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# Community and Residents Questionnaire

## Report and Results- August 2021

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516 Responses from 'The BIG Cheadle Questionnaire'

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Community, Residents and Tourism Subgroup

*Gary Bentley, Helen Anderson, Ivan Wozniak, Liz Haines, Mike Plant, Phil Routledge*

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# Introduction

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Cheadle stakeholder subgroup (an unpaid volunteer group of residents supported by Team Cheadle) was tasked by Cheadle Town stakeholder panel with obtaining the views of residents and the community on the potential town centre development projects. Ivan Wozniak, Chairman of the subgroup explained “In order to start the process, the subgroup believed that there was first a requirement to understand the needs of the people of Cheadle and surrounding area. This was done via our BIG Cheadle questionnaire. It covered 8 topics including housing, transport, well- being, town centre, tourism, retail, community and leisure. It was a huge undertaking for our volunteers requiring hundreds of hours of their time in preparation, advertising, promotion and collation of the results. I believe it was the first time this has been done in more than a generation. We had a massive response (516 responses in total) to our questionnaire both from Cheadle and the surrounding villages and we thank the public for their valuable time and input.”

The results, summarised below are of great interest but the stand out surprise was the level of feeling about traffic/congestion and roads. It appeared not only as the major transport issue but also as the main issue in well- being responses. The full results will be available on social media and the Team Cheadle website as a report for the public to view.

This document has also been supplied to the town council, Staffordshire Moorlands District Council and their consultants. It will be their responsibility to use the information positively to influence future consultations and project proposals.

*Ivan Wozniak*

Chair of the Community, Residents and Tourism subgroup

# Your Commentary in the BIG Cheadle Questionnaire

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We had literally hundreds of comments in the feedback replies to the Big Questionnaire. A feeling that there has been a lack of both maintenance and investment in our town is apparent with the High Street and the Leisure Centre being given as just 2 examples of this.

Overwhelmingly the biggest concern expressed in all sections of the questionnaire was the traffic congestion. Comments specific to the Town were that the lack of variety of shops in the High Street, the absence of a short period of free parking and the lack of night-time economy all contribute to reduced footfall in the Town. You did have some positive comments and suggestions too. The comments below are merely a snapshot. Read the rest of this report to see our community thoughts on what is needed for Cheadle's future.

"A town bypass is needed"

"A reliable and affordable public transport system is needed"

"Don't build more houses until the traffic is improved"

"Establish protected walking routes to town"

"Encourage people to see shopping in Cheadle as an experience and a chance to meet socially"

"I would like planners to take notice of Cheadle people in building new houses"

"More publicity is needed to promote the town"

"The high St needs investment"

"We need to keep the leisure centre and hospital"

"The development of Cheadle hospital and the leisure centre would provide physical and mental benefits"

"Cheadle has a lot to offer but needs more community input and councils to listen"

"I love Cheadle. It is my home and I feel lucky to live in such beautiful countryside"

"Having Pugin's Gem, more effort is needed to promote Cheadle's Heritage"

"The market place is priceless and could be a fantastic asset"

"We have a good community and lots of very talented artists, musicians and performers"

"Homes must follow facilities not vice versa"

"Young people are the future of the town and more needs to be done for them"

"No one smiles, everyone needs to smile more"

"Cheadle is full of lovely friendly people but is blighted by poor layout and shops"

"Cheadle in bloom is fantastic"

"A few more bars and restaurants would make it a destination"

"Cheadle could be an attractive town if we had a bigger selection of independent shops and accommodation"

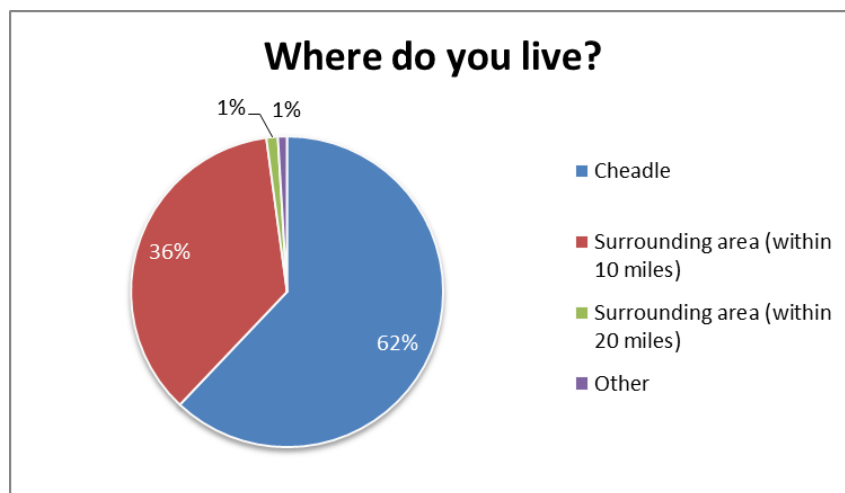
# Summary of the BIG Cheadle Questionnaire results

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## About the participants

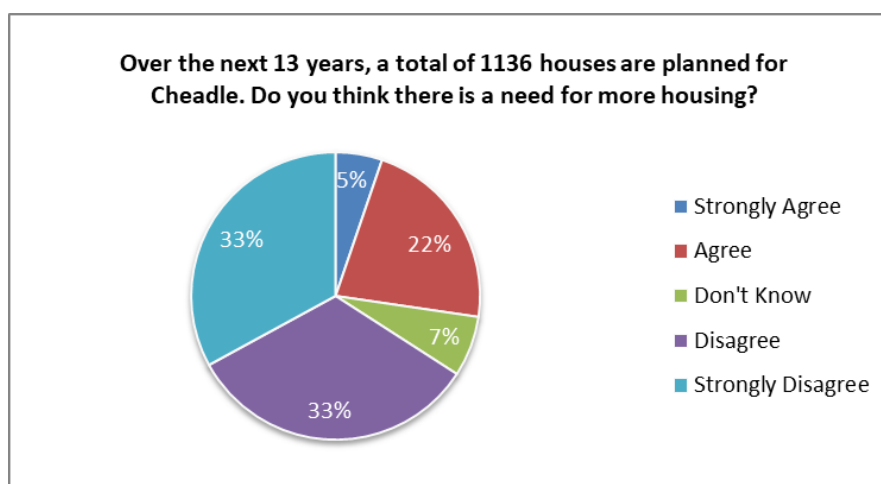
This section identified that the majority of participants were in the age range 36 to 65 and that a good spread of age groups took part in the survey. Encouragingly, 11% of 18–35-year-olds took part in the survey. Traditionally this is a difficult age group to engage in this type of survey.

## Where do you live?



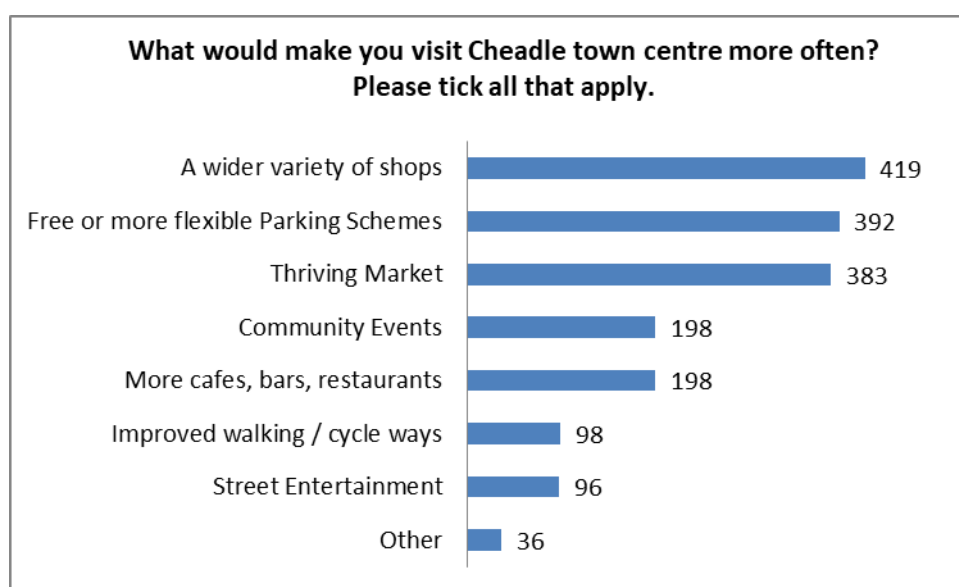
The majority of participants lived in Cheadle (62%) but equally important was a significant number (36%) lived in the villages within 10 miles of the town.

## Housing



Most people (66%) did not want more houses built beyond the 1136 already agreed. However, 27% agreed with building more houses. Of the sites suggested most responded (37%) that they would like to see none of the proposed sites built on. Only 2% supported building on Tape Street car park and just 3% supported building on the South Moorlands Leisure Centre site. The Stoddard's Depot and the Well Street car park and former Lightwood Care Home were the preferred sites for any housing. To accommodate extra houses and the increased population the primary additional facilities needed were identified as traffic improvements (18%) and a new health centre (18%). Other facilities recommended included transport, schools and young person facilities.

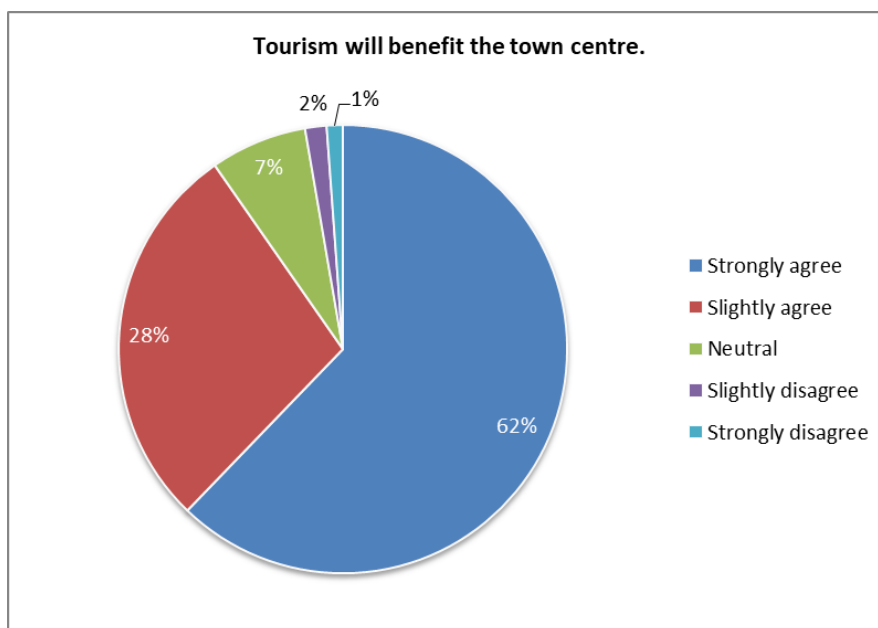
## Town Centre



As expected, the 3 main things that would provide an incentive to visit the town centre more often are, a wider variety of shops (419=81%), free or more flexible parking (392=76%), and a thriving market (383=74%). More bars and restaurants and events would also provide encouragement to visit with family and visitors.

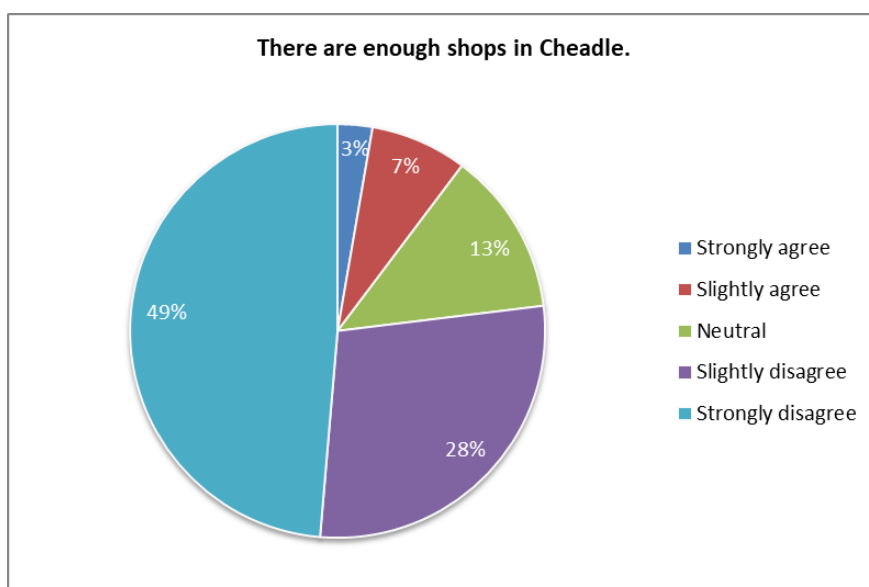
The majority of people visit the town centre at least weekly (49%) either during the day or when it is free to park and most feel safe all the time (62%). A number of residents would like the high St to be permanently pedestrianised (22%) but the majority would only like it to be pedestrianised at specific times (46%).

## Tourism



The majority of people (90%) agree that tourism will benefit the town. A wide variety of things would encourage more tourists to visit with free parking and more B&B or hotels considered to be the 2 most important points. Other significant issues were more eating places, an arts, heritage and entertainment centre, guided tours and walks and more community events. The majority of people recognise Pugin's Gem and the Pugin related branding as well as our unique selling points of being a gateway to the Churnet Valley and Cheadle's creativity. The condition and maintenance of street furniture and signage is a concern for residents (76%).

## Retail



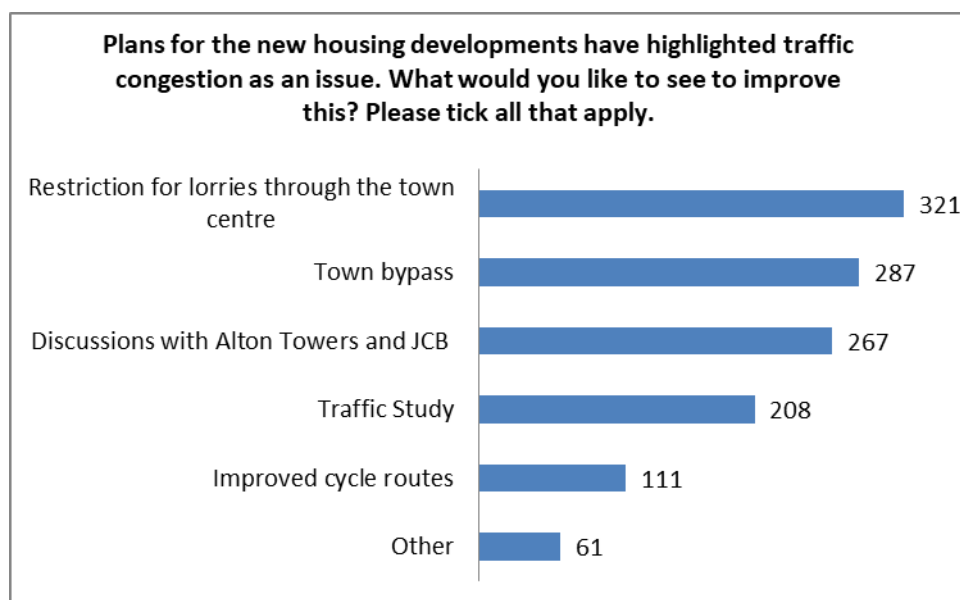
A massive 77% of people think there are not enough shops in Cheadle. Independent and specialist shops, shoe shops and men's and women's clothing shops are considered the most likely to encourage more shoppers.

Pre covid a majority of people shop outside of Cheadle on a weekly basis with Leek, Uttoxeter, online, and Hanley benefitting the most.

