



Cheadle
Staffordshire



Cheadle Town Centre Final Masterplan Report

Appendix 1

Consultation Report

May 2010



APPENDIX 1 - CONSULTATION REPORT

Introduction

- 1.1 BE Group, in conjunction with Taylor Young and Aecom, have been commissioned by Staffordshire Moorlands District Council (the District Council), Advantage West Midlands (AWM) and Staffordshire County Council (SCC) to produce a Town Centre Masterplan for Cheadle.
- 1.2 The Masterplan will inform the preparation of the Local Development Framework (LDF) and will be adopted as a Supplementary Planning Document (SPD).
- 1.3 Consultation has formed a key part of the Masterplan process. National Guidance and the District Council's Statement of Community Involvement, adopted in 2006, promotes community involvement at every stage and area of planning, encouraging all sections of the community to take the opportunity to become actively involved in shaping Cheadle Town Centre. Early consultation allows the community to identify key issues and options for the Masterplan.

1.4 This report outlines the methodology and key findings of the consultation process. The aim was to engage residents, businesses and relevant agencies to help shape the future of the development of Cheadle Town Centre.

1.5 As stated above the District Council has identified the intention to adopt the Masterplan as a SPD. This Masterplan has therefore paid due regard to guidance in PPS12 to provide an appropriate level of consultation. In the preparation of a Development Plan Document, such as a SPD, due weight has to be given to the community's views.

1.6 From the outset of the commission, the ongoing engagement of a range of interested parties has influenced the Masterplan. It has informed the baseline assessment, the draft strategic objectives and emerging options, and has contributed to the option selection. It has also helped the understanding of the key issues the Masterplan has to address.

Methodology

1.7 In line with the District Council's SCI, the aim of the consultation process has been to engage a wide range of community, business and public agency representatives in each stage of the Masterplan production.

1.8 From the initial commissioning meeting with the District Council and AWM it was agreed that at each stage there would be a public consultation event and workshops to involve the District Council's Councillors; key stakeholders and Cheadle Business Group. Engagement has therefore involved the following:

Baseline Assessment

- Town Centre Business Survey - 7th August 2009
- Public Launch, Market Place and Guild Hall – 11th August 2009
- Stakeholders Workshop – 3rd September 2009
- Councillors Workshop – 3rd September 2009
- Cheadle Business Group Workshop – 10th September 2009.

Design Options

- Councillors Workshop – 30th September 2009
- Stakeholders Workshop (including Cheadle Business Group) 30th September 2009
- Public Consultation, Market Place and Guild Hall – 13th October 2009.

Draft Masterplan

- Councillors Workshop – 3rd December 2009
- Stakeholders Workshop (including Cheadle Business Group) – 3rd December 2009
- Public Consultation, Bethel Chapel – 8th December 2009.

1.9 At each stage details of the public consultation exhibition material, as well as comments sheets/questionnaires were put onto BE Group's website. This enabled them to be downloaded and feedback provided by either post or email. The exhibition boards were also left as unmanned displays in Cheadle Library for two weeks at the Baseline Assessment and Design Options stages. The Draft Masterplan material was also exhibited at both the Library and Staffordshire Moorlands Leisure Centre for a one month period.

Town Centre Business Survey

7th August 2009

1.10 BE Group approached 109 businesses in the town centre, of which 45 (41 percent) completed a survey that sought their views on what they felt were the good and bad features of Cheadle and how they considered Town Centre trade could

be increased. The main findings of the survey are summarised in Appendix 1.

Public Launch

11th August 2009

- 1.11 The purpose of the launch was to raise awareness of, and engage residents in, the Masterplan process. Attendees were encouraged to contribute comments to the baseline assessment, including views and information on a number of topic areas.
- 1.12 In all 71 completed forms were returned to BE Group, comprising 418 comments. The topics attracting the most number of comments were Access (18 percent) and the Retail Offer (17 percent). A further 11 percent of the comments related to the indoor and outdoor market. Linked to these topic areas, the most frequently mentioned issues and opportunities were the need to improve Cheadle market; to generate a better range of shops; to invest in better public toilets, and to address traffic congestion within the Town Centre (especially High Street). Appendix 2 contains the full schedule of comments.

Councillors Workshop

Stakeholders Workshop

3rd September 2009

- 1.13 The purpose of these two workshops was to explain the role of the Masterplan, the process and progress so far, to present the baseline findings and introduce the draft strategic objectives and emerging strategy themes. Both workshops discussed and collated comments on Traffic and Access, and the Opportunity Sites defined in the study brief.
- 1.14 The Councillors workshop was attended by District and County Councillors with an interest in, or responsibility for, Cheadle. The Stakeholders Workshop attracted Councillors from Cheadle Town Council, local businesses and community interest group representatives.
- 1.15 Notes of the two workshops are included at Appendix 3.

Cheadle Business Group Workshop

10th September 2009

- 1.16 This event gave the Cheadle Business Group an opportunity to comment on the initial baseline findings, as well as offer new ideas to consider as part of the Masterplan. The Workshop generated a number of specific concerns – the

future of the Market Place; pedestrian severance issues within the Town Centre; the need to improve the visitor and evening economy offers; the importance of considering wider-area links. The workshop notes are set out in Appendix 4.

Design Options

- 1.17 Further workshops were held at the end of September to discuss the consultants' design options in terms of the overarching vision and strategy, and the eleven opportunity sites. The latter comprise the ten identified in the commissioning brief plus the Penny Lane Mall area which emerged during the baseline assessment.

Councillors Workshop

Stakeholders Workshop

30th September 2009

The workshops tested the initial options for the Opportunity Sites and projects within the Town Centre. They gathered views, feedback and further ideas on these initial options and used the group discussions to inform priorities for Cheadle Town Centre.

- 1.18 Notes of the workshops are detailed in Appendix 5. Feedback from Councillors included advice that some

opportunity sites' boundaries should be amended to more accurately reflect ownerships and the development potential. Stakeholders drew attention to access and movement issues, particular concerns about future uses for the Market Place and former Job Centre sites, and the public realm strategy.

Public Consultation Event

13th October 2009

- 1.19 Council officers and consultancy staff held the public consultation event on 13th October. This was widely advertised in advance, through the local media and use of posters and leaflets. The event was attended by over 100 attendees, who were invited to comment on the draft options. The consultation material was put onto BE Group's website, and also left as an unmanned exhibition at Cheadle Library for a further two weeks period.
- 1.20 Some 48 completed questionnaires were returned to BE Group. Appendix 6 summarises the content, which shows the preferences for uses associated with each of the opportunity sites. Appendix 6 also sets out the sites scoring, based on the top five site rankings of those who completed this element of the questionnaire.

1.21 The responses identified the Wheatsheaf/Lulworth House Area and the former Job Centre sites as the sites for priority action, followed by the Market Place and Tape Street Car Park Area. The exemplar projects included in the Masterplan reflect these preferences.

Draft Masterplan

Councillors Workshop

Stakeholders Workshop

3rd December 2009

1.22 These workshops were used to present the draft Masterplan and to debate and agree the vision, regeneration objectives and preferred options to be incorporated. The Stakeholders Workshop also included representatives of Cheadle Business Group. Feedback from these workshops is detailed in Appendix 7.

