop, High Street
 - Sweet Stuff (sweet shop), High Street
 - Ye Olde Oatcake Shop, Cross Street.
- 4.16 All are primarily daytime attractions, with the evening economy limited to local pubs and takeaways. There are two existing hotels - the Royal Oak, High Street (11 rooms) and The Manor Hotel, Watt Place (12 rooms, plus conference facilities). Hales Hall Caravan and Camping Park is to the east of the town, on Oakenmoor Road.

- 4.17 Alton Towers is the largest commercial leisure attraction in proximity to Cheadle. In addition to an established theme park, the resort offers a water park, two hotels (The Alton Towers Hotel and Splash Landings), with a third planned and a Spa. Recent developments include a new Sea Life Aquarium. The resort attracts around 2.5 million visitors, employing 2900.
- 4.18 The catchment population of the town is insufficient to attract large-scale leisure investment. Further development of a small but successful group of independent tourist businesses (which require lower numbers of clientele, and where reputation will draw customers from further afield) presents a more realistic opportunity to develop a quality tourist economy.
- 4.19 The vacant Wheatsheaf Hotel, High Street, is one of the study area's identified Opportunity Sites. Its re-use could enhance hotel accommodation in the town, of a scale to compete for visitor trade associated with Alton Towers. The property is of an appropriate size to house a restaurant or bar/restaurant facility.

Public/Community Sector

- 4.20 Whilst Cheadle has a number of community facilities, most are located outside the Town Centre. These include Cheadle Hospital and South Moorlands Leisure Centre.
- 4.21 The Town Centre study area has a library on High Street. This also offers tourist and community information facilities and meeting rooms. The Guild Hall, Tape Street is also used for community events.
- 4.22 Cheadle has a police station, located in a Grade 2 listed building on High Street, adjoining The Wheatsheaf Hotel. This is no longer considered fit for purpose and the Police Authority are actively seeking alternative accommodation, preferably within the Town Centre.
- 4.23 Other public buildings include offices on Leek Road which house Staffordshire Social Services (Cheadle Area Office), Cheadle Community Development Project, and a Citizens Advice Bureau. There are two health facilities in the study area, Well Street Clinic and a smaller doctor's surgery on Queen Street.

Residential Sector

- 4.24 Over shop accommodation is not a significant element of Cheadle's residential market. Only 13 retail properties include a flat above, with over half comprising accommodation linked to the ground floor commercial use.
- 4.25 Despite this, the Town Centre includes areas of residential accommodation on all streets apart from Cross Street. There are houses, interspersed with retail uses, on Chapel Street, Tape Street and at the junction of High Street and Leek Road/Tape Street. Housing is the most common use on all other streets. Much of the residential provision consists of terraced housing, although there are significant areas of semi-detached properties on Carlos Close, Well Street and Ashbourne Road. There are also some large detached properties along Leek Road.
- 4.26 These properties sell at levels below the regional averages (with prices for terrace and detached properties £18,000-£22,000 less). However, prices slightly exceed averages for the county and Leek Town Centre (see Table 18). It should be noted that prices were obtained by a postcode search and it may be these postcodes will not exactly match to the Town Centre study area defined for the Masterplan process.

Table 18 – Average Residential Values (April – June 2009)

Location	Flats	Terrace	Semi-Detached	Detached
Cheadle Town Centre (postcode ST10)	No sales	£99,250	£137,770	£224,577
Leek Town Centre (postcode ST13)	No sales	£91,647	£125,089	£212,714
Staffordshire	£91,171	£94,161	£125,858	£220,855
West Midlands Region	£109,287	£117,348	£142,886	£246,328

Source: HM Land Registry, 2009

- 4.27 Property agents consider the Town Centre residential market to be broadly successful, based on the existing supply of reasonable quality terraced and semi-detached properties. Cheadle has a wide catchment area due to the proximity of major employers such as JCB and good local schools, although the attraction of the former has diminished due to recent job losses. Across Cheadle there is felt to be an excess of larger 3-4 bedroom properties and a shortage of smaller houses/town house suitable for young families.
- 4.28 The market for rental properties has also increased over the last five years, again driven by the proximity of major employers. JCB employees are the largest source of

- tenants, although recent job losses at the Cheadle factory have impacted on this market. Alton Towers is another source, although employees are generally seasonal or on short term contracts. Thus they require only short term leases and often shared tenancies.
- 4.29 Rental properties are generally terraced or semi-detached properties. There are few flats in Cheadle and no identified demand for them. Rents range between £350 to £500 per calendar month.
- 4.30 There are no new residential developments in the Town Centre. The nearest is The Lighthouse, a scheme of 14 two-bedroom flats to the south of The Lamplighter Pub, Tape Street. Prices start from £125,000. Agents indicate demand in this scheme has not been strong, although it is not clear if this is due to a lack of local demand or wider weaknesses in the national housing market.
- 4.31 The Staffordshire Moorlands Development Capacity Study (2008) notes there are few brownfield sites which could deliver affordable housing in Cheadle. In particular there are no mill sites available for conversion or redevelopment (although in practice, Hurst's Yard could be considered as such a site). Greenfield sites (outside of the urban area) are thus the most likely source of affordable housing in this area.
- 4.32 A significant housing development is proposed for greenfield land at Mobberly Farm, south of the town. The scheme could provide up to 700 new homes. However, permission for the scheme has been deferred by SMDC. Its future is therefore unclear.
- 4.33 In addition the LDF Core Strategy (Issues Paper, 2008) notes that there are a number of uncommitted housing allocations in Cheadle (sufficient for 565 dwellings). In December 2002 the Council approved the 'de-allocation' of the four greenfield sites allocated in Cheadle (Lightwood, Majors Barn II, Donkey Lane as well as Mobberly Farm) because they were no longer required to meet the Structure Plan target. All of these sites continue to be identified as potential housing sites in the Strategic Housing Land Availability Assessment and will be reviewed through the LDF process as to their suitability for re-instatement as allocations.
- 4.34 The LDF Core Strategy Submission Document (2009) proposes that 1327 new homes (including 550 affordable properties) be developed in Cheadle by 2026.

Summary

- 4.35 The Town Centre has only limited supply and demand for office accommodation. Demand, reflecting Cheadle's small market town status, relates to public sector and private sector financial and professional services provision.
- 4.36 There are limited leisure facilities within the Town Centre, with only a few businesses focused to the visitor market. The latter is primarily generated by Pugin's St Giles RC Church and proximity to Alton Towers. Any further scope for expanding the leisure sector in Cheadle relates to additional hotel provision (capitalizing on Alton Towers) and an improved evening economy offer.
- 4.37 Public and community facilities are provided, but there is immediate need to relocate the existing police station because of the dilapidated condition of the property. The Police Authority's preference is to retain a Town Centre presence.
- 4.38 The Town Centre includes significant areas of residential property, mostly in the form of terraced or semi-detached housing. Prices, though below regional averages, are above county (and Leek Town Centre) figures. Brownfield site development opportunities are viewed as lacking, with

future housing needs likely to be accommodated on greenfield sites outside the urban area. The LDF Core Strategy proposed 1327 new homes (550 affordable homes) to be developed by 2026, in Cheadle.

5.0 TOWNSCAPE

- 5.1 A site survey of the Town Centre study area was undertaken by Taylor Young's urban design team during July. The analysis covers the built form, fabric and public realm. Particular reference is made to urban design, streetscape, open space and pedestrian movement.

Figure Ground and Historical Development

- 5.2 The figure ground study and associated historical maps (Figures 5.1-5.3) demonstrate how the Town Centre has evolved over time. The historical maps represent the position in 1881 and 1937. The main road form has remained intact whereas the area of the existing central car park has changed considerably from original textile mills to the present retail uses.
- 5.3 The figure ground map highlights the existing built form within the town, illustrating a dense urban form along High Street and the south/southwest of the Town Centre. Around the east/southeast zone of the Town Centre, it is clear that this urban form breaks down into large format building footprints, roads and associated surface car parking areas.

Figure 5.1 – Figure Ground



Figure 5.2 – 1881 Historical Map

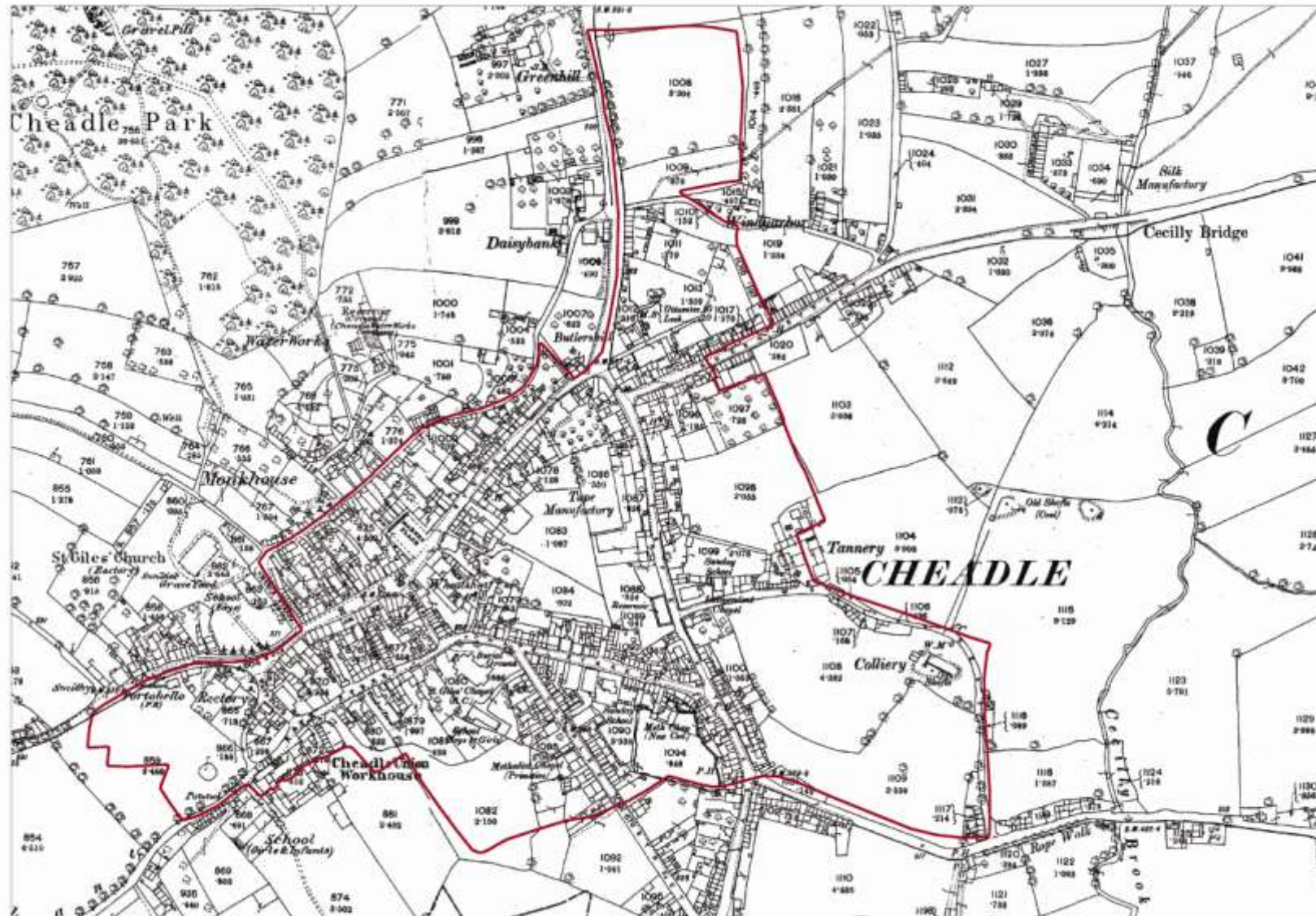
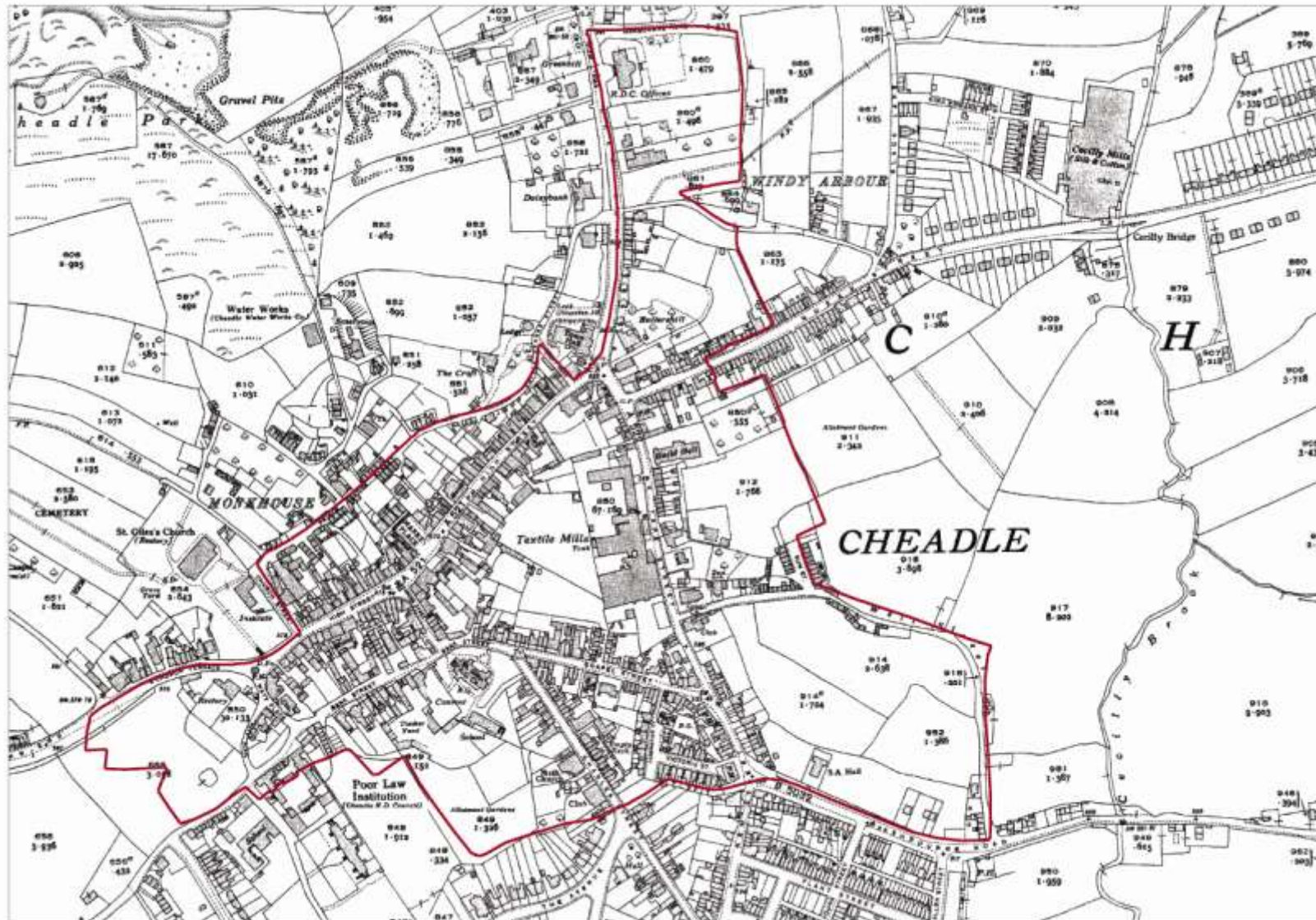


Figure 5.3 – 1937 Historical Map



Character Areas

- 5.4 The Town Centre study area assessment has identified six character areas. These are indicated on Figure 5.4 and briefly described as follows:

Leek Road – This important road is a main approach to the Town Centre. This area is outside the Town Centre itself and is largely residential in character. Local character is provided with several important historic buildings, such as the former Town Hall.

Historic Core – The historic core of Cheadle is defined by its medieval street form, wealth of historic buildings and set pieces such as Market Place and Pugin's St Giles RC Church. This area is remarkably well preserved with a high level of local distinctiveness. This is also the heart of the Town Centre.

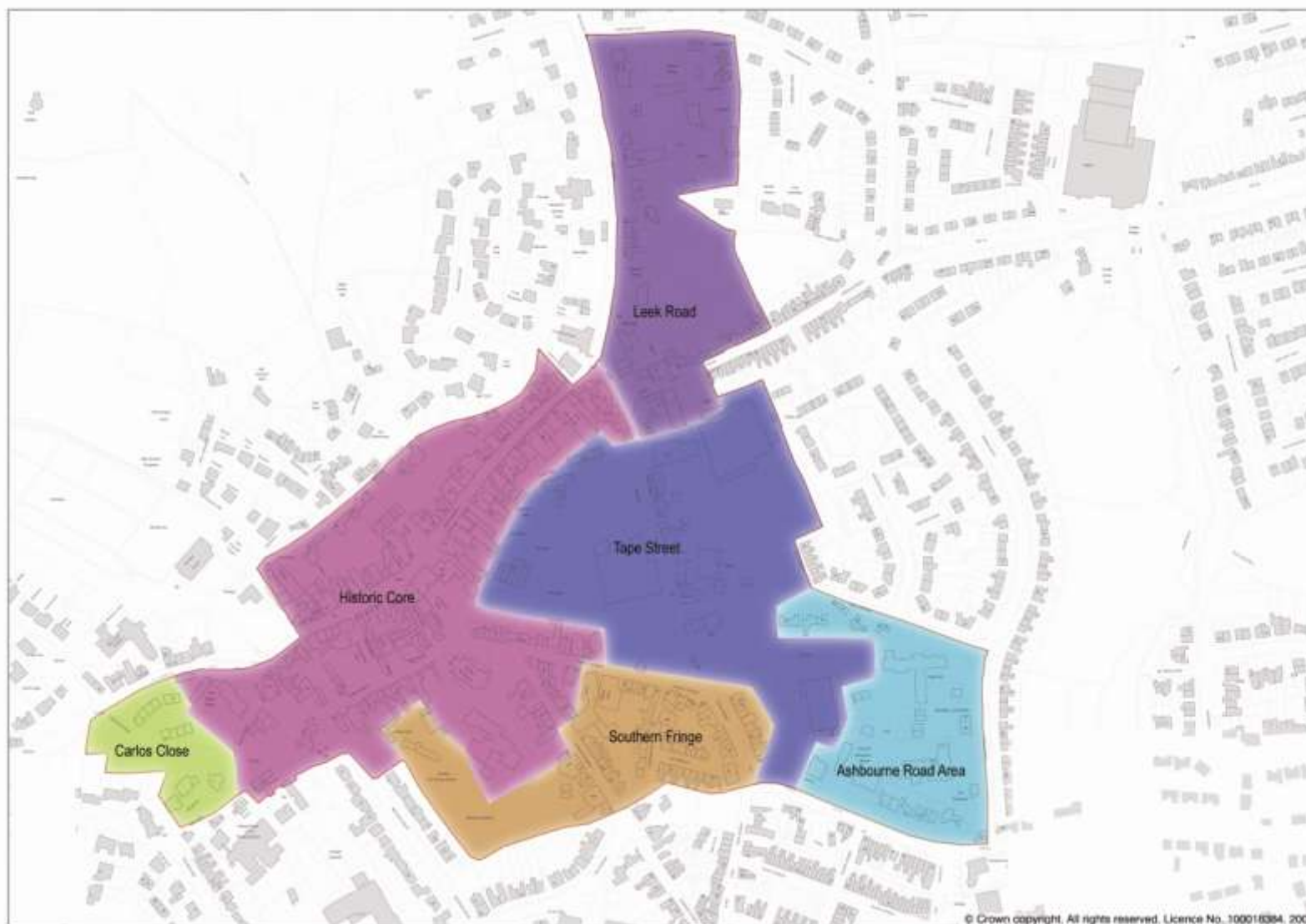
Tape Street – The Tape Street area is poorly defined with a sea of car parking, large format uses and a lack of definition to Tape Street itself. Although at the heart of the study area and within the Town Centre this remains an area of weak character, poor environment and opportunity for change.

Southern Fringe – The southern fringe includes properties that are largely in residential or edge-of-centre use. This is mixed area of no strong character and it lies outside the Conservation Area.

Carlos Close – This is a small residential area that relates to the residential areas to the east rather than the historic core or the Town Centre to the west. It has no special character or historic importance.

Ashbourne Road Area – This is an area to the east of the Town, relating to surrounding neighbourhoods. It is largely in residential or community use and has no special character or historic importance.

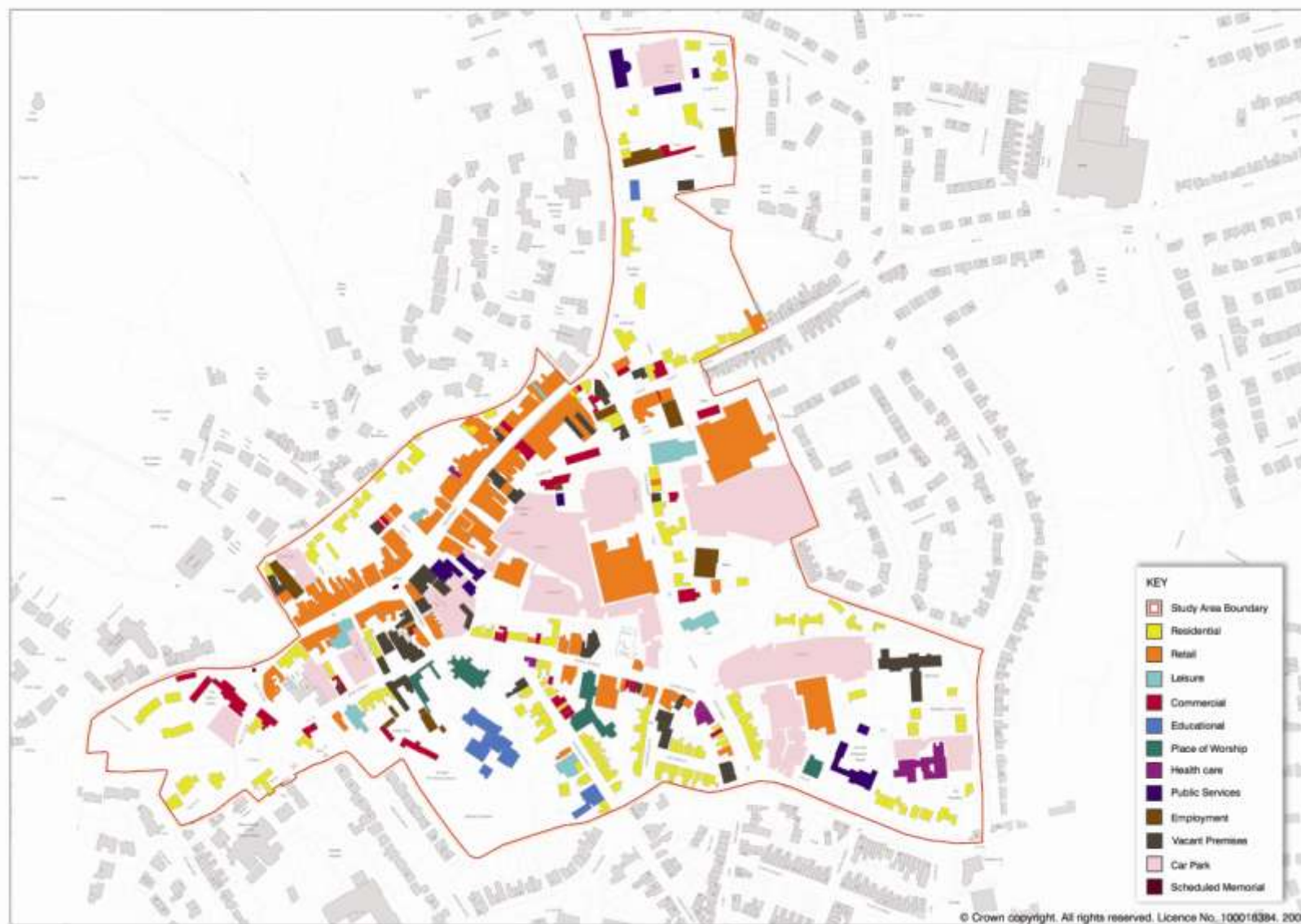
Figure 5.4 – Character Areas



Land Uses

- 5.5 Cheadle Town Centre is relatively compact. It provides a range of different uses for the local catchment and adjacent residential areas that form its boundary.
- 5.6 Traditionally the Town Centre was a mix of commercial and industrial development (there was a textile mill on the now central car park area) alongside workers housing, administrative functions and retail. In the last 50 years or so, the industrial uses have all but disappeared while retailing, commerce and administrative uses now dominate the Town Centre. The large format retail uses and associated extensive surface parking have tended to shift the retail focus from the High Street.
- 5.7 The analysis of current land use within the Town Centre is illustrated in Figure 5.5.