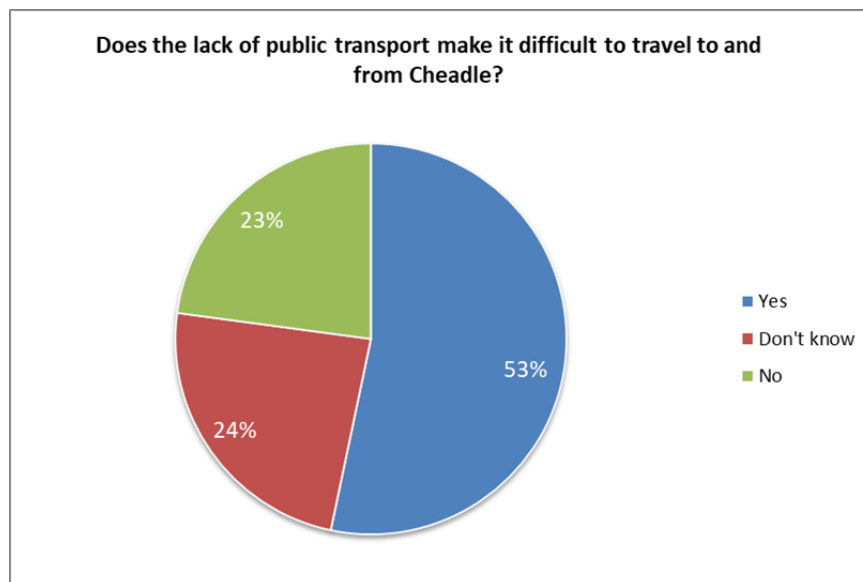
Overwhelmingly most respondents (80%) would shop more in Cheadle if there was a short period of free parking in the car parks.

If local shops were all online 38% say they would shop local online and an additional 42% would buy local online provided prices were competitive.

## Transport



Not surprisingly 93% of respondents own a car. Traffic congestion in the area should be addressed primarily by consideration of restriction of lorries through the town, a bypass, discussions with JCB and Alton Towers, or a traffic study.



In terms of a greener future the public would be encouraged to use public transport by increasing bus services and routes to surrounding villages, extending routes to hospitals and railway stations, and generally more frequent services.

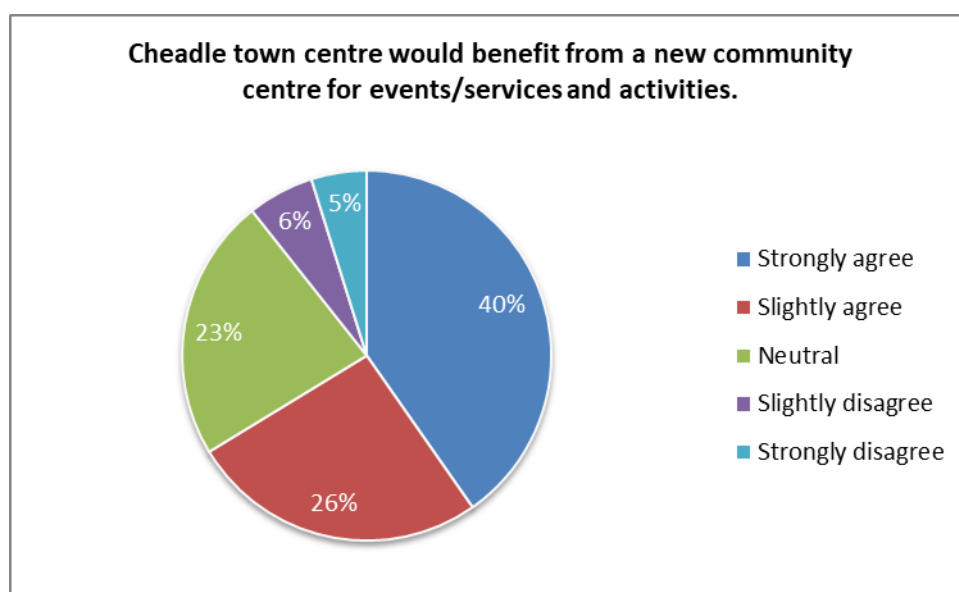
## Well-being

This area is being evaluated by another subgroup but their question was included in the questionnaire for completeness. Unlike other sections reported in this summary, the results were produced based on people's free text responses and were therefore more difficult to quantify.

The quality of people's lives can be improved by a range of issues. However, the stand out surprise issue was traffic congestion and state of roads. Other improvements could be provided by Cheadle hospital becoming a medical centre, better public transport, better leisure facilities/activities, better pavements, and walking/cycling routes. Ease of access to dentists and doctors was also a concern.

## Community





A majority of people (66%) think the town would benefit from a new Community centre for events/services/activities.

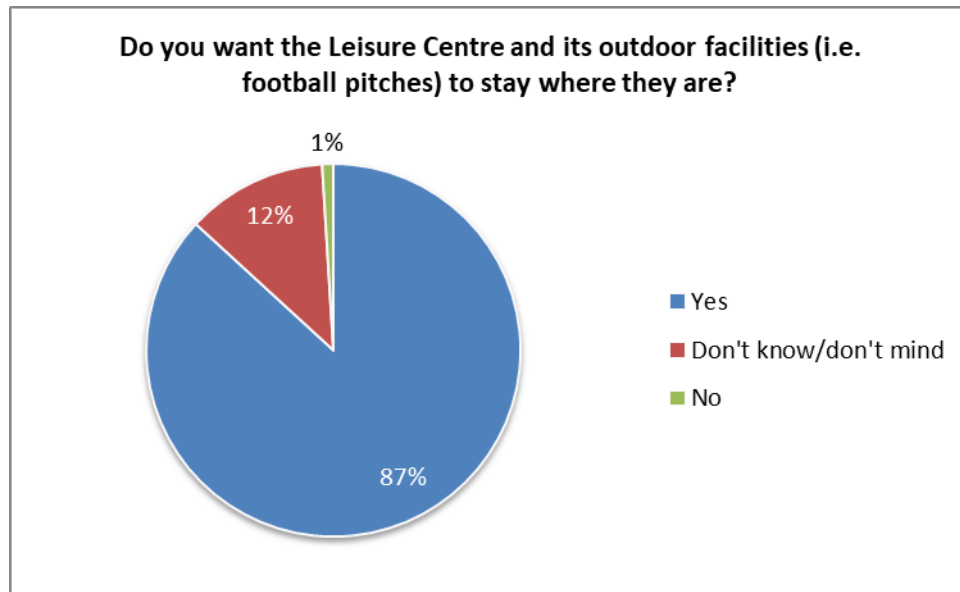
Most people (66%) consider Cheadle has a strong sense of community. Many also believe GP surgeries should be in the centre of town believe (47%).

There is a wide spread of services and activities required in the town with the top two being activities and services for young (18%) and old (17%) respectively. Significant others include adult education, arts and crafts, activities for preschool children and parents, and a program of activities for people with disabilities.

Whilst there are some major events in the town already respondents would primarily like to see more food festivals, specialist markets and music events. Other significant events suggested include a cinema, family activity days, arts and craft events, beer festival, heritage events and art displays.

A majority of people (59%) believe there is a need for more outside space for community events and prefer that outdoor activity/events take place in the marketplace or High St.

## Leisure Centre



An overwhelming majority (87%) want the leisure centre and its outdoor facilities to remain in their current location with a desire to retain the already available activities.

Respondents were asked in a free text response what facilities they would like to see at the centre. The main theme of the response was that they would like to see Improvements to the swimming pool and changing rooms but they were happy with the current range of activities provided. Other emerging themes include; Fitness classes, Spa/sauna/steam room, Coffee shop/ café, Yoga/Pilates/tai chi/ meditation, Improved gym, Better disabled access, more activities for the disabled and for the over 50s.

# The BIG Cheadle Questionnaire Full Results

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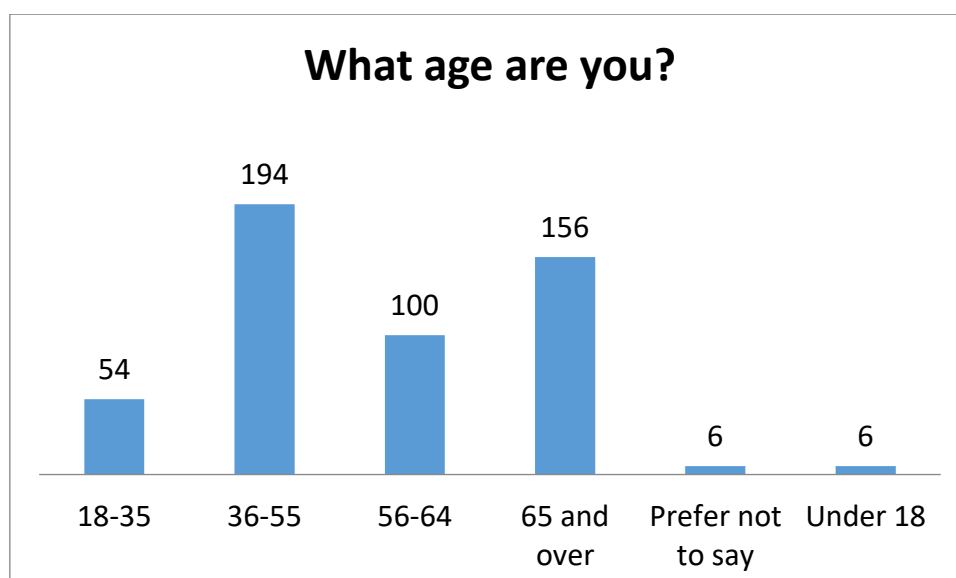
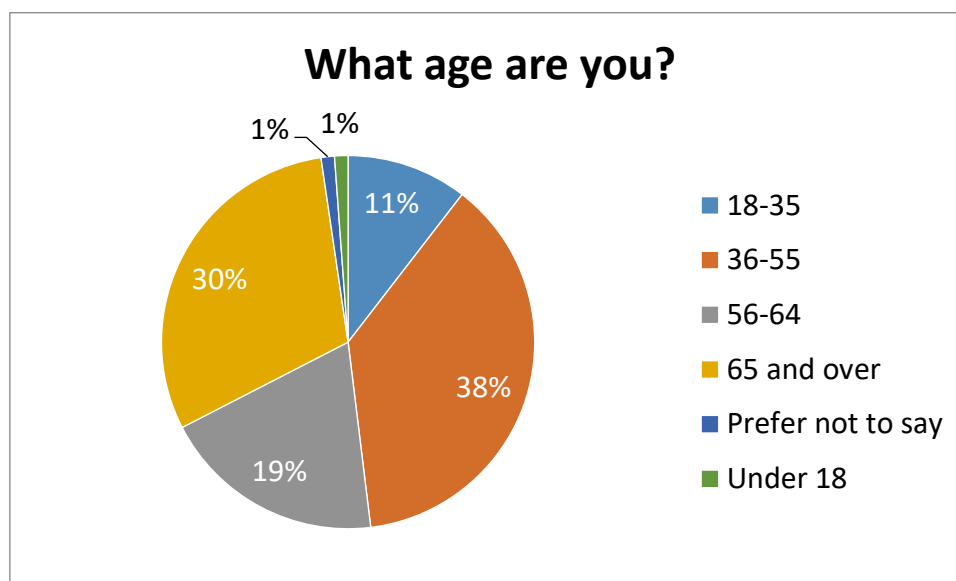
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# The BIG Cheadle Questionnaire results

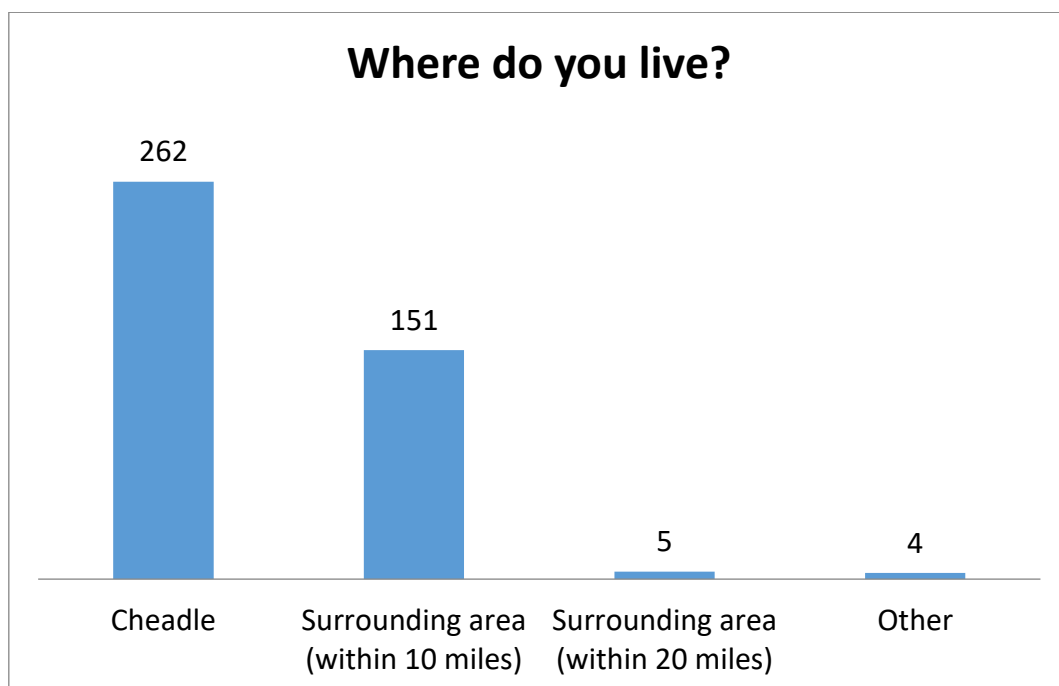
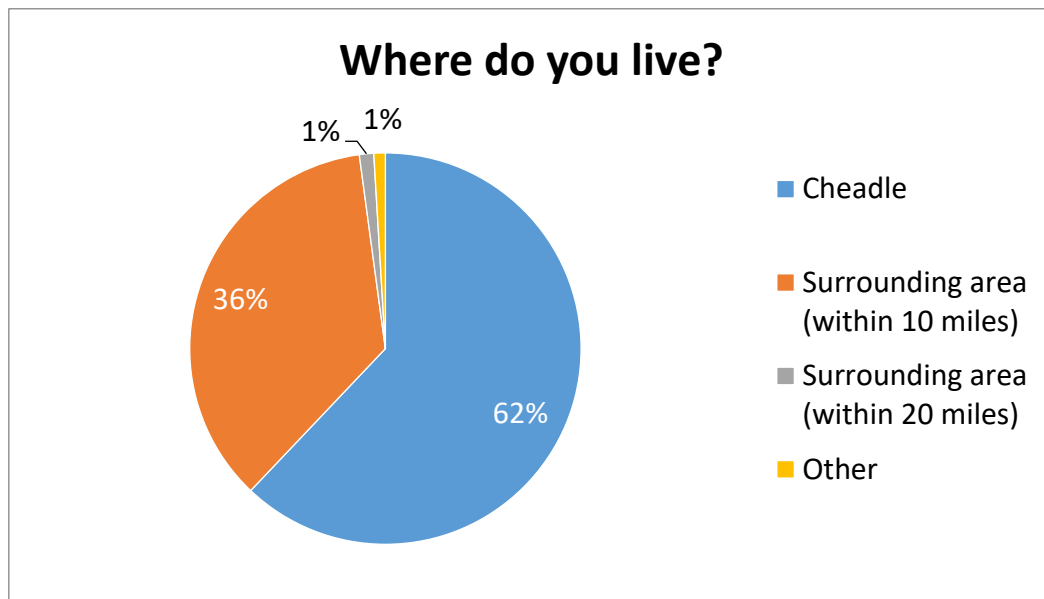
## About the participant