Public Consultation Event

8th December 2009

1.23 This community drop-in exhibition was overseen by Council Officers and representatives of the Masterplan consultancy team. The exhibition material consisted of nine boards which

outlined the proposed uses for each of the opportunity sites, explained the criteria against which they had been tested, and invited comments for or against the proposals. The boards also included descriptions of proposed enhanced streets, new squares, access and movement, to invite comments on the proposed public realm and transport frameworks.

1.24 The draft Masterplan was left as an unmanned exhibition at both the Library and Staffordshire Moorlands Leisure Centre for almost 4 weeks following the drop-in event. Again it was available to be viewed on BE Group's website.

1.25 46 completed questionnaires were received, and these are summarised in Appendix 8. Appendix 8 also included a summary of specific responses received from property owners, their advisers and other organisations.

Discussions with Key Property Owners

July 2009/February 2010

1.26 BE Group undertook a number of discussions with land and property owners in the Town Centre who are potentially key to the implementation of elements of the Masterplan. These included the public sector, businesses and private investors and their advisors.

1.27 The primary purpose of this consultation was to gather information specific to the land and property owners' future needs and aspirations. A number of issues and opportunities were highlighted and these were input into the Masterplan at the baseline, options appraisals and draft Masterplan stages.

1.0 SUMMARY OF KEY ISSUES

Broadening the Retail Offer

2.1 The need to broaden the range and types of shops in Cheadle was a common theme for the community and stakeholders. 'The town needs a better range of shops'... 'Cheadle lacks clothes shops'... 'Cheadle needs more good quality shops' were frequently used comments. The business community also echoed the concerns about the lack of variety in Cheadle's Town Centre retail offer.

2.2 On balance, the business community felt that the introduction of Morrisons had had a beneficial effect, raising the awareness of the town's retail offer as well as increasing trade.

Creating a Vital and Viable Town Centre

2.3 A common theme was the need for restaurants and cafes to develop Cheadle's night-time economy and create a lively Town Centre after dusk. Support for the introduction of office uses in the Town Centre, along with a broader range of activities and facilities, indicated endorsement by all groups for a more vibrant and vital Town Centre. Significant concern was expressed about the status of the indoor and outdoor

markets and their concerning contribution to Cheadle's 'historic market town' designation.

Managing Traffic and Parking

2.4 Traffic movement through and around the Town Centre was a universally highlighted issue. Congestion, the inadequacy of the current one-way system, and competing traffic issues on narrow streets were concerns. Businesses in particular expressed concern that, whilst the larger format supermarkets have free customer parking, this is not the case for the rest of the Town Centre – and so a disincentive for shoppers.

Improving Links and Movement in and around Cheadle

2.5 Comments from businesses and the community alike suggested the importance of better pedestrian links to encourage pedestrian flows from locations such as Morrisons to High Street; to create a better retail circuit that serves both ends of High Street.

2.6 Solutions were suggested that included better signage, improvements to the road network, pedestrian crossings or footpaths.

Developing the Visitor/Tourist Sector Potential

- 2.7 A common theme was the support for attracting and keeping visitors in Cheadle. More needs to be made of the iconic Pugin's Gem, including enhancement of its setting and accessibility. There needs to be more supporting infrastructure – more accommodation, cafes, restaurants, a heritage centre. A hotel could also serve the Alton Towers market, drawing further spends into the local economy.

Enhancing the Townscape of Cheadle

- 2.8 A broad theme that cuts across all the consultation results was support for the enhancement of Cheadle's townscape. Public realm requires investment, especially in the Market Place, Central Car Park Area off Tape Street, High Street, and around St Giles RC Church. The redevelopment or regeneration of some vacant or underutilised sites and premises gained support from all sectors of the consultees.

Town Centre Champion

- 2.9 There was universal recognition of Cheadle's strong community spirit. This is evidenced by the town's Britain in Bloom gold medal success. This spirit needs to be captured for the Town Centre Masterplan. A champion will be required

who understands the local community's needs, to lead forward the Masterplan projects.

Opportunity Sites

- 2.10 The Baseline consultations generated views and additional information about the ten opportunity sites detailed in the Masterplan brief. As a consequence an additional site, Penny Lane Mall, was included because of the opportunity to create better linkage between the High Street and Central Car Park Area. The boundaries of four other sites were extended to reflect ownerships or the inclusion of adjoining land or property.

Conclusions

- 2.11 In summary there was generally a positive and enthusiastic response to the idea of Cheadle Town Centre undergoing a transformation, with support for the consultant team's proposals. The community agreed Cheadle needs to offer more in the way of shopping and visitor attractions as a way of drawing more visitors to the Town Centre. There was support for generating a better evening economy; a greater range of shops and restaurants' and for significant change to create a focal point at the heart of the Town Centre.

- 2.12 There was strong support for public realm improvements, particularly along High Street, Cross Street and the Central Car Park area. There is desire by all groups for making these areas, together with Tape Street, more pedestrian-friendly.
- 2.13 A major theme was the need to reduce severance by improving pedestrian links between different areas of the Town Centre, and especially to better connect the traditional retail area with the larger format food supermarkets east of Tape Street.
- 2.14 There were general comments about the need for more and better public transport, and to address current problems of movement around and access to the Town Centre.
- 2.15 The above key issues were taken forward into the Design Options, consulted upon and then incorporated into the draft Masterplan. They have formed the strategic objective, vision and regeneration themes for the Masterplan strategy.

APPENDIX 1

CHEADLE TOWN CENTRE BUSINESS SURVEY

Town Centre Business Survey

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.

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 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.

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*

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.

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

Analysis

Tenure

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

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.

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

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.

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

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

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.

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

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

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

The Good Features of Cheadle

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 the table opposite. Some businesses gave more than one answer.

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

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 the following table. Again, some businesses gave multiple answers.

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
Lack of support from the District Council	2
Not enough short stay parking	2
Ugly shop fronts	2
Not enough bins	1
Poor public toilets	1

Bad Feature	Number of businesses commenting
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

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. 75 percent of them feel trade has fallen.

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

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.

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
More national retailers	5

Suggestions	Number of businesses commenting
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 The District Council and community	1
Total	86

Source: BE Group, 2009

Suggestions to Improve the Town Centre's Appearance

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.

Suggestions to Improve the Town Centre's Appearance

Suggestions	Number of businesses commenting
Fill empty shops	12

Suggestions	Number of businesses commenting
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

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.

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

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 states 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

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.

APPENDIX 2

**PUBLIC LAUNCH 11 AUGUST 2009
FEEDBACK OF COMMENTS RECEIVED**

Cheadle Town Centre Masterplan

Launch Day - Tuesday 11th August 2009

Market Place 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, 1 via email

Comment Category	Tally
Access - The town centre gets very congested	12
Access - A bypass is needed	10
Access - High Street should be pedestrianised	10
Access - The one-way system is not working	9
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 / Public Realm - The towns roads and pavements are in bad condition	4
Community - There is great community spirit in Cheadle	10

Comment Category	Tally
Community - Cheadle needs a community centre (1 person suggested at the Lightwood site)	9
Community - There needs to be more for young people to do - shops/activities/etc	8
Community - Market place should be town square	8
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

Comment Category	Tally
General - Leek/Ashbourne/Uttoxeter 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 the District Council'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
Housing - New housing development is a big concern	5
Housing - Build more houses - increase the population	1
Leisure - Cheadle needs more leisure activities, e.g. bowling alley/cinema, etc	9
Leisure - Cheadle needs more good quality pubs/restaurants	4
Leisure - Cheadle lacks evening life	2
Market - The market could be moved to central car park	4
Market - Cheadle market needs improving/more stalls/more events	20