Figure 5.5 – Land Uses



Building Heights

- 5.8 Buildings are generally 2 or 3 storey with the south and southwest zone of the Town Centre providing a variation in scale and massing through a contrasting skyline with strong character and sense of place. The east/southeast of the Town Centre show less variation with the majority of buildings single or two storeys. The tower of St. Giles RC Church is significantly taller than surrounding buildings, contributing to its landmark status within the town. Figure 5.6 provides analysis of building heights.

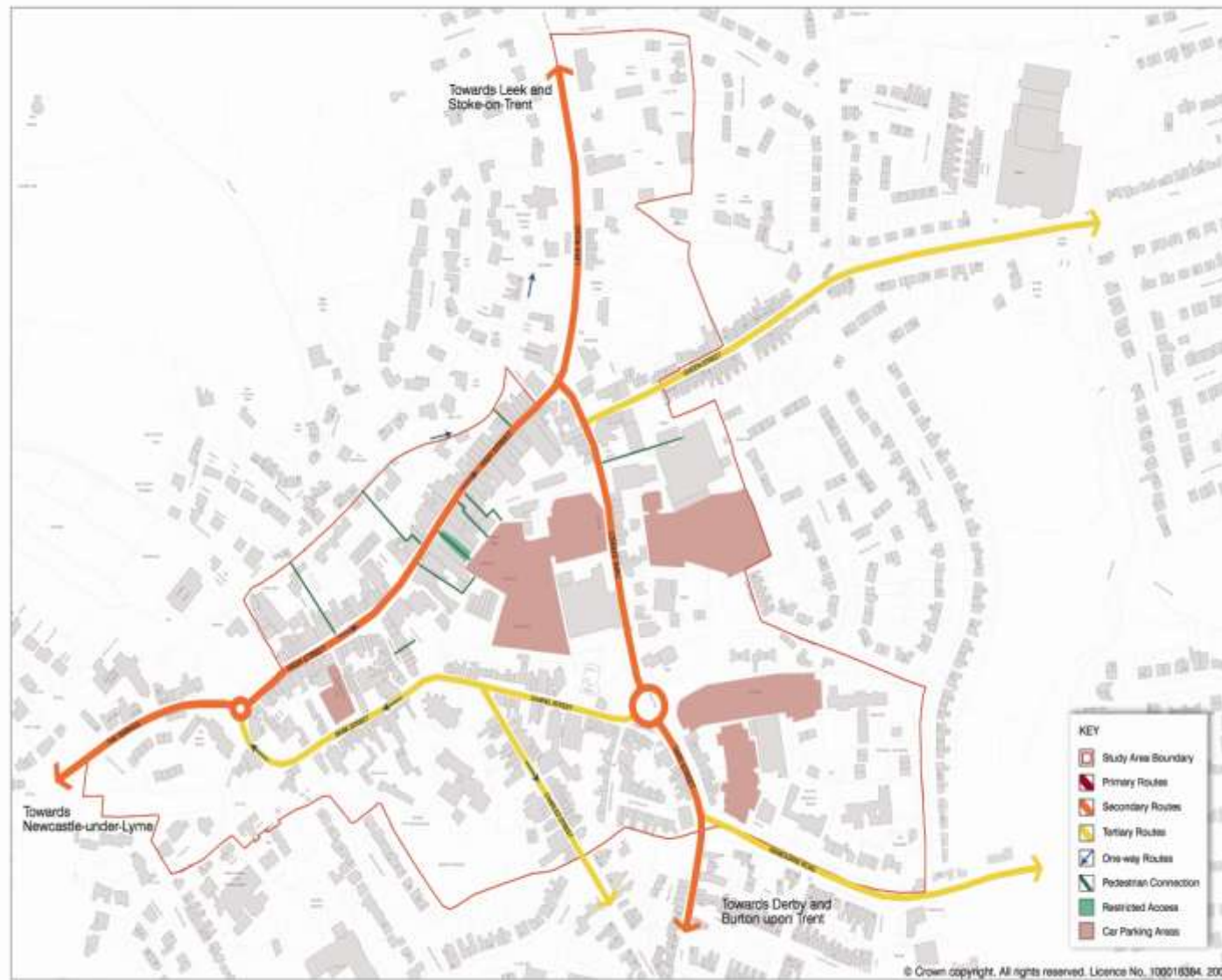
Figure 5.6 – Building Heights



Movement and Linkages

- 5.9 Cheadle Town Centre has a triangular structure resulting from a street form that has seen little change in the past 150 or so years. The requirements of modern transport have seen significant intensity of traffic within the Town Centre, requiring changes in movement patterns (one-way routes), with subsequent impact on the environment. The triangular ring network (mainly one-way system) comprising of High Street to the north, Bank Street/ Chapel Street to the south and Tape Street to the east, connect the Town Centre with surrounding areas. A number of relatively narrow pedestrian 'alleys' connect from these principal routes to car parks and adjacent residential areas.
- 5.10 The triangular street form creates a strong definition to the central area. This is dominated by a large surface car park and adjacent retail store. Pedestrian links to High Street are restricted by the historic built form with an open aspect to the eastern side of the triangle on Tape Street. Here the large format uses and the poor definition to the street creates an expansive, poorly enclosed area that lacks character and provides a poor pedestrian environment.
- 5.11 This assessment is shown in Figure 5.7.

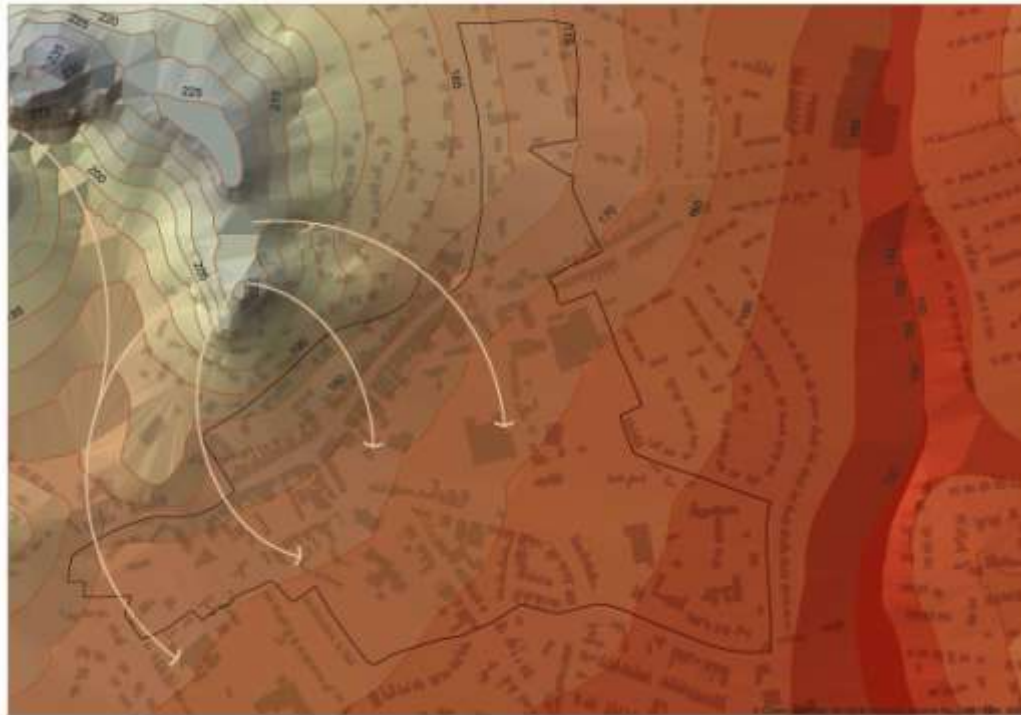
Figure 5.7 – Movement and Linkages



Topography

- 5.12 Levels generally fall in a southeasterly direction with High Street following the contours, resulting in a relatively flat route. The central triangular area falls some 8 to 10 metres to the southeast providing an incline back up to High Street. The topography of Cheadle is indicated in Figure 5.8.

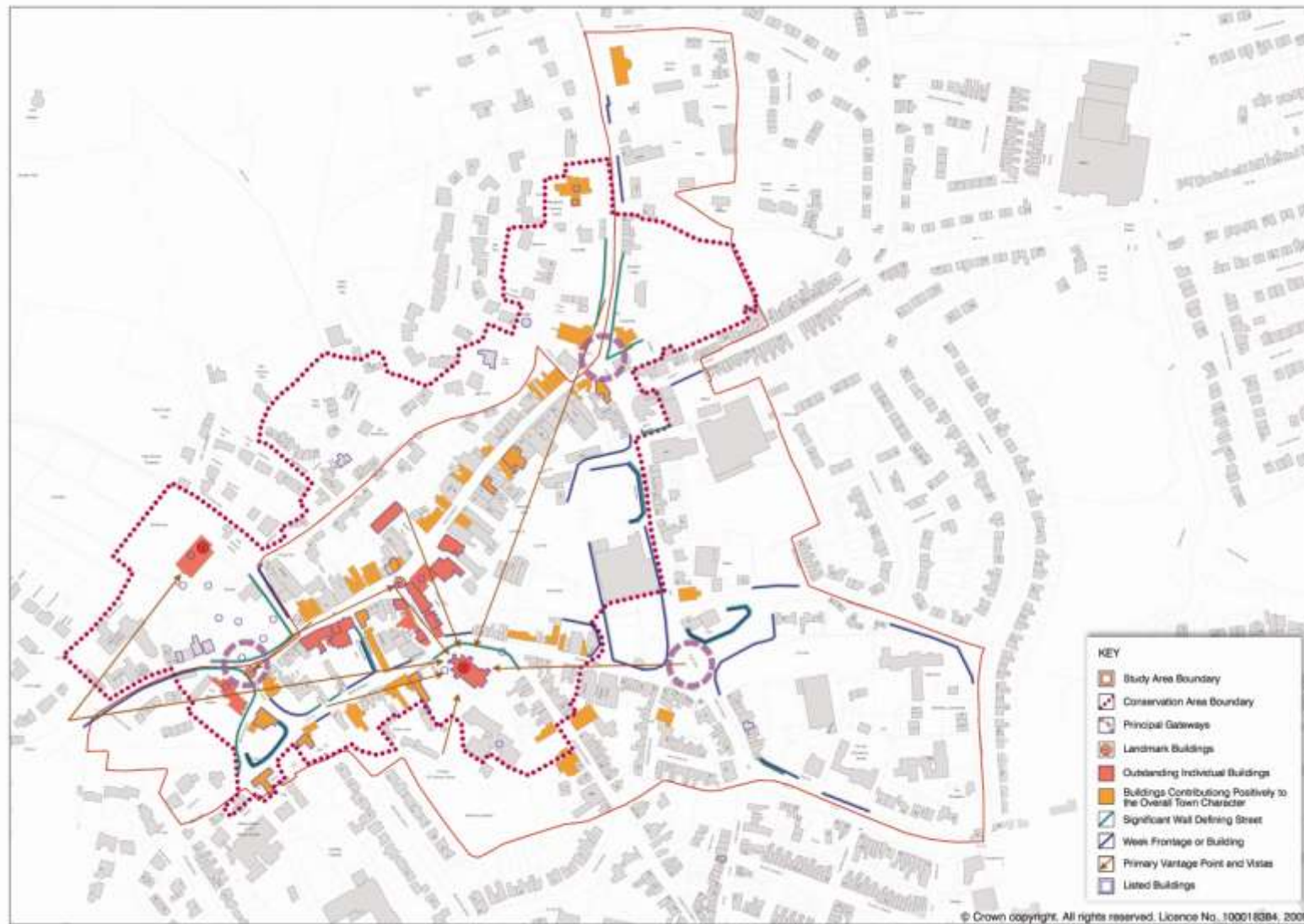
Figure 5.8 – Topography



Townscape

- 5.13 Cheadle has a strong historic core with some outstanding buildings that contribute to the overall character. The triangular form noted previously results in three major gateways at street intersections. These tend to be traffic dominated and create a poor pedestrian environment and poor sense of arrival, with a mixed built form.
- 5.14 The historic core is focused around High Street, the traditional retail core which is still the heart of the town despite strong competition from the edge of centre large format retail stores. The gem within the historic core is the Pugin-designed St. Giles RC Church, which creates excellent local distinctiveness, especially when viewed along the street vista formed by Cross Street. Due to its scale and setting, St. Giles can be viewed from a number of vantage points, providing good legibility within the Town Centre. These positive areas of townscape are offset by the central and southeastern areas where enclosure, distinctiveness and character have been lost through a breakdown of the tighter grain form. Figure 5.9 defines the townscape.

Figure 5.9 – Townscape



- 5.15 As stated above one of the most significant elements in the townscape of Cheadle is St Giles RC Church. Designed by Augustus Pugin the church is located on Bank Street to the south of the High Street, and is visible from many places within the town. However, it is not well served by footways. The pavements are narrow around the church, and connections along Cross Street poor. There is little space around the building to stop and appreciate the Gothic splendour of the architecture.
- 5.16 Most of the shopping offer is clustered along the High Street, creating a compact and readily accessible Town Centre. The High Street is narrow; but this enclosure reinforces the charming historic character of the market town. There are some issues with congestion along the street. A one-way system has been introduced, however double-parking and on-pavement parking creates obstacles for passing lorries and buses. Much of the traffic through the town is filtered along the High Street.
- 5.17 There is an attractive market square on the High Street, which is a relatively small but the proportions work well within the fine urban grain at the centre. When the outdoor market takes place, given the limited space, there may be some conflict between shoppers and traffic on the street.
- The square is enclosed by a row of elevated shops (reached by steps and a ramp), gable walls, the indoor market and the High Street. Very little activity spills directly out into the space.
- 5.18 The main focus for the Town Centre is the Central Car Park Area a large open space in the heart of the town. It provides a good central place to park from which the town is easily accessible. It is unfortunate however that the key civic space in the town seems to be a car park. There are a number of routes through from this 'square' to the High Street. The most well used of these is a pedestrianised passage from the Post Office, located in the car park. The area adjacent to the Post Office is particularly busy in the daytime, when the car park is busy, shifting activity away from the High Street.
- 5.19 By-products of the open space created by the car park are the long views to St Giles RC Church and the open countryside beyond the town. It is relatively easy to orientate oneself from this space.
- 5.20 There are gateways into the Town Centre at either end of the High Street. The roundabout at Tape Street forms a third gateway to traffic from the south. Watt Place, the

gateway at the western end of the High Street, is well defined by the built form; however the road and a large retaining wall dominate the quality of the space. The gateway at the eastern end of the High Street is essentially characterised by a mini roundabout. There is an attractive planting scheme associated to the Tape Street gateway but the space is again heavily dominated by the road.

5.21 In recent years a public art trail has been introduced to the Town Centre. Small and surprising pieces of art work have been introduced into the public realm; pieces have been added to the paving, signage, on shop fronts and even in the pedestrian barriers.

5.22 The summary of the public realm in the Town Centre is:

- The High Street has an attractive historic character, but this is dominated by congestion along the road. Pavements are narrow in places and can be difficult to follow
- The market square is a small attractive space, but there is little active frontage onto the square to animate the space when the market is not operating
- There is very little public space around St Giles RC Church and connections from the High Street are weak. Cross Street provides the best approach and

space to appreciate the building, however it is dominated by the carriageway

- The Tape Street public car park is a relatively desolate space in the Town Centre, and creates a poor first impression for visitors. In the evening this area may feel unsafe as it is not well over looked
- Gateways round the Town Centre are characterised by highways led traffic junctions, the two gateways to the High Street have a strong urban form defining the extent of the spaces. However the quality of the built form is somewhat lost against road.

5.23 Illustrative analysis of the Town Centre public realm is provided in Figure 5.10.

Figure 5.10 – Public Realm

Key features in the public realm

1 Iceland car park

This large car park is the focus of the town centre, however it is disconnected from the historic High Street. The connecting routes are poorly overlooked and ill.

2 Public space adjacent to the post office

As the retail emphasis is displaced between the High Street and the Iceland car park a new activity hub has established outside the post office. This space is dominated by the car park.

3 Indoor market and market square

The refurbished market area has a positive impact on the High Street, however connections between the indoor and the existing outdoor market are not strong. The market square is an attractive space which adds to the historic character of the Town centre.

4 High Street

Shop fronts generally relate well to the street, however there are sections of narrow, and in places more contiguous paving. Traffic is limited to one way to ease congestion however the street is used by large lorries and buses, parking is limited along the high street and double parking frequently creates congestion.

5 St Giles

The church a visitor attraction known as Pugin's Gem has direct connections from the High Street, however pavements along the route are narrow and level changes create an uncomfortable pedestrian environment. The public realm outside the church is dominated by the road; the limited space for pedestrians reduces opportunities to appreciate the external grandeur of the church.

6 Tape Street roundabout

The roundabout is one of the key gateways into the town centre; at the centre of the junction is a dramatic and memorable planting scheme. However this area is still dominated by the road segregating Morrisons and Netto from the town centre.

7 Netto and Morrisons

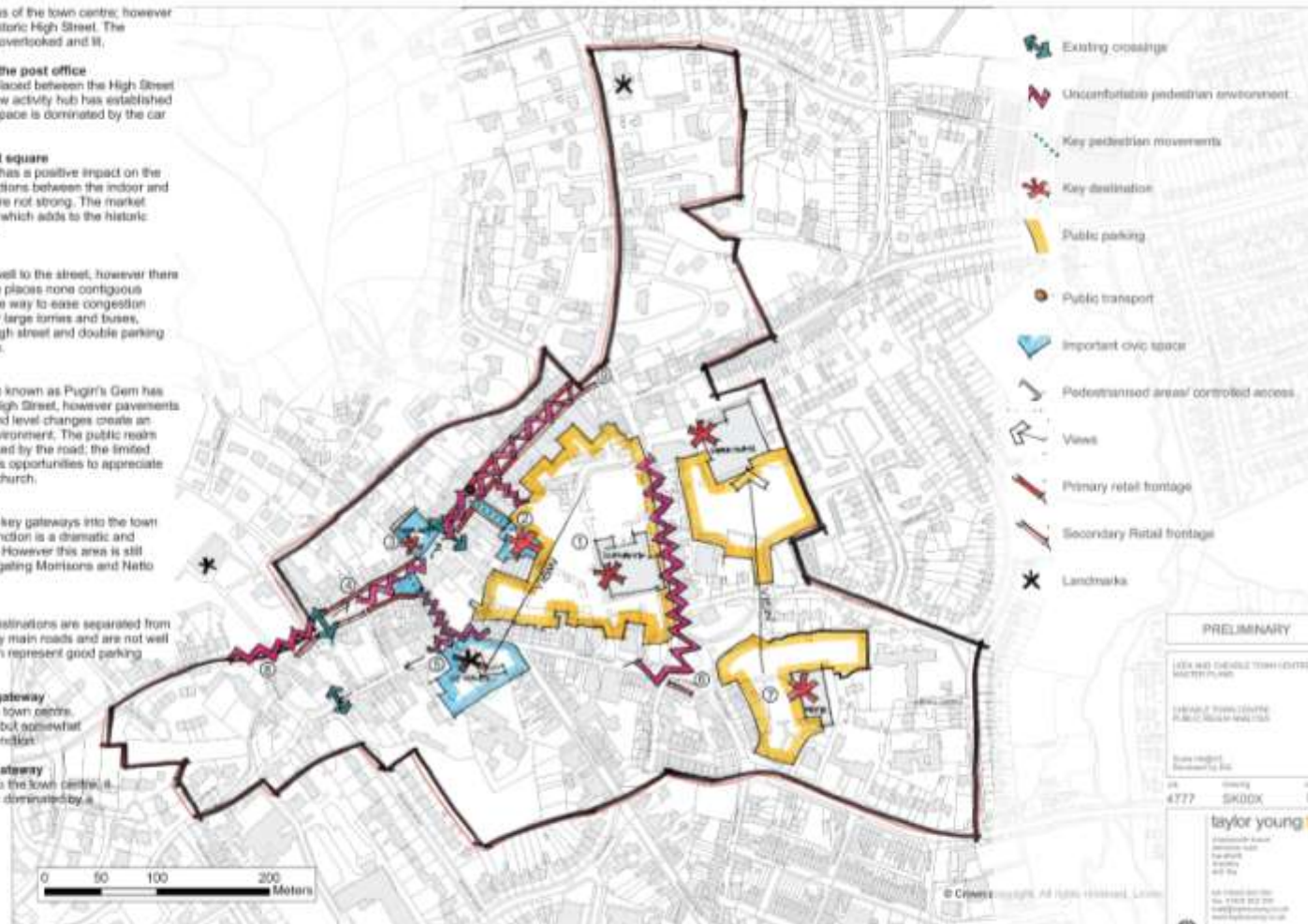
These two major shopping destinations are separated from the centre of the town by busy main roads and are not well connected to each other. Both represent good parking opportunities.

8 Watt Street / High Street gateway

This is a clear gateway to the town centre, well defined by the built form but somewhat dominated by the road and junction.

9 Tape Street/ High Street gateway

This is the eastern gateway to the town centre, it is essentially a traffic junction dominated by a Mini roundabout.



Opportunities and Constraints

5.24 Figure 5.11 sets out analysis of the opportunities and constraints identified from the townscape assessment. These are described as follows:

- Creation of a defined heart to the Town Centre – Cheadle presently lacks a true heart in terms of orientation and as a civic space for events and informal activities. Existing under utilised space presents an opportunity to address this issue
- Improving and enhancing the setting of St. Giles RC Church - Through creation of space for pedestrians and other visitors together with consideration of longer vistas through to the church will help to relate this major attractor into the Town Centre
- Possibility of repairing the damaged urban fabric to the east/ southeast of the Town Centre - One of the most important issues is the treatment of the public realm and Town Centre's connection with surrounding areas. The streets and squares of a town are the places that shape its character, personality and the appearance
- Opportunity to improve the historic core - Through limited intervention whilst retaining its character

through the introduction of more diverse uses to improve patronage of the town. The key is the need to link these new uses to High Street so that they complement rather than challenge the historic core

- Improve Town Centre Gateways - All of the major Town Centre gateways are traffic dominated and create a poor pedestrian environment. A combination of new built form, traffic management, signage and public realm upgrades will be required to achieve the desired gateway status
- Potential to enhance the environment around Tape Street and better integrate to High Street - The Town Centre edge along Tape Street is dominated by a large surface car park and the retail uses, with a number of important pedestrian links back to High Street. A finer grain approach incorporating a central destination would integrate this part of the Town with the historic core
- Complement and improve the environment along High Street – A future strategy that is more about pedestrians and the character of the historic core should be a priority for any Masterplan.

