

Parish/District/Town Council	On a scale of 1-10, how important is tourism to your town/village? (where 1 is not very important and 10 is extremely important)	Why do you think that?	What are the main visitor attractions in your town/village? List them in order of importance?	What additional facilities, services or accommodation are needed in your town/village to attract more visitors (day and staying)?	What issues prevent visitors coming, stop them having a good time in your town/village, or restrict new tourism projects?	Do you have any additional comments or suggestions to improve the visitor offer in your town/village and across Staffordshire Moorlands?
Leek	10	Lost its main manufacturing industry in the 1980's and a higher paying employer (Britannia Building Society) more recently, although Leek does retain some industry, tourism will help to fill in that gap	Foxlowe Arts Centre Nicholson Museum and Art Gallery Local independent shops, cafe, markets and pubs Saturday Antiques market and the Sunday Supplement Brough park Leisure Centre Brindley Mill Canals Roaches	Enhanced performance space at Foxlowe Arts Centre, Improve museum experience at the Nicholson Institute, Foxlowe and Nicholson could have a link via an improved piazza outside Moorlands House reception Include a	Lack of investment	A link to the town to the new Heritage Train Station and Canal Marina, A stricter planning code for shop fronts, Open the back of Moorlands House car park to the public to attract more visitors who are here for the markets/activities, Have an archive room and rentable office spaces at

			Rudyard Lake Tittesworth	sculpture trail that includes the Challinor Fountain and the Lion from Alton Towers, Another big hotel Space for campervans		Moorlands House, in reception Self-service coffee machine with a seating area, Signposts for the gallery between Foxlowe and Nicholson, A leaflet called A Week in Leek created by Chris Thompson
Leek	8	Number of visitors that come to blues festival and markets		Better signage, Dropped kerbs, Broader range of accommodation, 2 Day Market of plants, books, antiques	Traffic Parking Poor bus service Lack of Information about events Lack of pedestrians crossings	

leek	10	<p>Lots of shops, buildings and architecture</p> <p>Only town with banks (Cheadle has none)</p>	<p>Market</p> <p>Independent shops</p> <p>Nicholson institute and memorial</p> <p>Pubs and nightlife</p> <p>Restaurants</p> <p>Cafes culture</p> <p>Charity shopping</p> <p>Town crier</p> <p>Peak District</p>	<p>Hotels/Spa</p> <p>Pedestrianised street</p> <p>Tourist information office</p> <p>Evening markets</p> <p>Wedding venue</p> <p>Concert hall</p>	<p>No late night clubs/entertainment (except winking man)</p> <p>Transport</p>	<p>Leek Canal Basin - more brown tourism signage</p>
Leek	10	<p>Bring employment, investment, improvement and regeneration</p>	<p>Markets (Indoor & Outdoor)</p> <p>Heritage</p> <p>Plants around town</p> <p>Arts and culture offer</p> <p>Flags</p> <p>Charity shops</p> <p>Nicholson</p> <p>All Saints</p> <p>Foxelowe</p> <p>Monument</p>	<p>Later opening</p> <p>Better F & B offer</p> <p>Hotels</p> <p>Town Crier</p> <p>Open-air venues</p> <p>Open access</p> <p>public toilets at nights</p> <p>Free parking/low cost</p> <p>Entertainment centres</p> <p>Market place - make event space and street seating</p>	<p>Access issues</p> <p>Low value</p> <p>Traffic</p> <p>Bus routes</p> <p>Unknown</p>	<p>Improve TIC webpage</p> <p>Weekend events</p> <p>Strategy of sheep market - improve pedestrian</p> <p>Traffic</p> <p>Brown signs</p> <p>Car parking (multistorey)</p> <p>Improve Bus station or move it</p> <p>Road access</p> <p>Pedestrians zones</p> <p>Improve notice board</p> <p>Town strategy</p>

Leek	10	Bring money to help Regeneration with improvements and infrastructure	Markets (Indoor & Outdoor) Built Heritage - buildings, churches, history, mills, cafes Rest areas - facilities Unique shops	Clean public toilets with rest areas outside for elderly and parents Cinema Bowling Car parking (multistorey)	Litter Poor planting Poor cycle networks	Activities Better facilities Clean and secure town centre
Leek	4	Bring employment, investment and improved facilities	Totally Locally markets Heritage Countryside nearby	Low cost parking Free parking during events Events and festivals Camping/Caravan tourism facilities	Parks Auditoriums TIC/Apps/Publicity Low engagement from Town Council events	Improve communication with tour operators Provide content in travel magazines Active website for tourism Invite and host influencers Improve notice boards
Leek	10	Bring employment and business opportunities	Blues and Americana Festival Markets	Bus services Signage Camping facilities	Planning issues Parking Accommodation Signage	
Leek South Ward	6	Tourism is very important	Quality independent shops Markets especially Totally Locally	More Accommodation (big chain) Camping, glamping Better bus	Traffic Congestion Parking Lack of hotel accommodation	Tourist Information Centre needs moving back to town centre location Dedicated tourism

