

# A way forward for Cheadle

- ▶ This newsletter has been delivered to you from **Staffordshire Moorlands District Council**.
- ▶ It introduces the timeline for community consultation on regeneration for the town centre.
- ▶ Please complete and return the survey to share your views on the emerging priorities.

*Introduction by Cllr Sybil Ralphs, Leader of Staffordshire Moorlands District Council and Cllr Ian Plant, Chair of the Stakeholder Panel.*

"Cheadle has a passionate community and everyone who has spoken out on the town's future has done so with a determination to do what is best for the town. We must celebrate this strength of community spirit and channel our energies towards defining a shared vision. I have said before that 'nothing is set in stone' and this marks the start of a meaningful dialogue with the people of Cheadle that will lead us towards a definitive masterplan. Whatever options we as a community choose, we must do so knowing it reflects the wishes of the town and importantly, it is realistic and deliverable."

The Council's commitment to you - residents, local businesses and visitors to Cheadle - is an honest debate to allow everyone to make an informed choice when it comes time to select the best option."

*Cllr Sybil Ralphs*



"As we turn our thoughts to recovery for our high street and much cherished local businesses, we must listen carefully and critically and think about the next generation as we consider the options before us. Everyone should take this opportunity to shape the change for Cheadle, embracing the significant investment that regeneration could bring."

*Cllr Ian Plant*

## Keep in touch

To find out more about the community consultation and regeneration options for Cheadle you can visit:

[www.staffsmoorlands.gov.uk/Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/Cheadle-Town-Centre)

Write to us at Staffordshire Moorlands District Council, PO Box 136, Buxton, SK17 1AQ

Or email [regeneration@staffsmoorlands.gov.uk](mailto:regeneration@staffsmoorlands.gov.uk)

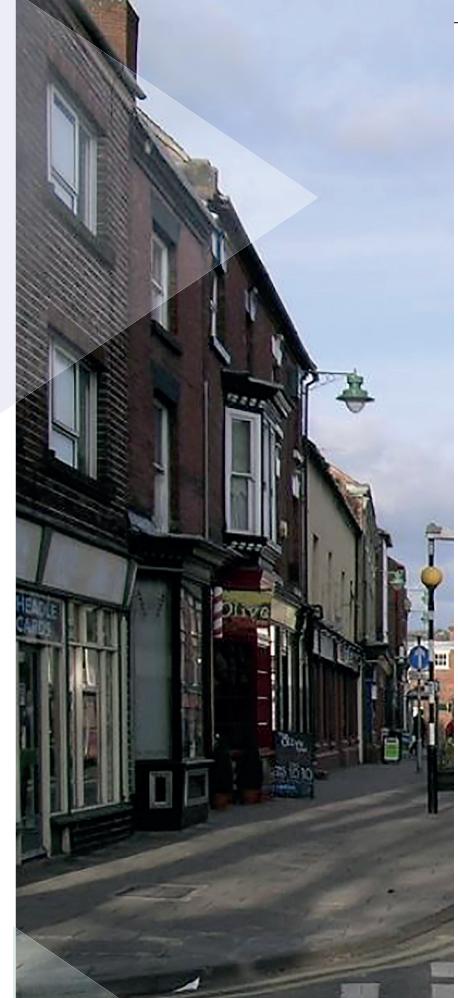


We have listened carefully to recent consultations, considered the impact of COVID-19 and taken external advice on leisure and parking provision in the town centre. We believe there are five emerging priorities that should underpin the regeneration options.

## 1

### We must welcome more people to live in Cheadle

We must encourage young people and families to lay down roots rather than moving out to areas such as Stoke on Trent. A growing population is vital for a thriving town centre, bringing footfall to sustain local shops and generating income that can be invested in the town. On the current trajectory 15% of the population will be aged over 65 within two years. Typically households get smaller as a population ages, but larger homes may not come onto the market, driving up demand and making it even harder for younger people to find homes. Housing market signals point to a need for more affordable homes (SHMA Update 2017) and new homes should be the right size and affordable, especially for those who have grown up in Cheadle and want to stay.



## 2

### We must make it easy to shop, spend time and money in Cheadle

Competition is already fierce and we must support our local independent businesses and make the town centre attractive, creating a distinctive character that encourages locals to dwell and attracts visitors in. This might mean outdoor dining space, parking tariffs that encourage people to linger in shops or more welcoming public spaces for community events. We must be realistic about the shifting retail landscape that has disproportionately affected Cheadle which had a

town centre vacancy rate of 12.9% during 2020, above the rates for Biddulph (9.5%) and Leek (6.8%). We must consider other services that will bring that much needed footfall - food and drink, leisure or public services. We want to make it easier to walk or cycle in the town centre and this will require investment, which could come from funding bids once the masterplan is agreed, sale of Council-owned land or developer contributions.

## 3

### Providing flexible parking options is a priority

The Council has been advised that free car parking does not draw in shoppers. It is the availability of parking spaces as well as the high street offer, events and activities that will bring people to spend time - and money - in the town centre. During the recent parking consultation, local people were divided on whether there was too little or too much parking in Cheadle and we heard that the current early morning and late afternoon free parking periods don't suit everyone and that car parks

need to look and feel safer and more welcoming. We believe parking provision should adapt to match local needs, offering shoppers tariffs that allow them to visit shops without punitive time restrictions and make it easier to drop off and pick up children from school - a variety of options to suit everyone. In the coming months, we will be conducting a study of how people use town centre parking to back up what we've already heard through public consultation.