Figure 5.11 – Opportunities and Constraints Map

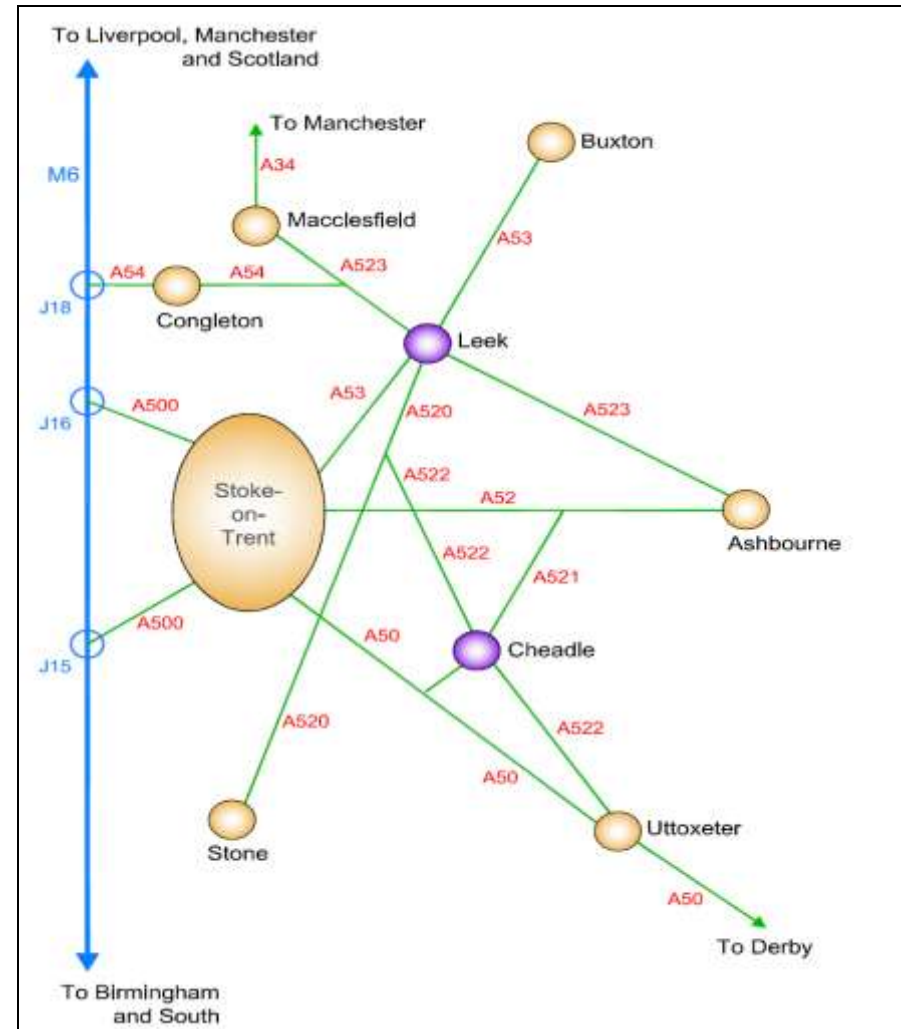


6.0 ACCESS AND MOVEMENT

Strategic Context

- 6.1 Cheadle is located to the east of the county, approximately 10 miles to the east of Stoke on Trent, the closest major centre. The nearest motorway link is the M6 and it is approximately 14 miles to the nearest junction (Junction 15 at Clayton). Despite the distance to the motorway network, Cheadle is well connected to its neighbours Stoke on Trent, Leek, Stone, Ashbourne, and Oakamore and is only 4 miles from the recently upgraded A50 [T] Stoke to Derby road that links the M1 and M6 motorways.
- 6.2 The strategic road transport links are shown in Figure 6.1.

Figure 6.1 – Strategic Context



Transport Policy Context

6.3 A number of key policy and strategy documents at a regional, sub- regional and local level have potential implications for transport in the Cheadle area.

Staffordshire Local Transport Plan 2006 -2011

6.4 The Staffordshire Local Transport Plan (LTP) identifies three current main problems that the LTP aims to tackle with the implementation of LTP 2. These are:

- Accessibility
- Road Safety
- Highway Maintenance.

6.5 The County's key aims in terms of long-term transport strategy goals are stated as:

- To provide the transport infrastructure and services necessary to support continued economic growth in Staffordshire
- Ensuring access for everyone to key facilities and services
- To protect the natural environment and the fabric of historic settlements

- To develop a transport system which is safe for all users and which encourages the use of sustainable modes.

6.6 The following are proposed to achieve these aims:

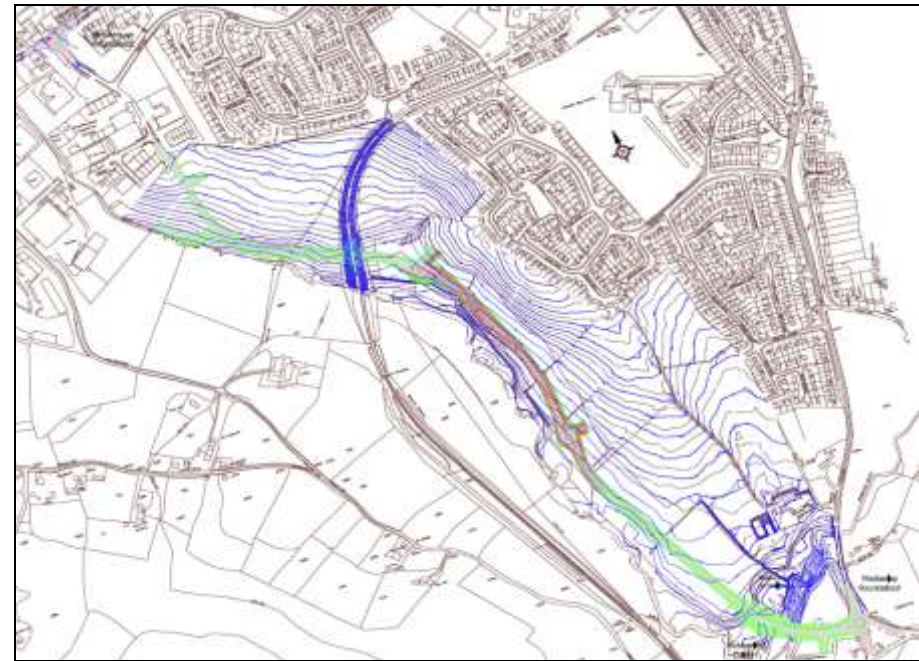
- A road hierarchy review in which the existing road networks will be accessed to see how the current network will fare in the future due to changing travel patterns
- Speed Management Strategy produced in a bid to make the surrounding road networks safer
- Upgrade of the current Urban Traffic Control systems in order that the county's road networks capacity can be maximised and to improve conditions for local buses
- There will be more cycle and pedestrian areas implemented surrounding the county's main Town Centres to encourage more sustainable modes of transport
- Strong continued commitment to the introduction of green travel plans and public transport marketing.

6.7 Schemes included within the Local Transport Plan Capital programme for the LTP period affecting Cheadle include:

- Route 32/32A Hanley-Cheadle
- Blythe Bridge Rail Station – CCTV
- Blythe Bridge Rail Station – lighting, information, shelters and cycle parking
- Blythe Bridge Rail Station – Real Time Information.

6.8 Figure 6.2 shows the Cheadle Distributor Road that will be funded via developer contributions from additional housing. The line of the proposed bypass starts at a new roundabout on the A521, travels along Brookhouse Way, and then broadly follows the route of the existing watercourse, joining the A522 at a new roundabout junction with Freehay Road. The first section of the road has been constructed and development has taken place adjacent to this length of approximately 200m immediately south of Brookhouse Way. The road crosses a disused railway embankment and a brook course.

Figure 6.2 – Cheadle Distributor Road Alignment



Source: Staffordshire County Council Highways

Staffordshire Parking Strategy 2008- 20011

6.9 The parking strategy outlines proposals to change parking policies, provision and management to meet the future needs of the District. The Strategy states that in Cheadle parking provision more than meets the demand. The Strategy suggests there needs to be a continuing review of the use of public car parks and revision of charging levels to deter long

stay parking, which is mainly used by commuters and to attract more short stay parking for business and retail users.

***Staffordshire Moorlands Local Development Framework
Core Strategy May 2009***

6.10 The vision for Cheadle set out in the Local Development Framework includes reference to the benefit from improved local public and sustainable transport links focused on the Town Centre as well as improved access to other urban centres.

6.11 The Local Development Framework also outlines the following aspirations for delivering this vision:

1. Improve environmental quality and accessibility by:
 - reducing levels of through-traffic in the Town Centre and along the A521 and A522
 - promoting the longer term provision of a bypass to the west of the town
 - improving pedestrian and cycle links across the town and into the countryside
 - improving public transport links between the town and other main settlements

- managing and improving the green corridor to the east of the town
- promoting the role of the town and its links with the Churnet Valley as a visitor destination.

2. Create a major urban extension to the southwest of Cheadle. This will provide for the bulk of future housing and employment needs. The development of sites within the urban extension must be planned and implemented in a comprehensive way that is linked towards the delivery of key infrastructure to include a southern link road, community, open space, sport and recreational facilities and enhanced services

6.12 The Local Development Framework will replace Staffordshire Moorlands Local Plan, which provides car parking standards for development in the District.

Cheadle Action Plan- Better Welcome Programme May 2008

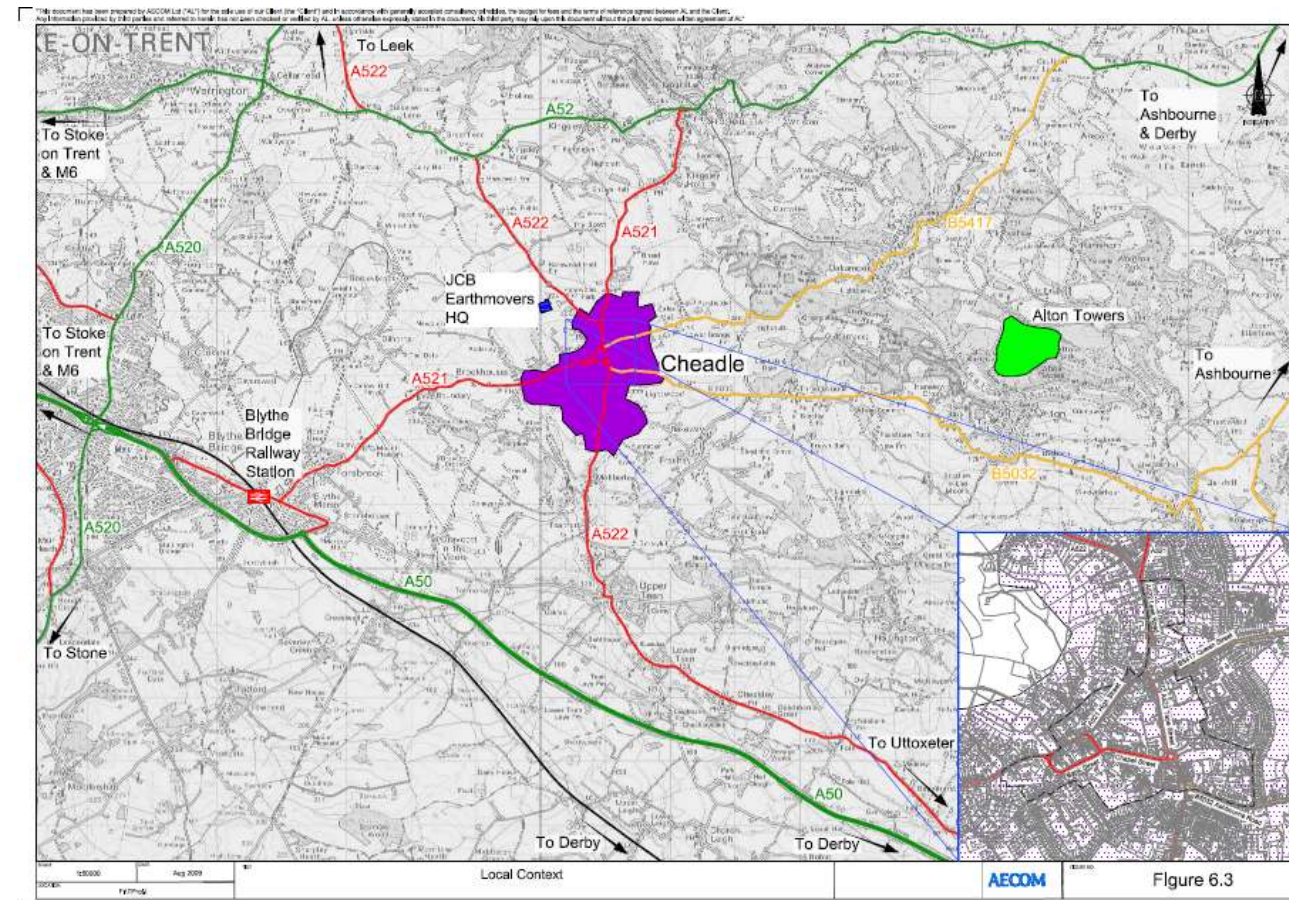
6.13 The Cheadle Action Plan SWOT analysis identified the lack of coach parking provision and the lack of car parking signage as transport weaknesses. Cheadle has a very high percentage of visitors travelling to the town by private transport (96 percent). The number of repeat visitors is very

high with 31 percent visiting the town more than 5 times a year and 49 percent visiting between 2 – 5 times a year. The ease and cost of parking within the town is considered to be a strength.

Local Context

6.14 Figure 6.3 shows the local context of Cheadle and how it fits into the local Staffordshire Moorlands and North Staffordshire geography. It also indicates the main connections and links serving Cheadle as well as the connectivity of the town.

Figure 6.3 – Local Context



- 6.15 The main land uses and employers within Cheadle Town Centre are indicated within Figure 6.3a. In addition to High Street retail and an indoor and outdoor market there are a number of large food stores including Morrisons, Iceland, and Netto accessed from Tape Street. Along High Street is Cheadle Police Station, Cheadle Library and Cheadle Council Connect (one stop shop). One of the most distinctive and attractive land uses within the Town Centre is St Giles Roman Catholic Church at the corner of Chapel Street and Banks Street. North of the Town Centre along Leek Road are the council offices. Also within the town although just outside the study area are Cheadle Hospital and Cheadle Leisure Centre as well as a concentration of primary and secondary schools and a college.
- 6.16 Alton Towers is approximately 6 miles to the east. Local traffic from the north and west accesses Alton Towers via Cheadle Town Centre. Major employment generators outside the Town Centre are JCB (on the A522 Leek Road) and Brookhouse Industrial estate (on the A521 to the west). The largest commuter movement is however suggested to be towards Stoke-on-Trent.

Figure 6.3a – Major Land Uses

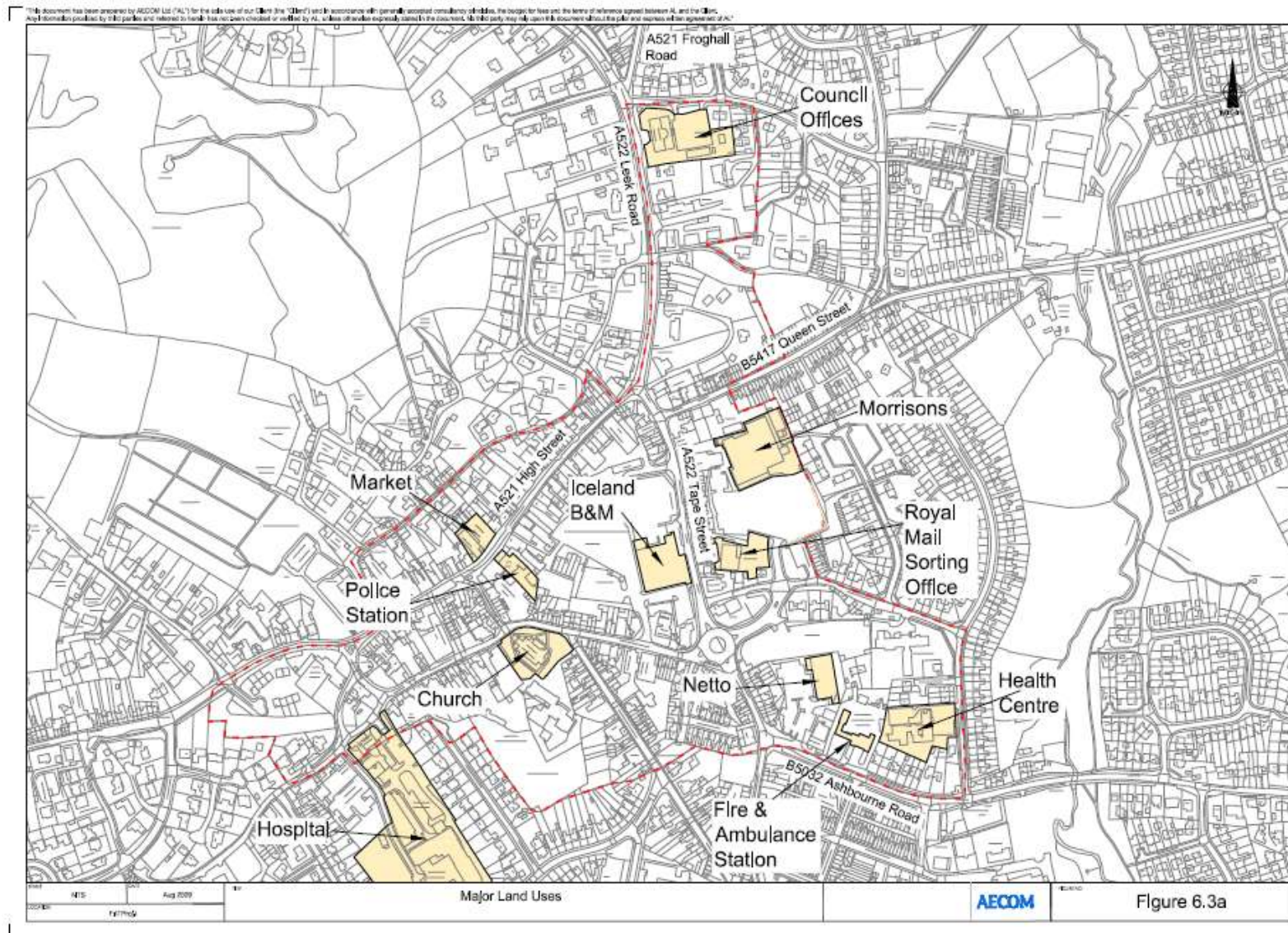
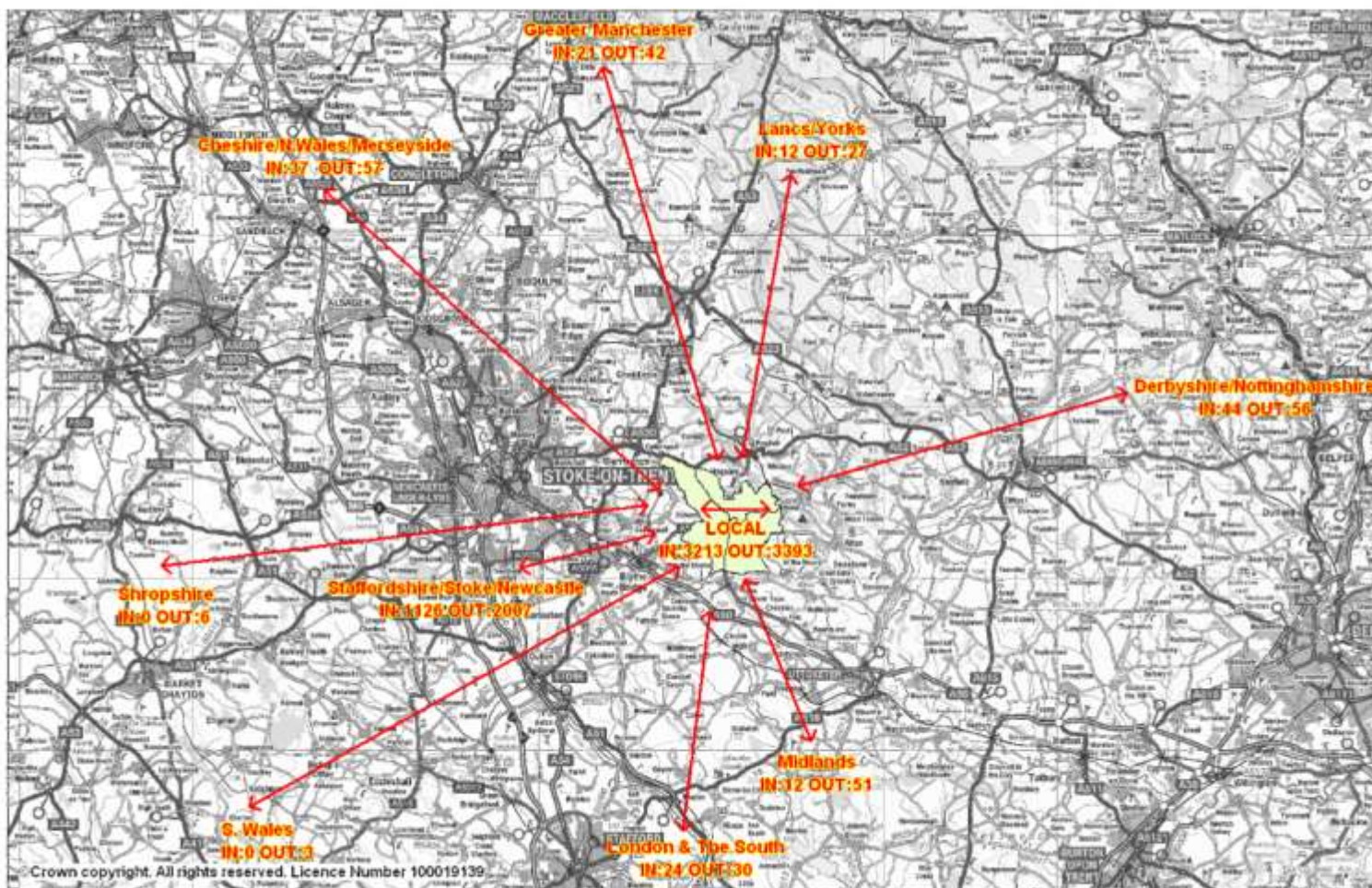


Figure 6.4 Journey to Work Data to and from Cheadle



Census 2001 Travel-to-work data for Cheadle, Staffordshire (All trips).

6.17 Journey to Work data obtained from the 2001 census was used to produce the plan presented in Figure 6.4. This shows the assumed number of in and outbound commuters travelling to work each day between Cheadle and neighbouring areas.