			<p>Sunday Supplement Cafes, restaurants, pubs (real ales) Events at Foxlowe and Maud Countryside nearby</p>	<p>service and more accommodating bus station with good toilet facilities</p>		<p>website, not SMDC website Better signage on the canals</p>
Leek North	10	<p>Sharing the great historical significance, markets and independent shops with the visitors is very important for the town's development and community</p>	<p>Historic buildings Monument Art school Library Museum Markets Independent shops Bars and Restaurants Town crier Conservation centre of the town Churches</p>	<p>Improve public transport Improve facilities for walkers and cyclists More accommodation</p>	<p>Poor public transport Poor signage for parking No facilities at bus station Poor access to tourist information Lack of policing and CCTVs at weekends in the evening</p>	<p>Investment in town centre assets and street scene maintenance Support for Totally Locally and business re advice etc. Improve road maintenance Provide support for local history, arts and culture organisations and individuals with talent Overarching platform of environmental protection Council collaboration across town and District</p>

						Information available that is inclusive and up to date
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BIDDULPH

Parish/District/Town Council	On a scale of 1-10, how important is tourism to your town/village? (where 1 is not very important and 10 is extremely important)	Why do you think that?	What are the main visitor attractions in your town/village? List them in order of importance?	What additional facilities, services or accommodation are needed in your town/village to attract more visitors (day and staying)?	What issues prevent visitors coming, stop them having a good time in your town/village, or restrict new tourism projects?	Do you have any additional comments or suggestions to improve the visitor offer in your town/village and across Staffordshire Moorlands?

Biddulph	5	Likes to travel, needs more accommodation	National Trust Biddulph Grange C Park Biddulph Valley Way Old Hall Horse riding moor Mow cop The Cloud	Accommodation Bus service Signage Promotion	Lack of promotion Poor high street offering Accommodation	
Biddulph	6	Nice to see visitors, local people like to show off Biddulph	Vicinity of Three National Trust sites Biddulph Valley Way The Cloud Gritstone Train	Mobile home parking and services Caravan site More accommodation Develop planning regulations of Green Lanes	Accommodation Offers for Cafes/Food Make town hall and frontage events based	Better connectivity network Improve town entrance and broader areas Signage
Biddulph	5	Needs more promotion Biddulph isn't recognised enough on what it offers	Biddulph Grange Gardens Knypersley Reservoir Moreton Hall Biddulph Country Park Mow Cop	More Accommodation Electric parking Cycle routes	Signage Lack of transport links from Leek and Cheadle	

Biddulph	3-4		Biddulph Grange Gardens Biddulph Country Park Knypersley Pool Premier cycling route Walking routes	More Accommodation Bike hire Café hub Town events		Accommodation Bike Hire Café Hub
Biddulph	5	Low population Great benefit for the local businesses	Biddulph Grange Gardens Biddulph Grange Country Park Biddulph Valley Way Greenway Country Park Mop Cop	Accommodation Bus links to other towns Electric parking Cycle hire Campervan parking in town	Lack of accommodation Lack of cafes/restaurant choices	Range of accommodations for visitors Transport links Public transport and cycling
Biddulph	5	Lack of attractions	Biddulph Grange National Trust Biddulph Grange Country Park Knypersley Pool	Accommodation Co-operation with Cheshire border	Lack of accommodation	Budget hotel in the town Biddulph Grange Country Park taken over by BTC not Wildlife Trust
Biddulph	5	Likes to travel, needs more	National Trust	Accommodation Bus service	Lack of promotion	

		accommodation	Biddulph Grange C Park Biddulph Valley Way Old Hall Horse riding moor Mow cop The Cloud	Signage Promotion	Poor high street offering Accommodation	
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			Country Park Knypersley Pool Premier cycling route Walking routes	Town events		
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CHEADLE