Comment Category	Tally
Market - Cheadle market used to thrive	7
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	2
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 - Indoor market has not improved, despite recent redevelopment	3
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 Street car park is very well used and is vital for the health of the town - don't redevelop	2
Parking - Tape St Car park is underutilised	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
Planning - Businesses suffer from unfair planning decisions e.g. shop fronts	3
Police - Police should move to the old Lightwood nursing home site	3

Comment Category	Tally
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
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	19
Retail - Cheadle lacks clothes shops	10
Retail - Cheadle needs more good quality shops	6
Retail – The District Council 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)	2
Retail - Local people are not shopping in the town	2
Retail - a footfall survey is needed	1
Retail - Cheadle needs more national retailers	1
Retail - Cheadle needs more specialist shops e.g. a fishmongers, delicatessen, etc	1

Comment Category	Tally
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)	14
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
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 could be promoted as 'Gem of the Moorlands' (similar to Leek)	1
Total Comments Received	418
Number of Comments Forms Completed	71

APPENDIX 3

**COUNCILLORS BASELINE WORKSHOP
STAKEHOLDERS BASELINE WORKSHOP
3RD SEPTEMBER 2009**

Cheadle Councillors Workshop – Key Comments

Attendees:

County Councillor Mike Mayal	Cheadle & Checkley Division
District Councillor Fa Alcock	S E Ward
District Councillor & Town A Banks	Cheadle West Ward
Councillor Barbara Hughes	Werrington-Washerwall Ward
Councillor Gill Burton	Forsbrook Ward
Councillor Peter H Warrillow	Cheadle West Ward
Councillor Julie Bull	Cheadle Town Mayor
County & District Councillor Barrie Mycock	Churnet Valley Ward & Cheadle North East
District Councillor Stephen Ellis	Portfolio Holder Planning

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
- Improve pedestrian linkage to St Giles RC Church from Tape Street car park.
- Make Tape Street one-way or reverse the one-way system.
- Parking on pavements a problem.

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.
- Recommendations 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. Also introduce small ‘lock up’ shops to be owned by the Council.
- Recommendation for Market Square – build up the square as a festival/event venue for Cheadle.
- Recommendation for Market Square – The District Council should purchase the outdoor market and develop it better including collapsible stalls that could be removed to allow other uses on the space. Market Square – The outdoor market stalls are not meant to be permanent according to the Market Charter.
- 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. The District Council was 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 a 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. In any event better use could be made of this space.

- 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. Also accommodate a relocated market.
- Recommendation for Job Centre Site – Would be perfect for the Police.

Other Points

- Key property owner, especially on High Street, is Serraine Properties Ltd (Archway House, 11 Cross Street, Cheadle ST10 1NP – 01538 754475).
- 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.

- Town needs restaurants/cafes e.g. possibly at Market Place, and to be visible to visitors.
- Rents are not competitive; shop front improvements have been used as an excuse to increase rents.
- The Cross (top of Cross Street) is the centre of town.
- Need more hotel space in the town centre, also need better evening food offer.
- Need to better promote St Giles RC Church.
- Need to improve links with the Churnet Valley.
- Need more furniture and clothes shops.
- Few people walk the entire length of High Street.
- Need to attract more young mothers.
- Trade lost to Longton Tesco, Hanley, Nottingham, Manchester and Ashbourne.
- No linked trips between the supermarkets and High Street
- Victoria Tea Rooms, Moorland Walk is a good quality tea shop, but is presently hidden down a side street.

Cheadle Stakeholder Workshop – Key Comments

Attendees:

Councillor I M Lingard	Cheadle Town	01538 756392 lingardian@btinternet.com
Councillor R S James	Cheadle Town Council	01538 755424
Councillor Ian Whitehouse	Cheadle Town Council	lanwhitehouse87@btinternet.com
Councillor Ron Locker	Cheadle Town Council	Ron_locker@sky.com
Judith Stoddard	Stoddards Ltd	01538 752253 Judith.stoddard@stoddards.co.uk
Adrian Barker	ACB Hydraulic Ltd	01538 756314
John Smith	South West Action Team	jolysmith@talktalk.net
Ray Wood	Cheadle Town Council	07970 336906
Gerald Willard	Willard Willard Ltd For: JP Properties Stoddards	01889 507423 Gez.willardwillard@btinternet.com
Dr Duncan Mather	Cheadle Civic Heritage Trust	ccht@cheadle-staffordshire.org.uk

Traffic and Access

- In general highway changes have made traffic flow worse. Need to address wider area transport issues.
- 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. Also 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 has 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.
- The free parking at the beginning and end of the day fits in well with collecting and picking up children from local schools.
- Illegal and disabled parking causes problems on High Street could be addressed by making the street two-way again. Some suggested pedestrianisation of High Street but other felt pedestrianisation would cause major problems.
- 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.
- Consider restricting access into/through the town centre for HGVs (e.g. Leek Road/High Street)
- Consider removing buses from High Street, although this may reduce trade.
- Need to put disabled spaces near the top of Central Car Park.
- High Street highly congested at 9am and 4pm. It takes 8 minutes to travel the length of it at these times.

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 the population recycling centre. This site could accommodate the Police.
- Carlos Close – use the vacant land here as part of a bypass for Watt Place.
- Well Street Car Park - An application for a petrol station was refused here.

- Market Square – No incentives given to stallholders to attract them.
 - Market Square – The income from the market is negligible; if stalls have to be put up and taken down each day then costs are increased.
 - Market Square – Children play on the stalls of the outdoor market at night (health and safety issue).
 - Hurst's Yard – Planning application shortly to be submitted for Hurst's Yard. The proposal will include 14 apartments and interpretation facilities linked to St Giles RC Church. Vehicular access will be from Meadow Drive, with some land donated to St Giles School for playing field. Scheme may also include a s106 for road and pedestrian access improvements around St Giles Church.
- 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 – especially to NW of the town.
 - 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 – an unappealing aspect for visitors.
 - 1,300 houses are proposed for Cheadle and will impact on traffic. But a new bypass would help with this.
 - Consider links between High Street and the country park to the NW of the towns.
 - Create better space around St Giles RC Church, including urban green space.
 - Individuality of Cheadle should be maintained.
 - Hotel and conference/facilities are required, as are community space facilities.
 - Relocate, back to central car park area, the recycling facilities now at Well Street.

- A community facility was planned for a site behind the clinic and adjacent to leisure centre (outside of study area boundary)
- Need to better market Cheadle and its attractions (e.g. Cheadle in Bloom and St Giles RC Church)
- St Giles Church is in the book '1001 things to see before you die'.

APPENDIX 4

**CHEADLE BUSINESS GROUP BASELINE WORKSHOP
10TH SEPTEMBER 2009**

**Leek and Cheadle Town Centre Masterplans
Notes of Meeting - 10th September 2009**

Cheadle Business Group Workshop

Present: Greta Williamson A H Brooks Solicitors
 Dave Sergeant Ventus Sports & Leisure
 Sue Tighe Crafty Urchins
 Ivan Wozniak Potters Friend
 Kay Mitchell Cheadle Civic Heritage Trust
 Perry Wardle THE DISTRICT COUNCIL
 Peter Crompton BE Group
 Richard Green Taylor Young

1.0 Observations/Questions relating to Baseline Presentation	
	<ul style="list-style-type: none"> Cheadle vacancy rate has been static at existing high level for last 10 years – and it has been the same properties staying vacant. New housing will have impact but belief is 1300 plus homes will only generate circa 1500 new population because many will already be sharing homes in the town. Town lacks a 'heart' at the moment. Wheatsheaf should, along with Lulworth House, be turned into a community/civic space to include TIC/heritage centre/meeting rooms, with car park land to rear being created as green space (lacking now in town centre). Library isn't big enough at the moment – could this go with the Wheatsheaf site.