6.18 Figure 6.4 shows that, as expected, the overwhelming majority of external journey-to-work trips are made between Cheadle and Stoke-on-Trent, Newcastle-Under-Lyme, and other parts of Staffordshire. Most journey-to-work trips for Cheadle are internal however, and this figure includes the local employers mentioned above including Alton Towers and JCB.

Traffic Movements

6.19 The major road routes to Cheadle are indicated in Figure 6.3. The A522 Leek Road and A521 Froghall Road converge to the north of the Town Centre to become Leek Road and this then becomes Tape Street further south, from which access to all Town Centre car parking is located. The A521 Town End provides all access from the west in the direction of Blythe Bridge (the location of the nearest rail station), its continuation becoming the one-way High Street -

the main shopping street. The main access road from the south is the A522 Tape Street.

6.20 There are two B Roads providing access from the east - the B5417 Queen Street/Oakamoor Road and B5032 Ashbourne Road, which both form junctions with the A522 Tape Street within the Town Centre. The A522 Tape Street runs through the Town Centre north to south, this route and the one-way eastbound A521 High Street form a clockwise Town Centre circulatory system/ring road with Chapel Street/ Bank Street.

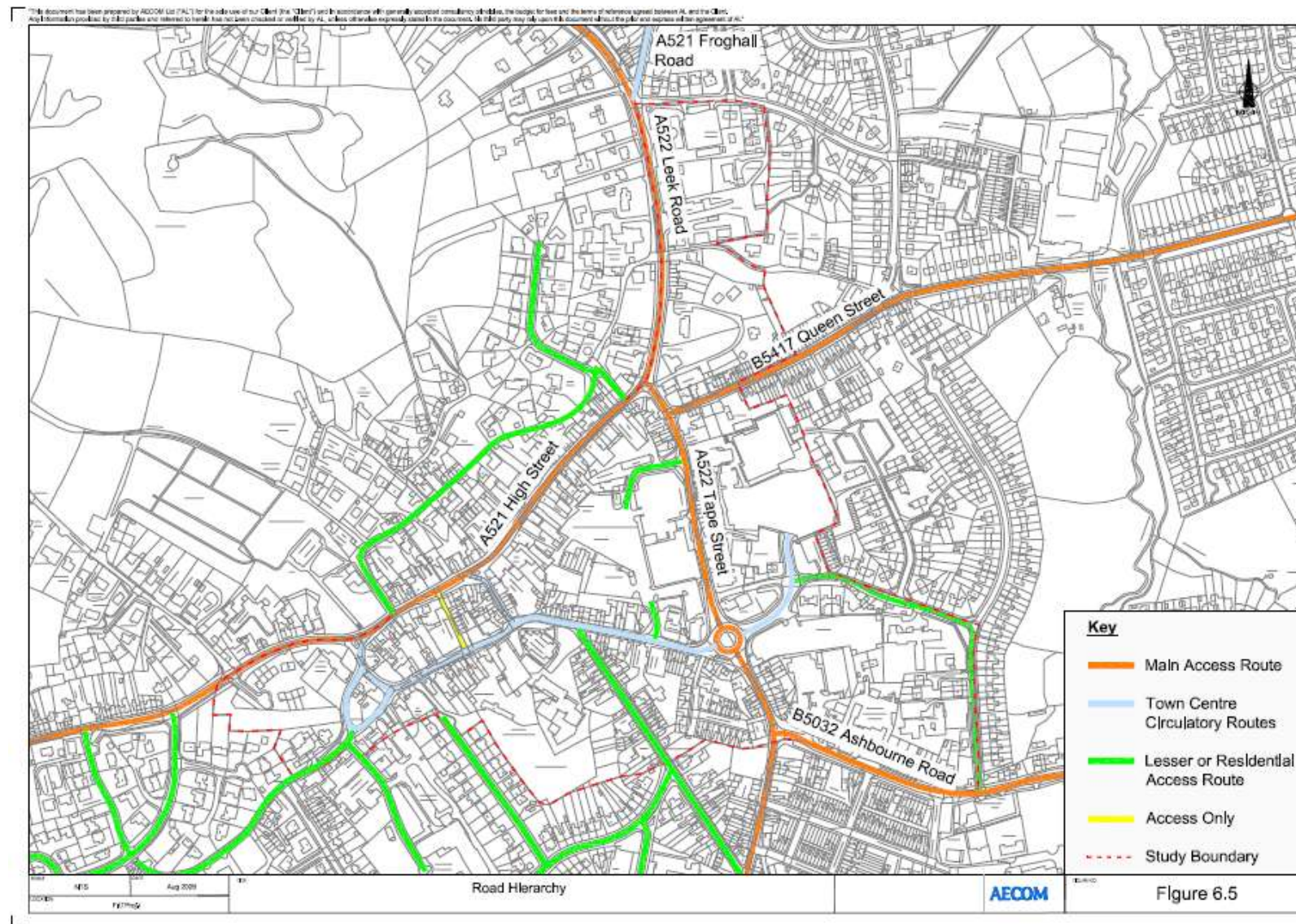
6.21 The major junctions within the Town Centre are:

- A mini roundabout at junction between Leek Road, A522 Tape Street and exit only A521 High Street
- A second mini roundabout to the south of the first at the junction between A522 Tape Street/B5417 Queen Street/ A522 Tape Street
- A 4 arm roundabout junction between the A522 Tape Street, Well Street, A522 Tape Street, and Chapel Street
- Roundabout junction between A522 Tape Street, B5032 Ashbourne Road and A522 Tape Street
- A three arm priority junction between A521 The

Terrace, entry only A521 High Street and exit only A521 High Street.

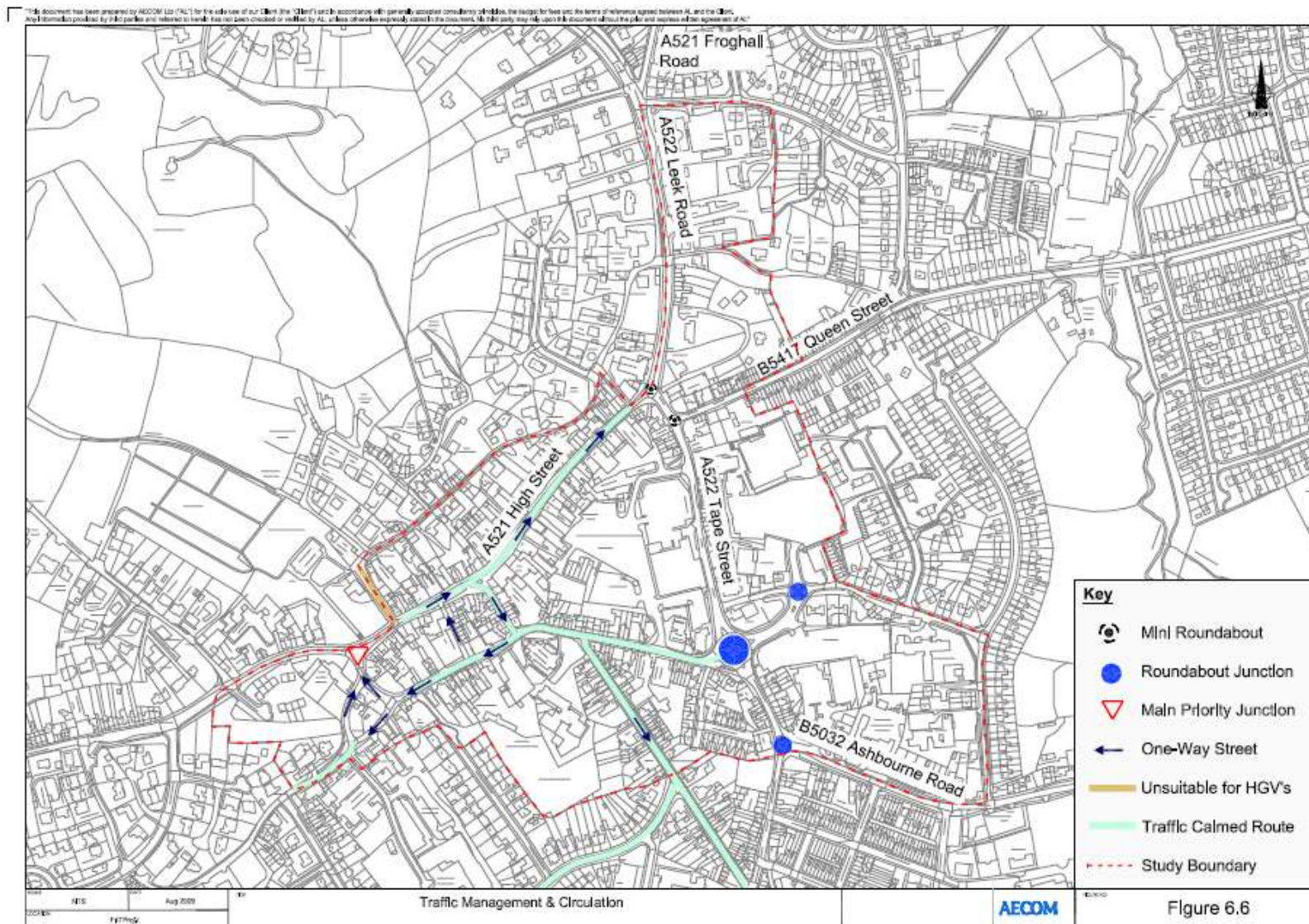
- 6.22 Figure 6.5 highlights the road hierarchy of the Town Centre area and illustrates the main access routes within it. Discussions with Staffordshire County Council officers and on-site observations suggest congestion during the evening peak period on Leek Road at the junction with High Street. This junction and the adjacent second mini roundabout at Queen Street and pedestrian crossing between these junctions can cause confusion for motorists. The four-arm roundabout junction between the A522 Tape Street, Well Street and Chapel Street does not have capacity issues, but is a large junction taking up a significant amount of land within the Town Centre. This and Tape Street itself cause severance between the traditional High Street and food store uses on the eastern side of Tape Street. HGVs travel through Cheadle using all routes including High Street.

Figure 6.5 – Road Hierarchy



- 6.23 The Town Centre one-way system was introduced approximately 5 years ago in response to congestion along High Street and to allow for limited parking, servicing and improved stopping facilities for buses on High Street. This arrangement does however result in bus lost time.
- 6.24 The traffic management and circulation patterns within the Town Centre are illustrated in Figure 6.6.

Figure 6.6 – Traffic Management



Pedestrians and Cyclists

- 6.25 The geographical heart of Cheadle Town Centre is dominated by a large 385 space car park. This provides a physical barrier for pedestrians between the traditional High Street retail area and food shopping at Iceland, Morrisons and Netto. Within the Town Centre circulatory system there are three controlled pedestrian crossing facilities on A522 Tape Street, two zebra crossing facilities along High Street and one on Bank Street, limiting the number of potential pedestrian crossing points. There are dedicated pedestrian accesses from Tape Street to Morrisons and from the large central car park to High Street. From the A522 The Terrace to the west, on the approach to High Street, there is no southern footway and to the north the footway is elevated.

Figure 6.7 – Pedestrian and Cycle



6.26 As shown in Figure 6.7 there is cycle parking available within the Town Centre on Greyhound Walk and outside Morrisons. There are no signed cycle routes or on-road cycle facilities, although there are suggested cycle routes through the residential area to the south of the Town Centre.

These are along Charles Street and Meadow Drive and onto the Town Centre circulatory route Tape Street, Chapel Street, Bank Street, High Street.



Cycle Parking



Tape Street controlled crossing



Pedestrian access to High Street

Public Transport and Taxis

Infrastructure

- 6.27 Figure 6.8 shows public transport and taxi infrastructure. There is currently no bus station. All bus routes serve Cheadle High Street. Buses operate a one-way route around the Town Centre along Tape Street, Chapel Street, Bank Street, and High Street.
- 6.28 This results in a number of services travelling along Tape Street more than once leading to additional mileage and time and therefore increased costs. Within the Town Centre there are two bus stops with shelters on High Street and on either side of Leek Road. It has been suggested through consultation that buses use bus stops on High Street to lay-over. Only one taxi rank was observed, within Tape Street car park.

Figure 6.8 – Bus & Taxi Infrastructure



Bus Services

6.29 The most frequent bus service is the 32/32A quality partnership service, which runs twice per hour between Hanley and Uttoxeter. The 123 Cheadle Town Service runs on an hourly basis. The remaining five services do not run to a frequent regular clock face timetable. Figures 6.9-6.11 show the numbers of bus services travelling on bus routes within the Town Centre on a weekday between 8am and 9am, 12pm and 1pm and 7pm and 9pm respectively. These illustrate the low frequency and irregularity of bus services as well as the lack of evening services. Table 19 below lists the bus services serving Cheadle Town Centre.

Table 19 – Bus Routes from Cheadle Town Centre

Bus No.	Route	Mon-Fri Daytime Frequency	Operator
7/7A	Longton – Blythe Bridge – Cheadle – Blythe Bridge – Longton	8 jnys per day	D&G Coaches
10	Leek – Cheadle – Alton Towers	2 jnys per day	Alton Towers Transport
14	Stoke – Hanley – Cheadle – Alton Towers	3 jnys per day	Alton Towers Transport
32/32A	Uttoxeter – Cheadle – Hanley	20 mins	First Potteries
123	Cheadle Town Service	60 mins	D & G Coaches
184	Weston Coyney – Blythe Bridge – Cheadle – Uttoxeter	1 jny per week	Phil Smith Travel
234/235 /236	Cheadle – Ipstones – Leek	8 jnys per day	Clowes Coaches

Source: Aecom 2009

Figure 6.9 – Bus Bandwidths 08.00 – 09.00 Weekdays

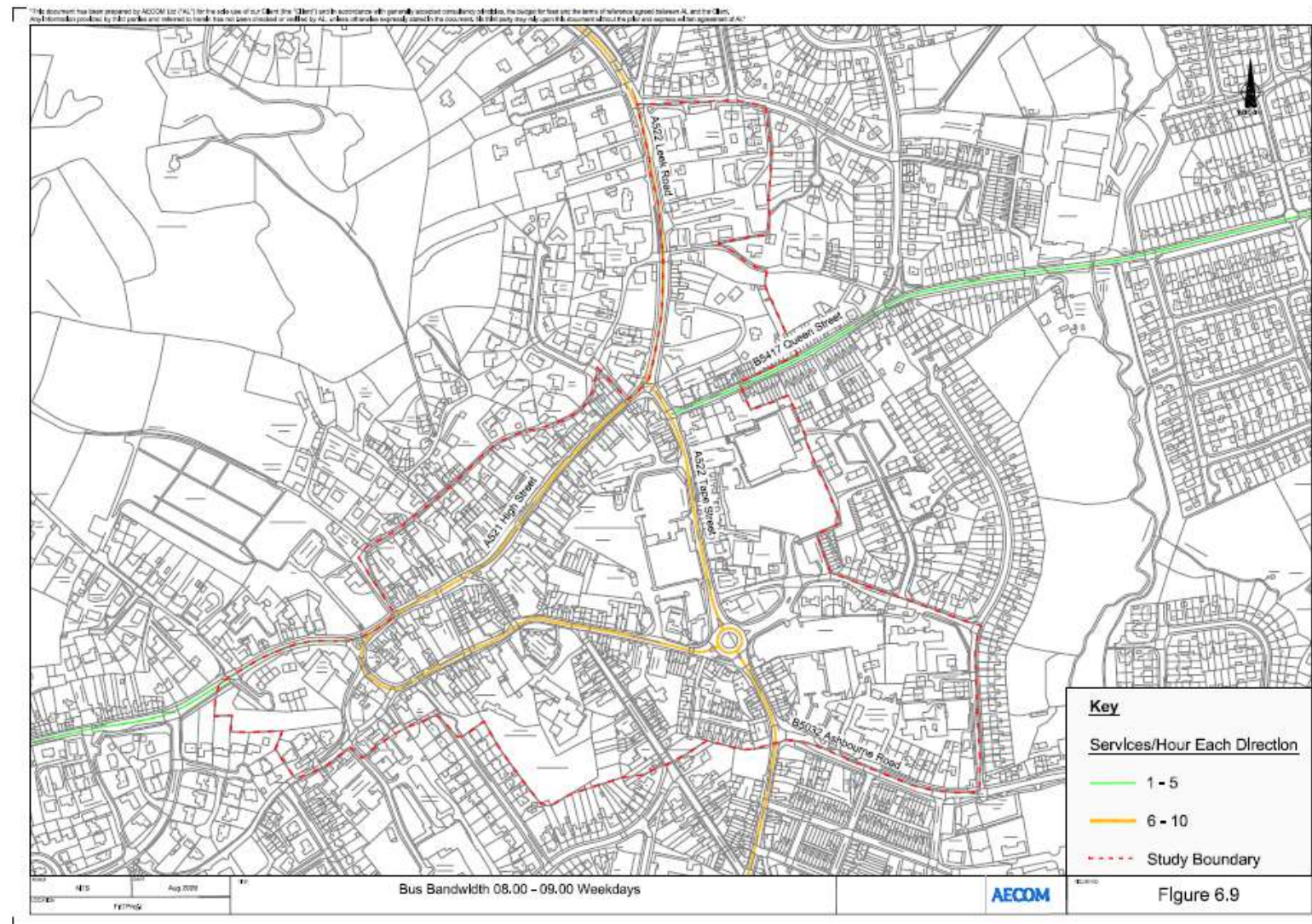


Figure 6.10 – Bus Bandwidths 12.00 – 13.00 Weekdays

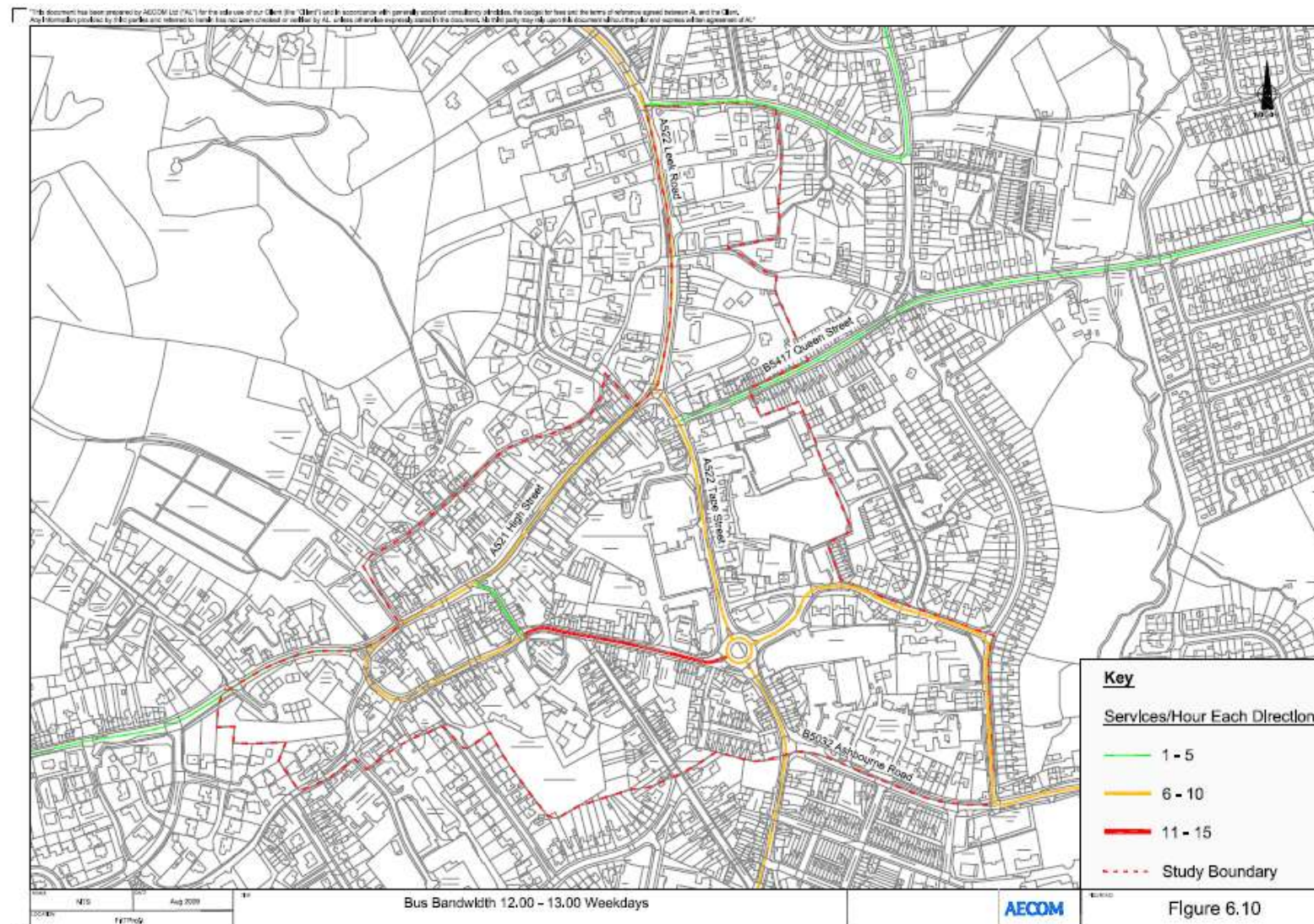
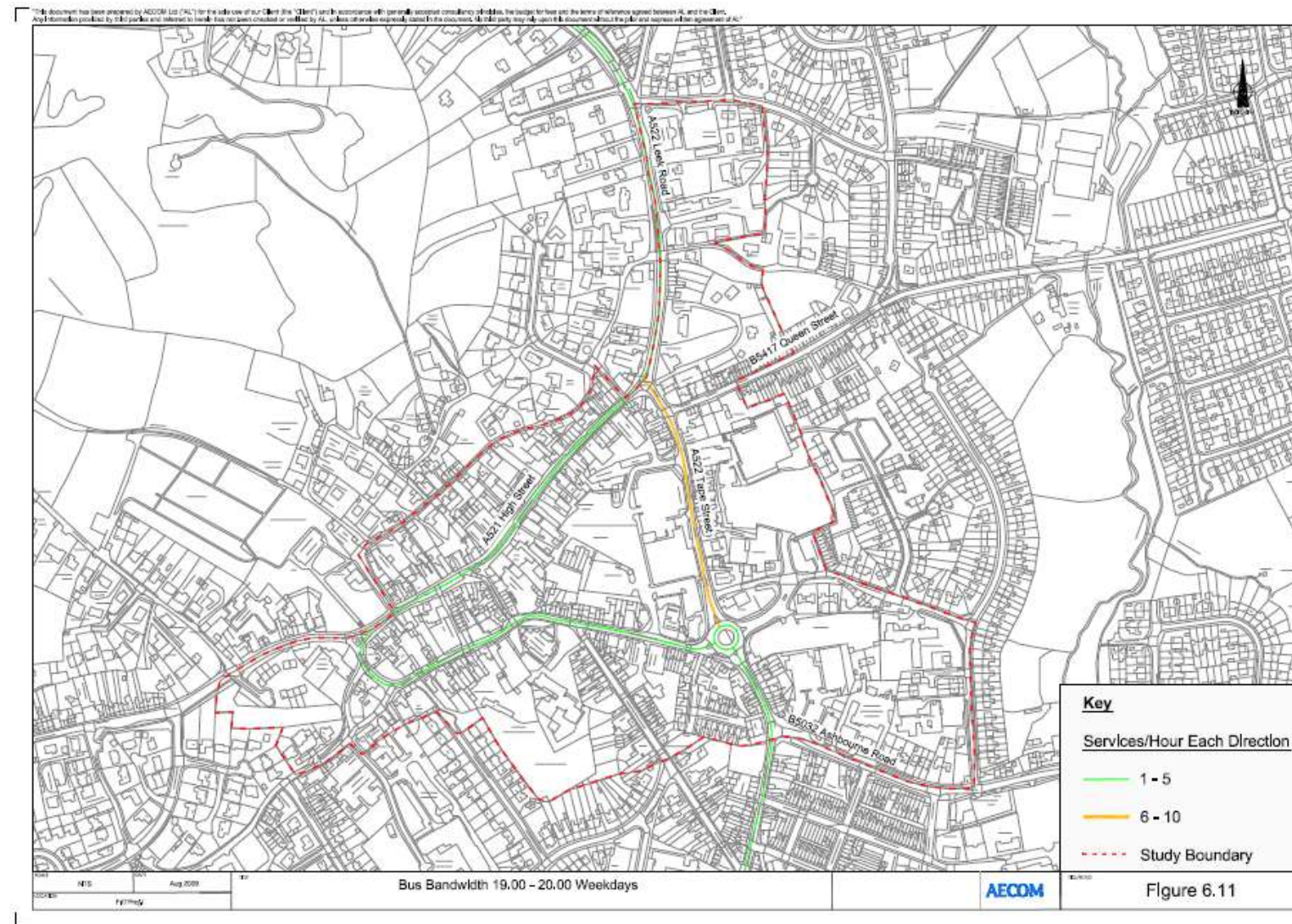


Figure 6.11 – Bus Bandwidths 19.00 – 20.00 Weekdays



- 6.30 The nearest rail station is Blythe Bridge, approximately 4 miles to the south of Cheadle Town Centre. Trains run on an hourly basis between Crewe, Derby and Stoke on Trent. Both the 7/7A and 14 bus services provide links between Blythe Bridge rail station and Cheadle Town Centre with a journey time of approximately 15 minutes. However, both of these services are infrequent and irregularly timed.