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Cheadle	10	Increase employment, investment and improvement	Pugin's Gem Alton Towers Gateway to Churnet Valley Independent shops Wetherspools Nature reserves Fishing	Hotels More restaurants Functioning market Improved public transport Social media promotion Heritage centre Theatre/cinema Tourist information site	Lack of overnight accommodation Poor marketing Poor public transport Lack of investment and council support	A branding of Cheadle as The Gateway to Churnet Valley - increase tourists Celebration activity for Heritage railways and canals Better marketing of the town A connection to access and use Trip Advisor More networking events for businesses

Cheadle	10	To keep the businesses thriving and increase revenues	Peak District Alton Towers Trentham Gardens	Independent retailers Local farmers market	Traffic Road System Lack of car park signs	Merchandised shop - JCB/Alton Towers
Cheadle	10	To help the town thrive	Dovedale Churnet Valley Railway The Catholic Church Peak Wildlife	Crazy golf	Traffic Car park signs	Lower rent to encourage new businesses More local walks
Cheadle	10	To bring more businesses to our pub and b&b, and other local businesses	Pugin's Gem Huntley Wood Blakehall Fisheries	Free parking on the main carpark Parking and transport to and from Alton Towers	Lack of transport links e.g. to Alton Towers Lack of sit-in restaurants Lack of activities for families	
Cheadle	2	Has no attractions for visitors	Pugin's Gem	Few hotels for Alton Towers visitors	Attractions Market Use the church	Hotel for Alton Towers visitors with some low cost/free parking Bank hub Have government officers on High Street

Cheadle	10	Brings new businesses to town	Pugin's Gem Hales Hall/Les Oakes Countryside	Hotels Cocktail bar Branded high street shops Restaurants Free Parking Cash machines	No quality places to eat and drink No secure free parking Too many charity shops Lack of accommodation	Royal Oak building is an eyesore - maybe invest it into a hotel, restaurant, bar
Cheadle	10	To grow the local economy and create opportunities for young people	Alton Towers Peak District Markets Cycling/walking routes Peak wildlife park Tea rooms	Accommodation Public transport Active travel routes Electric charging points More cafes	Lack of electric charging points Lack of accommodation Lack of transport links Poor parking	Bigger focus on eco-tourism
Cheadle	10	Tourism is very important	Leek markets History Entertainment at Foxlowe Antique shops The Roaches 2 Churches Pugin's Gem	Coach parking Coach driver facilities (free lunch) Park and Ride	Not being known	Highlight public footpaths Improve Wedgewood, Moorcroft, churnet railway etc.
Cheadle	6	To help the town financially	Pugin's Gem Churnet Valley Railway Alton Towers Steam Railway & Canals Independent retailers Countryside	Accommodation Local History Information Improve car park signs	Lack of ATMs Lack of bus service	

Cheadle	6	Tourism is very important and needs to be encouraged at every opportunity to keep Cheadle on the map	Pugin's Gem Catholic Church Local independent shops Alton Towers	Improve car park signs from A521 High Street Insufficient night time economy Needs hotels, restaurants and additional entertainment	Car park signs Lack of accommodation Lack of food and drinks Poor road infrastructure Dearth of a simple marketing strategy	More seating areas required Always the least rated town Delayed responses from the council for funding and decisions
Cheadle	10	Lack of employment Lack of knowledge of the town Parking Orientation	Churnet Valley Railway Pugin's Gem	Improve signage and itineraries	Poor car park signs Lack of electric charging points Lack of affordable accommodation Lack of rural public transport Digital infrastructure (fibre)	
Cheadle	10	Tourists bring the revenues to town Cheadle isn't appreciated enough by locals	Pugin Gems Independent shops Creative Cheadle pop-up events Cheadle annual carnival Walking and cycling routes	Affordable hotel Improve car park signs Restaurants Wine bars Public houses Bank hub Information boards	Lack of hotels No big spaces for evening entertainment	Support from the council on organising events and working with community groups

			Alton Towers			
Cheadle	10	Increase employment, investment and improvement	Pugin's Gem Cecily Brook Independent retailers Nationwide cycle route Alton Towers Countryside	Evening economy Accommodation Restaurant Improve public transport Improve car park and tourist attraction signs Cheadle tourism office/information centre with paid staff	Lack of Tourism information Lack of communication with town & district council Improve public transport Zero accommodation	Lack of publicity on Cheadle as it's close to Alton Towers and Peak District Hotel for Alton Towers visitors
Cheadle	10	Have lots of tourists visiting in summer for Alton Towers or the church	Alton Towers Pugin's Gem	Hotels Improve car park signs Improve toilets	Car parking charges Lack of signs Lack of funds	
Cheadle	10	Tourism is important to build by day and night economy. Build the businesses back up	Independent retailers Pugin's Gem Alton Towers	More car park signs More restaurants Cocktail bar Hotels Cash machines ATM's	Lack of signs for parking, need to be clear Lack of hotels No seen or free cash machines	Clean the town More seating required