2.0 Comments from the Workshop	
	<ul style="list-style-type: none"> Wheatsheaf building layout is inappropriate/inefficient for modern day hotel business.
	<ul style="list-style-type: none"> Market Place – could be better used community space. Could still function as a market but replace stalls with type used at Uttoxeter (easily dissembled and stored). Former Job Centre Site – occupation by the Police seen as wasted asset. Site would be better serve the town as mixed-use modern ground floor retail with modern offices above. Pedestrianisation – majority supported principle of High Street being pedestrianised (also receptive to testing idea of 'naked street' approach – no road markings; no differential surfaces; no traffic signs). Suggested Cross Street also be considered for pedestrianisation. Pedestrian crossings – need to consider re-positioning/new provision in key locations: <ul style="list-style-type: none"> St Giles RC Church Northern end of High Street Across Tape Street car park Hotel provision – Mark Kerrigan (Alton Towers) has stated that even with third hotel at Alton Towers there is sufficient need to deliver an hotel in Cheadle. Site solution, if new build budget hotel to be attracted, suggested as either Well Street car park or above retail on Tape Street. Need to test patronage and locations with Mark Kerrigan.
	<ul style="list-style-type: none"> Need to engage with JCB. Although company is major employer, it has no engagement with Cheadle. Way to

get them to the table might be to tell them, thoughts are of restricting HGV movements through the town centre.

- Need for 'family offer' evening venue.
- Vital to improve 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.
- If market is to relocate, then utilise small car park to rear of Chapel Street that forms an element of central car park area.
- Retail circuits must recognise both ends of the High Street. New development to northern end of Tape Street car park could create this circuit by generating links through Penny Lane Mall site.
- Pedestrian routes and related signage are needed. Better connection between Morrisons and High Street.
- Consider wider area links e.g. Churnet Valley Corridor; new housing locations and possible bypass.

APPENDIX 5
COUNCILLORS DESIGN OPTIONS WORKSHOP
STAKEHOLDERS DESIGN OPTIONS WORKSHOP
30TH SEPTEMBER 2009

Cheadle Town Centre Masterplan – Design Options

Councillors Workshop

30th September 2009

Present:

Cllr. Richard Alcock	
Cllr. Peter Warrilow	
Cllr. Julie Bull	
Cllr. Stephen Ellis	
Perry Wardle	The District Council
Michelle Wallace	The District Council
Victoria Heath	The District Council
Peter Crompton	BE Group
Richard Green	Taylor Young
Nick Overnell	Aecom

1.0.	Initial Observations Arising from the Design Options Presentation
1.1.	Some concern about demolition of the Market Hall, in view of recent past expenditure on the building.
1.2.	Agreement that the Market Square is an underused asset.
1.3.	What happens to the existing businesses within Hurst's Yard, where do they go?
1.4.	Although Penny Lane Mall is not in the top five sites it has important linkages to High Street and Central Car Park that make it worthy of more detailed consideration.
1.5.	Carlos Close site boundary should be amended to include further land owned by Moorlands Housing, but which is

	leased to adjacent house owners as garden space.
1.6.	As the town grows there will be need for more, rather than less, parking provision. There is need for coach parking as well.
1.7.	Do not see Cheadle as complementing Leek. No one comes from Leek to Cheadle
1.8.	Illegal parking on Market Square is not addressed. Something needs to be done by the District Council
1.9.	Planning consent has been granted for 5 houses on land between Post Office and Wheatsheaf. (RY requested details of the application).
2.0.	Draft Vision
2.1.	Agreed the statement captures 'where we are and what we want to do'.
3.0.	Public Realm Strategy
3.1.	Public square would work well at north end of Tape Street Car Park.
3.2.	Need to rationalise the existing pedestrian links through to Tape Street Car Park from High Street – several in close proximity, but not of quality.
4.0.	Opportunity Sites
4.1.	Market Place <ul style="list-style-type: none"> • Will there be public acceptability to the idea of the Market Hall demolition • Though it is the top ranked site this does not necessarily mean the market has to remain there • Re-word Option 2 to state 'demolish existing Market Hall'.

4.2.	<p>Wheatsheaf</p> <ul style="list-style-type: none"> • Seen as the key site for the town, with massive potential in terms of uses, linkages • Important to include Police Station buildings • Not convinced there is sufficient demand to sustain a heritage centre function. • Historical Society looking at the Police Station buildings
4.3.	<p>Central (Tape Street) Car Park</p> <ul style="list-style-type: none"> • The retail capacity study (and new supermarket idea) pre-dates Morrisons investment. So there is not now the same scale of need for more convenience floorspace in the town • Re-define the Tape Street frontage with buildings, rather than just a car park wall • Is important to keep B&M (has brought trade into the town centre) but would welcome idea of re-orientating the building and this could help resolve the servicing arrangements.
4.4.	<p>Carlos Close</p> <ul style="list-style-type: none"> • Issue around the height and type of new housing units on the site because of the domination of existing bungalows/old people accommodation around the site.

Cheadle Town Centre Masterplan – Design Options

Stakeholders Workshop

30th September 2009

Present:

Brian Forrester	Cheadle Historic Society
Cllr. Ivor Lucas	Cheadle Town Council
John Smith	Master Potter Resident Chair, SWAT
Jennifer Moreton	Willard Willard Planning
Gerrard Willard	Staffordshire Police
Neil Sherratt	Staffordshire Police
Neil Bullock	CCHT
Ray Mitchell	CCHT
Duncan Mather	SMDC
Perry Wardle	SMDC
Michelle Wallace	BE Group
Peter Crompton	Taylor Young
Richard Green	Aecom
Nick Overnell	

1.1.	Initial Observations From Presentation
1.10.	How does the Masterplan take account of the Conservation Area status, as this must inhibit development? RG response – will respect the existing building designations, but the Masterplan will challenge CA status and come up with uses that can sustain the buildings. Modern Cheadle has to respond to contemporary solutions.
1.11.	Accept has to be sympathetic change within the town, but must retain its historic integrity which gives it

	distinctiveness.
1.12.	Whilst would be wrong to fossilise the town, at present the concern is that the District Council does not exercise the control it could/should.
1.13.	Happy to see modern uses and architecture within the town.
1.14.	Concern about the diminished qualitative retail offer of the town centre. Not necessarily about premium brand national retailers being absent, but about quality independents.
1.15.	Issues of access into the town – congested, difficult to orientate – and thus is a deterrent to returning visitors
2.0.	Draft Version
2.1.	Concept is acceptable. Following comments were made: <ul style="list-style-type: none"> • Want to nurture and grow local retailers • 'potential' for fine public spaces
3.0.	Public Realm Strategy
3.1.	Everything happens off the back of Tape Street Car Park – it is crucial to the strategy. Determine desire lines across it; green them; public sector commitment to demonstrate to the private sector that it is committed to raising standards.
3.2.	Welcome idea of developing green links to Cheadle Park. It is important to utilise such as existing asset, rather than invent something.
2.2.	Access and Movement
2.3.	Remove bus stops and route from High Street. This may only inconvenience route from Blythe Bridge. Take buses