Servicing

- 6.31 The larger food stores of Morrisons and Netto have their own servicing area within their adjacent car parks. There is a servicing area for the Iceland / B&M units directly off Tape Street to the south of the entrance to Tape Street pay and display car park. There is an unloading area within Tape Street car park adjacent to the pedestrian route to High Street.



High Street bus stop



Unloading bay



Taxi Rank

Accidents

6.32 Figure 6.12 and Table 20 highlight three current hotspots for accidents:

- along Chapel Street
- Tape Street/Ashbourne Road/Tea Road roundabout junction
- Mini roundabout junctions at Leek Road/Tape Street/High Street and Tape Street/Queen Street.

6.33 On Chapel Street, seven out of eleven accidents involved pedestrian casualties and a number of accidents here have occurred close to the junction with Charles Street. The roundabout junction between Tape Street/Ashbourne Road/Tea Road has been the location for six recent accidents. Nine collisions have occurred at the final hotspot - the mini roundabout on the A522 adjacent to the junctions with High Street and Queens Street - with similar numbers of accidents at both junctions.

Table 20 – Road Traffic Accidents 2004 – 2009 Cheadle Town Centre

Year	Severity				Conditions		Road User	
	Fatal	Serious	Slight	Total	Wet	Dark	Ped	Cycle
2004	0	0	11	11	3	2	3	2
2005	0	3	7	10	3	3	4	0
2006	0	0	5	5	3	2	1	0
2007	0	0	7	7	1	2	4	1
2008	0	2	6	8	6	3	2	2
2009	0	0	2	2	1	1	1	0
Total	0	5	38	43	17	13	15	5

Source: Staffordshire County Council

Figure 6.12 – Cheadle Accident Locations



Source: Staffordshire County Council

Car Parking

- 6.34 There are two large pay and display car parks within the Town Centre. The centre is dominated by the large 385 spaces Tape Street pay and display car park. This is a short stay car park with the following charging structure:

0-1 hour	40p
1-2 hours	60p
2-3 hours	80p

- 6.35 The maximum stay is 3 hours and charging only applies between the hours of 9am and 3.30pm after which time parking is free of charge. More remotely located from the High Street shopping area on the opposite side of Tape Street is the long stay Well Street 192 space pay and display car park. This car park permits parking for up to 10 hours. The pricing structure for long and short stay car parking is the same with an additional category for 3-6 hours for £1.30. Season tickets are available for council car parks for 3, 6 and 12 months.
- 6.36 There are two additional large public car parks within Cheadle Town Centre, both on the opposite side of Tape Street from High Street, north and south of Tape Street car

park. These are the car parks associated with Morrisons and Netto, to be used by shoppers. Netto car park has a maximum stay of 1 hour.

- 6.37 Car parking within Cheadle Town Centre is indicated on Figure 6.13. The main routes used by traffic to access the main car parking facilities are then shown in Figure 6.14.

Figure 6.13 – Car Parking

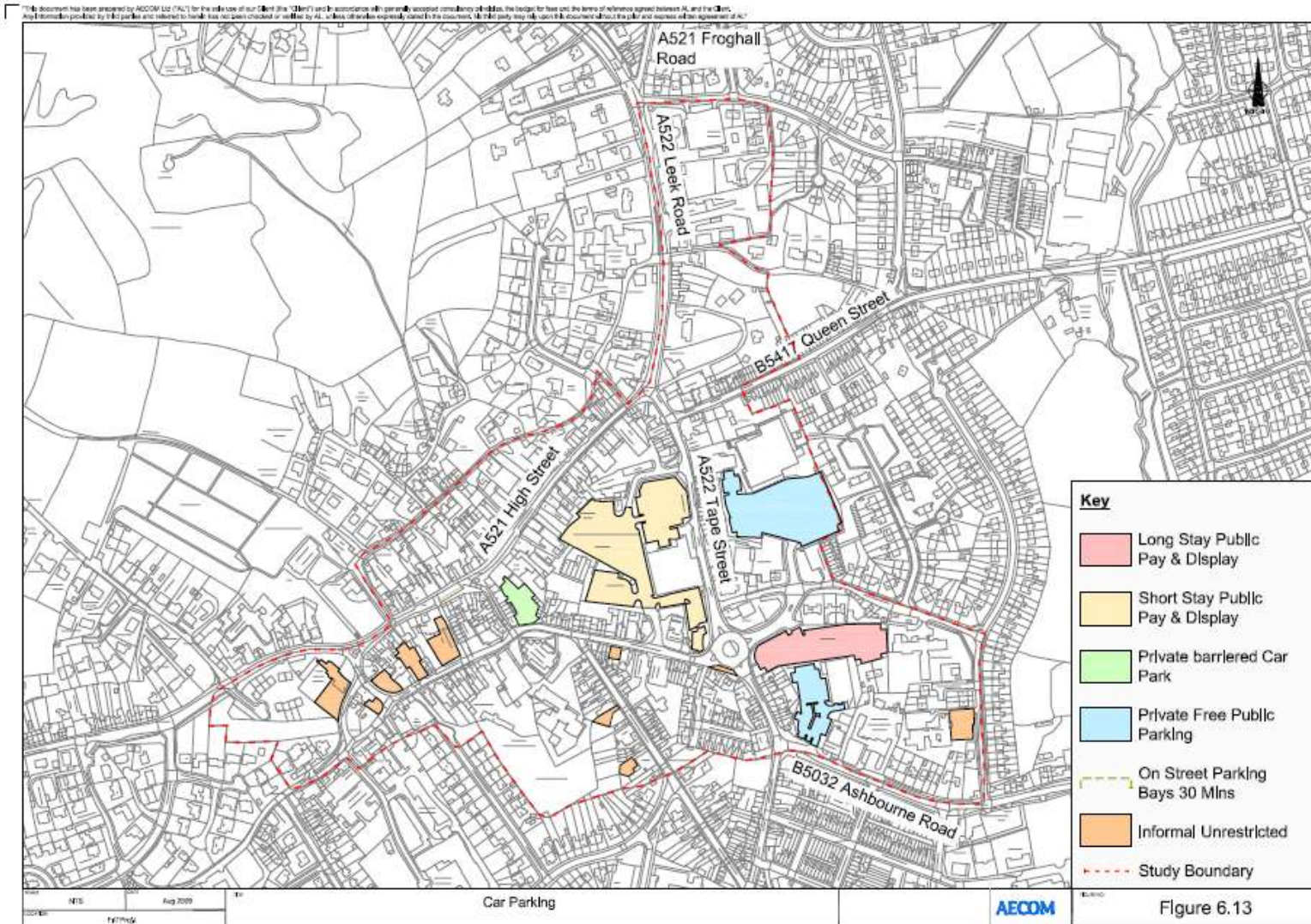
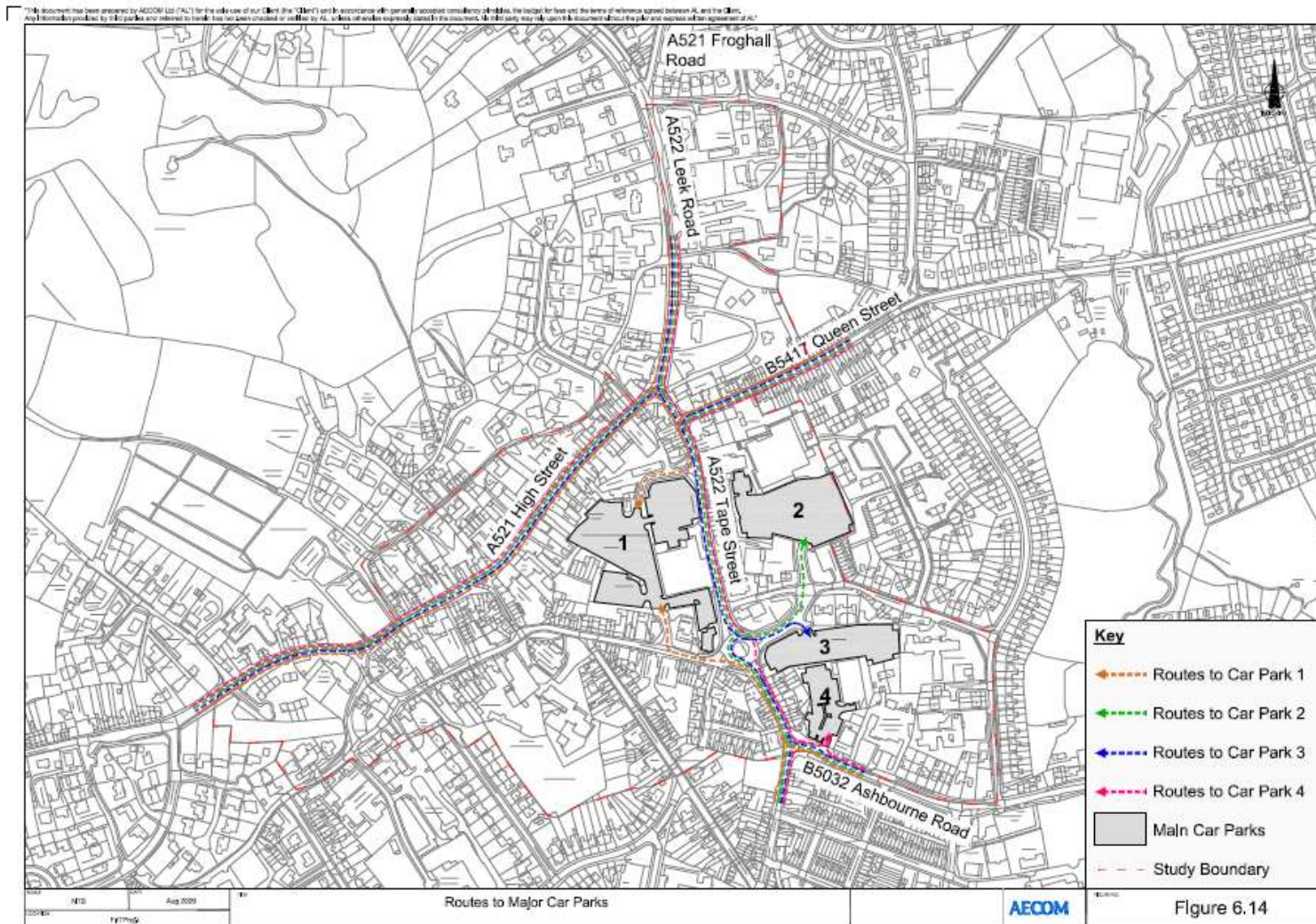


Figure 6.14 – Routes to Major Car parks



6.38 There is a limited amount of on street free car parking available for 30 minutes at either end of High Street. Traffic Regulation Orders within the Town Centre are shown on Figure 6.15 overleaf.

6.39 There is also a large amount of land within the Town Centre occupied by privately owned car parking particularly along Chapel Street and Bank Street associated with public houses.



Tape Street Car Park

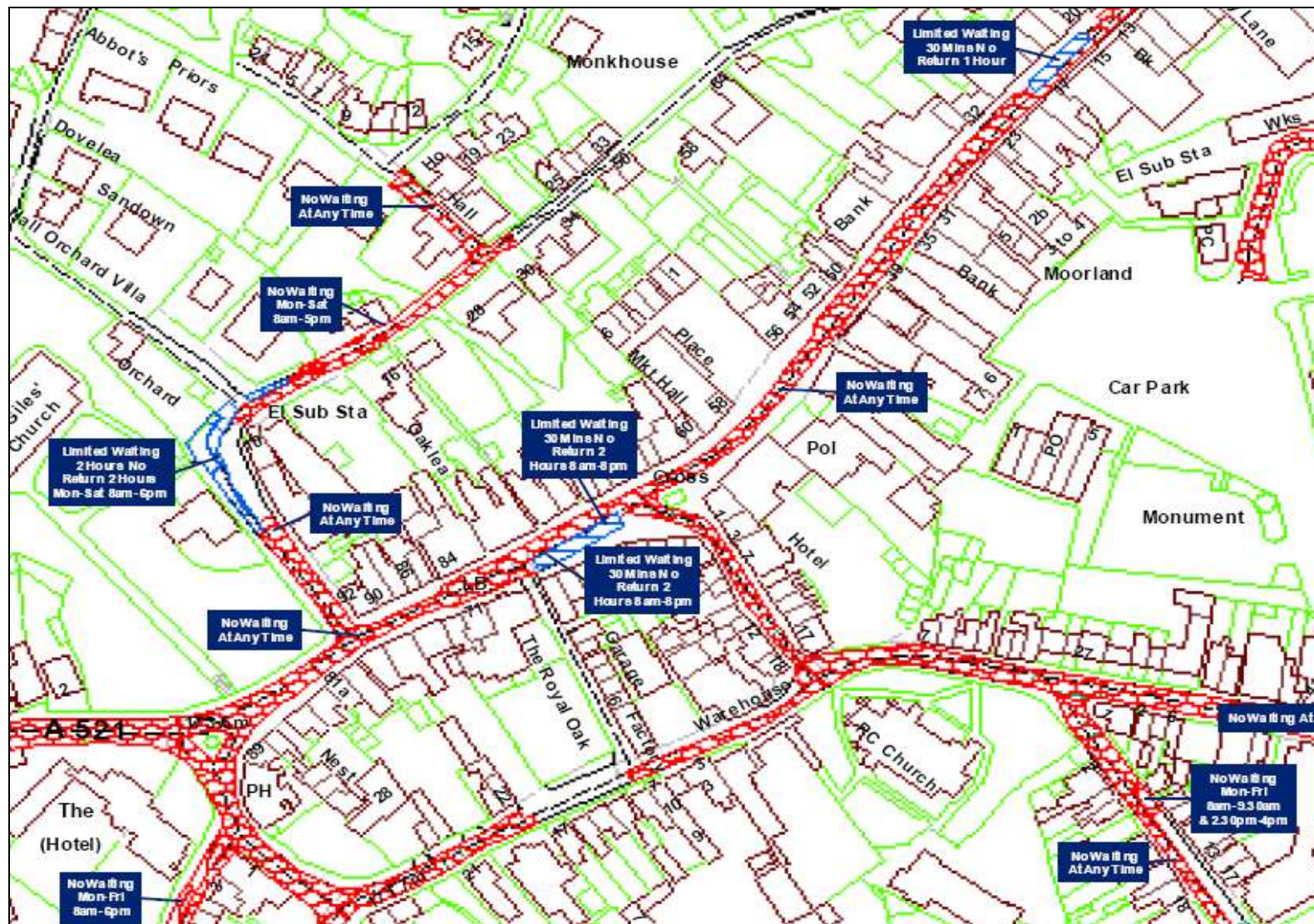


On Street parking High Street



Well Street Car Park

Figure 6.15 Traffic Regulation Orders



Source: Staffordshire County Council

Key Issues for Cheadle Town Centre

6.40 The key issues for Cheadle Town Centre emerging from a review of policy documents, available data, consultation with key council officers and on-site observations are as follows:

- The two mini-roundabout arrangement at the northern end of Tape Street with a pedestrian crossing in between can cause confusion for traffic and pedestrians. It can lead to blocking back into both roundabout junctions during busy periods when the crossing is called frequently
- Congestion is observed at the Leek Road / High Street roundabout junction at peak times with queuing possible in all directions
- The one-way system causes indirect and circuitous routeing for buses accessing the Town Centre and results in additional journey time. Buses may also find it difficult to rejoin the main flow of traffic on High Street during times of particularly heavy flows
- The geographical Town Centre is dominated by a large car park facility and as such undersells its potential as a focal point for the town. The existing Globe monument is small and easily missed by people accessing the town via this car parking area
- Severance between the main retail core of High Street and the main food shopping area to the east of Tape Street can cause an issue since it creates a pedestrian desire line directly through the central car park and across the busy main access link of Tape Street. The existing crossing serves the northern section of Tape Street, however another desire line is created to the south due to the presence of Netto adjacent to the Tape Street /Chapel Street roundabout
- There is a notable lack of pedestrian priority across and along High Street due to its classification as a major access link for vehicles. This can cause problems for pedestrians wishing to access shops on the other side of the road and leads to conflict between different road user types
- The large number of competing road users on High Street can lead to congestion with buses, cycles, cars and pedestrians all vying for limited road space
- The presence of HGVs on High Street and Tape Street reduces the attractiveness of these links for more vulnerable road users such as pedestrians and cyclists. They can also cause congestion issues due to their large requirement for road space in areas of

limited spare capacity

- The large junction of Tape Street, Well Street and Chapel Street lacks adequate pedestrian facilities with only uncontrolled crossings available. This can cause further severance issues for pedestrians at certain times of the day and can impact on safety at night
- There is a large amount of land in the Town Centre given over to informal infill and private car parking. These facilities are often busier than the publicly available facilities. They are therefore taking trade from the council-owned pay and display facilities. In addition, these infill facilities are often not located in strategically desirable places and can generate additional vehicle trips around the Town Centre while drivers attempt to locate a suitable free space
- The nearest rail station at Blythe Bridge is relatively close to Cheadle with good road links in between, however public transport connections between this station and the Town Centre are poor
- Bus links to nearby employment opportunities and leisure attractors such as Alton Towers are often irregular and infrequent. This makes the services difficult to use to access employment and leisure

activities where punctuality and reliability are essential

- There are few regular and frequent bus services serving Cheadle and a large number of services that only make a small number of journeys per day following a non-clock face timetable. This makes hop-on-hop-off public transport travel around the Town Centre difficult and reduces the attractiveness of the public transport offer
- There is a general lack of coach parking facilities within Cheadle Town Centre with no dedicated bus or coach station serving the Town Centre.

7.0 OPPORTUNITY SITES

7.1. This section addresses each of the eleven Opportunity Sites identified at the outset, or during the course of the baseline study work. These sites are identified in Table 21.

Table 21 – Cheadle Town Centre Opportunity Sites

Site Name	Site Size (Hectares)
Cheadle Council Offices Area	0.46
Lightwood Area	0.48
Well Street Car Park Area	0.48
Former Job Centre Site	0.29
Hurst's Yard Area	0.25
Carlos Close Area	0.37
Market Place Area	0.14
Wheatsheaf Hotel Area	0.14
Central Car Park Area	1.54
Depot off Leek Road	0.36
Penny Lane Mall	0.06

Source: BE Group 2009

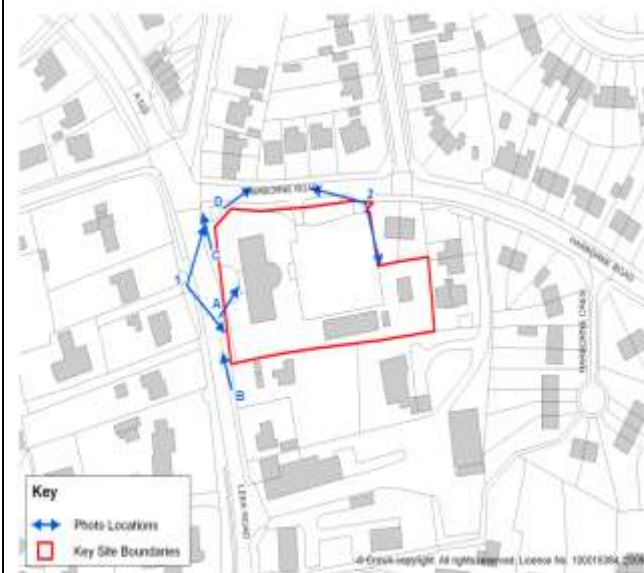
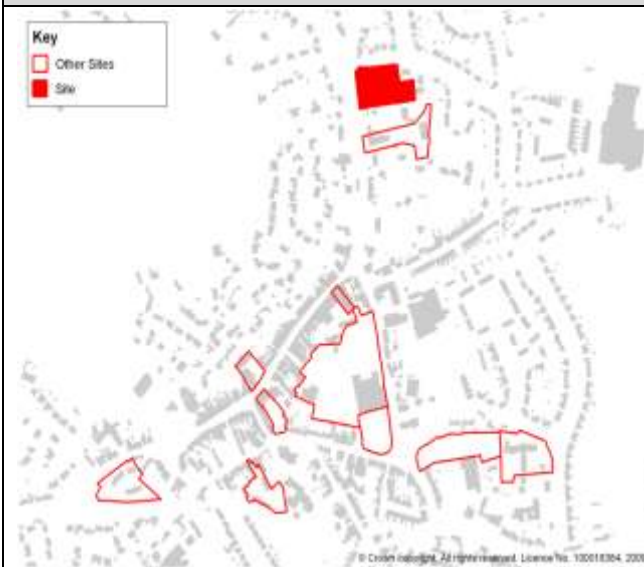
7.2. Each of these sites is considered to have the potential for re-use, through redevelopment or refurbishment, to deliver new facilities to enhance the Town Centre offer.

7.3. Proformas are provided for each site, incorporating a brief description of the principal characteristics; allocation plan; photographic illustrations; ownership details.

7.4. Where it has been possible to engage the owners in discussion, aspirations or emerging proposals are noted along with a short summary of issues and opportunities.