Question 1 - What age are you?	
18-35	54
36-55	194
56-64	100
65 and over	156
Prefer not to say	6
Under 18	6



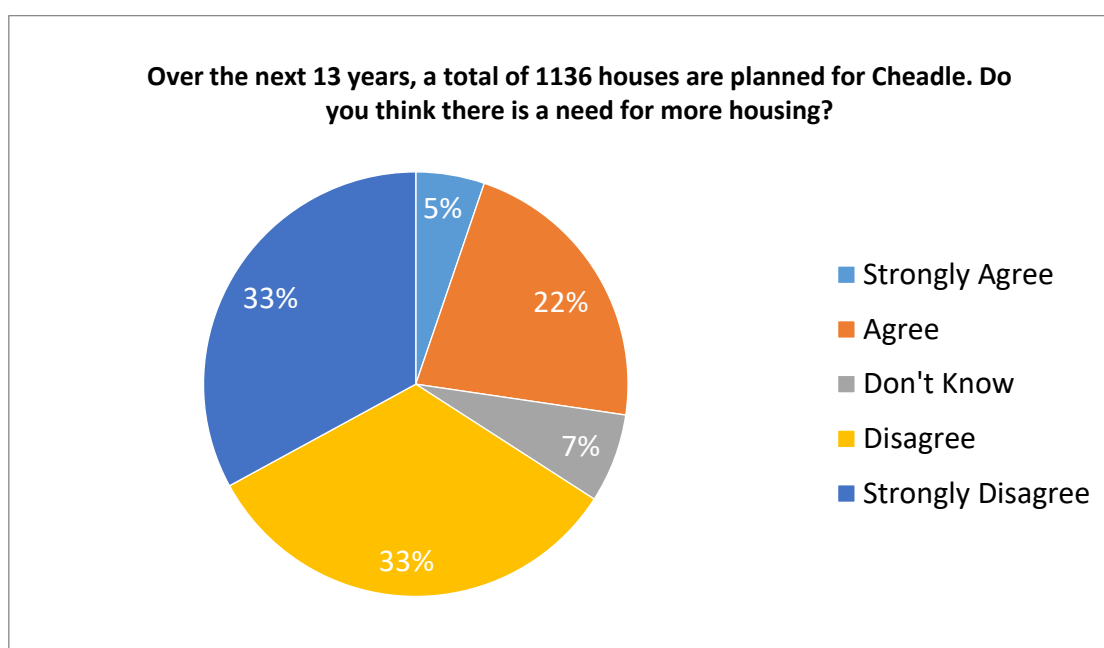
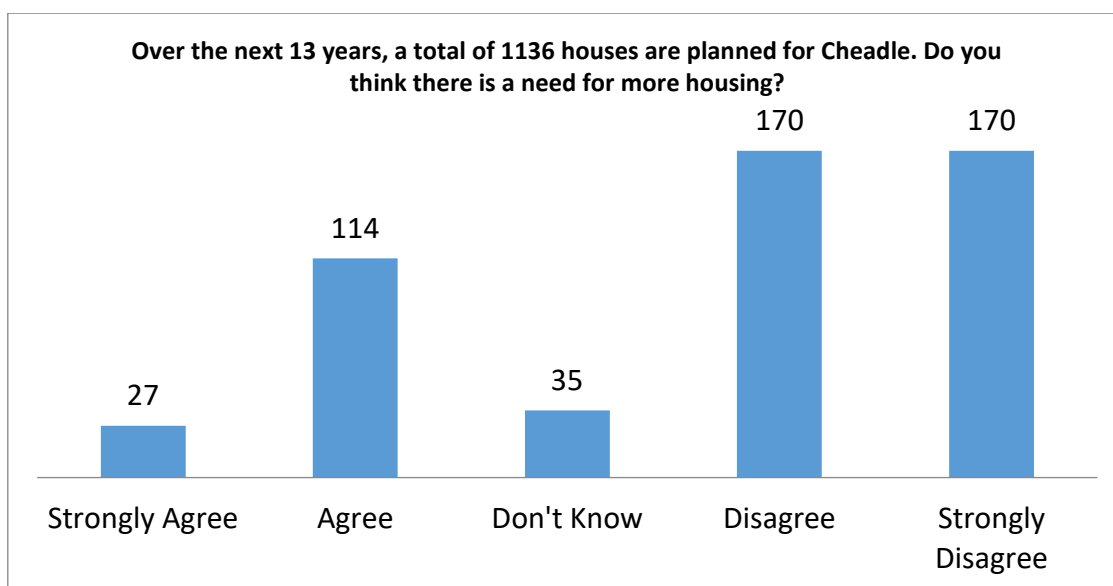
Question 2- Where do you live?	
Cheadle	262
Surrounding area (within 10 miles)	151
Surrounding area (within 20 miles)	5
Other	4
Grand Total	422*

\*This question has fewer responses, as it was added after the questionnaire opened



## Housing Questions

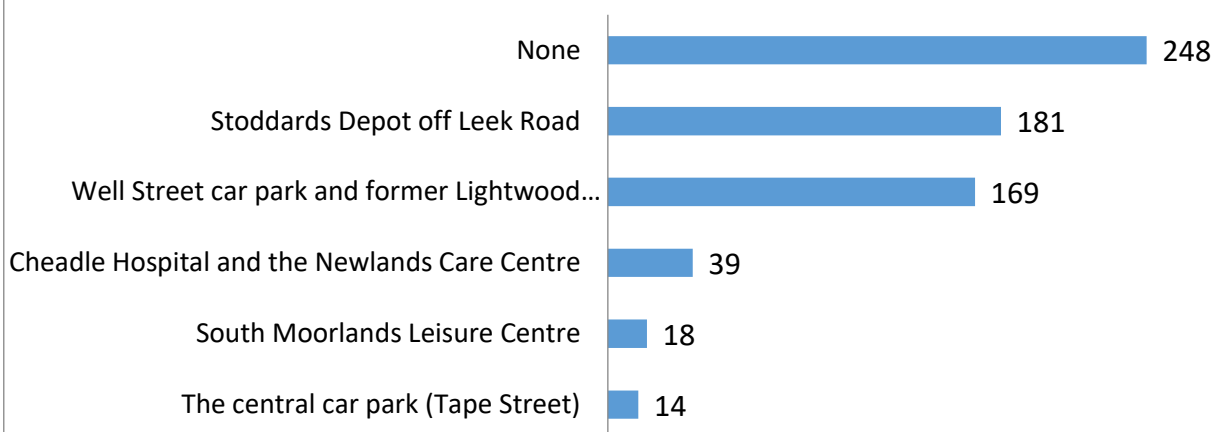
Question 3 - Over the next 13 years, a total of 1136 houses are planned for Cheadle. Do you think there is a need for more housing?	
Strongly Agree	27
Agree	114
Don't Know	35
Disagree	170
Strongly Disagree	170



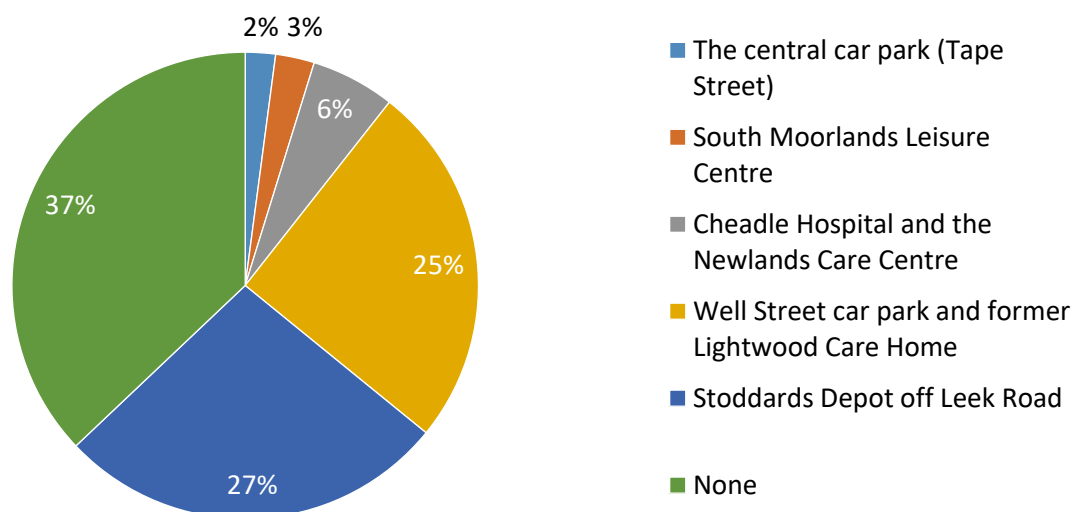
Question 4 - The council has identified 5 key sites for housing development. Would you support building new houses on any of the following sites? Please tick all that apply.

The central car park (Tape Street)	14
South Moorlands Leisure Centre	18
Cheadle Hospital and the Newlands Care Centre	39
Well Street car park and former Lightwood Care Home	169
Stoddard's Depot off Leek Road	181
None	248

**The council has identified 5 key sites for housing development. Would you support building new houses on any of the following sites? Please tick all that apply**



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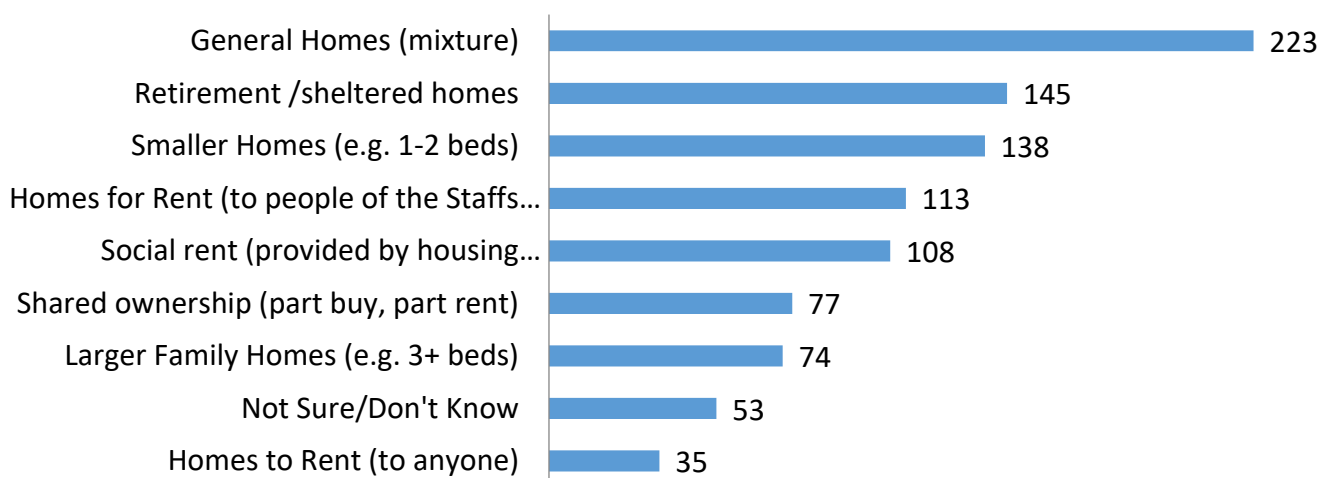




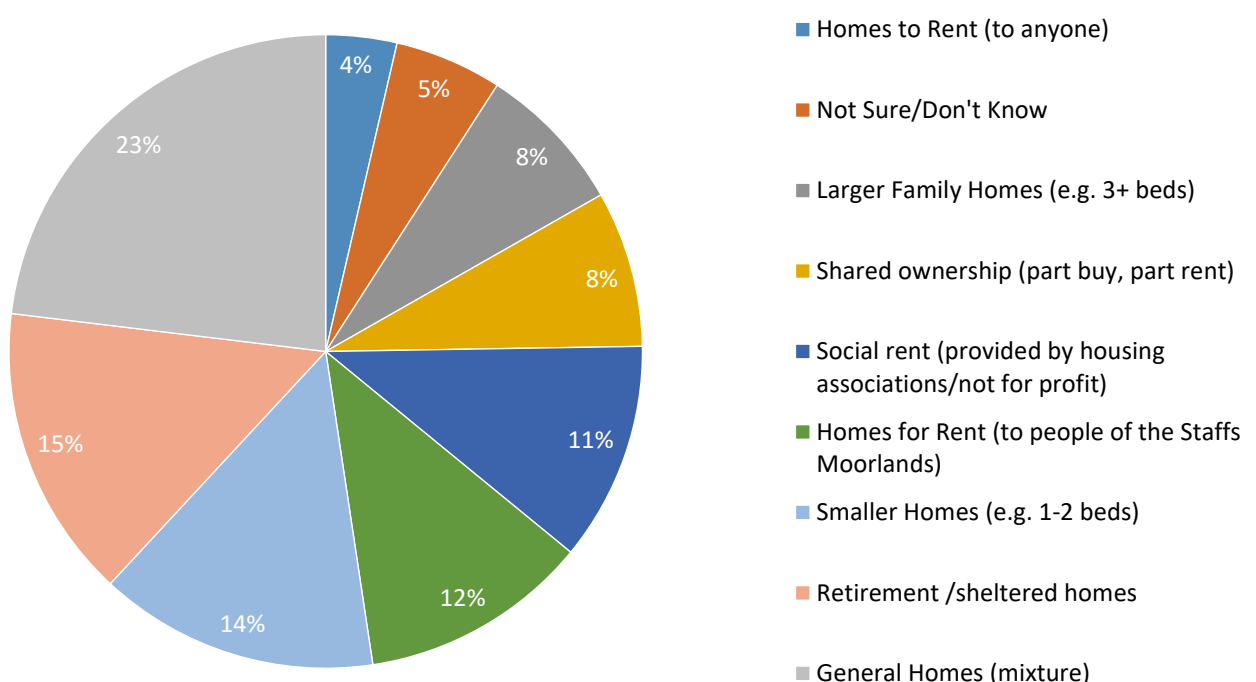
**Question 5 - If new homes are to be built should these be: Please tick up to 3 options**

Homes to Rent (to anyone)	35
Not Sure/Don't Know	53
Larger Family Homes (e.g. 3+ beds)	74
Shared ownership (part buy, part rent)	77
Social rent (provided by housing associations/not for profit)	108
Homes for Rent (to people of the Staffs Moorlands)	113
Smaller Homes (e.g. 1-2 beds)	138
Retirement /sheltered homes	145
General Homes (mixture)	223