	onto Tape Street Car Park area. Any concerns about High Street businesses can be countered by fact when there was a bus station it was even further away.
2.4.	High Street has seen increased levels of illegal car parking since the loss of the vehicular access into Tape Street car park from the High Street (Greyhound Walk?). Is it possible to re-introduce a link?
2.5.	Cross Street should be taken out of use for vehicular traffic. Accept it acts as release valve to avoid traffic having to go along the whole of High Street – but has more potential as pedestrian approach to St Giles RC Church. Could Bank Street be widened as an alternative solution to take this traffic?
3.3.	Opportunity Sites
3.4.	<p>Market Place</p> <ul style="list-style-type: none"> • Main problem is the poor existing management. Resolving this could be an early win • Improve the environment (surface treatment, removal of market stalls when the market is not in use) • Why try and sustain a failing market. If it is not working then let it go. Modern markets now challenged by 'pound shop' sector – not just a cheap purchase solution. Can it be re-invented? • Times have changed; market could now be physically wrongly sited. Could be better suited to Tape Street Car Park location.
3.5.	<p>Former Job Centre Site</p> <ul style="list-style-type: none"> • Police Station cannot exist above retail, and whilst this is preferred location, understand it is also competing opportunity to create new modern retail

	and office space. Whilst Well Street Car Park is 'second best', would consider this solution. Neil Bullock will provide more detailed accommodation schedule specification so site can be capacity tested.
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APPENDIX 6

**DESIGN OPTIONS
PUBLIC CONSULTATION EVENT
13TH OCTOBER 2009**

Cheadle Survey Analysis
Preferred Options – Based on 48 Completed Questionnaires

Site	Name	Potential Option/Use	Total Votes	Didn't answer	Other	Suggested Other Use
1)	Cheadle Council Offices, Leek Road	Offices	29	1	3	Community Centre and move library back – 1 Social services/community services – 1 Interpretation/Cultural Centre & Residential - 1
		Residential	15			
2)	Lightwood Area	Refurbished Residential (Extra Care)	35	4	-	-
		New Build Residential (Traditional)	9			
3)	Well Street Car Park Area	Police Station & Car Parking	22	8	5	Leisure – cinema/bowling, etc -1 Retail – 2 Retail and Parking - 1 Petrol Station – 1
		Offices & Car Parking	13			
4)	Former Job Centre Site	Police Station	30	3	1	Youth Facilities - 1
		Retail & Office	12			
		Hotel	2			
5)	Hurst's Yard Area	Workshops & Open Space (Current Uses Remain)	20	6	-	-
		Refurbished & New Build Residential	22			
6)	Carlos Close Area	Refurbished & New Build Residential	19	7	12	Bungalows only – 4 Retirement homes/homes for elderly - 1 Extra Care - 1 No new build – 2 Keep as it is – 3
		New Build Residential	10			
7)	Market Place	Indoor & Outdoor Markets Refurbished	26	5	3	Keep as it is – 2 Rebuild market at sides of square - 1
		Indoor Market Refurbished for Other Uses & New Public Square. Market Relocated	6			

Site	Name	Potential Option/Use	Total Votes	Didn't answer	Other	Suggested Other Use
		Market Demolished & Relocated. New Building for Different Uses & Larger Public Square	8			
8)	Wheatsheaf Hotel & Lulworth House Area	Hotel, Leisure & Public Space	33	5	4	Park and retail – 1 Garden/Park – 2 Hotel, leisure and cultural centre - 1
		Interpretation/Cultural Centre & Residential	6			
9)	Tape Street Car Park Area	Refurbished & New Retail, Offices, Public Space, Relocated Market & Car Parking	11	4	7	Keep as it is – 2 Multi-storey car park – 1 Retail only – 3 Less Parking and more open space - 1
		New Retail, Offices, Public Space & Car Parking	26			
10)	Depot off Leek Road	Employment (Offices/Industrial)	17	4	1	Bus Station and Tourist Information Centre – 1
		Residential	26			
11)	Penny Lane Mall	Refurbished & New Retail	22	5	2	New retail only – 1 Demolish all these buildings - 1
		New Build Retail & Community Services	19			

In addition:

- 57 questionnaires not filled in properly (only talk about Carlos Close).

Cheadle Survey Analysis

Site Ranking – Based on 37 Completed Questionnaires

Site Ref	Name	Rank					Total Score	Top 5
		A	B	C	D	E		
		5	4	3	2	1		
1)	Cheadle Council Offices, Leek Road	I	II	IIIIII	III	IIII	44	5
2)	Lightwood Area	II	III		IIIIII	IIII	38	
3)	Well Street Car Park Area	III	III	II		I	34	
4)	Former Job, Centre Site	IIIIIIII	IIIIII	III	IIIIIIIIII	II	102	=1
5)	Hurst's Yard Area	IIII	I	II	I	IIIIII	38	
6)	Carlos Close Area	I					5	
7)	Market Place	III	IIII	IIIIII	II	I	64	3
8)	Wheatsheaf Hotel & Lulworth House Area	IIII	IIIIIIIIII	IIII	II	III	102	=1
9)	Tape Street Car Park Area	IIII	I	II	IIII	IIII	49	4
10)	Depot off Leek Road		I	III	III	IIIIII	25	
11)	Penny Lane Mall	III	I	III	III	IIII	39	

Invalid – 11 Questionnaires:

- Didn't rank the sites
- Gave all sites an A-E ranking
- Gave just one or two site a ranking.

APPENDIX 7

**DRAFT MASTERPLAN
COUNCILLORS WORKSHOP
STAKEHOLDERS WORKSHOP
3RD DECEMBER 2009**

Draft Masterplan - Councillors Workshop
Methodist Hall, Chapel Street, Cheadle - 3rd December 2009

Present:

Cllr. A. Banks	SMDC
Cllr. Peter Warrilow	SMDC
Cllr. Andrew Hart	SMDC
Cllr. Stephen Ellis	SMDC
Cllr. Lionel Richardson	SMDC
Perry Wardle	SMDC
Michelle Wallace	SMDC
Peter Crompton	BE Group
Vicky Horstead	BE Group
Richard Green	Taylor Young

		Action
1.2.	General	
1.1	Generally very supportive of the Draft masterplan – it will bring about major changes in Cheadle that are desperately needed.	
2.0	High Street	
2.1	Some doubts highlighted as to how the existing High Street will accommodate all the proposed ideas – there is already a problem with it being very narrow for pedestrians and a single lane of vehicles (especially when lorries and buses are using the road). RG explained that the trees/street furniture will define the loading/parking areas – it is important	

		Action
	to act as a method of control and also to reduce the parking on High St, which is currently exploited.	
2.2	Concern about the safety of ‘shared surfaces’, especially with the lorries and buses that drive through the centre of the town. RG explained that it is proven method of traffic calming that has been successful in both the UK and other European countries. It also can make the streets look wider and can generally improve the environment of the town. However more detailed traffic investigation is required regarding the appropriateness and safety considerations of such a scheme.	
2.3	In addition, appropriate species of trees will need to be carefully chosen to ensure that they will not grow too large, and will not be easily damaged by passing vehicles. This will be the responsibility of the landscape architects that are commissioned to do the work.	
2.6.	Car Parking	
2.7.	Concerns about the proposals for decked car parking were highlighted because of the possibility of anti-social behaviour and petty crime.	
2.8.	RG explained that whoever invests in the Central Car Park Area will be responsible for the management of this space. They will want to manage it well because it will be in their interest to do so. Car parks can be managed by means of:	