7.5. Information provided in confidence is excluded from the summaries.

CHEADLE OPPORTUNITY SITE – Cheadle Council Offices Area



Principal Characteristics:

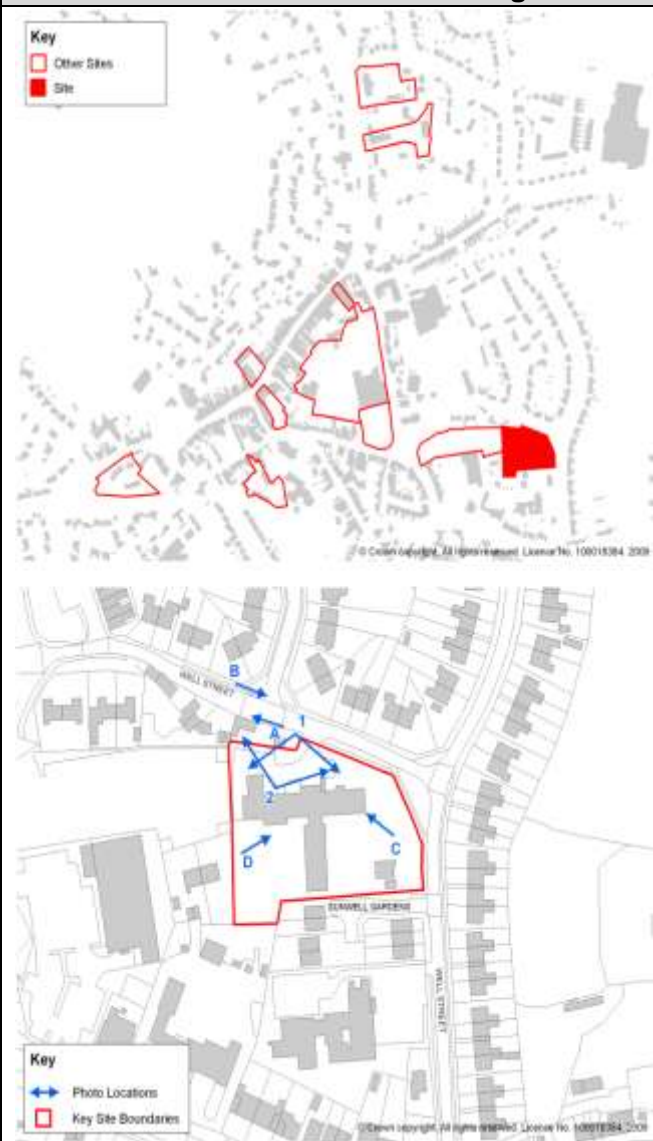
This former Town Hall building is an attractive, but un-listed, historic building, outside the Conservation Area. It is in fine condition and hugely important to local people. The building is still in use but is expensive to maintain. It is located well out of the Town Centre on Leek Road and is surrounded by residential uses. The site includes parking to the rear. If the site is disposed of a suitable use should be found to preserve this important building.

Outside CA
Area: 0.46 Ha



Ownership	Staffordshire Moorlands District Council (agents are Daniel Hulme)
Owner Aspirations	Retain existing buildings in office use
Issues and Opportunities	Staffordshire Police Authority interest in acquisition for redevelopment for new police station failed due to local objections. Premises seen by property market as the primary source of moderate/good quality office space in Cheadle Town Centre.

CHEADLE OPPORTUNITY SITE – Lightwood Area



Principal Characteristics:

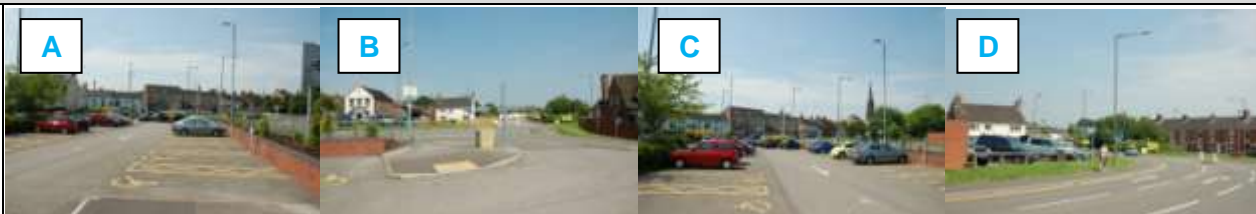
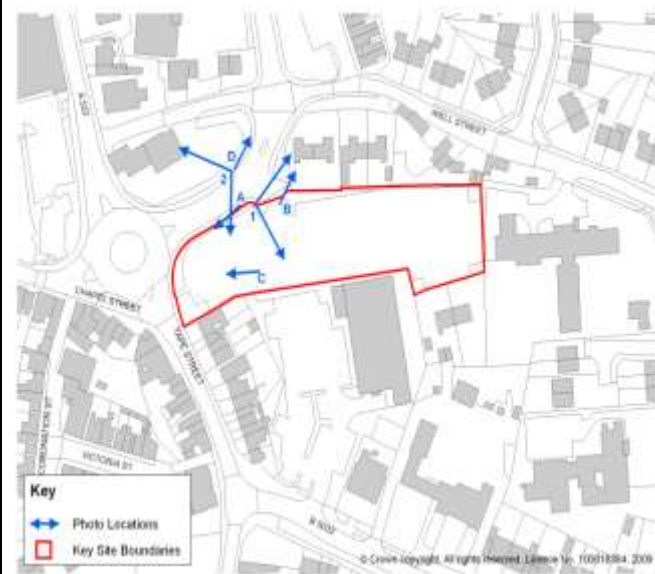
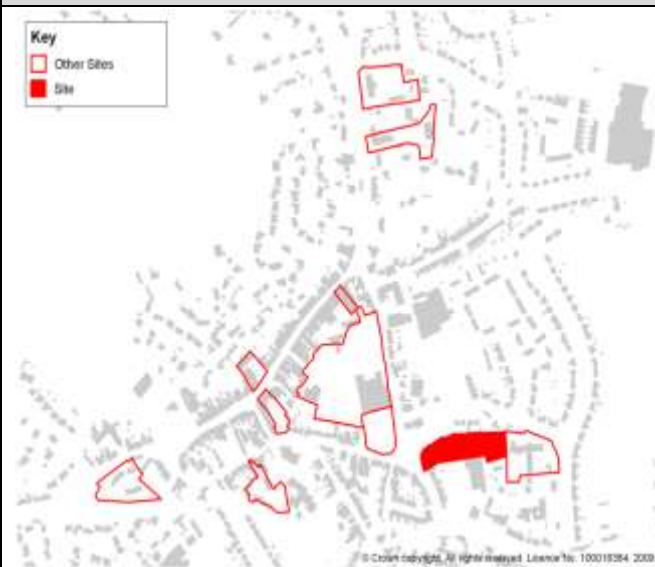
This is a non-descript, vacant, two-storey building, formerly in use as a care home. It is located outside of the Town Centre on Well Street, surrounded by residential dwellings, with a healthcare facility to the south. The site could have potential to combine with the adjacent Well Street car park site, although there is currently no access between these two sites.

Area: 0.48 Ha



Ownership	Staffordshire County Council
Owner Aspirations	The County Council are currently reviewing options and accepting expressions of interest from registered social landlords to redevelop the site (extra care flats is the most likely use). They would also consider any proposals put forward by the Masterplan.
Issues and Opportunities	Site is in a primarily residential area, which includes community uses (including a clinic and fire station). The site adjoins Well Street Car Park.

CHEADLE OPPORTUNITY SITE – Well Street Car Park Area



Principal Characteristics:

This site is currently in use as a public car park and is adjacent to a Netto supermarket. Residential uses are to the north and east and the site fronts Tape Street to the west, from which it is accessed. It is on the edge of the Town Centre, with no Town Centre Shopping Street designation and is outside the Conservation Area.

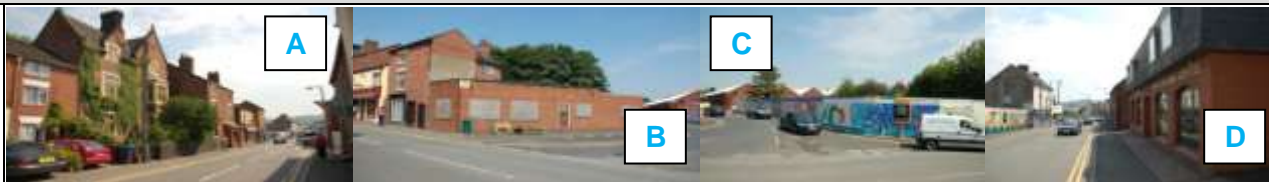
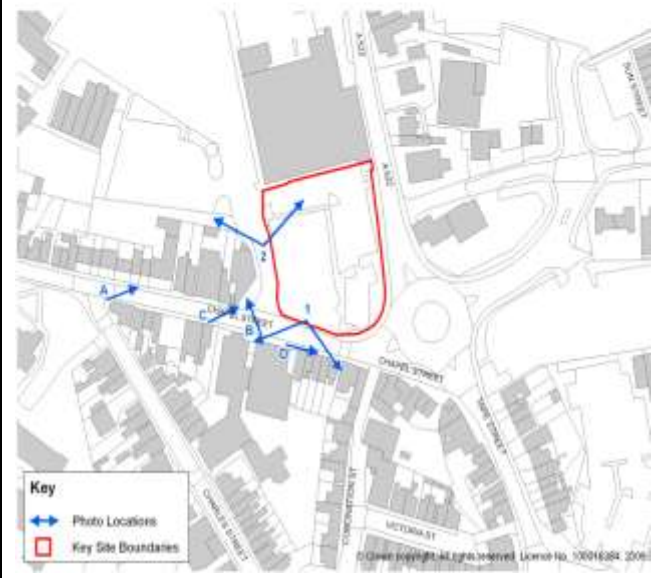
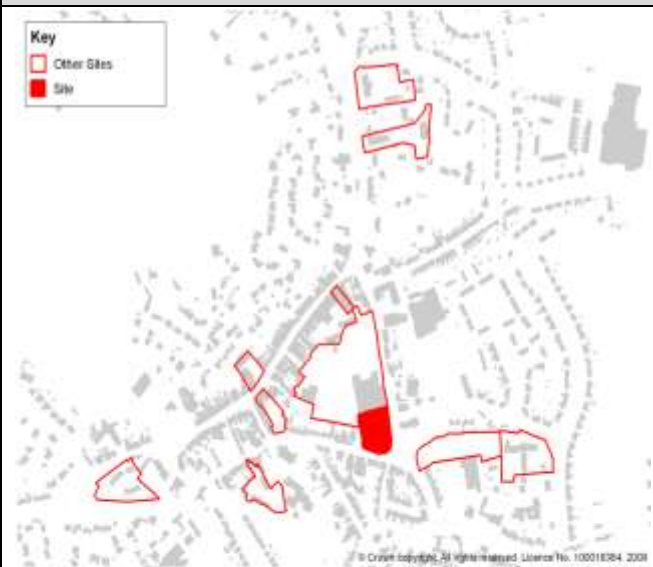
The Lightwood area site adjoins this site to the east, although with no current through access. There may be potential to combine the two sites.

Area: 0.48 Ha



Ownership	Staffordshire Moorlands District Council
Owner Aspirations	Long stay car park, no plans for change
Issues and Opportunities	The only significant source of long stay parking in Cheadle Town Centre, used by local businesses. Accommodates Town Centre recycling centre, but represents under utilised site.

CHEADLE OPPORTUNITY SITE – Former Job Centre Site



Principal Characteristics:

This is an important gateway site on the junction of Chapel Street and Tape Street, and adjacent to the access to the Central Car Park Area. Much was formerly the site of a Job Centre which has now been demolished. This site is vacant and boarded. There is also an active retail use in a two-storey Georgian building, as well as some public car parking. The site is just outside the Town Centre Shopping Street designation and is outside the Conservation Area.

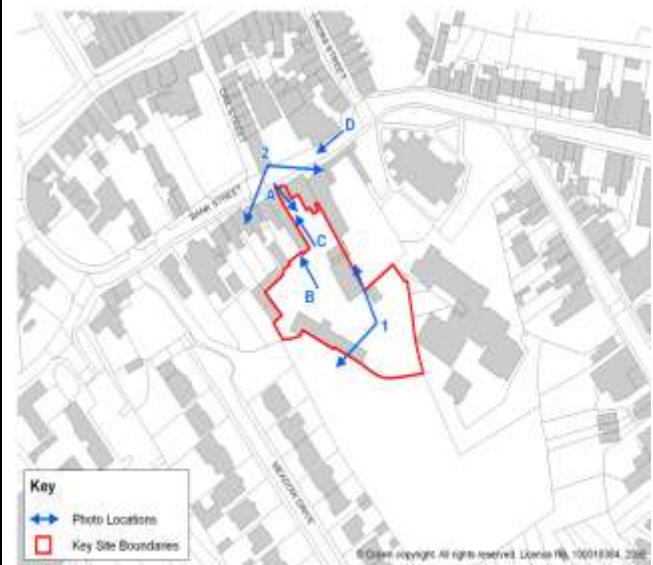
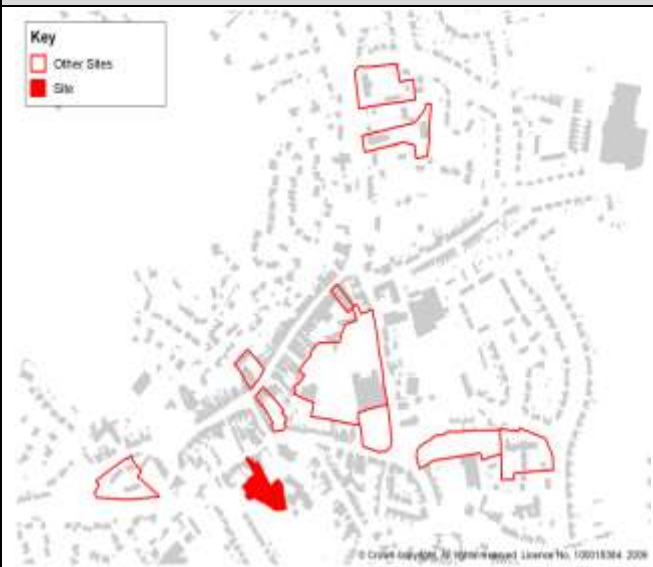
The site should be considered in the context of proposals for the Tape Street Car Park Area and the wider Masterplan. It is a key gateway site.

Area: 0.29 Ha



Ownership	The Job Centre Site is owned by two private individuals (agents are Butters John Bee). The car park is owned by Staffordshire Moorlands District Council. 59 Chapel Street is owned by three private individuals.
Owner Aspirations	The owners of the Job Centre Site wish to retain this site until the property market improves, but are considering leasing on a short term basis for a car wash. Their longer term aspiration is to sell the site for a retail, residential, or mixed use. They are willing to consider all offers. No clear aspirations identified from the other owners. The car park is well used by parents taking their children to school.
Issues and Opportunities	The site has available land at a gateway location in the Town Centre. It might be suitable for a good quality retail/commercial scheme. It is a possible location for the new Police Station.

CHEADLE OPPORTUNITY SITE – Hurst's Yard Area



Principal Characteristics:

This is a small scale employment use on a backland site accessed off Bank Street. There are a number of three storey buildings of no special merit and under-utilised land. The site borders allotments to the south, St Giles RC Primary School to the east and a mix of uses on Bank Street to the north-east, some of which are important townscape buildings. The site is also in proximity to the Grade I listed St Giles RC Church. It falls just outside the Conservation Area but its impact on the Conservation Area and St Giles Church will be key considerations.

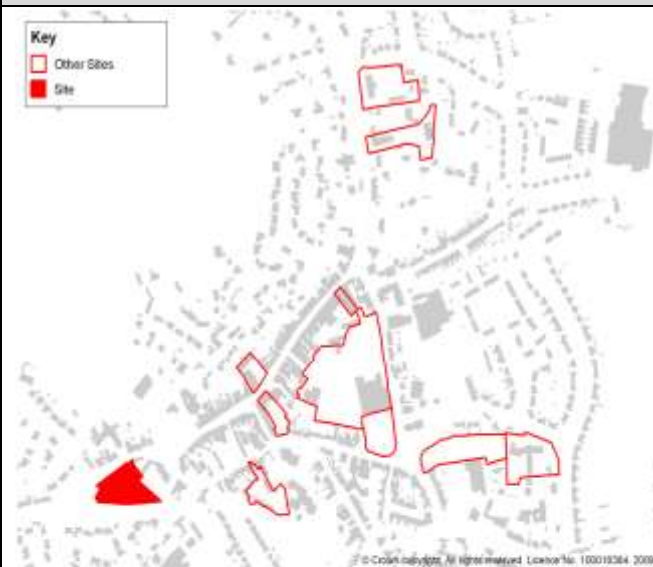
This an under-utilised site in a sensitive heritage location. Access issues will also need to be resolved.

Area: 0.25 Ha



Ownership	JP Properties
Owner Aspirations	Will shortly be submitting a residential planning application which will refurbish the buildings fronting Bank Street for flats, and redevelop buildings to the rear for housing. Proposal will extend south into the allotments site (Town Council has resolved to provide new allotments in a different location). It will also potentially include buildings for an interpretation/visitor centre in relation to St Giles RC Church. Some land to be made available to St Giles Primary School to improve external play areas.
Issues and Opportunities	This proposal would mean the loss of the majority of the existing workshop space in Cheadle Town Centre, although this space is of very poor quality. The close proximity (and architectural significance) of St Giles RC Church and Primary School will need to be taken into account. The Town Centre owned allotments will be relocated. The proposals extend the boundaries originally defined as the Opportunity Site.

CHEADLE OPPORTUNITY SITE – Carlos Close Area

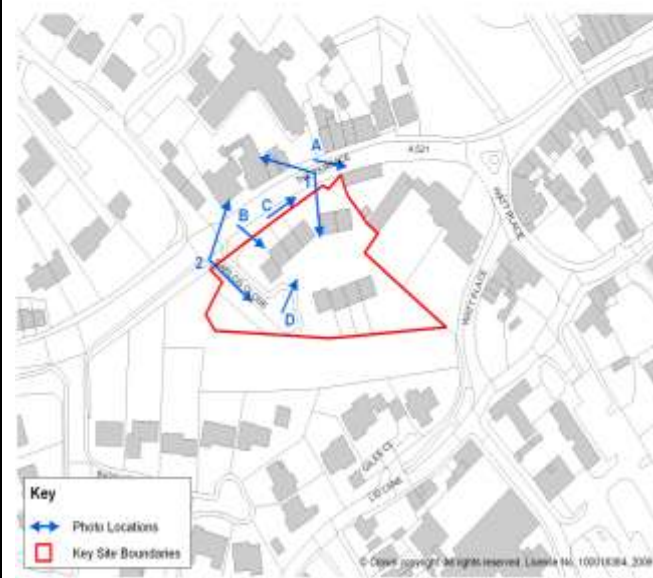


Principal Characteristics:

This is a residential site at the eastern edge of the study area and well outside the Town Centre. The Manor House hotel backs onto the site to the east, otherwise it is surrounded by residential use. The site is occupied by 10 bungalows, which are currently occupied. They are of nondescript 1980s appearance with associated gardens and landscaping. The dwellings front the cul-de-sac of Carlos Close which is accessed from The Terrace. The site lies just outside the Conservation Area, which borders the site to the east and north. There are a number of important townscape properties on the northern side of The Terrace. There is a large area of dense vegetation directly adjacent to the site to the south.

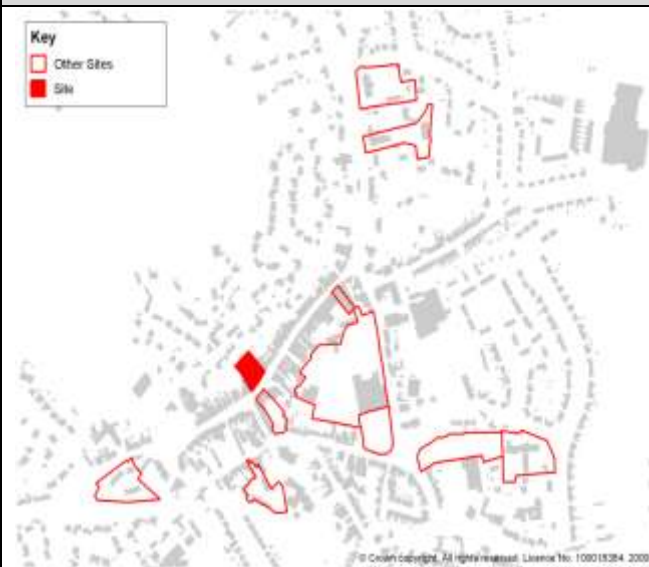
The nature of the opportunity needs to be clarified.

Area: 0.37 Ha



Ownership	Moorlands Housing
Owner Aspirations	Aspirations for selective demolitions to facilitate 20 extra units (including land to south of existing housing) as part of a joint venture scheme with SMDC.
Issues and Opportunities	Established housing estate with tenants in place, not suitable for other uses.

CHEADLE OPPORTUNITY SITE – Market Place Area



Principal Characteristics:

The site includes the Market Hall, Market Place and a terrace of attractive townhouses to the rear. This is a key heritage site of historic importance. The terrace is listed; the Market Hall is not, although it was refurbished recently and is performing well. Market Place itself is in poor condition and has unattractive permanent market stalls. The site is on High Street, in not the most prominent location. The High Street frontage is identified as a Town Centre Shopping Street.

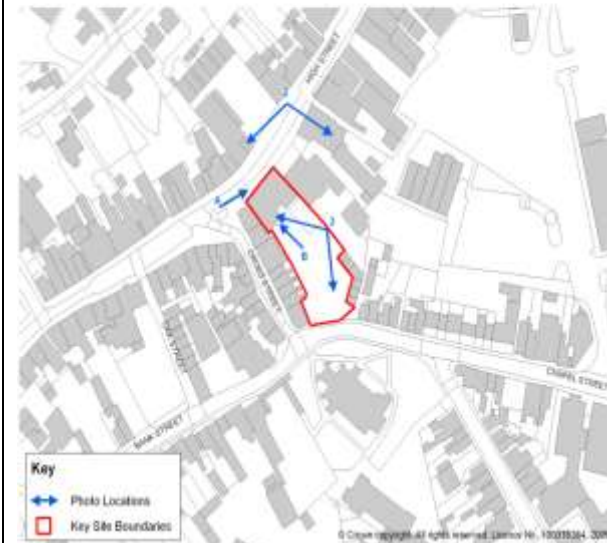
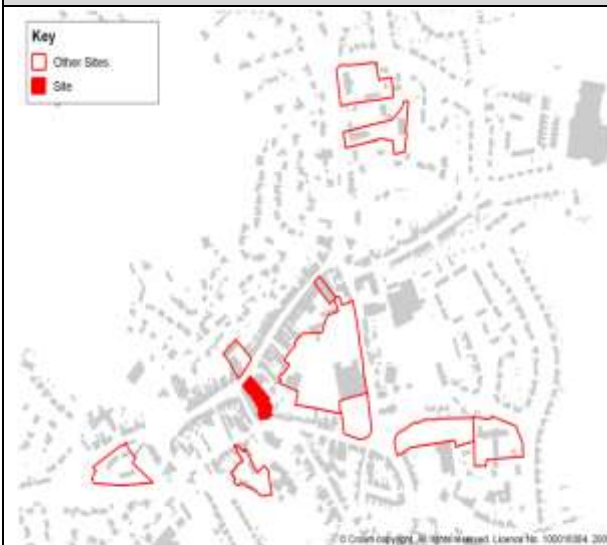
This is a key Town Centre site in need of an enhanced role and appearance.

Area: 0.14 Ha



Ownership	The indoor and outdoor markets are owned by Northern Markets (leased to Staffordshire Moorlands District Council until 2012). The shops are owned by a private individual.
Owner Aspirations	Northern Markets is unsure whether it wishes to renew the lease with Staffordshire Moorlands District Council after 2012. They do not see any scope for expanding or relocating the market, there is no demand from additional stallholders.
Issues and Opportunities	The indoor market has recently been refurbished. Scope for expanding market uses is limited by a lack of identified demand for stall space. Permanent stall structures constrain use of area for other purposes.