**If new homes are to be built should these be:  
Please tick up to 3 options**



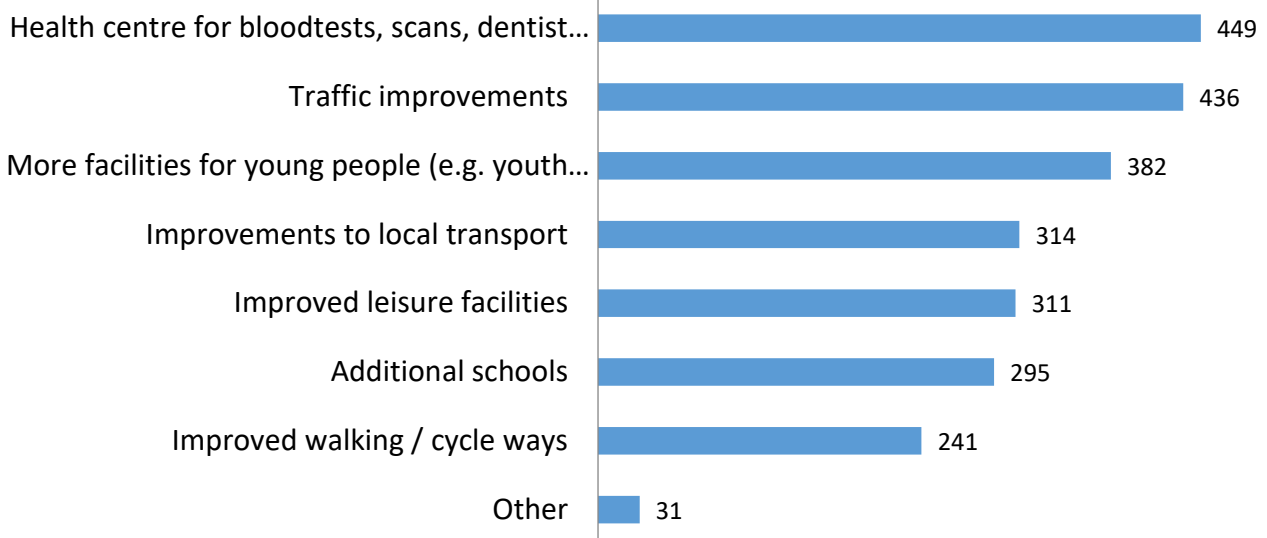
**If new homes are to be built should these be:  
Please tick up to 3 options**



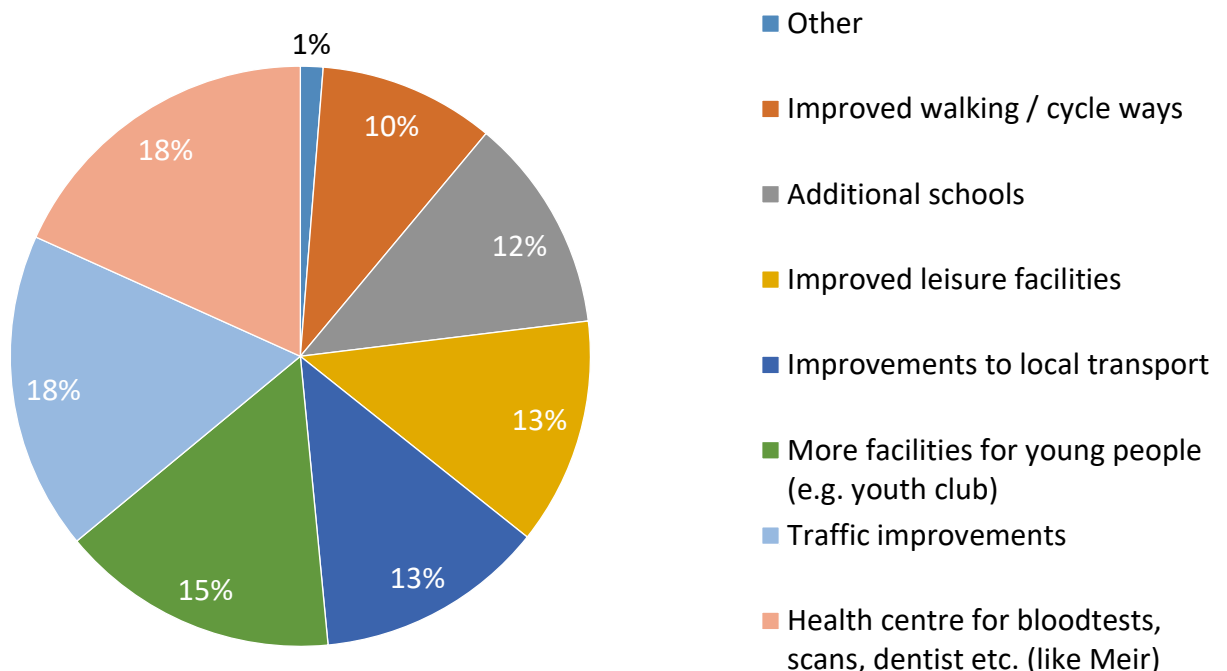
**Question 6 - What facilities do you think should be made available, to accommodate the increasing Cheadle population? Please tick all that apply.**

Other	31
Improved walking / cycle ways	241
Additional schools	295
Improved leisure facilities	311
Improvements to local transport	314
More facilities for young people (e.g. youth club)	382
Traffic improvements	436
Health centre for blood tests, scans, dentist etc. (like Meir)	449

**What facilities do you think should be made available, to accommodate the increasing Cheadle population? Please tick all that apply.**



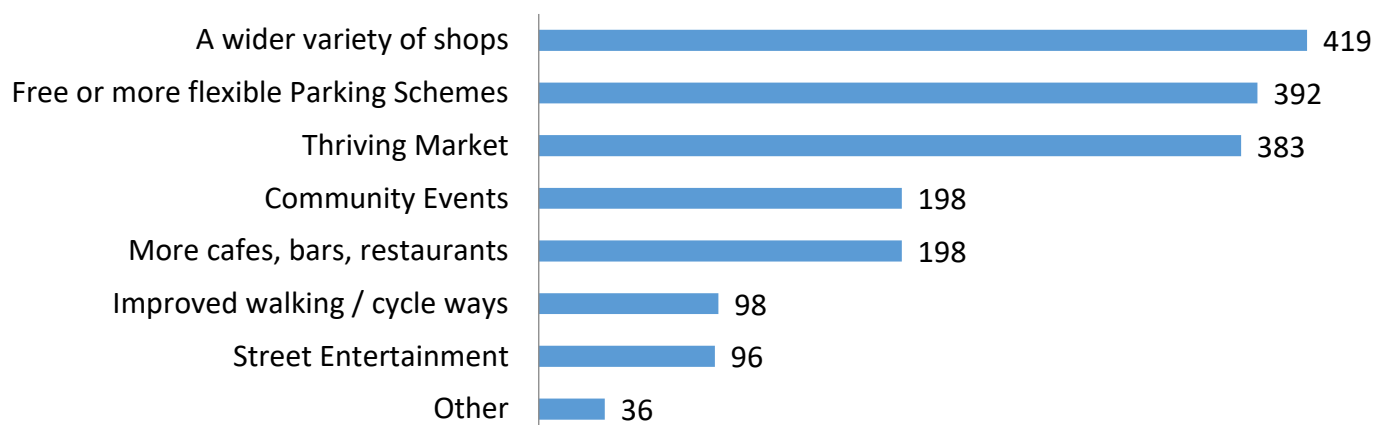
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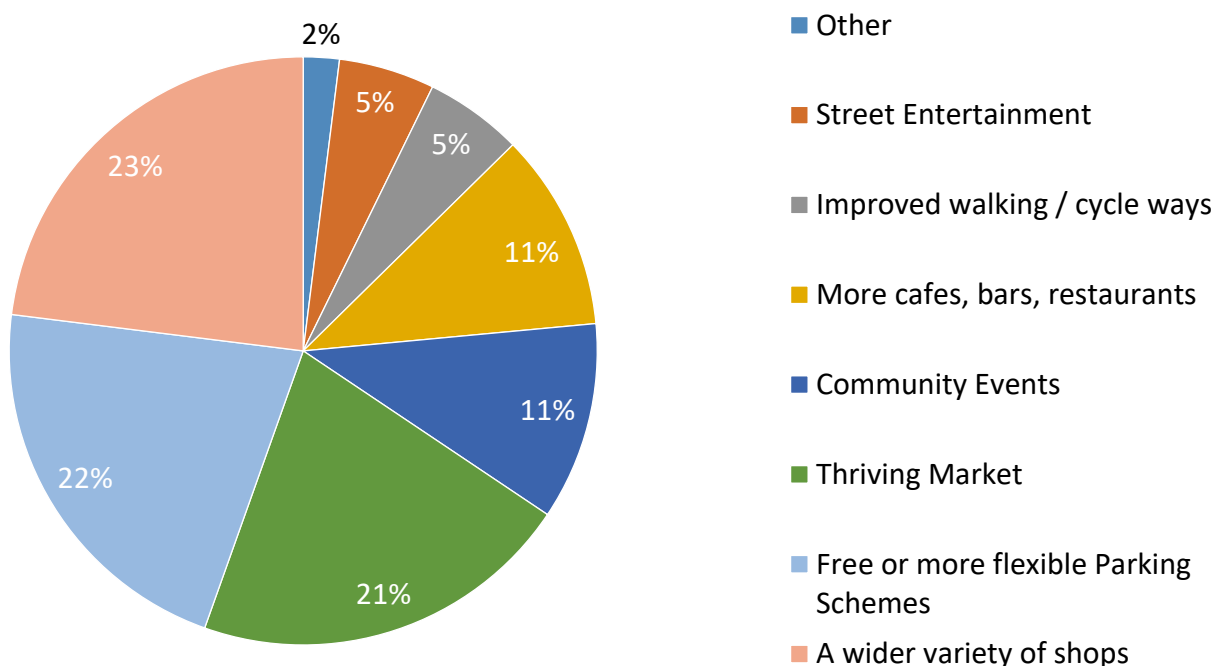
## Town Centre Questions

Question 7 - What would make you visit Cheadle town centre more often? Please tick all that apply.	
Other	36
Street Entertainment	96
Improved walking / cycle ways	98
More cafes, bars, restaurants	198
Community Events	198
Thriving Market	383
Free or more flexible Parking Schemes	392
A wider variety of shops	419

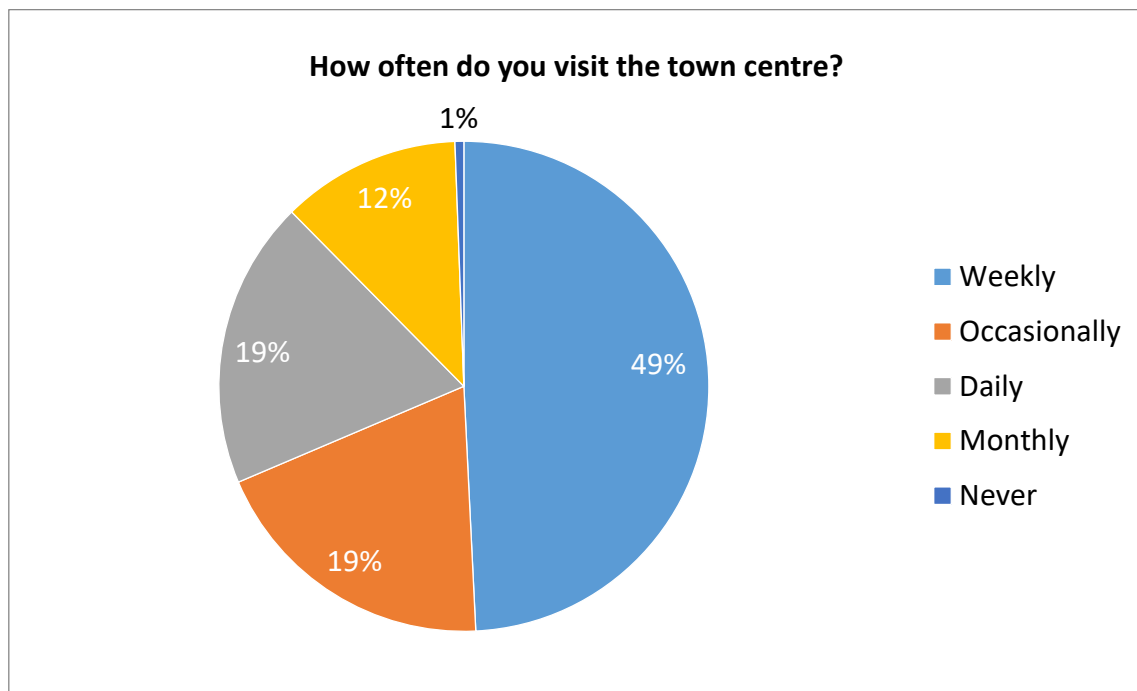
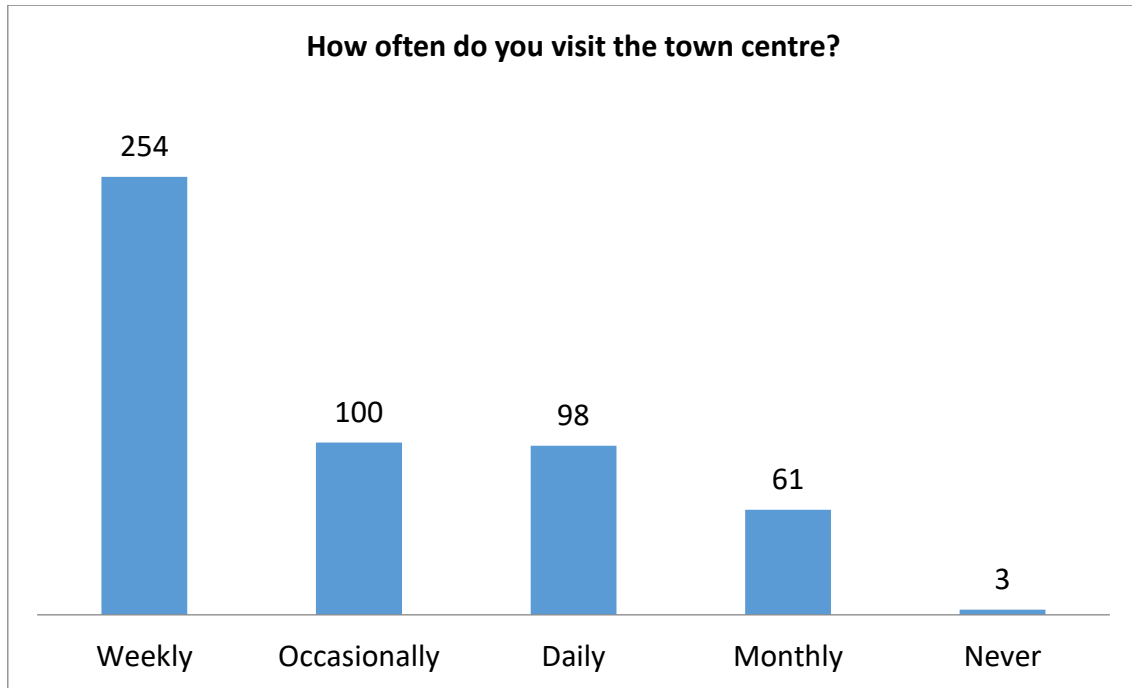
**What would make you visit Cheadle town centre more often? Please tick all that apply.**