		Action
5.1	<p>PMC explained that consultation with two large employers in the area – JCB and Alton Towers - has highlighted that there is definitely demand for a hotel in Cheadle.</p> <p>Cheadle is not capitalising on its location near to Alton Towers at the moment, and JCB sends clients to stay at hotels in Uttoxeter and Stoke-on-Trent. It would make much more sense for there to be a decent hotel in Cheadle.</p>	
6.0	Evening Economy	
6.1	<p>Cheadle does not have a decent pub, and there was concern that this has not been addressed in the draft masterplan.</p> <p>However RG explained that the masterplan offers several options for new pubs to come into the town (e.g the Central Car Park Area and Market Place).</p>	
6.2	In addition, a new hotel in the town could attract new cafes and restaurants and improve the town's night time economy, which at the moment is virtually non-existent.	
7.0	Land Ownership	
7.1	<p>The question was asked if the District Council sell or lease their land for development.</p> <p>RG explained that it is for the District Council to decide once the final masterplan is signed off. The District Council needs to decide whether it would prefer capital receipts or regular income.</p>	
8.0	Future of the Masterplan	

		Action
8.1	<p>PMC highlighted the importance of the masterplan being taken forward once it has been signed-off.</p> <p>It is vital that someone takes responsibility to carry it forward. From experience (e.g. the Leyland town centre masterplan), it is best if a group of 'champions' do this – a mixture of public and private sector stakeholders.</p>	
8.2	PMC suggested that, if he has the time, Mark Kerrigan from Alton Towers would be an ideal candidate as he is keen to build a relationship between Alton Towers and Cheadle, by improving the town and increasing its 'offer'.	
9.0	Any Other Business	
9.1	Perry Wardle will send public exhibition material to Councillors next week (week commencing 7 th December).	PW

Draft Masterplan - Stakeholders Workshop
Methodist Hall, Chapel Street, Cheadle - 3rd December 2009

Present:

Greta Williamson	Cheadle Business Group
Dave Sargeant	Cheadle Business Group
Chris Ashton	Cheadle Business Group
Clr Ivor Lucas	Cheadle Town Council
PC Michael Shearel	Staffordshire Police
Helen Anderson	SMDC
Ron Locken	Cheadle Town Council
Ray Wood	Cheadle Town Council
Ivan Wozniak	Cheadle Better Welcome
Ian Lingard	Cheadle Town Centre
John Smith	Cheadle South West Residents
Julie Bull	SMDC/Cheadle Mayor
George Legg	Cheadle U3A
Sam Hule	Cheadle Better Welcome / UK YP
Michelle Wallace	SMDC
Peter Crompton	BE Group
Vicky Horstead	BE Group
Richard Green	Taylor Young

	drawing people away from the town centre. How will new retail units be successful? PMC explained that existing retail floorplates are too small for some retailers.
2.2	In addition RG explained that the masterplan is trying to readdress the balance in the town centre – it is unrealistic to believe that every individual is going to walk into Cheadle to visit the town’s shops – some will continue to park and only use the supermarkets. However by creating new links (e.g. between Central Car Park Area and Morrisons) the idea is to try to encourage people to walk between the two.
2.3	The proposals in the masterplan will try to change the attitudes of the people who come into the town – it will ‘up the game’ of Cheadle.
3.0	Funding
3.1	How will the proposed developments be funded? RG explained that it is unrealistic to think that all proposals would attract investment in the current climate but the idea is to phase the development.
3.2	However just one development is likely to have a knock-on effect and kick-start other developments – e.g. once a hotel is attracted to Cheadle, this is likely to attract other restaurants or retailers.
3.3	Another positive aspect is that the District Council owns several of the development sites in the town. This will speed the planning and development processes up. The District Council can also use the masterplan as a tool to attract investors and bring projects forward.
3.4	BEG are currently ‘soft market testing’- talking to potential investors, developers and hotel operators, etc to test how realistic the proposals are.

1.0	General
1.1	Very positive feedback – exciting proposals that could really improve the town However main concern is about traffic – strong belief that until the traffic issues are resolved in the town, new development should not go ahead as it would just make the situation worse.
2.0	Achievability of the Masterplan
2.1	Concern about retail elements of the study - there are high retail vacancy levels already and supermarkets are

APPENDIX 8

**DRAFT MASTERPLAN
PUBLIC CONSULTATION EVENT
8TH DECEMBER 2009
FEEDBACK**

Total completed questionnaires = 46

General Responses

Site Ref	Site Name	Proposed Use	Agree with proposed use	Percentage in Support	Disagree with proposed use	Percentage not in support	No answer/unsure /agree and disagree, etc	Percentage undecided, non-responsive or partly in support
1)	Cheadle Council Offices, Leek Road	Offices and Residential	35	76	9	20	Only agree with part of proposal - 2	4
2)	Lightwood Area	New Build Residential	35	74	11	26	-	-
3)	Well Street Car Park Area	Police Station and Car Parking	40	85	4	11	NA – 2	4
4)	Former Job Centre Site	Hotel and Car Parking	26	57	16	35	NA/Not sure – 4	9
5)	Hurst's Yard Area	Refurbished and New Build Residential	35	76	8	17	NA/Not Sure – 3	7
6)	Carlos Close Area	New Build Bungalows on undeveloped land	38	83	5	11	NA/Not Sure - 3	7

Site Ref	Site Name	Proposed Use	Agree with proposed use	Percentage in Support	Disagree with proposed use	Percentage not in support	No answer/unsure /agree and disagree, etc	Percentage undecided, non-responsive or partly in support
7)	Market Place	Enhanced and better utilised outdoor market space in the short to medium term Relocation of the indoor and outdoor markets to the Central Car Park Area in the longer term	27	59	8	17	NA/Not Sure – 3 Only agree with part of proposal – 8	24
8)	Wheatsheaf Hotel & Lulworth House Area	Assisted Learning Facility and Cultural/Interpretation Centre for St Giles RC Church	25	54	12	26	NA/Not Sure – 4 Maybe – 2 Only agree with part of proposal – 3	20
9)	Tape Street Car Park Area	Car Parking, New Retail, Leisure, Employment and Community uses Public Square and new Indoor and Outdoor Market New linkage with Penny Lane Mall	26	56	7	15	NA/Not Sure - 4 Only agree with part of proposal - 9	29
10)	Depot off Leek Road	Residential	35	76	8	17	NA/Not sure – 3	7
11)	Penny Lane Mall	New Build Retail linked to Tape Street Car Park Area	41	89	3	7	NA/Not sure – 2	4

Explanations from people who disagree or partly disagree with proposed uses.