CHEADLE OPPORTUNITY SITE – Wheatsheaf Hotel and Lulworth House Area



Principal Characteristics:

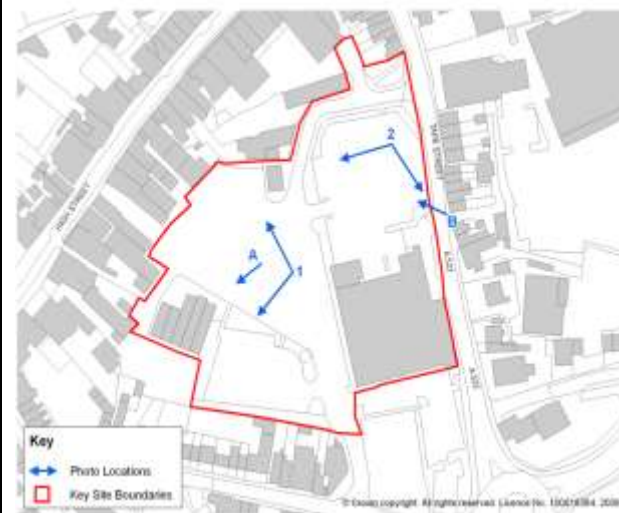
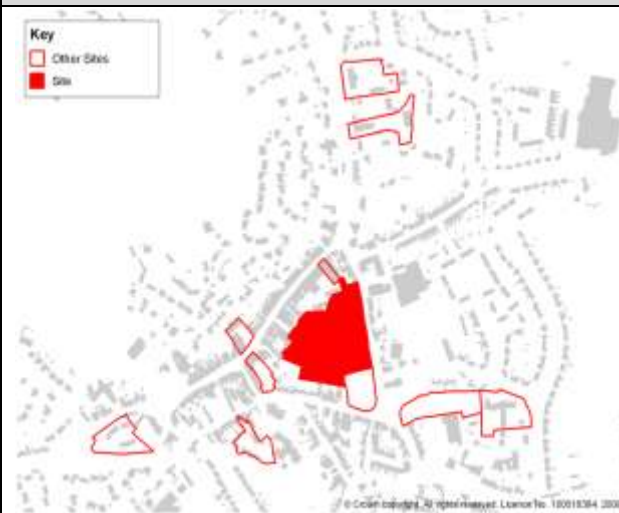
The Wheatsheaf public house is a Grade II listed building. The site includes the building and a yard to the rear. A row of poor quality single storey outbuildings also face onto the yard. The site fronts High Street and backs onto Chapel Street, providing an opportunity to link the two streets. The site is in the heart of the historic core and the Conservation Area, surrounded by Town Centre uses. The site also faces St Giles RC Church to the south. The High Street frontage is identified as a Town Centre Shopping Street. This is an important central site with heritage importance. A suitable use needs to be found for the building and the yard and the potential for through pedestrian linkage investigated.

Area: 0.14 Ha



Ownership	The Hotel and rear car park is owned by Ace Investments.
Owner Aspirations	No contact established with owner.
Issues and Opportunities	Opportunity to re-introduce hotel function (serving Alton Towers visitors) and to link site with adjacent Grade II listed police station building.

CHEADLE OPPORTUNITY SITE – Central Car Park Area



Principal Characteristics:

This is the most significant site in Cheadle. It is a large area of under-used surface car parking with a large building containing an Iceland foodstore and a block of small retail/commercial uses. The site is in the interior of the Town Centre but does not front any key streets. Access is from Chapel Street and Tape Street. Properties on High Street and Bank Street back onto the site. The site is exposed to Tape Street without positively addressing this frontage. There are a few pedestrian routes from High Street through to the site.

The site is within the Conservation Area but exhibiting no special character. A few listed properties and buildings of townscape value back onto the site. Tape Street is not defined as a Town Centre Shopping Street.

This is key regeneration site in need of better utilisation, positive frontage and through linkage to the rest of the Town Centre.

Area: 1.54 Ha



Ownership

All car park areas (and public toilets) are owned by Staffordshire Moorlands District Council. There are various easements and rights of way across the site to allow access to the shops and the backs of adjacent businesses on High Street. B&M and Iceland are owned by Somerfield Stores. The five units of Cheadle Shopping Centre are individually owned.

Owner Aspirations

No identified aspirations for change.

Issues and Opportunities

A key central site, however any new development would depend on whether car parking space can be released for other uses. Also the impact of easements and rights of way on the ability to assemble a viable development site. Previous consideration of part of the site accommodating a supermarket. Possible opportunity should the market be relocated.

CHEADLE OPPORTUNITY SITE – Depot off Leek Road



Principal Characteristics:

This depot site comprises low rise warehouse type accommodation with yard space. It is accessed from Leek Road. Surrounding uses are residential, making this site ill-suited to its current employment use. There are no buildings of special character on or adjacent to the site, which is outside the Conservation Area and outside the Town Centre.

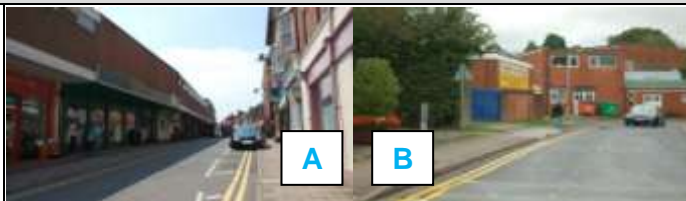
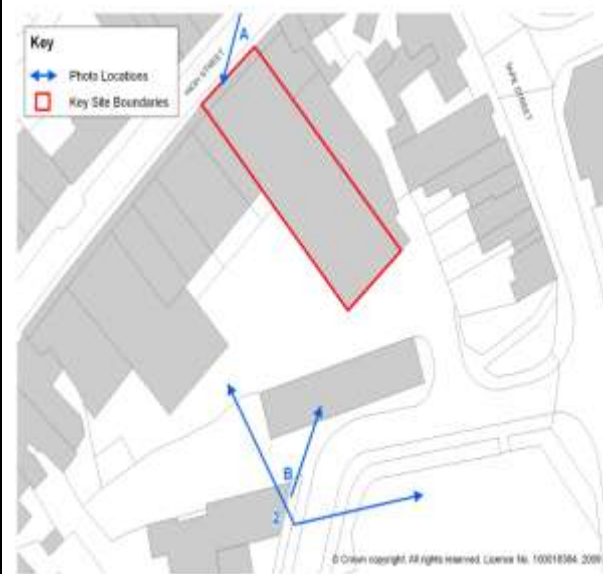
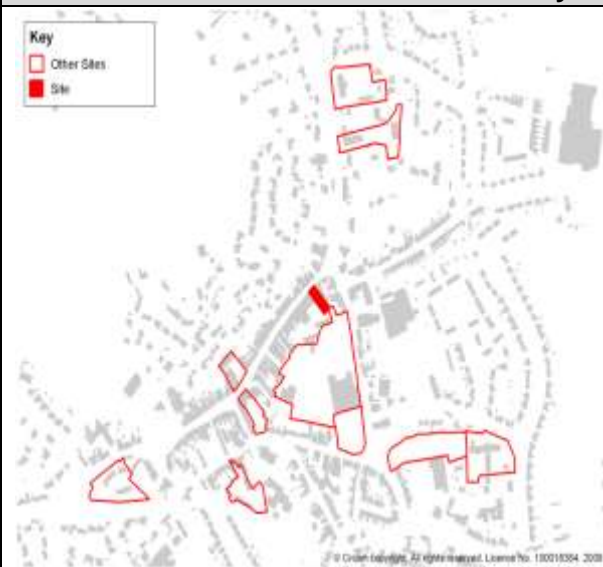
Suitable uses should be considered for this site. This may include residential.

Area: 0.36 Ha



Ownership	Stoddards Coaches
Owner Aspirations	The site is unlikely to be suitable in the long term for Stoddards business, because of its size. In the event of relocation to a larger site the depot would be sold for redevelopment, possibly housing.
Issues and Opportunities	Relocation would release an established employment site in the Town Centre, although the range of uses would be constrained by adjacent housing. The ownership extends beyond the boundaries defined in the original Opportunity Site description.

CHEADLE OPPORTUNITY SITE – Penny Lane Mall



Principal Characteristics:

This is a small 1960s mall. It fronts High Street with an internal arcade. Retail units front High Street and the internal arcade. Currently only the High Street frontage units are let, for secondary retail use. The arcade emerges at the rear into a poor service environment, ultimately linking to Tape Street or the Central Car Park Area. The building is at a higher level to the service area.

The site has no architectural merit although it is within the Conservation Area. There are listed and townscape buildings to the immediate east and opposite on High Street. The High Street frontage is designated as Town Centre Shopping Street.

This may be an opportunity for re-development and better through pedestrian linkage.

Area: 0.06 Ha



Ownership	Sigma Property
Owner Aspirations	To retain as retail investment; attract new tenants to the currently vacant units.
Issues and Opportunities	Stakeholder consultations identified this as an additional Opportunity Site to be considered. Despite prime retail pitch scheme is largely vacant. Scope for physical and environmental improvement.

8.0 BASELINE TESTING WORKSHOPS

8.1 The draft baseline findings were presented at three workshop events. These were held with District Council Councillors; Key Stakeholders and Cheadle Business Group. Feedback gathered from the events is summarised below.

District Council Councillors

8.2 There is considerable concern about access and movement within the Town Centre (and on some approaches to the Town Centre). Points raised were:

- Problems generated by the one-way system, creating traffic flow and congestion difficulties at certain points. Better enforcement of High Street parking restrictions might help
- Poor directional signage, especially for the main car parks, which results in some potential visitor trips being lost; no strategic signage to M6 and A50
- Well Street long stay car park is underused
- The proposed 1300 new homes, although to be located outside the Town Centre, will have significant impact on traffic flows and adds weight to the argument for a by-pass

- Close off the Tape Street entrance to the main public car park, and introduce barrier access from Chapel Street. Introduce 20 minutes free parking.

8.3 The following observations were made about the identified Opportunity Sites:

- The Wheatsheaf Hotel – opportunity for a budget hotel chain to provide facilities linked to Alton Towers' proximity
- Central Car Park Area – a new supermarket could be developed on the northern side, with access to High Street through Penny Lane Mall. Relocate the market to south west corner. District Council to develop small (start-up) retail premises on edge of the car park. The car park was donated to the Council for car parking, so development might legally be difficult
- Market Place – relocate indoor and outdoor market. Demolish to create some parking as well as civic space which can be used as an events space
- Council Offices, Leek Road – represent the only Art Deco premises in the area, and despite associated repair and maintenance liabilities, they should be preserved

- Former Job Centre Site – perfect location for new police station
- Well Street Car Park – a suitable location for the police station? Could the clinic be relocated to produce a larger development site?

8.4 A number of additional comments were made. These were:

- The need to develop Bank Street frontage in line with the developing tourist offer on Watt Place and High Street (west)
- The need for a uniform approach to street furniture, to give the Town Centre a defined style and appearance
- Consider other local attractions outside the present study area boundary. These include the Round House (Croft Road) and St Giles Church (north of High Street)
- Introduce restaurants/cafes – possibly at Market Place – in visible locations.

Key Stakeholders

8.5 As with the Councillors workshop, access and movement featured prominently in the discussions. Observations included:

- Better signage required to direct people into and through the Town Centre, especially at the Tape Street junctions with High Street and Queen Street. Also need tourist signs directing people to the High Street and other attractions e.g. Alton Towers; A50; M6
- The High Street one-way system and increased pedestrian crossing through the town have disrupted the flow of traffic
- The need for a proper pedestrian route between High Street and Tape Street across the central car park area, which could continue onto Well Street by improving the walkway past the Conservative Club
- Remove buses from High Street and put them into a lay by in Tape Street adjacent to the public car park.
- Consider pedestrianising Chapel Street
- Rationalise pedestrian crossings in the Town Centre
- Consider HGV movement restrictions through the Town Centre.

8.6 Comments specific to the Opportunity Sites were:

- Depot off Leek Road – acknowledged as a potential housing site, but there are contamination issues

arising from previous usage. The property ownership is more extensive than the boundary suggested, and thus should be included in the Opportunity Site. It is noted there are no current plans to relocate from the site

- Central Car Park Area – any parking lost to development would need replacing, but there are no alternative sites in Cheadle. The land was given to the Council for car parking, so should remain in this use.
- Market Place – is the heart of Cheadle. The market should be remove on non-market days – under the existing Charter this should happen anyway. Utilise for High Street car park.
- Carlos Place – use the vacant adjacent land as part of a bypass for Watt Place
- Hurst's Yard – Opportunity Site boundaries should be expanded to reflect property ownership, which includes the former allotments.

8.7 Other points emerging included:

- Any development must respect the Cheadle Conservation Area status

- There are several potentially suitable housing sites within and at the edge of the study area boundaries that should be considered
- Tape Street is a poor quality gateway as it primarily features the rear of buildings rather than frontages
- As evidence of local community spirit, noted Cheadle in Bloom had just received Gold Medal award
- Create disabled parking spaces close to the High Street end of Tape Street car park to encourage removal of disruptive parking on High Street
- Need to address the lack of meeting room venues and hotel accommodation in the Town Centre
- Consider connecting Town Centre to the country park, with links from High Street.

Cheadle Business Group

8.8 Comments specific to the Opportunity Sites were:

Market Place – could be a better used community space. The current permanent outdoor stalls detract from the setting and potential available space. Why not have the type of easily collapsed stalls Uttoxeter use.

Former Job Centre – to allow re-use as a police station would be a waste of an asset. This a key site which would better

serve the town as a mixed-use modern retail floorplates development with offices above.

Wheatsheaf Hotel – building layout is inappropriate for modern day hotel. Together with Lulworth House, should be considered as a community/civic space to include TIC; Pugin and town heritage centre; meeting rooms. The car park area to the rear of the property could provide a green space, (lacking now in the Town Centre).

Penny Lane Mall – refurbishment/redevelopment could generate a link between the High Street and Tape Street car park (and any development that might take place on the north end of the car park) as part of creating a retail circuit that serves both ends of High Street.

8.9 Other observations made are grouped under the following headings:

Town Centre Offer

- Vacant retail premises rate has been at the existing high level for the last 10 years, with the same properties staying vacant. The situation is not worsening, nor is it getting better
- Town Centre lacks a 'heart'

- Recognise that the new housing development proposals for 1300 homes will impact on the Town Centre (trade and traffic) but new population gained may only realise circa 1500 people due to existing residents decanting from current households
- Current library on High Street is not big enough. Could this relocate to the Wheatsheaf site
- Despite Alton Towers' plans for a third on-site hotel, it is still perceived there is need for a budget hotel in Cheadle that could at least in part serve that market. Locations suggested are Well Street car park, or above retail on Tape Street
- Need to develop 'family offer' evening venue
- If the market was to relocate then it should be sited at the south end of Central Car Park Area.

Access and Movement

- Support the principle of either making High Street a pedestrianised area, or the 'naked street' approach of no road markings, no differential surfaces, no traffic signs. Could there be scope to secure funding to do this as a pilot (would help raise publicity)

- Consider pedestrianising Cross Street to create better approach to St Giles RC Church, and scope for on-street cafe area
- Need to consider new or re-positioned pedestrian crossings by St Giles RC Church; north end of High Street; across Tape Street car park
- Better pedestrian connections needed between High Street and Morrisons
- Pedestrian route signage required.

Environment

- Vital to improve appearance of Tape Street frontage
- Capitalise on Cheadle in Bloom success, as well as addressing judges comments about more permanent displays, by introducing green features e.g. public garden to rear of Wheatsheaf; planting at key gateways and along Tape Street.

8.10 Additionally, the view was expressed that the Masterplan should have regards to wider area links e.g. Churnet Valley Corridor; the new housing allocations out of town; a possible by-pass. It was also felt there should be dialogue with JCB,

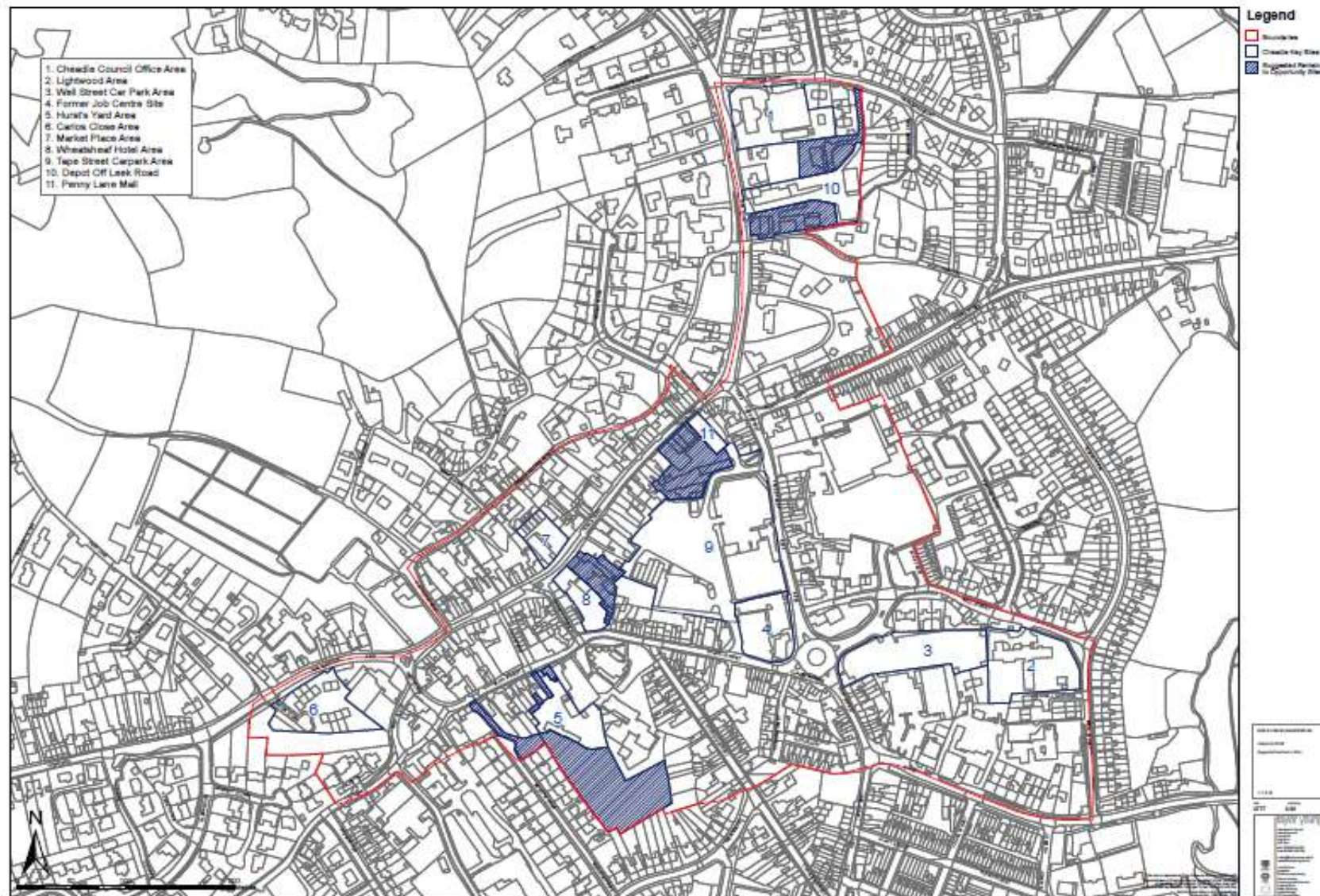
as the Town's major employer, particularly regarding HGV movements between their plants.

8.11 As a consequence of the consultations and workshops it is proposed to extend the original boundaries of five of the Opportunity Sites. These are:

- Hurst's Yard – to reflect the property ownership
- Carlos Place – to include adjacent vacant land
- Wheatsheaf Hotel – to combine with the soon to be vacated adjacent Police Station property
- Depot off Leek Road – to reflect the property ownership
- Penny Lane Mall – to include rear service yard area.

8.12 The amended sites are illustrated in Figure 8.1.

Figure 8.1 – Cheadle Opportunity Sites Suggested Boundary Revisions



9.0 CONCLUSIONS AND NEXT STEPS

9.1 This report has drawn together analysis of pertinent documents, the Town Centre, its location and relationships with surrounding places. It comments on spatial analysis and analysis of the property market – but with particular emphasis on retailing.

Context

9.2 Town Centre regeneration is a key tenet of national planning policy. Market towns like Cheadle are facing challenges as local shops and services close, but because of their higher incidence of independent traders, can importantly offer local distinctiveness and local retail.

9.3 Regionally Cheadle is not large enough to be identified on the Spatial Strategy Map. It is considered to fit to statements supporting the role of rural towns as service centres for their hinterland and a focus for development, whilst ensuring local character is preserved.

9.4 There is no Town Centre boundary defined in local policy documents. There is reference to primary and secondary shopping areas. The emerging LDF Core Strategy sees

Cheadle as a market town with increased growth (in the form of housing and employment) to expand its role and improve infrastructure. The scale of housing growth (likely to be met on greenfield sites outside the urban area) is significant, being equivalent to a 25 percent expansion of the town. This has implications for the Town Centre.

9.5 Most of the Masterplan area is within a Conservation Area, reflecting Cheadle's historic street pattern, historic buildings and Pugin's St Giles RC Church in particular.

9.6 Socio-economic analysis provides pointers for influences upon the Town Centre's offer. Over half the population is aged under 40, with the largest percentage of all the age groups being in the 30-39 years age bracket. The Town Centre offer needs to address how it can attract and retain loyalty from the younger population.

9.7 Around 35 percent of all the working age population fall into the two lowest social grades – DE – which impacts on the available disposable income and affluence.

9.8 There are comparatively low numbers of people with access to a car; another 44 percent have access to only one car.

This is a challenge for a rural market town with a relatively poor public transport infrastructure.

Property Analysis

- 9.9 Cheadle has a niche role as a market town local centre; providing convenience goods, services and local comparison shopping. The town is seen as the District's secondary shopping centre, complementing rather than competing with Leek.
- 9.10 The town has a high percentage of independent traders (78 percent) and a notably below average share of national multiples. It is not therefore at risk of being characterised as part of 'Clone Town Britain'. The Town Centre is clearly an important provider of local services – with banks and building societies in plentiful numbers.
- 9.11 There is an above national average vacancy rate for Town Centre retail outlets (over 16 percent compared to 13 percent), although only the minority appear to be actively marketed.
- 9.12 The Town Centre office market is small, in terms of both supply and demand. There is no modern, quality

accommodation.

- 9.13 There are only limited leisure and community facilities within the Town Centre. Whilst there has been investment in library, tourist and community information facilities, there is immediate need to replace the Police Station as the building is no longer fit for purpose.
- 9.14 The Town Centre includes significant areas of residential property, although little is in the form of 'living above the shop'. Most is in the form of terraced or semi-detached housing. Prices are below regional averages, but are higher than county and Leek Town Centre figures. However, brownfield site development opportunities are considered restrictive, with proposed housing growth likely to be steered to greenfield sites outside the urban area.

Townscape and Landscape

- 9.15 Cheadle has a strong historic core with a number of outstanding buildings contributing the overall character. The historic core is focused around High Street, the traditional retail core at the heart of the town. This includes the Pugin – designed St Giles RC Church.

