

APPENDIX



Town Plans

One of the key areas of action in the Staffordshire Moorlands Tourism Strategy are the Towns and Villages.

The Strategy advocates development of bespoke plans for each of the three main towns of Leek, Biddulph and Cheadle which will show how each town can support the delivery of the Tourism Strategy, meet visitors needs and benefit local communities.

While each of these plans should be developed by the local community, we have received a lot of input, thoughts and suggestions from community representatives and businesses as part of this work and there are some emerging areas of focus which are shown here.

TOWN	HIGH LEVEL OBJECTIVES
<p>Cheadle</p> <p>As gateway to the Churnet Valley, the home of Pugin’s Gem and the closest town to Alton Towers, Cheadle has clear opportunities. However it is often overlooked and passed through on the way to somewhere else and the plan needs to find a way to keep visitors in the town for longer.</p>	<ul style="list-style-type: none"> Support accommodation development. Especially family accommodation, serviced and non-serviced. Establish coach parking in a central location to accommodate groups and tie in with the experiences such as St Giles Church. Strengthen links to walks and cycle trails and improve the sustainable tourism offer. Develop the evening economy, making use of vacant premises and improve animation of the town across the day and into the evening. Stay focussed on essential facilities such as signage, toilets, parking, street cleaning.
<p>Biddulph</p> <p>Biddulph has excellent attractions outside the town centre and is between Stoke-on-Trent to the south and Cheshire to the north. The towns dynamism is exemplified by the events that it delivers.</p>	<ul style="list-style-type: none"> Develop accommodation including campervan and camping sites and functional serviced/budget accommodation. Improve signage and links to greenways and active travel opportunities and where possible use these to improve sustainable travel choices to nearby attractions. Build the towns events programme to strengthen animation. Also, enhance promotion of the town through distribution of literature and other advertising. Improve the food and drink offer to encourage visitors to spend time and money into the evening.
<p>Leek</p> <p>A town with many heritage buildings and a gateway to the Peak District, Leek has a strong offer for visitors with food, drink, accommodation, entertainment and is close to major natural and built attractions.</p>	<ul style="list-style-type: none"> Improve active travel links to the nearby countryside for both cyclists and walkers. Build a stronger reputation for ‘local’ food and drink through markets and cafes and restaurants. Help visitors move around the town easily with great signage and strengthen links from the town centre to the canal and proposed railway. Strengthen animation across the day and into the evening with improved markets, events and food and drink. Grow the accommodation base to serve visitors to Staffordshire Moorlands.



Alton Towers

Alton Towers is a major driver for visits to Staffordshire Moorlands.

The Strategy proposes close working with Alton Towers to establish it as a stronger 365 day a year resort and to ensure that it brings clear benefits to the surrounding community and destination.

Linking up experiences outside the resort pay barrier will be a major test of the success of the approach.

ACTIONS	HIGH LEVEL OBJECTIVES
<p>Masterplan</p>	
<p>A shared 10 year masterplan that accelerates the development of projects and investment which can help achieve the objectives of creating a 365 day a year resort.</p>	<ul style="list-style-type: none"> ■ TO BE CONFIRMED ■ TO BE CONFIRMED
<p>Management</p>	
<p>Finding solutions to the challenges such as active travel links, employee housing, water supply and public transport.</p>	<ul style="list-style-type: none"> ■ TO BE CONFIRMED ■ TO BE CONFIRMED
<p>Joined-up offer</p>	
<p>Widening the offer to include links to surrounding experiences and accommodation.</p>	<ul style="list-style-type: none"> ■ TO BE CONFIRMED ■ TO BE CONFIRMED