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	No answer/unsure /agree and disagree, etc	Reasons why only agree with part of proposals
1)	Cheadle Council Offices, Leek Road	Offices and Residential	9	<p>No residential should be allowed until roads are improved – 1</p> <p>Office space should be more central to encourage shopping – 1</p> <p>Clear the site and build residential only - 1</p> <p>No need for these uses – 1</p> <p>Area congested already – 1</p> <p>Revamp what we have to keep Cheadle's identity – 1</p> <p>This will result in no car parking for Council offices –1</p> <p>It should be used as Council offices like it was built for – 1</p> <p>Would like to see it developed as a function room - 1</p>	2	<p>No to residential aspect of proposal– 1</p> <p>Need some car parking and residential should be reserved for OAP housing - 1</p>
2)	Lightwood Area	New Build Residential	11	<p>Residential home for the elderly should be reinstated – 5</p> <p>Cheadle does not need more houses – 3</p> <p>Area congested already – 2</p> <p>Revamp what we have to keep Cheadle's identity – 1</p>	-	
3)	Well Street Car Park	Police Station and	4	Police would be better located at	-	

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	No answer/unsure /agree and disagree, etc	Reasons why only agree with part of proposals
	Area	Car Parking		Former Job Centre Site – 1 Revamp what we have to keep Cheadle’s identity – 1 The site functions well as it is – 1 Police would be better located at Travellers Rest pub on Ashbourne Road (shouldn’t lose car parking) - 1		
4)	Former Job Centre Site	Hotel and Car Parking	16	Not enough demand – 5 Refurbish the Wheatsheaf Hotel into hotel – 2 No reason stated – 2 Hotel use would be better located slightly out of town (i.e. Council Office site) – 1 Put a Job Centre back – 1 Create more car parking or put a Job Centre back – 1 Not the right site for hotel – 1 Too much traffic – 1 Site is on busy corner and opposite church - not a desirable location - 1 Would be better to refurbish Royal Oak pub to 3* accommodation – 1	-	
5)	Hurst’s Yard Area	Refurbished and New Build Residential	8	Enough houses in Cheadle already– 2	-	

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	No answer/unsure /agree and disagree, etc	Reasons why only agree with part of proposals
				<p>No residential should be allowed until roads are improved – 1</p> <p>Road not suitable at present - 1</p> <p>Some green space/allotments should remain – 1</p> <p>Loss of work units/business area – 1</p> <p>Functions well as it is – 1</p> <p>No reason stated – 1</p>		
6)	Carlos Close Area	New Build Bungalows on undeveloped land	5	<p>Enough houses in Cheadle already– 2</p> <p>No residential should be allowed until roads are improved – 1</p> <p>Poor drainage on Main Road can't cope with additional development – 1</p> <p>Relief road should be developed here - 1</p>	-	
7)	Market Place	<p>Enhanced and better utilised outdoor market space in the short to medium term</p> <p>Relocation of the indoor and outdoor markets to the Central Car Park Area in the longer term</p>	8	<p>Not needed - 1</p> <p>Cheadle has a historical market hall – what would happen to that? – 1</p> <p>It has just been refurbished – 1</p> <p>Historical market would be lost – 1</p> <p>Revamp what we have to keep Cheadle's identity – 1</p> <p>A market is only viable if</p>	8	<p>Relocation would also take trade away from High St – 4</p> <p>Don't spend public money on private market –Northern Markets track record is not good - 1</p> <p>Atmosphere of market would be lost if it were to relocate– 1</p> <p>Market shouldn't be relocated until 'people are queuing to shop here' - 1</p>

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	No answer/unsure /agree and disagree, etc	Reasons why only agree with part of proposals
				<p>shoppers support it. If it is relocated, the High Street will suffer – 1</p> <p>We do not wish to be like big towns, we are a small market town – 1</p> <p>No reason stated - 1</p>		<p>Dismantle stalls when not in use, but a lot of money has been spent recently so no to relocating the indoor market – 1</p>
8)	Wheatsheaf Hotel & Lulworth House Area	Assisted Learning Facility and Cultural/Interpretation Centre for St Giles RC Church	12	<p>No reason stated – 3</p> <p>Heritage Centre already proposed (at Hursts Yard)- don't need two – 1</p> <p>A library, heritage centre and community/cultural centre should be developed here – 1</p> <p>Concerns about safety because of two main roads – 1</p> <p>Hotel is a private business, they should develop it - 1</p> <p>Should be sold to Wetherspoons – 1</p> <p>Schools are for learning. Heritage centre cost a lot to maintain for little local benefit – 1</p> <p>Premises is far too large and valuable for this use - 1</p> <p>Only agree if funded by the church – 1</p> <p>Would be better developed as hotel – 1</p>	3	<p>Don't think accommodation at ground level is appropriate for centre of town – 1</p> <p>Should partly remain as a public house – 1</p> <p>No to assisted care facility until definition of its use - 1</p>

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	No answer/unsure /agree and disagree, etc	Reasons why only agree with part of proposals
9)	Tape Street Car Park Area	Car Parking, New Retail, Leisure, Employment and Community uses Public Square and new Indoor and Outdoor Market New linkage with Penny Lane Mall	7	<p>Underground car park would encourage anti-social behaviour. Current car park is well used and should remain – 1</p> <p>Too much new build – Cheadle’s character would not be seen from Tape Street or car park – 1</p> <p>No reason stated – 1</p> <p>The town has been ruined by supermarkets , they are the cause of smaller shops closing – 1</p> <p>Shops on High St are empty, fill these first – 1</p> <p>Spend the money on the High St – 1</p> <p>Car park too small, traffic management poorly thought out – a fantasy, who will pay for it - 1</p>	9	<p>No to retail element– 2</p> <p>No more retail or employment - 1</p> <p>Creating market square will take heart away from High St , Town will become characterless and modern - 1</p> <p>New higher level would mean steps are introduced to access parts of town, this will divide the town esp. fro pushchairs and wheelchair users – 1</p> <p>New buildings will present Cheadle as a modern town to visitors and will cut out the western end of High Street – 1</p> <p>Yes to some retail units but not too many, no to split level design , no to underground parking – 1</p> <p>Yes to most of proposal but retain existing market - 1</p> <p>Moving everything to central car park area will be to the detriment of High St businesses – 1</p> <p>Only once existing employers have been relocated – 1</p>

Site Ref	Site Name	Proposed Use	Disagree with proposed use	Reasons for not agreeing with proposed use	No answer/unsure /agree and disagree, etc	Reasons why only agree with part of proposals
10)	Depot off Leek Road	Residential	8	<p>Cheadle does not need more houses – 3</p> <p>No residential should be allowed until roads are improved – 1</p> <p>Area already congested – 1</p> <p>Should be developed as a function room/other facility for the area – 1</p> <p>Private business, nothing to do with Cheadle - 1</p> <p>No reason stated - 1</p>	-	
11)	Penny Lane Mall	New Build Retail linked to Tape Street Car Park Area	3	<p>Scheme would never pay – 1</p> <p>Private business, nothing to do with Cheadle – 1</p> <p>There are enough empty shops already - 1</p>	-	