9.16 The triangular form of the Town Centre has created three major gateways at street intersections, but these tend to be traffic dominated, creating poor pedestrian environments and a poor sense of arrival.

9.17 The main focus of the Town Centre is the large open public car park at Tape Street. This is a relatively desolate space, unattractive as a first impression for visitors. Indeed this reflects the general view of the public realm – pavements are narrow in places and can be difficult to follow; whilst Market Place is attractive there is little active frontage to animate the space when the market is closed; there is very little public space around St Giles RC Church, and poor connections from High Street,

9.18 The identified Opportunity Sites present scope for comprehensive re-development that could deliver appropriate Town Centre uses.

Access and Movement

9.19 The Town Centre suffers from congestion, partly due to through traffic to and from Alton Towers, and partly due to the traffic circulation patterns. Pedestrian routes are poor,

especially between the main retail core of High Street and the main food shopping area east of Tape Street.

9.20 There are poor public transport connections between the nearest rail service (Blythe Bridge) and the Town Centre. There are also few regular and frequent bus services in the Town Centre, with the one-way system causing indirect and circuitous routeing (and additional journey time).

Opportunity Sites

9.21 The eleven Opportunity Sites provide specific development opportunities to be incorporated within the overall Masterplan framework. It must be recognised that for some ownership issues, owners' aspirations and existing uses mean that realising the opportunity may be a medium or long term action. From the consultations process it is suggested that five of the sites are extended in size, reflecting property ownerships or adjoining identified opportunities.

Emerging Objectives

9.22 Taking into consideration all that is set out in this report, the emerging strategic objectives are:

- The creation of a defined heart to the Town Centre

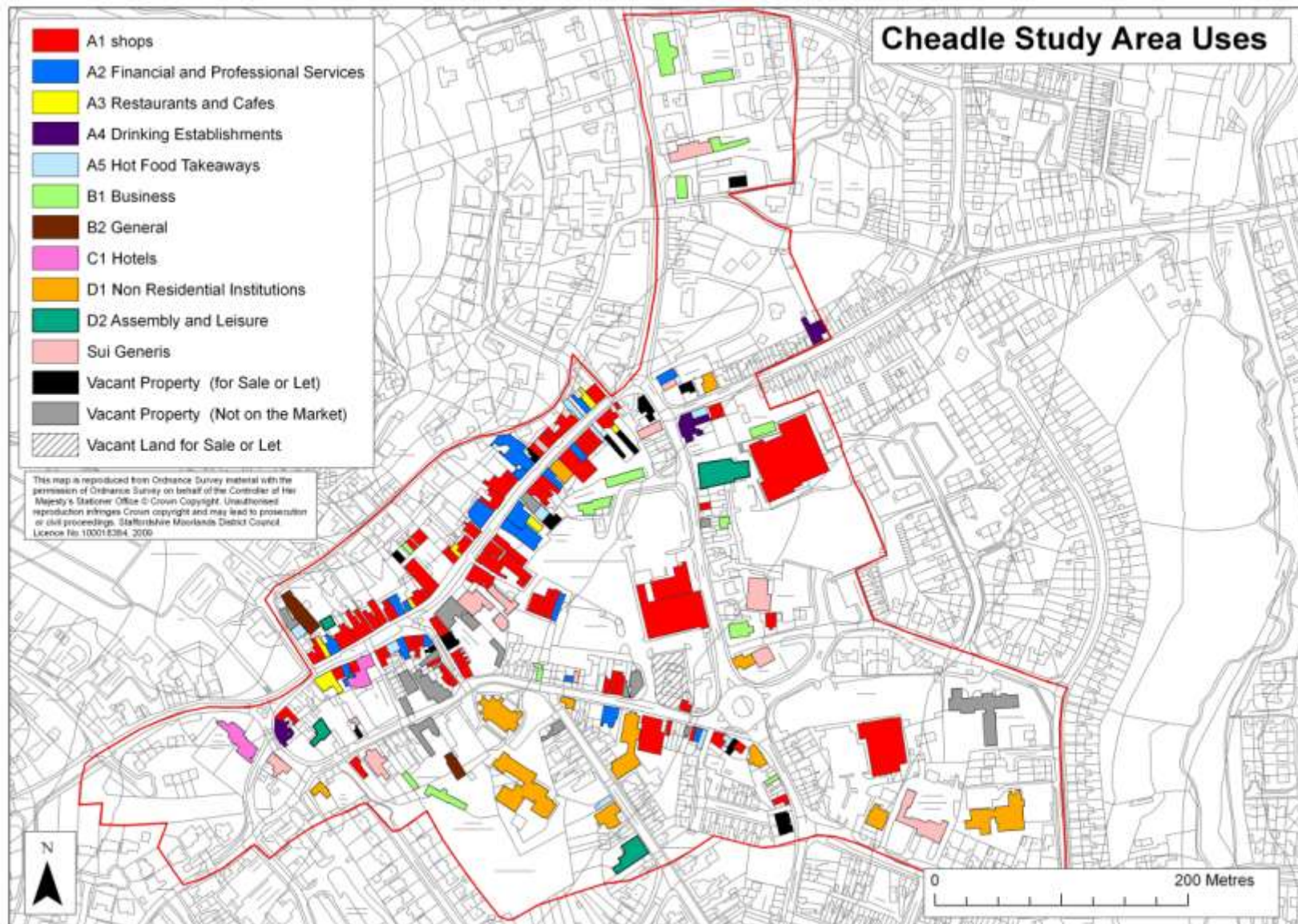
- To improve and enhance the setting of the town's key building asset – St Giles RC Church
- To repair the damaged urban fabric to the east/south east of the Town Centre
- To improve the historic core
- To improve the Town Centre gateways
- To complement and improve the environment of High Street
- To enhance the environment around Tape Street (and better integrate to High Street)
- To revitalise and sustain the town's market
- To develop the Town Centre's offer for residents and visitors (daytime and evening economy)
- To reduce the high level of vacant premises
- To secure replacement Town Centre-based police station facilities
- To reduce the dominance of vehicle movements on the core circulatory network, in particular HGV movements through the Town Centre
- To provide stronger clarity and quality of parking in the heart of the Town Centre
- To consider opportunities to reduce vehicular severance at the north and south end of Tape Street.

Next Steps

- 9.23 The findings of this report were presented to the study's Management and Steering Groups in September 2009. They have also been presented to Councillors, key Stakeholders and businesses.
- 9.24 Details of the Opportunity Sites gathered through the baseline analysis, together with other sites and opportunities, will be used to develop design options. These are to be presented to a further round of consultation workshops in late September and early October, which will inform the development of the Options Report.
- 9.25 The design options will then be the subject of public consultation in mid-October. Comments received will be reported to the Management and Steering Groups, and then taken into consideration in the development of the draft Masterplan. This will then undergo a four week period of public consultation, during December. Comments received at that stage will then be considered in the development of the preferred Masterplan and related documentation.

Appendix 1

Use Classes Plan



Appendix 2

Retailer Survey Questionnaire

CHEADLE TOWN CENTRE SURVEY

Your Details

Company: _____
Contact Name: _____ Position: _____
Address: _____
Tel No: _____
Business Activity: _____

Your Premises

- 1) How long has the business been in Cheadle? _____
2) How long at current address? _____
3) Do you own the premises? Yes ☐ No ☐
If not, please provide landlord contact details: _____

Your Business

- 4) How many people do you employ? _____ Full Time _____ Part Time
5) Does your business suffer from any skill shortages? If so, what? _____
6) What are your days and hours of opening? _____
7) What percentage of your customers come from:
Ashbourne _____% Stoke-on-Trent _____%
Leek _____% Newcastle-under-Lyme _____%
Checkley _____% Stone _____%
Uttoxeter _____% Surrounding villages _____%
Other _____% If so where from? _____

Future Accommodation

8) Are you considering moving premises within the next:

12 months? Yes ☐
 No ☐

2-3 years? Yes ☐
 No ☐

If you answered Yes to question 8 please respond to Questions 9a-9h otherwise please go to Question 10 (re: Cheadle)

9a) Why do you wish to move?

9b) Will you be relocating within Cheadle town centre?

Yes (please go to 9c) ☐ No (please go to 9d) ☐

9c) If so - please indicate preferred town centre location(s) below:

High Street ☐
Cross Street ☐
Tape Street

Bank Street ☐
Chapel Street ☐
Other (please state) _____

9d) Why are you leaving Cheadle town centre?

9e) What size of property are you considering (please specify in sqft or sqm)?

9f) Tenure required? Freehold ☐ Leasehold ☐

9g) Quality of premises preferred? Prestigious/New ☐ Moderate ☐ Basic/Budget ☐

- 9h) What do you consider to be the most important factor(s) when seeking alternative accommodation?
Please state below.

Cheadle

- 10) What are the good features of Cheadle as a shopping centre?

- 11) What are the bad?

- 12) Over the last 4 years has your trade:

Increased ☐ Decreased ☐ Stayed the same ☐

- 13) Over the last 4 years has footfall:

Increased ☐ Decreased ☐ Stayed the same ☐

- 14) What could be done to increase the numbers of shoppers in the town centre? (e.g. advertising, better access, continental markets and other events)

- 15) What could be done to improve the town's appearance?

- 16) Does the close proximity of Alton Towers affect the town in any way? (i.e. seasonal changes in the number of visitors)

- 17) Has the recent opening of the Morrisons supermarket affected the town in any way?

Additional Comments

- 18) If you have any additional comments please use the space below.

Thank you for your assistance. All comments will be treated in confidence.
If you would like any further information on this survey please contact:
Vicky Horstead or Chris Wilson at BE Group on 01925 822112
Please return the questionnaire in the enclosed pre-paid reply envelope by
21st August 2009 or fax back to 01925 822113.

Appendix 3

Public Launch Comments

APPENDIX 3 – LAUNCH DAY COMMENTS

Cheadle Town Centre Masterplan Launch Day - Tuesday 11th August 2009

Market Place, High Street -10am-4pm: Approx. 55 people attended

Guild Hall, Tape Street - 5pm-7pm: Approx 10 people attended

Total - 64 individuals completed comments forms on the day, 6 in post, 6 in Cheadle Library (during the fortnight after the Launch Day) and 1 via email.

Comment Category	Tally
Access - The town centre gets very congested	13
Access - A bypass is needed	11
Access - High Street should be pedestrianised	10
Access - The one-way system is not working	10
Access - Lorries and buses should not be allowed on High Street	8
Access - The town's roads need sorting before any thing else can work	4
Access - High Street should not be pedestrianised	3
Access - Cheadle is easy to get to, and easy to get around	3
Access - Disabled access to some shops needs improving	3
Access - There are no problems with the one-way system	3
Access - Chapel Street/Charles Street very difficult to cross	2
Access - A hop on/hop off town centre bus is needed	1
Access - Cycle lanes should be introduced to encourage cycling / resolve congestion	1
Access - Traffic on Tape Street is too fast	1
Access - High Street needs widening	1
Access - Narrow pavements at Tape Street/Ashborne Road junction is dangerous	1
Access - SMDC should buy the old railway before its too late	1
Access / Public Realm - The towns roads and pavements are in bad condition	5
Community - There needs to be more for young people to do - shops/activities/etc	10
Community - There is great community spirit in Cheadle	10
Community - Cheadle needs a community centre (1 person suggested at the Lightwood site)	9
Community - Market place should be town square	8

Comment Category	Tally
Community - A heritage centre or museum is needed (2 people suggested at the Police Station site)	7
Community - Library is too small	3
Community - Market place should be used for activities, local heritage etc	2
Community - Library should be where council offices are	2
Community - The town Mayor and council should be based in the town centre	2
Community - Need space/a building for exhibitions and displays on High Street	1
Community - Dislike the Library	1
Community / Visitors - Cheadle should advertise its local attractions more e.g. Alton Towers, Les Oakes and the Churnet Valley	4
Community / Public Realm - There should be a park/village green in the middle of the town	2
Community / Visitors - Information boards should be erected in the car parks	1
Community / Public Realm - Blank walls should be used to display art work by local artists and school children	1
Employment - Council offices should be converted into managed workspace	1
Employment - Hursts Yard could be large modern units	1
Employment / Housing- Hursts Yard should have employment /craft uses at front and housing at back	1
General - Empty buildings are an eyesore and make Cheadle look run down	8
General - Leek/Ashbourne/Uttrex are nicer/better towns than Cheadle	3
General - There are a few badly maintained buildings which need improving	2
General - Town gets a lot of bad press, needs more positive media coverage	2
General - Pugin's Gem is a great feature of Cheadle	2
General - Anti-social behaviour is a problem in Cheadle	2
General - Cheadle is unique	1
General - Cheadle should increase its 'historical' feel	1
General - Cheadle suffers form a poor relationship to the rest of the Moorlands and should build links	1
General - Leek gets all SMDC's attention	1
General - Cheadle needs a car wash	1
General - Cheadle needs a petrol station at Morrisons	1
General - The annual continental market should not be on St. Georges Day	1
General - There should be a recycling facilities on Tape St car park	1
General - Cheadle should develop more 'niche' places e.g. a courtyard development with craft shops	1
General - The Victorian tearooms are a great feature of Cheadle	1
General - Cheadle has been left behind by other towns (Uttrex, Stone and Ashbourne) which have a better identity	1
Housing - New housing development is a big concern	5

Comment Category	Tally
Housing - Build more houses - increase the population	1
Leisure - Cheadle needs more leisure activities, e.g. bowling alley/cinema, etc	11
Leisure - Cheadle needs more good quality pubs/restaurants	5
Leisure - Cheadle lacks evening life	2
Leisure - Council Offices should be used for entertainment and functions	1
Market - The market could be moved to central car park	4
Market - Cheadle market needs improving/more stalls/more events	21
Market - Indoor market has not improved, despite recent redevelopment	4
Market - Market stalls are unattractive and should be taken down when not in use	3
Market / Public Realm - The paving at Market Place paving needs improving	3
Market - The outdoor market should be covered so it can be used for events, etc	2
Market - The market should be a priority for improvement - after all Cheadle is 'a historic market town'	2
Market - Cheadle market is great	2
Parking - Car parking should be free	9
Parking - Parking on High Street not enforced	5
Parking - Parking facilities should be improved - like Uttoxeter	5
Parking - Tape St Car park is underutilised	3
Parking - Tape Street car park is very well used and is vital for the health of the town - don't redevelop	2
Parking - There is sufficient car parking	2
Parking - There should be allocated parking for town centre residents	2
Parking - There should be better signage to car parks	2
Parking - Keep parking free after 3.30pm	1
Parking - There is a need for more long-stay parking	1
Parking - Parking is too expensive	1
Parking - There is too much car parking	1
Parking - Keep car parks pay and display	1
Planning - Businesses suffer from unfair planning decisions e.g. shop fronts	3
Police - Police should move to the old Lightwood nursing home site	3
Police - Police should move to County Council offices site	2
Police - The town centre needs a Police presence	2
Public Realm - The bottom end of High Street needs repaving	1
Public Realm - Improve alleyways	1
Public Realm - Paving on High Street should be consistent all the way along	1

Comment Category	Tally
Public toilets - Toilets are disgusting/need upgrading	17
Public toilets - Toilets need full time attendant (like in Uttoxeter)	5
Public toilets - Toilets are important, only get to impress visitors once	3
Retail - Cheadle has too many banks/hairdressers/take-aways - the town needs a better range of shops	20
Retail - Cheadle lacks clothes shops	10
Retail - Cheadle needs more good quality shops	6
Retail - SMDC should make it easier for small, local businesses - lower rates	5
Retail - Supermarkets are damaging the town (as they are not in the Centre)	4
Retail - Don't need any more supermarkets	4
Retail - Penny Lane Mall has great potential	3
Retail - There should be financial incentives for traders to take empty shops	3
Retail - Used to be able to buy everything you need in Cheadle	3
Retail - Link Morrisons with town centre (through Penny Lane Mall)	3
Retail - Local people are not shopping in the town	2
Retail - Cheadle needs more national retailers	2
Retail - Independent shops are key attraction of Cheadle and make it unique. The town needs more of them	2
Retail - A footfall survey is needed	1
Retail - Cheadle needs more specialist shops e.g. a fishmongers, delicatessen, etc	1
Retail - Cheadle's shops/cafes should be encouraged to use local produce	1
Retail - Outdoor activity retailers should be approached (given Cheadle's proximity to Churnet Valley)	1
Retail - Old fashioned shop frontages should be retained	1
Retail - Some shop frontages are not in keeping with the town	1
Retail - Town centre is losing customers to Tesco at Mere Park because has better access	1
Retail / Visitors - There should be a training initiative for all the town's shop assistants (to impress visitors)	1
Town focus - The town is focussed around High Street and Market Place	1
Town focus - The town is focussed around Morrisons	1
Town focus - There is no town centre focus	1
Visitors - Cheadle needs more to attract/keep visitors - e.g. more accommodation, cafes, restaurants, etc (2 people suggested the Wheatsheaf could be developed as a hotel, and another suggested a Premier Travel Inn would be good to encourage Alton Towers visitors into Cheadle)	15
Visitors - The town needs to try and link up with Alton Towers / capture its visitors (1 person suggested establishing an 'Alton Towers' shop in Cheadle)	8
Visitors - Need to promote Cheadle better	8

Comment Category	Tally
Visitors - Pugin's Gem should be better promoted	2
Visitors - The police station should be made into a Tourist Information Centre	2
Visitors - A weekly car boot would attract visitors	4
Visitors - Cheadle is short of hotels	1
Visitors - Cheadle could be promoted as 'Gem of the Moorlands' (similar to Leek)	1
Total Comments Received	435
Number of Comments Forms Completed	77

Source: BE Group, 2009

Appendix 4

Councillors Workshop Comments

APPENDIX 4

Councillors Workshop – Key Comments

Traffic and Access

- One-way system is a mess, difficult to improve without demolition of buildings (long term problem since World War II).
- At B&M/Iceland create a new access and loading point.
- The High Street/Tape Street junction is difficult. Access to car parking on Tape Street is not obvious and many miss it and go up Leek Road.
- 4.30pm to 5.30pm is the rush hour period and access across Cheadle is difficult.
- Problems with speeding motorists after 7pm on High Street.
- There are 1,300 new houses planned for Cheadle – this will have a significant impact on traffic. Need a new bypass link.
- To improve traffic flow need to better enforce parking restrictions on High Street.
- The roundabout at Well Street/Tape Street now flows well and should be retained.
- Lack of signage in Cheadle, no directions to car parking, no signs for St Giles Church.

Opportunity Sites

- The Wheatsheaf Hotel is an opportunity for a Holiday Inn style hotel linked to Alton Towers.
- Could the police use Stoddard's yard as their new site. The Manor Hotel has good demand in the summer, despite expensive rates, and there is a need for budget hotel accommodation in Cheadle.
- Recommendation for Central Car Park – close off Tape Street entrance and have barrier access from Chapel Street. Access for businesses only from Tape Street. This would free up traffic wardens to better police High Street.

- Recommendation for Central Car Park – a new supermarket could be developed in the north with access onto High Street through Penny Lane Mall site.
- Recommendation for Market Square – build up the square as a festival/event venue for Cheadle.
- Recommendation for Market Square – SMDC should purchase the outdoor market and develop it better including collapsible stalls that could be removed to allow other uses on the space.
- Carlos Close – this is a housing development site for Moorlands Housing. They have a 5 year plan to develop the site for bungalows or extra care housing.
- Cheadle Council Offices – the Police wanted to redevelop this whole building to provide them with a meet and greet facility, and a rapid response team. SMDC were willing to allow expansion of the rear of the building and car park, but this was not acceptable to the police.
- Recommendation for Well Street Car Park – this could be Police Station site, could also relocate the clinic to the south east to produce a larger development site. Clinic could be joined with Cheadle Hospital.
- Recommendation for Central Car Park – develop retail around the edges of the car park to create a small shopping centre similar to Cheshire Oaks or Trentham Gardens.

Other Points

- Need to develop the Bank Street frontage in line with the developing tourist offer on Watt Place and High Street west.
- Need to give Cheadle a defined style and appearance including a uniform approach to street furniture. Uttoxeter is the model to look at.
- Also need to look at other local attractions outside of the present study area boundary. These include the other St Giles Church north of High Street and the Round House on Croft Road. The study area boundary should be amended to include these two attractions.

Appendix 5

Stakeholder Workshop Comments

APPENDIX 5

Stakeholder Workshop – Key Comments

Traffic and Access

- Better signage needed to direct people into and through the town centre, especially at the High Street/Tape Street junction and at the Queen Street/Tape Street junction. Especially require signs directing traffic to the M6 and Alton Towers.
- No tourist signs directing people to the High Street and other attractions.
- The roundabout at Tape Street/Well Street is dangerous as you can not see over the top of it. However it remains the only large roundabout in Cheadle.
- Traffic on Chapel Street is a problem – should be pedestrianised.
- Alton Towers contributes to traffic on High Street and Queen Street.
- The one-way system on High Street and increased pedestrian crossings through the town have disrupted the flow of traffic.
- Recommend that the first 15mins of parking in Cheadle be free to help people who just want to stop for food or go to the bank.
- Parking problems on High Street could be addressed by making the street two-way again (others suggested pedestrianisation of High Street).
- Need to rationalise pedestrian crossings in the town.
- Need a proper pedestrian route between High Street and Tape Street crossing the central car park. This could be continued onto Well Street by improving the walkway past the Conservative Club. This could form a circulatory system from High Street through the central car park and back to the High Street at Penny Lane Mall.
- Poor signage to local industrial estates.
- Difficult roundabout at the junction of Ashbourne Road/Tape Street.

Opportunity Sites

- Central Car Park – if any parking is lost from this car park it would have to be replaced – there are no alternative sites for this in Cheadle.
- Central Car Park – would be opposed to too much development on the car park. It was an historic donation from a local business to the town and should be retained for its intended use.
- The Wheatsheaf Hotel – the Cheadle Civic Heritage Trust have looked to acquire this building. This proposal will now not go ahead, but still feel this is a good hotel with excellent views of St Giles Church.

- The Civic Heritage Trust would ideally like to purchase the present police station. They would look to rent out rooms to other voluntary/community groups and possibly also provide meeting and working space for local businesses. The land to the rear (presently proposed for flats) could become a quiet sitting area.
- The Market Square is the heart of Cheadle. The market should be relocated to make the Square a venue for public events. Should also take the market stalls away on non-market days to free up the space, as they do in Leek. The present stalls are too heavy for easy disassembly.
- The Well Street Car Park – the eastern section of this car park is poorly used due to broken glass from recycling centre.
- Carlos Close – use the vacant land here as part of a bypass for Watt Place.

Other Points

- Almost all the study area is within Cheadle Conservation Area and any developments need to be of a sensitive nature.
- There is a large site to the south of the JCB factory which would make an excellent housing site. It is only 400m walk to the town centre and would serve to enhance trade and footfall
- There are also several housing sites both within and at the edge of the study area boundary which need to be considered.
- The town's supermarkets draw trade away from the High Street and market square.
- Cheadle has recently been awarded a Gold Standard for Cheadle in Bloom. This shows the good sense of community spirit in the town.
- Tape Street is a poor quality gateway into Cheadle as it primarily shows the backs of buildings.
- 1,300 houses are proposed for Cheadle and will impact on traffic. But a new bypass would help with this.



Cheadle

Staffordshire



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