**What would make you visit Cheadle town centre more often?  
Please tick all that apply.**

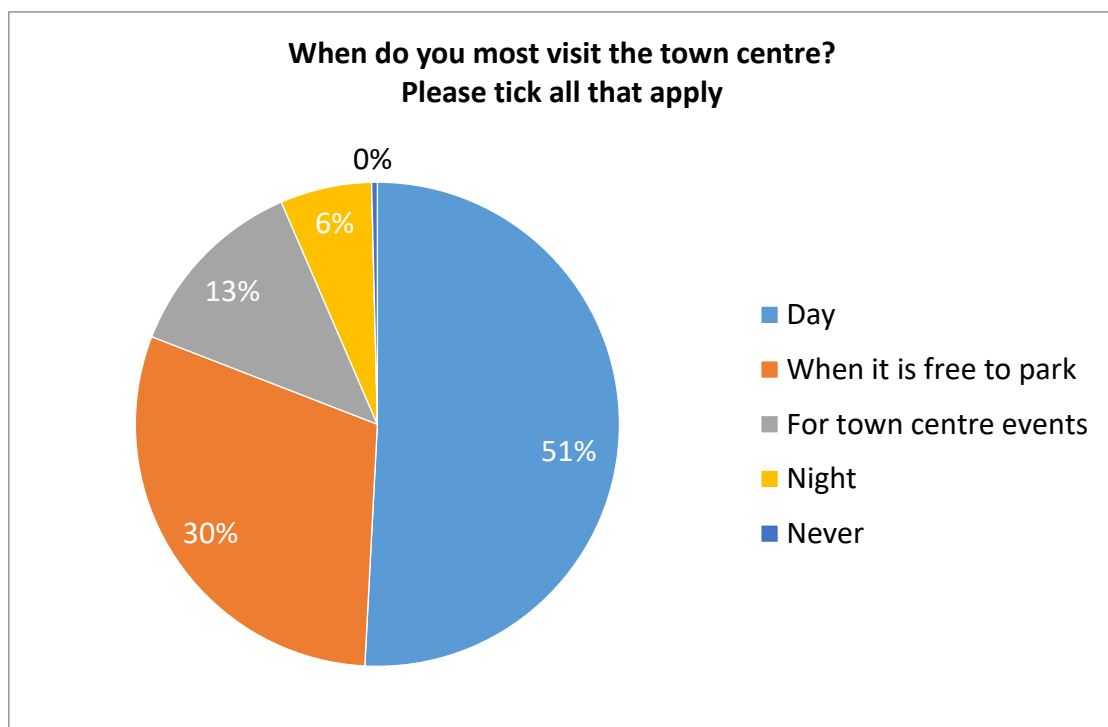
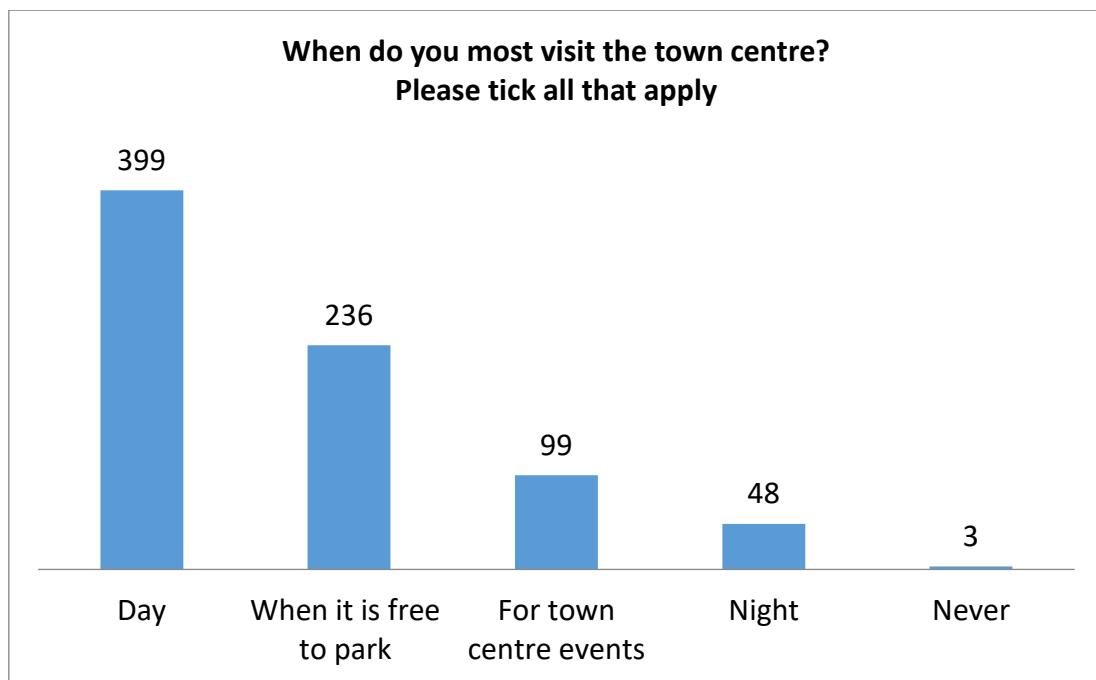


Question 8 - How often do you visit the town centre?	
Weekly	254
Occasionally	100
Daily	98
Monthly	61
Never	3

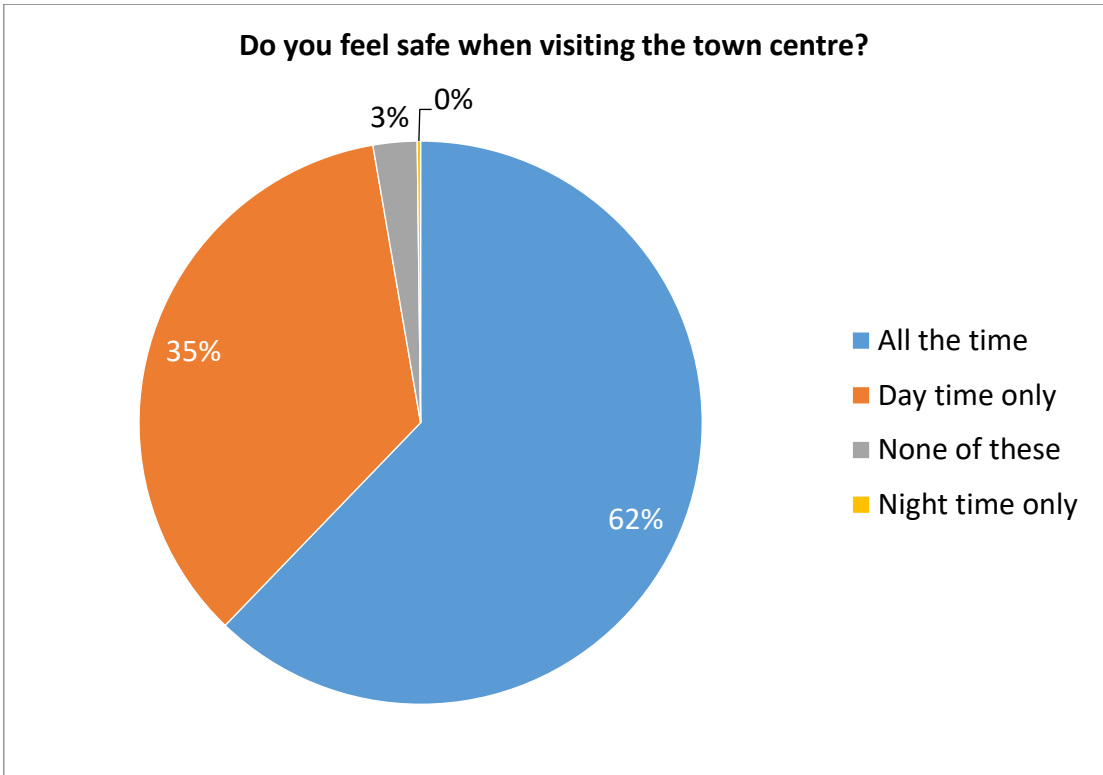
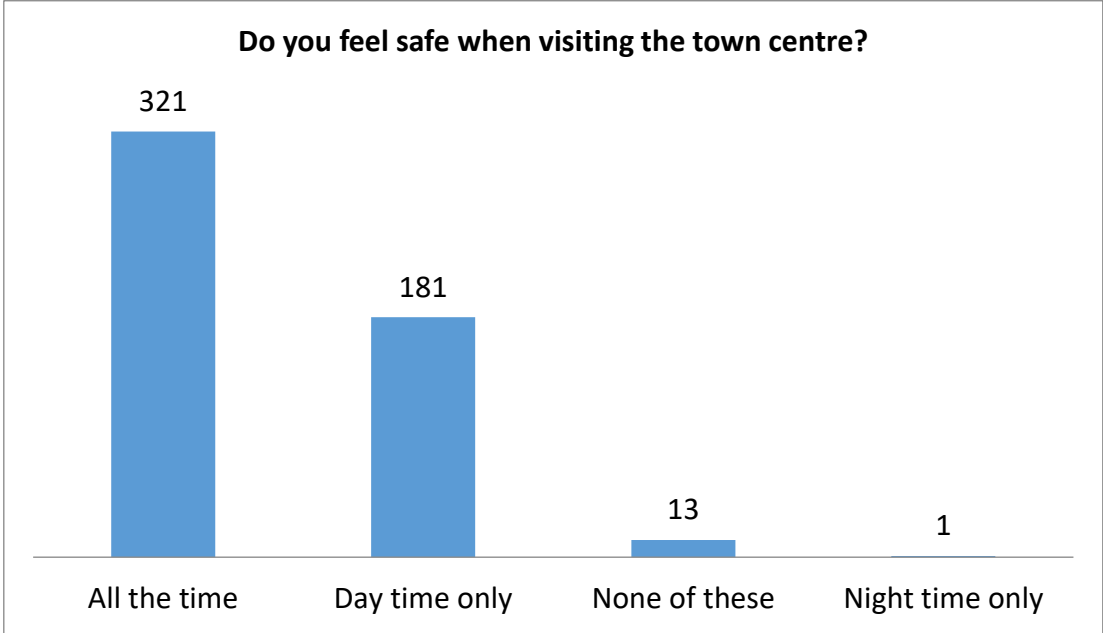


**Question 9 - When do you most visit the town centre?**  
Please tick all that apply.

Day	399
When it is free to park	236
For town centre events	99
Night	48
Never	3

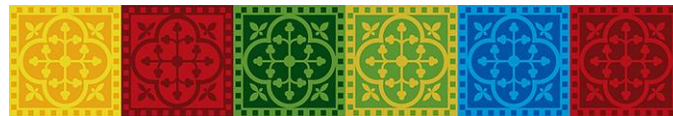


Question 10 - Do you feel safe when visiting the town centre?	
All the time	321
Day time only	181
None of these	13
Night time only	1



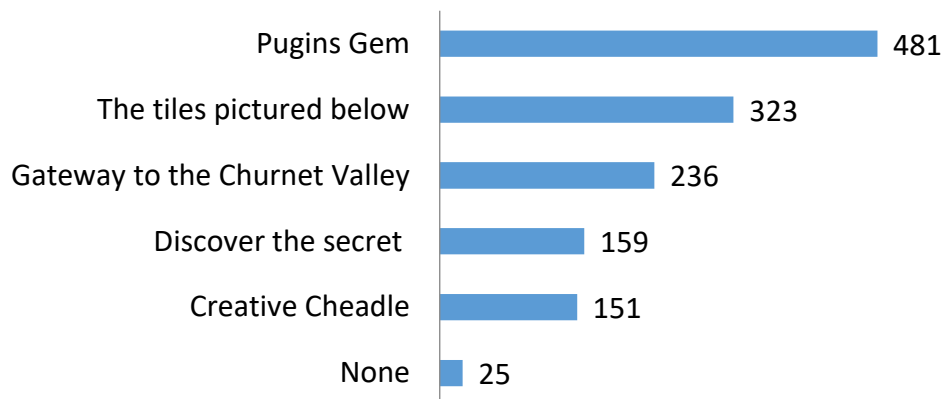
Question 11 - Relating to Cheadle do you recognise any of the following terms. Please tick all that apply.

None	25
Creative Cheadle	151
Discover the secret	159
Gateway to the Churnet Valley	236
The tiles pictured below	323
Pugins Gem	481

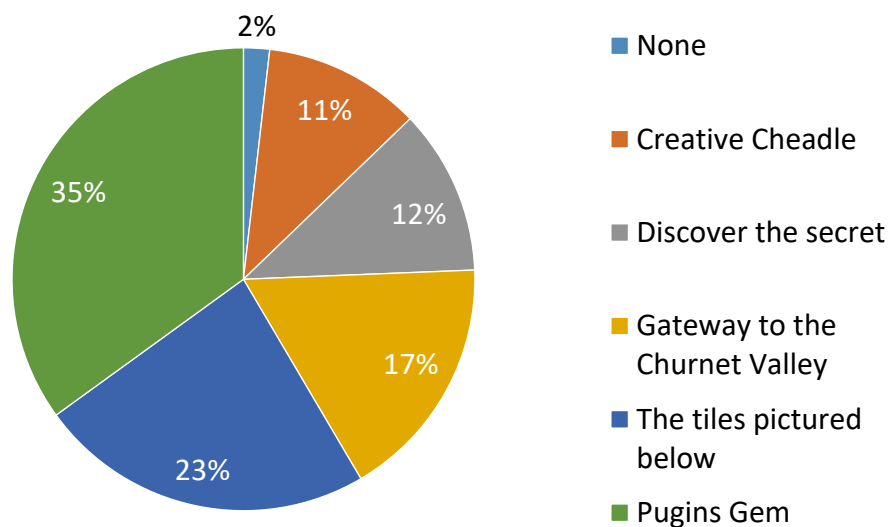


Relating to Cheadle do you recognise any of the following terms.

Please tick all that apply



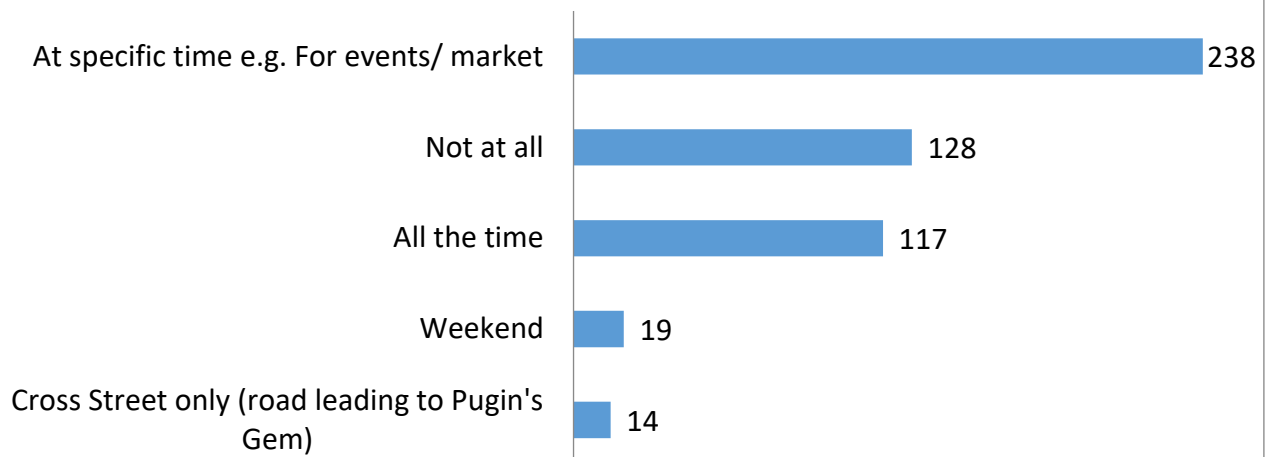
Relating to Cheadle do you recognise any of the following terms. Please tick all that apply



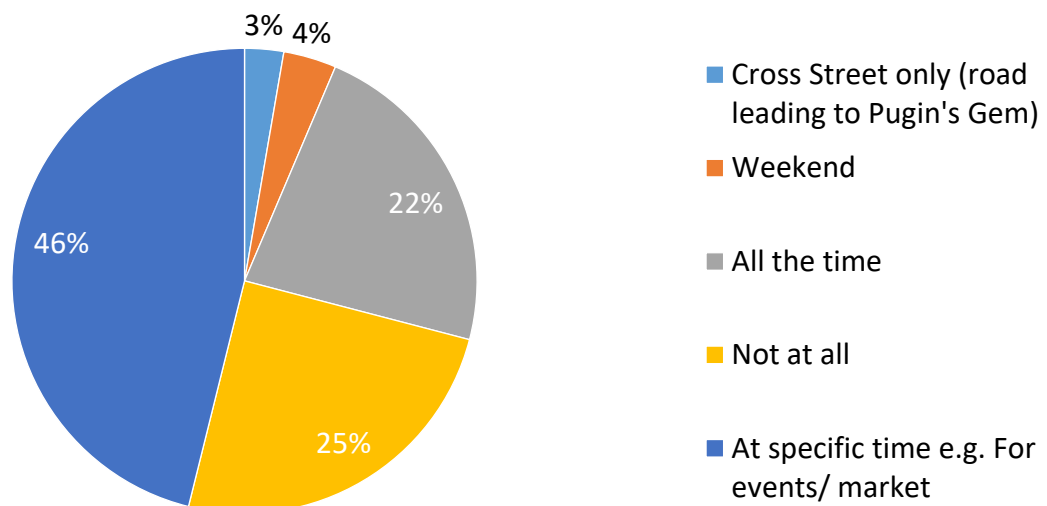
## Question 12 - I would like to see part or all of the High Street pedestrianised