Cheadle	10	Tourists bring the revenues to town for local people and businesses	Pugin's Gem Alton Towers	Hotels Cash machines Evening entertainment and eateries	Expensive parking charges Lack of accommodation	Spread the money to all towns, not just Leek
Cheadle	10	Increase revenues, promotion of local businesses and growth	Alton Towers Independent shops Leisure centre	More renowned businesses/brands Hotels	Lack of promotion	More online promotion on Cheadle offers Encourage brands to be more modern
Cheadle	8	Increase employment	South Moorlands Leisure Centre Alton Towers	25m/50m swimming pool at Cheadle Leisure Centre, promote to do competitions here - give the town a boost	Lack of places to visit	More promotion towards Alton Towers visitors Creation of local businesses to bring growth
Cheadle	2	Not suitable take away town infrastructure Lack of car parks on High Street Lack of commendation Car parking hours too short - not long enough to go town for food	Alton Towers Church Steam railways Fishing Nature reserves Staffordshire wildlife park Antique centre Independent shops Market	Signage Good quality restaurants Social media promotion specifically focused on Cheadle More accommodations Growth/parking (free or revised hours) High Street furniture	Lack of cash machines Signage Entrance to parking should be off High Street Traffic Market in wrong place	Increase range of accommodation green tourism should be promoted and training provided Less planning restrictions and improve timescales to unlock investment Have a town

						Centre co-ordinator Improve public transport links Improve evening economy
Cheadle	9	Isolated town Bring revenues to shops, pubs, businesses	Alton Towers Pugin's Gem	Hotel - Alton Towers Trade	Early closures on beer gardens Cost of parking	Needs a McDonalds
Cheadle	9	Have lots of passing trades from Alton Towers	Alton Towers Master Potter The Ship Cheadle town and rangers games JCB events	Restaurant - not takeaway or pub Promotion on accommodations More accommodations More entertainment Better public transport	Space restrict projects Anti-social behaviour Early closures from pubs, restaurants Lack of accommodation/ or too far away	Need Kingfisher bus service back
Cheadle	9	Have lots of passing trades from Alton Towers Bring new people to town	The reck Alton Towers JCB events Carnival	More accommodations Fast food restaurant	Lack of accommodation Lack of spaces for attractions Anti-social behaviour	Bus service to other towns

Cheadle	10	Have lots of attractions to show off that no one is aware off	Alton Towers Churnet Valley railway Peak District Uttoxeter racecourse	More accommodations More evening entertainment/activities Cocktail bar, live music More promotion on local attractions	Lack of bars/cafes Lack of accommodation Planning department - need to make it easier for locals	Better transport Bus service to main attractions Leaflets Signs to attractions
Cheadle	10	Lot to offer to visitors and bring revenues to local businesses	Alton Towers Pugin's gem Steam railways Hales Hall Caravan & Camping park	More accommodation Free parking in town centre Promote local attractions		

PARISH

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	important					Staffordshire Moorlands?
Draycott-in-the-Moors	4	No shops Lack of restaurants	2 restaurants Historic church Good public rights of way Church hall Cricket club Tennis club	Café Public transport Transport link to other towns	Traffic No green space (limited) No public toilets	
Brown Edge	7	Lack of shops	Marshes hill Village traditional festivals Old miner tracks Wells	Accommodation Bus service	Church run down Lack of public transport No public toilets	More brown tourism signs pointing to attractions
Kingsley	4		Kingsley Falconry Centre Kingsley Moor Shooting Ground Churnet valley railway	More accommodation Make village halls active Churnet valley celebration with leek/Cheadle	Lack of accommodation	

Boundary	7	Offers air b&b and local pubs	Foxfield railway Alton Towers Peak District National park	Street signs	Lack of road signs pointing to Red Lion pub	Local bus service
Boundary	10	Rely on tourists to keep the business going	Pub Public footpaths Rural location Alton towers	More accommodation More signage to attract visitors to stop and go to Red Lion pub	Lack of road signs pointing to Red Lion pub	Improve footpaths, Better transport links, Planning department - make it easy for locals. Verges need to be mowed to be attractive Clear litter