Transport and Access Improvement Comments

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No Comments
Junction Improvements and roundabout removal at Tape Street/Leek Road and Tape Street/Chapel Street junctions	<p>Yes, with pedestrian controls on traffic lights – 3</p> <p>Yes – it is high priority to reduce congestion – 2</p> <p>Will definitely be an improvement – 2</p> <p>Good idea – 2</p> <p>Any improvements welcome – 2</p> <p>Yes strongly agree, but control needed -1</p> <p>Badly needed but more must be done to alleviate the volume of traffic passing through town - 1</p> <p>Long awaited – junctions are dangerous – 1</p> <p>Should be done immediately – 1</p> <p>Improvements necessary here – 1</p> <p>Essential – 1</p>	<p>A poor solution to a bigger problem - 1</p> <p>No more lights, too many already – 1</p> <p>Can't see much point – there will still be a build up of traffic – 1</p> <p>Lights are a bad idea – 1</p> <p>Why build something and then plan to remove it – 1</p>	<p>Fine as they are - 1</p> <p>Roundabout at Tape Street/Chapel Street is the only one that works! Crossings and mini-roundabouts in Tape Street need looking at – 1</p> <p>If the improvements will improve the through time in Cheadle then good – is this proven? – 1</p> <p>If improves the vehicle access around Netto then yes, but badly set-up light systems are no improvement – 1</p> <p>Good idea if lights allow one direction to move only - 1 Tape Street/Leek Road a good idea, Tape Street/Chapel Street present system works well – 1</p>	19
Shared surfaces on High Street and Cross Street	<p>Good idea – 5</p> <p>Any improvement welcomed – 1</p>	<p>Concerns about safety of shared surfaces– 8</p> <p>Unimportant – 1</p> <p>Not unless vehicle size is controlled and speed bumps</p>	<p>Pedestrians only for High St – 2</p> <p>Ban all parking on High St including disabled – 2</p> <p>No proposals to reduce HGVs on High Street – 1</p>	22

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No Comments
		built – 1	What is definition of shared surfaces – 1 Do not understand proposals – 1 Put right what we have now – 1	
Improved Pedestrian Links	Good idea – 22	Introducing stairways where there currently aren't any is not improving pedestrian links – 1	Where? - 1 A crossing is needed to the Chapel and Home Link – many elderly people cross here – 1 Yes if done in conjunction with greening up open spaces and seating. No subways – 2	19
Car parking	Good idea – 3 Any improvements welcome – 2 Essential to town centre improvements – 1 Good ideas, needs to be cheap and good sized spaces to allow easy movement – 1 Get on with improving main car park. Free parking means it cannot run at a loss – 1 Good idea providing number of spaces are increased - 1 Good idea. If pedestrian links are to be improved, only disable parking should be allowed on High Street – 1	Think again – 1 There will not be enough parking – 2	Cheadle will only require more parking once there is new business – 1 There is adequate off street car parking. Remove car parking from High Street, Tape Street, Queens Street and Chapel Street and rigorously police it – 1 Car parking must be adequate and accessible – 1 Presently good, keep it so – 1 Improve parking in Cheadle– 1 Improve the car park we already have – 1 Develop as much parking as possible – 1 Look at providing some short-	16

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No Comments
	<p>Underground car park a good idea as well as well managed to eliminate anti-social behaviour – 1</p>		<p>stay parking for free – 1 Ensure enough long stay spaces for traders – 1 Existing Tape Street car park is horrendous – 1 Free parking required, not expensive underground parking – 1 Plenty of parking, needs managing better – 1 Okay if you leave Tape Street car park alone – 1 Significant parking must be provided at reasonable cost – 1 Make more discrete – 1 Improve toilets and provide a designated coach area - 1 High Street parking should be for deliveries only - 1 Car parking good at present – 1 Needs to be made safer and surrounding facing areas cleaned up – 1</p>	

Public Realm Improvement Comments

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No comment
Upgrade of Market Place	<p>Good idea –11</p> <p>Market area has always been popular and is fitting for market town – 1</p> <p>Fully approve - 1</p> <p>Plenty of scope to resurface and enhance – 1</p> <p>Should be priority – 1</p> <p>Need to encourage more market traders so this should help – 1</p>	<p>Already been done/only just been improved – 6</p> <p>No need – 2</p> <p>Only if you buy it first. Too much money spent there already – 1</p> <p>Makes no sense if market is moved – think again - 1</p> <p>Market place should be in centre of the town. No residents like indoor market – 1</p> <p>Don't spend money on private market – there are better ways to improve Cheadle – 1</p> <p>For what purpose? There is no support for current shops? - 1</p>	<p>Need new market supervisor to bring market back to life – 1</p> <p>Only thing wrong with the market place is the surface – 1</p>	15
Creation of a new public square on Central Car Park	<p>Good idea – 11</p> <p>Aesthetically sensible – 1</p> <p>Good idea as long as maintained and clean and free from anti-social behaviour – 1</p>	<p>Not needed – 6</p> <p>Already have a square at the Market Place – 2</p> <p>No – develop Market Place instead – 1</p> <p>Too small, poor design - 1</p> <p>This will remove the heart from the historic High Street shops – 1</p> <p>No – there is no character in this area – 1</p>	<p>Looks good on paper but unfeasible in current economic climate – 1</p> <p>As long as number of car park spaces is maintained or increased – 1</p> <p>Where will we park whilst this is being done - 1</p>	18
Improving the	Good idea – 15	Not necessary – 6	Okay, but not at cost to other	16

Proposal	Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions	No comment
setting for St Giles	If possible, the link through to the car park is a good idea – 1 Yes as long as design is well thought out – 1	Not enough, could more be done? 1 Not bothered – 1 Proposed building opposite (back of Wheatsheaf) encloses it even more! - 1	areas – 1 Keep to the bottom of Cross Street – 1 As long as church pays for it – 1 Consider new retail facing the church to provide a circulatory route – 1	
Strengthening the eastern end of High St and improving the shopping circuit	Good idea – 18	No - 1 It will move people away from the High St – 1	Fill the empty shops first – 1 Good idea but introduction of new market will damage the western end of High Street - 1 Only way to do so is by lessening traffic through High Street – 1 Vital to improve the junctions (misunderstood question) – 1	22

Additional Comments

- 28 respondents provided additional comments

Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions
<p>Like the ideas about paving and lights – 1 Market used to be wonderful; sure it could be again - 1 A fine masterplan (but worries that in current economic climate it cannot be developed) - 1</p>	<p>This is fantasy – 1 This is a small market town, not a city – 1 A few business people (e.g owner of Wheatsheaf/Penny Lane Mall) will benefit from these plans at the detriment of the town – 1 Keep planners and consultants away from Cheadle – 1 Only concern is traffic aspect – Cheadle is always gridlocked – 1 Fear for the impact on shops and traffic - will only work if Cheadle gets a bypass – 1 No residential or retail development should be allowed until roads are improved (bypass needed) – 1</p>	<p>Need a bypass – 2 Where will the money come from? - 2 Needs to be a high priority to reduce congestion in the area -2 Try to replace 1960 fascias on High St properties – 1 Create a 2 way route from outside the Manor hotel to existing roundabout on Tape Street (through Bank St, Chapel St and car park area of Wheatsheaf and Lulworth House) - 1 Rear of Cross Street to Oak Street need to be developed to make the most of Cheadle – 1 Take people’s views on board – 1 Need an area for retired people and unemployed – 1 Need to keep High Street free from traffic – 1 Cheadle needs jobs, better roads, alternative routes, school places, meeting rooms, and better library and other facilities – 1 Take all steps to discourage industrial traffic – 1 Need a clear list of proposed courses of action and a strict timetable – 1 Many buildings owned by public sector in poor condition – need partnership – 1 Cheadle has not developed like other nearby towns -1 Too many take-aways – 1 New build needs to be done very carefully to avoid having areas like East end of High Street which is now in decline – 1 New roads needed before houses should be</p>

Positive Comments	Negative Comments	Neutral/Other Comments/Suggestions
		considered – 1 Modern high street shops are the way forward – 1 Insufficient schools and doctors to sustain the additional housing – 1 Ambition is good but need to be careful not to turn back on historical heart – should model Cheadle on Ashbourne not Coventry! -1



Cheadle

Staffordshire



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