Cross Street only (road leading to Pugin's Gem)	14
Weekend	19
All the time	117
Not at all	128
At specific time e.g. For events/ market	238

### I would like to see part or all of the High Street pedestrianised



### I would like to see part or all of the High Street pedestrianised



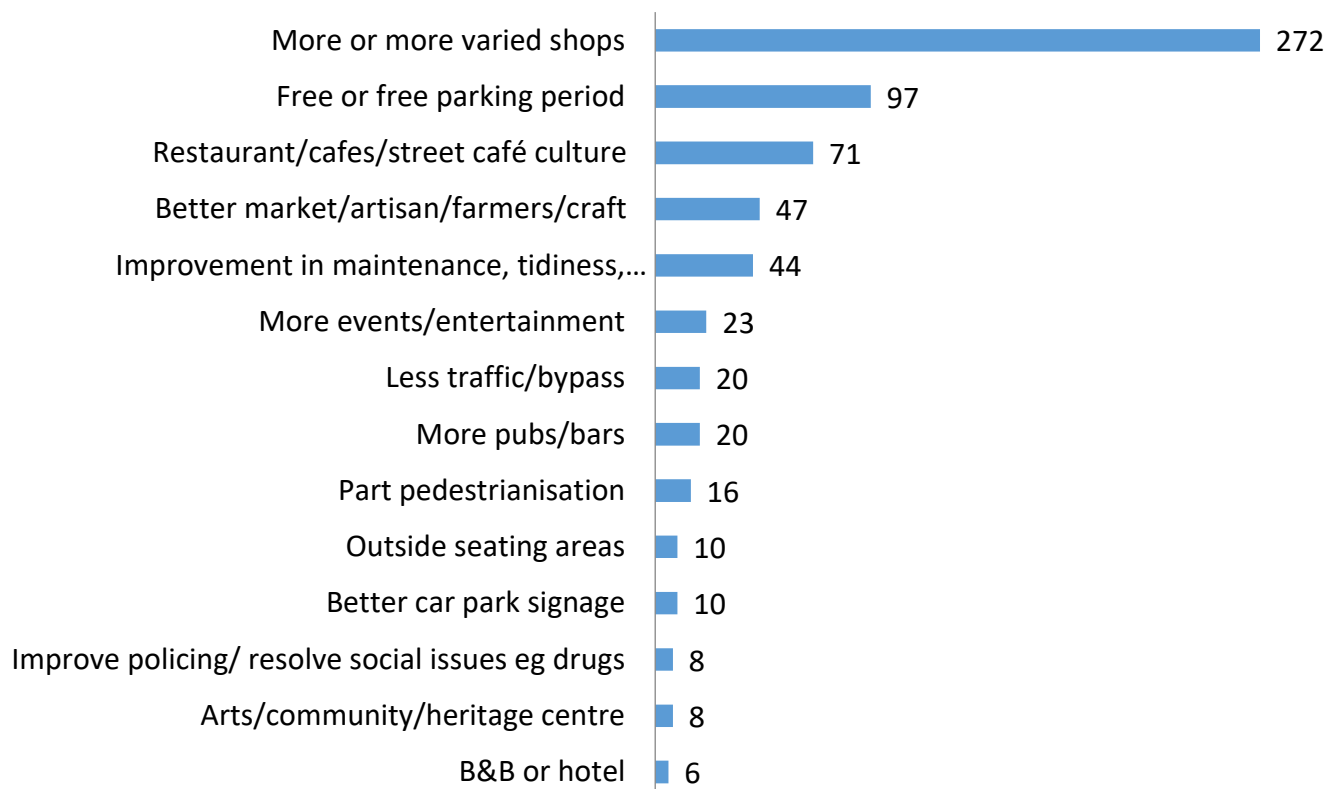


Question 13 - What would make the town centre more attractive to you, your family or visitors to the town?

Collated from free text responses in [Appendix 1](#)

B&B or hotel	6
Arts/community/heritage centre	8
Improve policing/ resolve social issues eg drugs	8
Better car park signage	10
Outside seating areas	10
Part pedestrianisation	16
More pubs/bars	20
Less traffic/bypass	20
More events/entertainment	23
Improvement in maintenance, tidiness, appearance	44
Better market/artisan/farmers/craft	47
Restaurant/cafes/street café culture	71
Free or free parking period	97
More or more varied shops	272

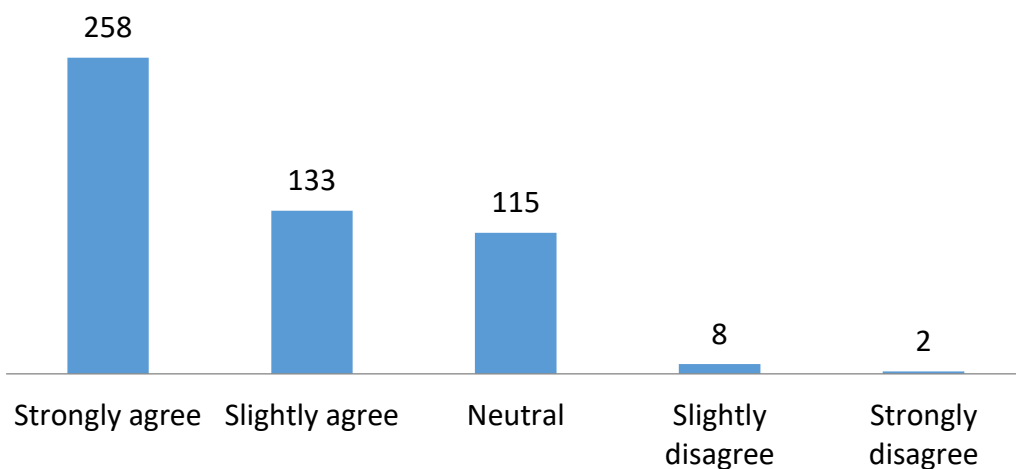
**What would make the town centre more attractive to you, your family or visitors to the town?**



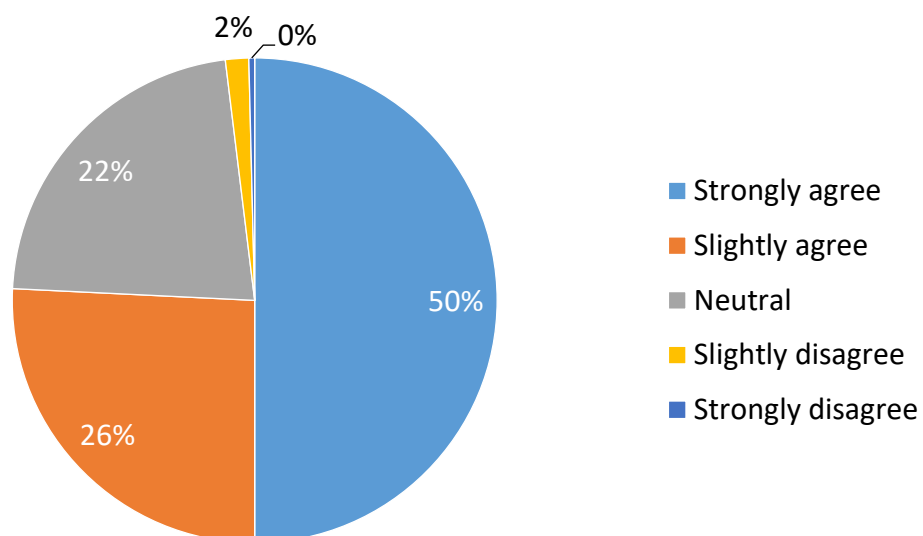
Question 14 - Street furniture (for example bollards, lampposts, fences, benches and history trail) need to be painted and cleaned more often and on a regular basis.

Strongly agree	258
Slightly agree	133
Neutral	115
Slightly disagree	8
Strongly disagree	2

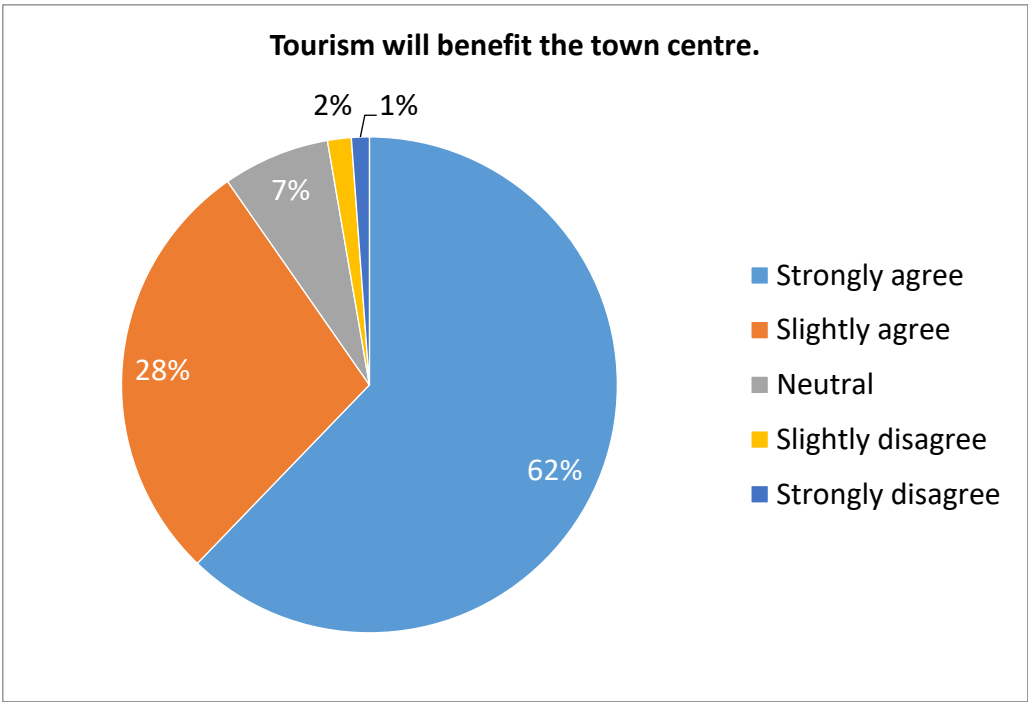
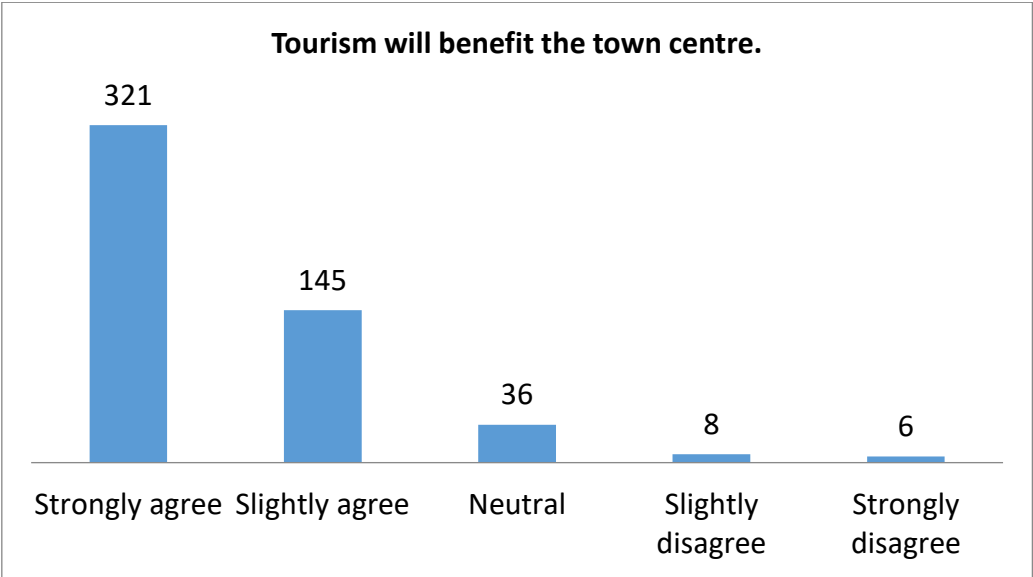
**Street furniture (for example bollards, lampposts, fences, benches and history trail) need to be painted and cleaned more often and on a regular basis.**



**Street furniture (for example bollards, lampposts, fences, benches and history trail) need to be painted and cleaned more often and on a regular basis.**



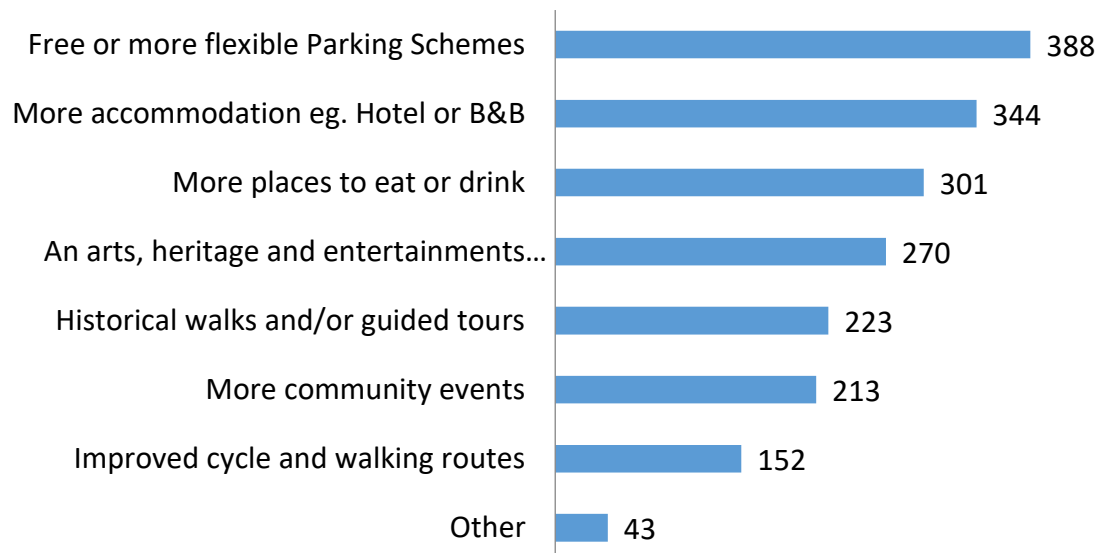
Question 15 - Tourism will benefit the town centre.	
Strongly agree	321
Slightly agree	145
Neutral	36
Slightly disagree	8
Strongly disagree	6



