

Cheadle's view on the future

- ▶ This newsletter has been delivered to you from **Staffordshire Moorlands District Council**.
- ▶ It explores your views on the regeneration of Cheadle town centre and sets out the Council's next steps.

Introduction by Cllr Ralphs, Leader of Staffordshire Moorlands District Council

Last summer, we invited everyone in Cheadle to contribute ideas on key issues that could help shape the future of the town centre. In hearing your views, we've started a journey towards defining a shared vision for the regeneration of Cheadle.

I have been clear throughout that we need to listen and respond to what people are telling us. In launching our survey, we set out with open minds to hear what is important to local people and to start a meaningful dialogue.

We had a tremendous response to our survey and we now have some definitive views on the five priorities. Thank you to everyone who has taken the time to tell us what you think. In this newsletter, we report back what we've heard so far and we explain how the Council will respond.

Cllr Sybil Ralphs



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

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

Or email regeneration@staffsmoorlands.gov.uk



Survey results: What you told us

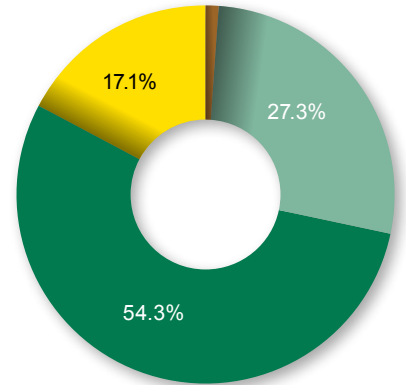
We launched the survey 'A Way Forward for Cheadle' in order to gather views on five emerging priorities for Cheadle. Everyone who lives, works, studies or shops in Cheadle was invited to share their views. We received 841 responses, a positive response rate proving just how strong the community voice is in shaping the future of Cheadle.

1

Priority one: We must welcome more people to live in Cheadle.

A growing population brings footfall to sustain local shops and generate income that can be invested in the town. However, just over half of respondents disagreed, explaining that Cheadle needs improvements in health services, transport and education, before more homes are built.

The Council understands that provision of community infrastructure needs to keep pace with the delivery of new homes. Retaining the leisure centre in its current location would mean new homes could not be built on Allen Street but the Council will explore the possibility for a modest number of new homes that could be delivered close to the town centre whilst also investing in local services.



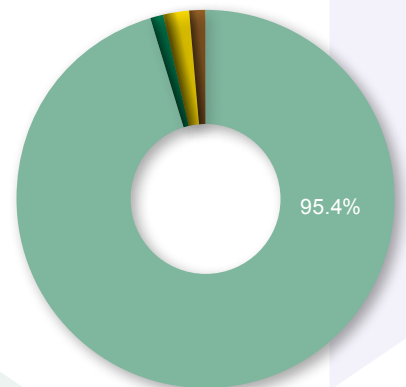
● Agree - 27.3% ● Not sure - 17.1%
● Disagree - 54.3% ● Skipped - 1.2%

2

Priority two: We must make it easy to shop, spend time and money in Cheadle.

The retail landscape is shifting and Cheadle, like towns and high streets up and down the country, must consider other services that will bring much needed footfall - food and drink, leisure or public services. The vast majority agreed with this priority with many people adding that Cheadle needs free or cheaper parking to support this.

The Council has funded a number of events delivered by Cheadle Town Council using the government's Welcome Back Fund. We are also working to improve the market offer in Cheadle to help support the town centre and to help attract more restaurants, bars and cultural organisations to boost the evening economy.



● Agree - 95.4% ● Not sure - 2.1%
● Disagree - 1.1% ● Skipped - 1.3%

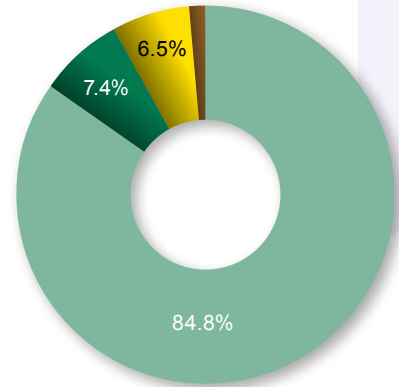


Welcome Back logos

3

Priority three: Providing flexible parking options is a priority.