## 4

### Cheadle needs to retain a similar leisure offer with improved quality of facilities

The current leisure centre is ageing and external consultants are supporting the Council to undertake a detailed supply and demand assessment. This work is looking at all Council-owned leisure centres in the Moorlands and factors in current financial performance, health and fitness demand and the social and demographic profile of the area, drawing on analysis from Sport England's planning model as well as recent engagement with members and user groups. Based on evidence and stakeholder feedback so far, the emerging advice is that Cheadle's leisure offer needs to retain a sports hall, a swimming pool (possibly at a more standard 25m) and a larger gym with improved group exercise studios.

Now we would like Cheadle residents to tell us what they think about the emerging thoughts on the mix of leisure uses. Finding the facilities and services that truly reflect the local needs will secure a viable future for Cheadle's leisure offer.

An uplift in the quality of Cheadle's leisure offer could happen on site, or in another location. No decision has been made on whether or not to relocate the leisure centre and there will be a chance to consider this at a future point.

## 5

### Integrated services will benefit community health and wellbeing

As the local NHS rationalises the provision of services, we should welcome new patient services in the town centre as it will make it easier for local people to access services and bring more people into the town centre. The Local Plan calls to expand the role and diversity of health services in

Cheadle for the district. A facility integrating health and wellbeing services in and around the town centre will benefit everyone who lives in Cheadle and provide another reason for others to visit the town.

# SURVEY: What do you think about our priorities for Cheadle?



Our aim is to develop a shared vision for Cheadle that reflects local views. Before we look at regeneration sites across the town centre, we'd like to hear your thoughts on the five emerging priorities for Cheadle. Read more about these priorities in this newsletter or on our website.

If you live, work or spend time here, we'd really appreciate you completing this survey. Your feedback will be used to inform the regeneration options that we will all consider later this year.

You can complete this survey and return to:  
**Staffordshire Moorlands District Council,**  
**PO Box 136, Buxton, SK17 1AQ**  
Drop it in to **Cheadle Library / One Stop Shop,**  
**15-17 High Street**  
Or answer the questions online -  
**[www.staffsmoorlands.gov.uk/Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/Cheadle-Town-Centre)**

Let us know if you agree or disagree with our five priorities and tell us more about your views on each priority.

## Q1. We must welcome more people to live in Cheadle

Agree   
Disagree   
Not sure

Tell us what you think.

## Q2. We must make it easy to shop, spend time and money in Cheadle

Agree   
Disagree   
Not sure

Tell us what you think.

## Q3. Providing flexible parking options is a priority

Agree   
Disagree   
Not sure

Tell us what you think.

## Q4. Cheadle needs to retain a similar leisure offer with improved quality of facilities

Agree   
Disagree   
Not sure

Tell us what you think.

## Q5. Integrated services will benefit community health and wellbeing

Agree   
Disagree   
Not sure

Tell us what you think.



# About you

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## 1. What is your postcode?

ST10

ST13

ST8

Other (please specify)

## 2. How old are you?

Under 18

18-24

25-34

35-44

45-54

55-64

65+

Prefer not to say

## 3. How would you describe your gender?

Male

Female

Other

Prefer not to say

## 4. How would you describe your ethnicity?

English

Welsh

Scottish

Northern Irish

Irish

Polish

Gypsy or Irish Traveller

Any other white background

White and Black Caribbean

White and Black African

White and Asian

Any other mixed background

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background

African

Caribbean

Black, Black Scottish or Black British

Any other Black/ African/ Caribbean background

Arab

Prefer not to say

Any other ethnic group (please specify)

## 5. What is your connection to the area?

I live here

I work here

I study here

I own a business here

I do my shopping here

I'm just visiting

Other (please specify)

## 6. Are you happy to receive project updates from us?

This will include updates on upcoming consultation events. If yes, please include your email address.

Yes

No

Email address

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Please return this completed form to **Staffordshire Moorlands District Council, PO Box 136, Buxton, SK17 1AQ** or drop it in to **Cheadle Library / One Stop Shop, 15-17 High Street**.

If you'd prefer, you can complete this survey online at: [www.staffsmoorlands.gov.uk/Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/Cheadle-Town-Centre)

# How can I take part?

Photo © Chris Morgan (cc-by-sa/2.0)



There's been a lot of talk about the regeneration of Cheadle and we're listening closely to what local people are telling us through the parking consultation, the ongoing community engagement on leisure and we are keen to hear from you as well as other stakeholders including schools, the local NHS and businesses.

In autumn, we will ask local people to review a series of options for the regeneration of the town centre which will explore different scenarios for investment and growth across several key sites in the town centre.

We would like to establish a shared understanding of what we're trying to achieve through regeneration before we go on to think about individual sites. We think there are five priorities, building on what we have learned through external advice and community engagement. We'd like to hear your views - please complete the survey in this newsletter or online.

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To find out more about the community consultation and regeneration options for Cheadle you can visit:  
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## Timeline

### August 2021

Have your say on the five emerging priorities for Cheadle. You can complete and return the pull-out survey by post or answer the questions online by visiting [www.staffsmoorlands.gov.uk/Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/Cheadle-Town-Centre)

### September/October 2021

We'll share the results of the survey in our next community newsletter. Remember to sign up for a consultation event on the website.

### October 2021

Join a consultation event. We will share options for regeneration looking at specific sites with a clear description of the considerations. You can participate in person or by joining a Zoom session online. Register your interest on the attached survey or online by visiting [www.staffsmoorlands.gov.uk/Cheadle-Town-Centre](http://www.staffsmoorlands.gov.uk/Cheadle-Town-Centre)

### Late 2021

We will share a summary of feedback from community consultation alongside recommendations for the regeneration of Cheadle town centre.

### 2022 onwards

Early projects could come forward as planning applications, offering local people a chance to have their say on proposals for new schemes.