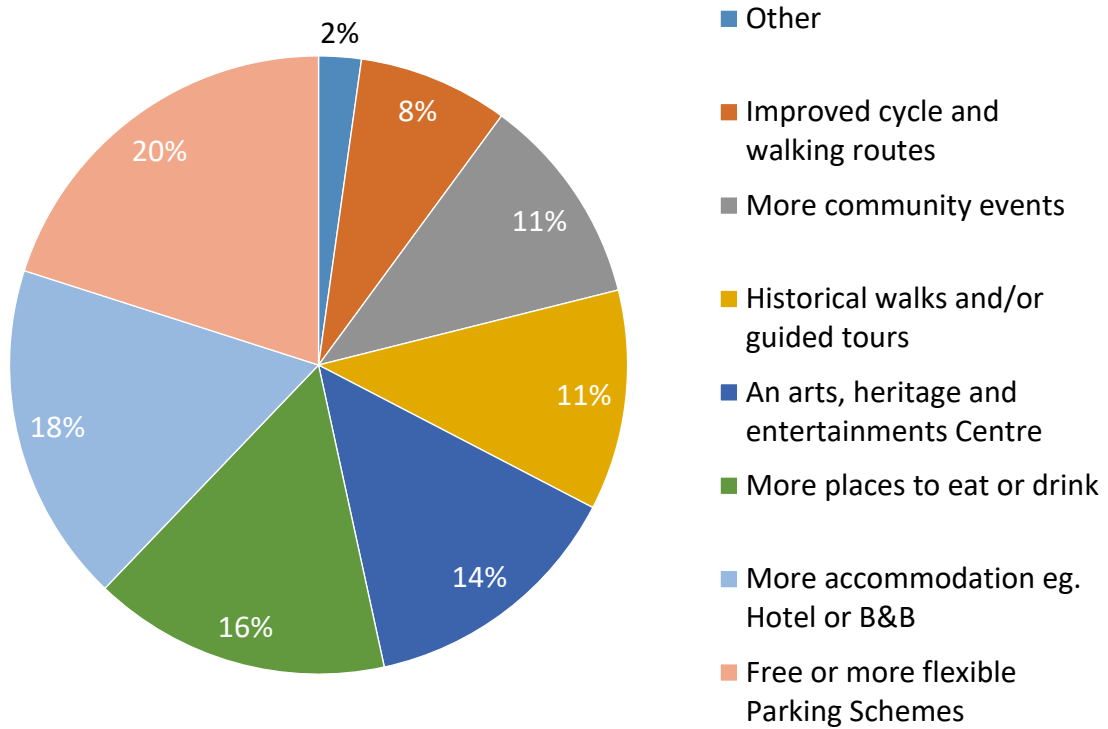
**Question 16 - What would encourage more tourists to visit Cheadle? Please tick all that apply.**

Other	43
Improved cycle and walking routes	152
More community events	213
Historical walks and/or guided tours	223
An arts, heritage and entertainments Centre	270
More places to eat or drink	301
More accommodation eg. Hotel or B&B	344
Free or more flexible Parking Schemes	388

**What would encourage more tourists to visit Cheadle?  
Please tick all that apply.**

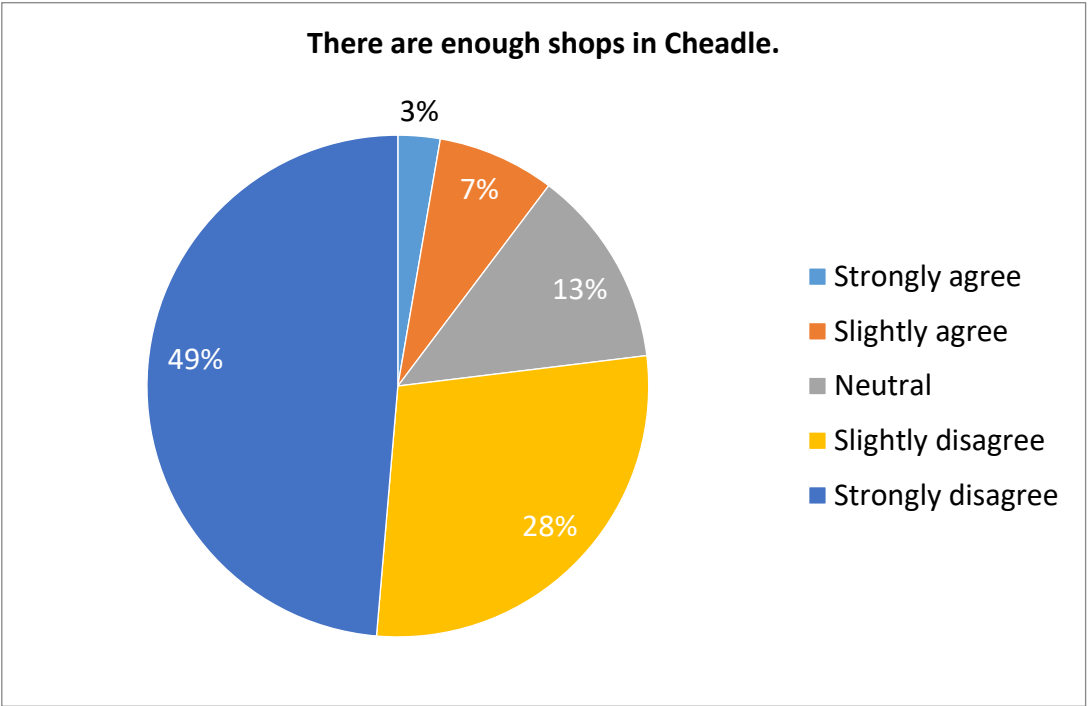
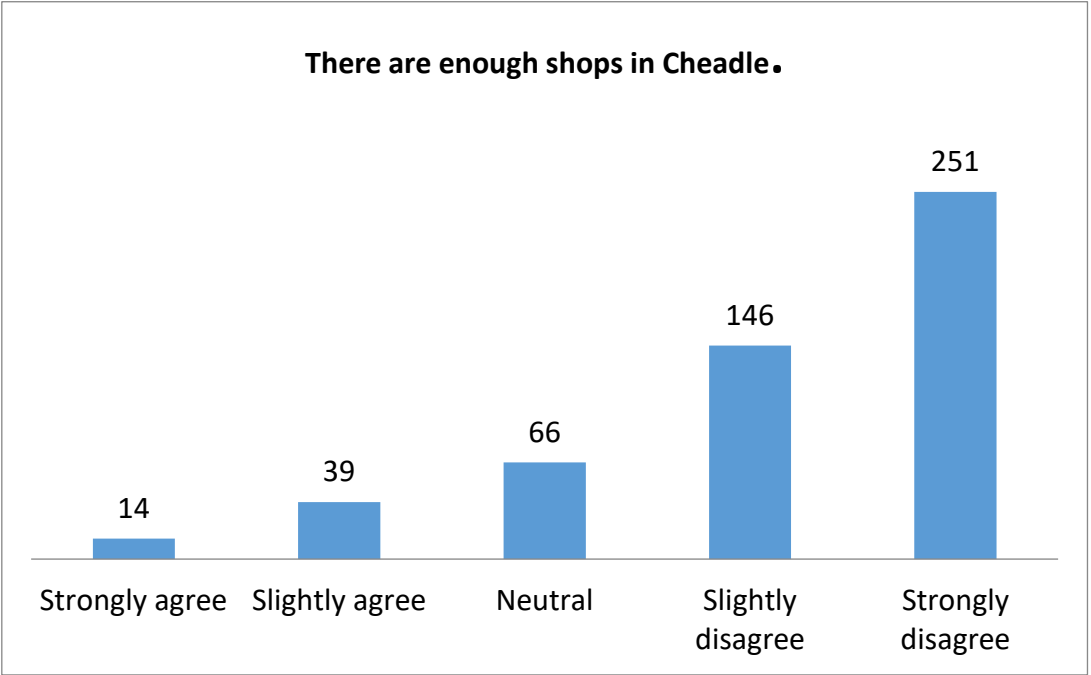


**What would encourage more tourists to visit Cheadle?**  
**Please tick all that apply.**



Retail Questions

Question 17 - There are enough shops in Cheadle.	
Strongly agree	14
Slightly agree	39
Neutral	66
Slightly disagree	146
Strongly disagree	251



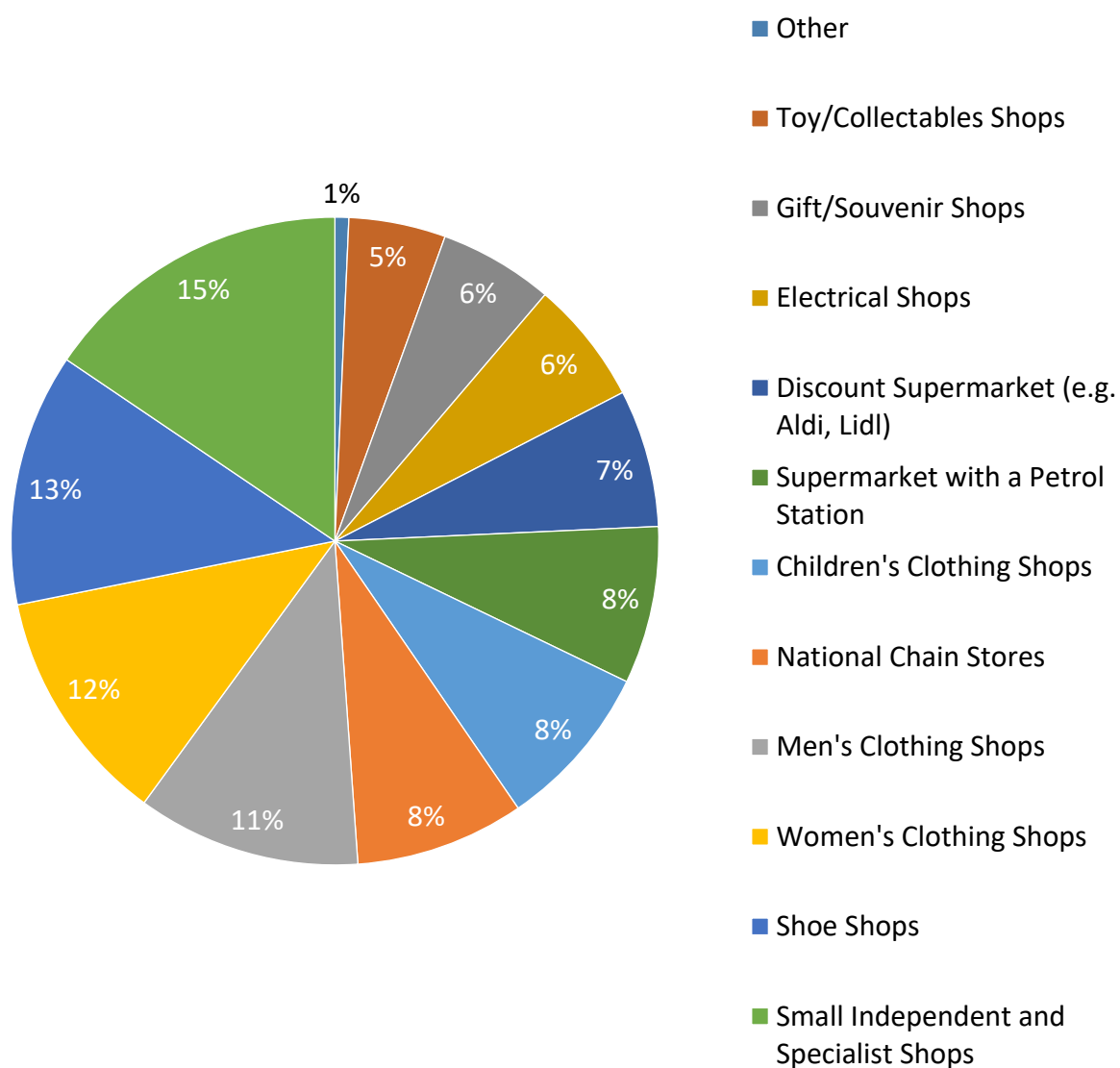
**Question 18 - What types of shops would encourage you to shop in Cheadle more? Please tick all that apply.**

Other	18
Toy/Collectables Shops	126
Gift/Souvenir Shops	149
Electrical Shops	161
Discount Supermarket (e.g. Aldi, Lidl)	179
Supermarket with a Petrol Station	205
Children's Clothing Shops	216
National Chain Stores	220
Men's Clothing Shops	291
Women's Clothing Shops	308
Shoe Shops	329
Small Independent and Specialist Shops	405

**What types of shops would encourage you to shop in Cheadle more?  
Please tick all that apply.**



**What types of shops would encourage you to shop in Cheadle more?  
Please tick all that apply.**

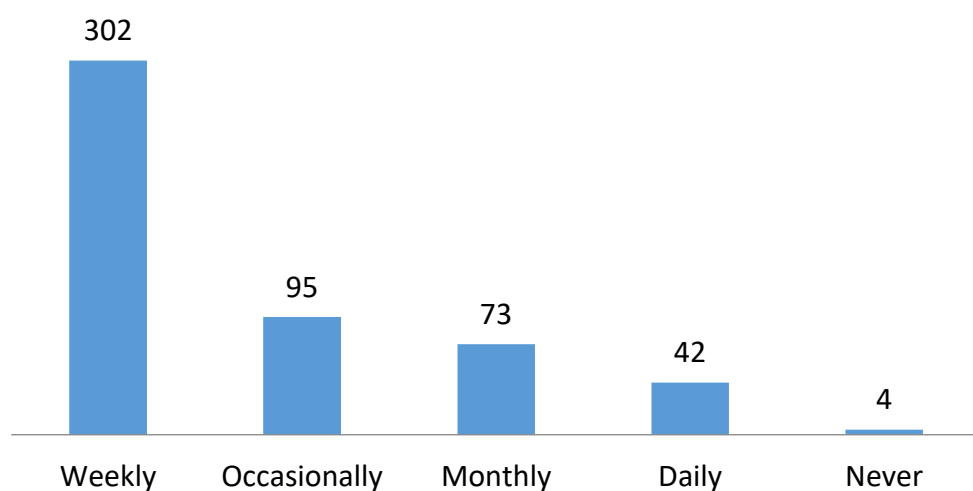




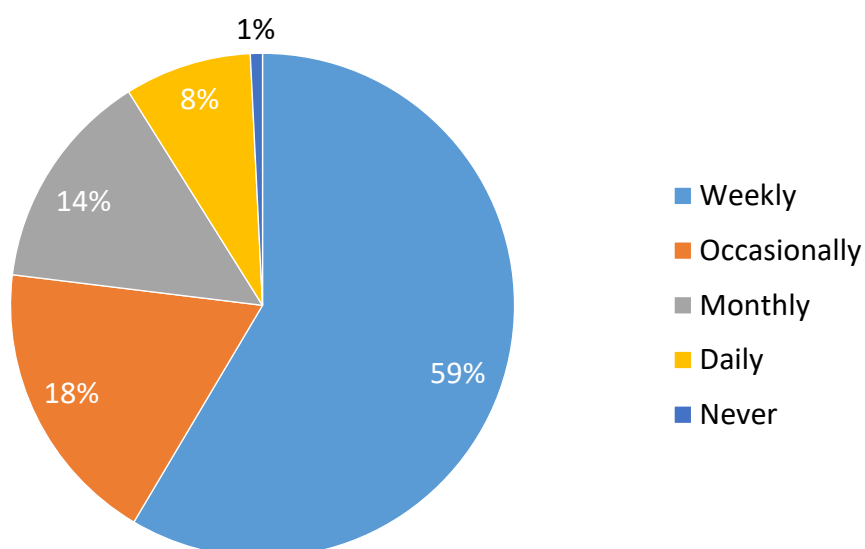
Question 19 - Pre-Covid how often did you shop outside of Cheadle?

Weekly	302
Occasionally	95
Monthly	73
Daily	42
Never	4

Pre-Covid how often did you shop outside of Cheadle?