85% of you said that flexible parking options should be a priority. Many people said that Cheadle needs free, short stay parking or cheaper parking generally. The Council has commissioned a district-wide Parking Strategy and the results of Cheadle's survey will also be taken into consideration.



● Agree - 84.8% ● Not sure - 6.5%
● Disagree - 7.4% ● Skipped - 1.3%

Early ideas for parking improvements in Cheadle



Through the Parking Strategy, the Council is looking at:

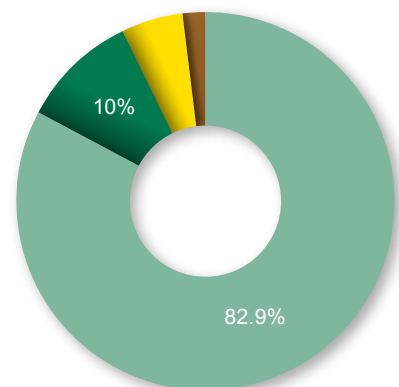
- Introducing new technology for paying including implementing a Pay by Phone option.
- Introducing electric vehicle charging points.
- Reviewing the tariffs and charging periods for Tape Street and Well Street car parks.

The parking strategy sets out the future for Council run, off-street car parks across the District to ensure that Council car parks contribute to maintaining attractive towns with a wide range of amenities.

4

Priority four: Cheadle needs to retain a similar leisure offer with improved quality of facilities.

Most people agreed with this priority and the Council has noted Cheadle's view that the leisure centre is in the right location. Many people told us that it was important to keep and improve the swimming pool, a much-valued facility in the town. We will continue to work with consultants to develop proposals for the leisure centre on Allen Street. Everyone will have the chance to see these plans, understand the implications of the centre remaining in its current location and comment on the emerging proposals shortly.

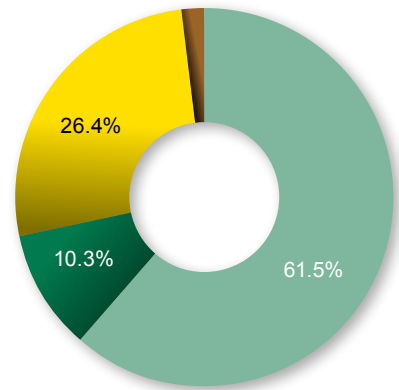


● Agree - 82.9% ● Not sure - 5.4%
● Disagree - 10% ● Skipped - 1.8%

5

Priority five: Integrated services will benefit community health and wellbeing

Over 60% agreed with this priority and it is clear the Community Hospital is an asset to the town. The Council supports the delivery of integrated health and wellbeing services which may include offering shared space in the leisure centre.



● Agree - 61.5% ● Not sure - 26.4%
● Disagree - 10.3% ● Skipped - 1.8%

Update from Midlands Partnership NHS Foundation Trust

Midlands Partnership NHS Foundation Trust has continued to provide a range of outpatient services from Cheadle Hospital as well as running a Covid-19 vaccine study. Beds in the hospital are also being used to support the discharge of patients from Royal Stoke University Hospital.



Midlands Partnership
NHS Foundation Trust

A Keele University Teaching Trust

Three ways you can help Cheadle throughout 2022



Shop local. Be sure to visit, support, spend and spread the word.



Continue to have your say. As plans for Cheadle's Leisure Centre come forward, take a look and tell us what you think.



Keep in touch. Cheadle's future is everyone's responsibility. The Council will continue to be open and transparent about decisions it is making. Let's keep the conversation going.

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