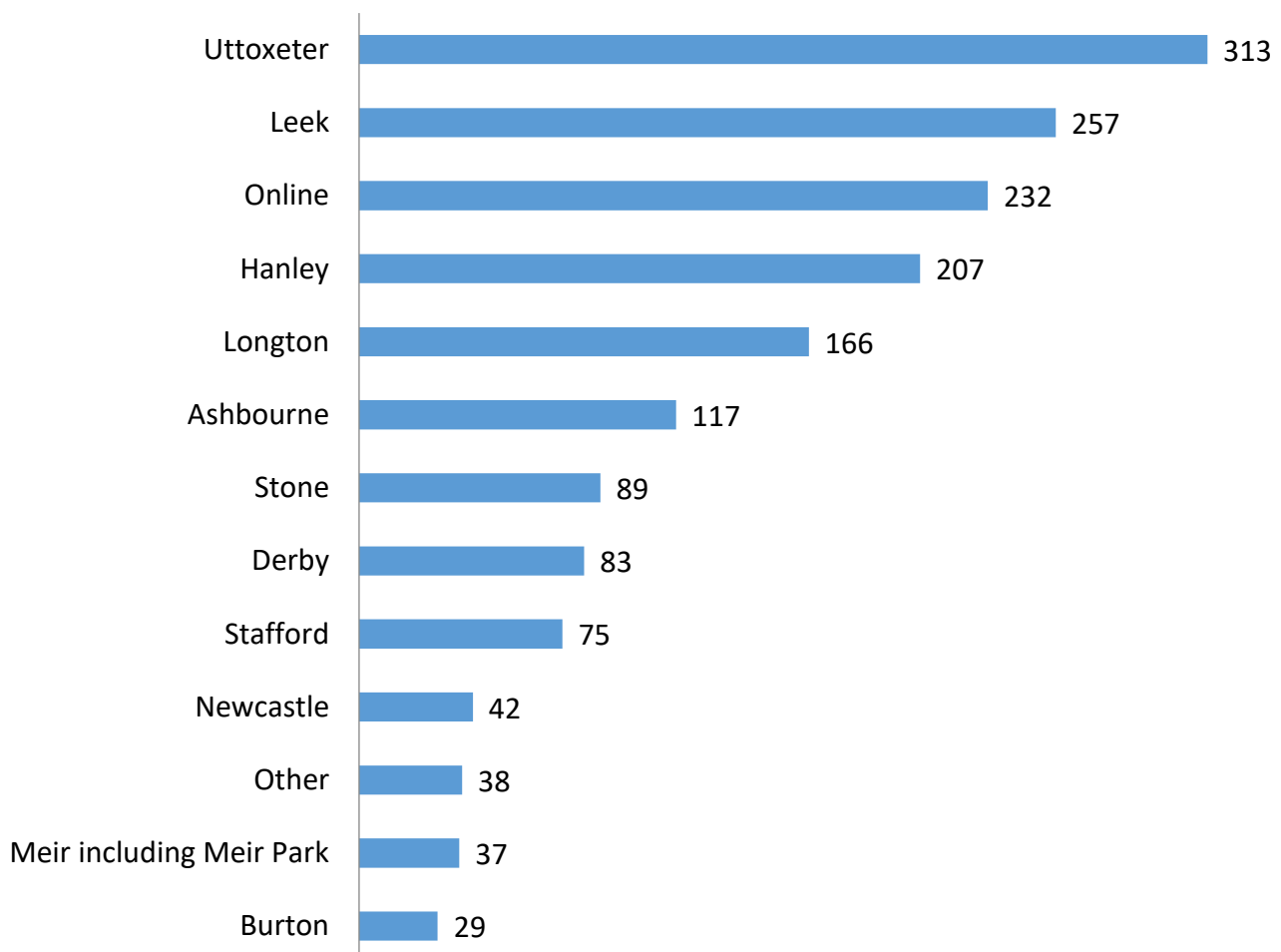
Pre-Covid how often did you shop outside of Cheadle?



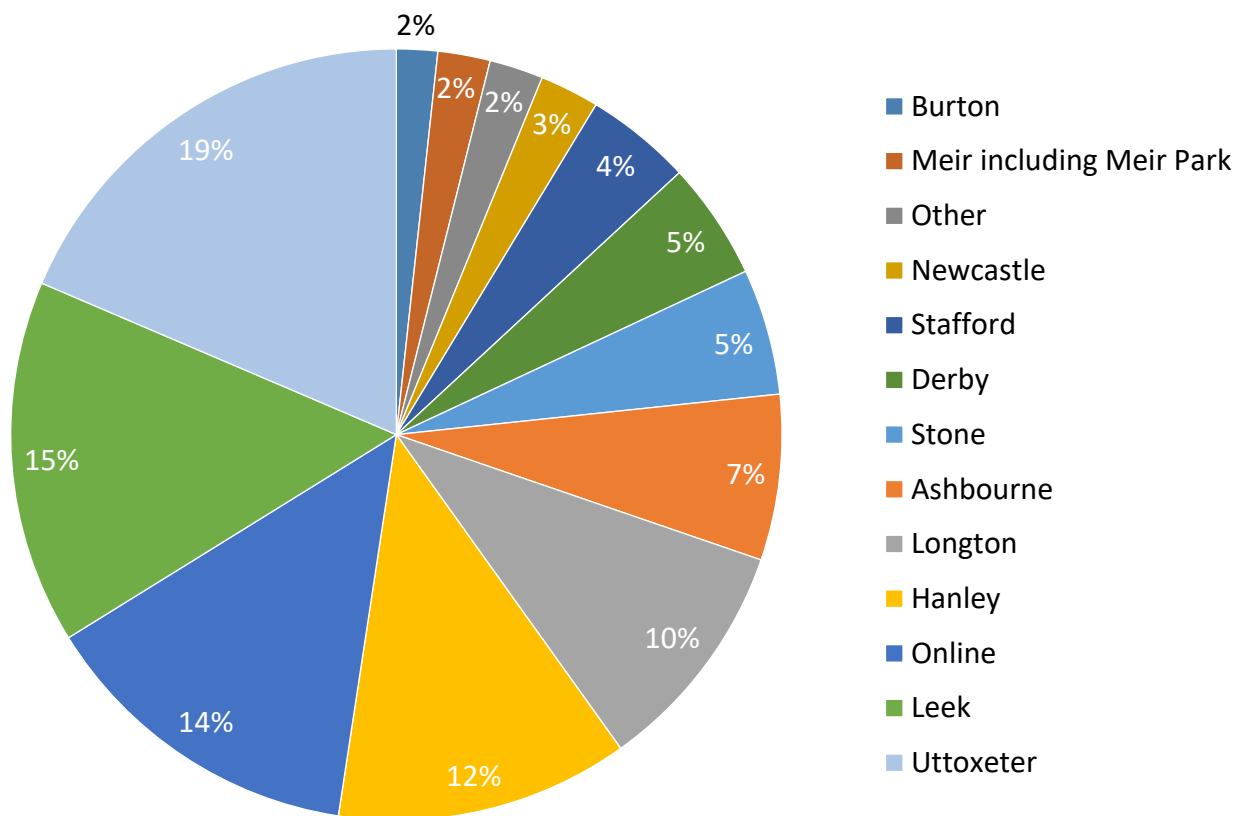
Question 20 - Pre-Covid where other than Cheadle did you shop? Please tick all apply.

Burton	29
Meir including Meir Park	37
Other	38
Newcastle	42
Stafford	75
Derby	83
Stone	89
Ashbourne	117
Longton	166
Hanley	207
Online	232
Leek	257
Uttoxeter	313

**Pre-Covid where other than Cheadle did you shop?  
Please tick all apply.**



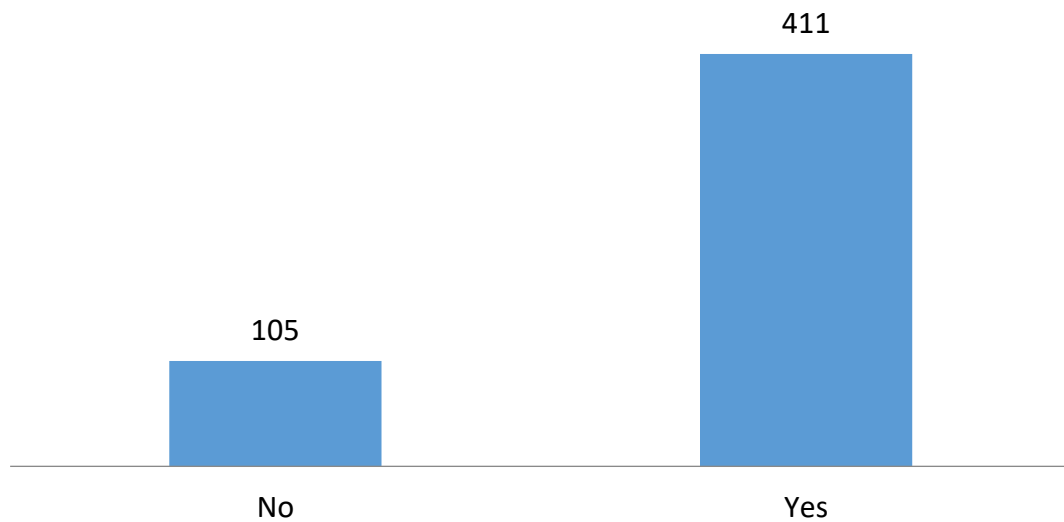
**Pre-Covid where other than Cheadle did you shop?**  
Please tick all apply.



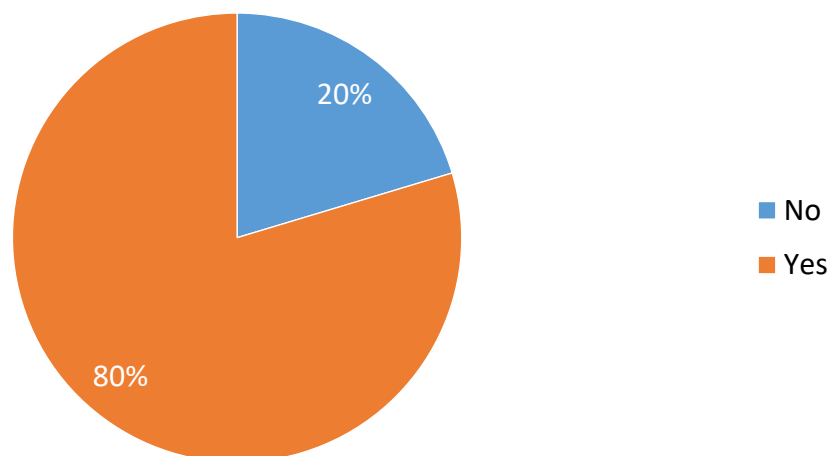
Question 21 - Would a short period of free parking on the SMDC car parks (Tape Street and Well Street), encourage you to shop more in Cheadle?

No	105
Yes	411

**Would a short period of free parking on the SMDC car parks (Tape Street and Well Street), encourage you to shop more in Cheadle?**



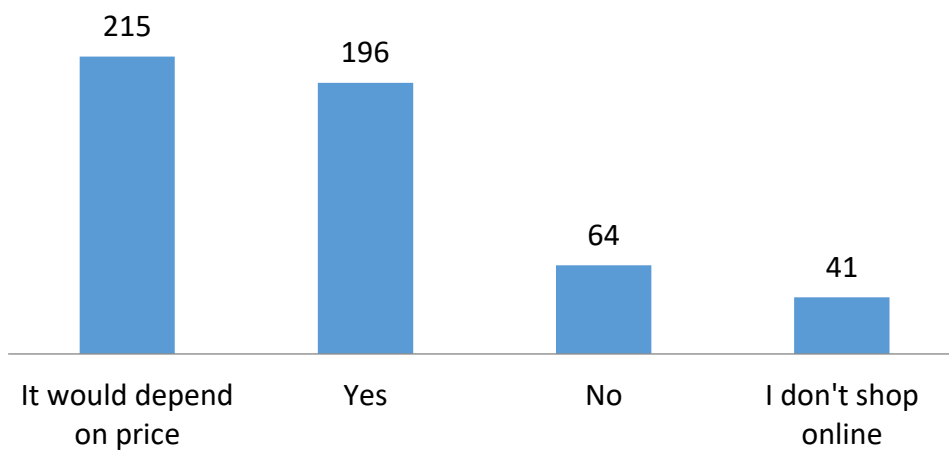
**Would a short period of free parking on the SMDC car parks (Tape Street and Well Street), encourage you to shop more in Cheadle?**



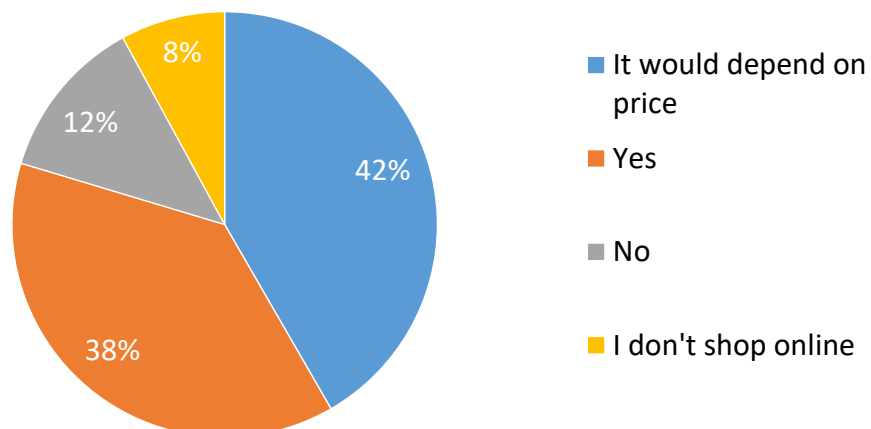
Question 22- If all or most Cheadle businesses had an online shop, would you buy locally instead of using other online retailers?

It would depend on price	215
Yes	196
No	64
I don't shop online	41

**If all or most Cheadle businesses had an online shop, would you buy locally instead of using other online retailers?**

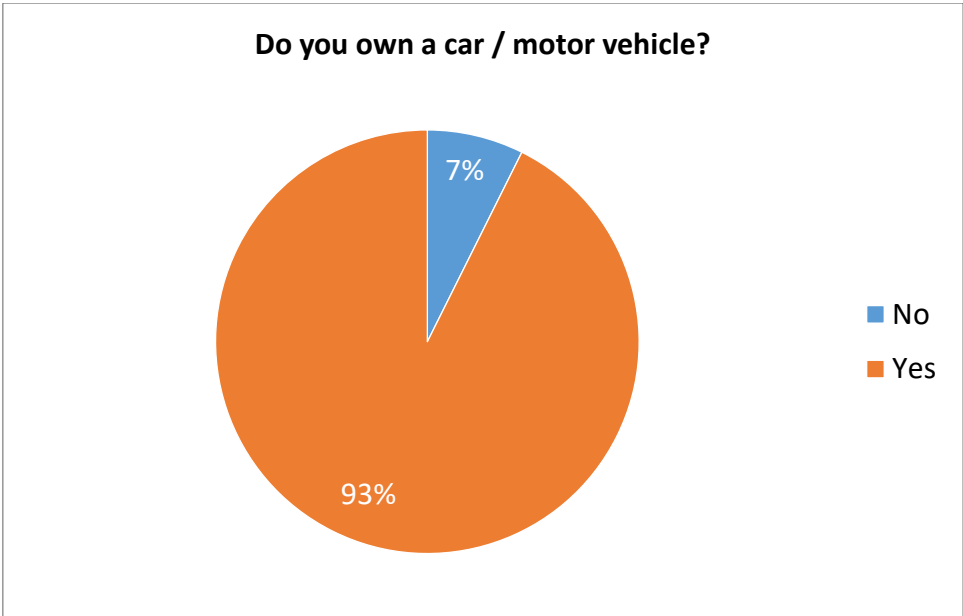
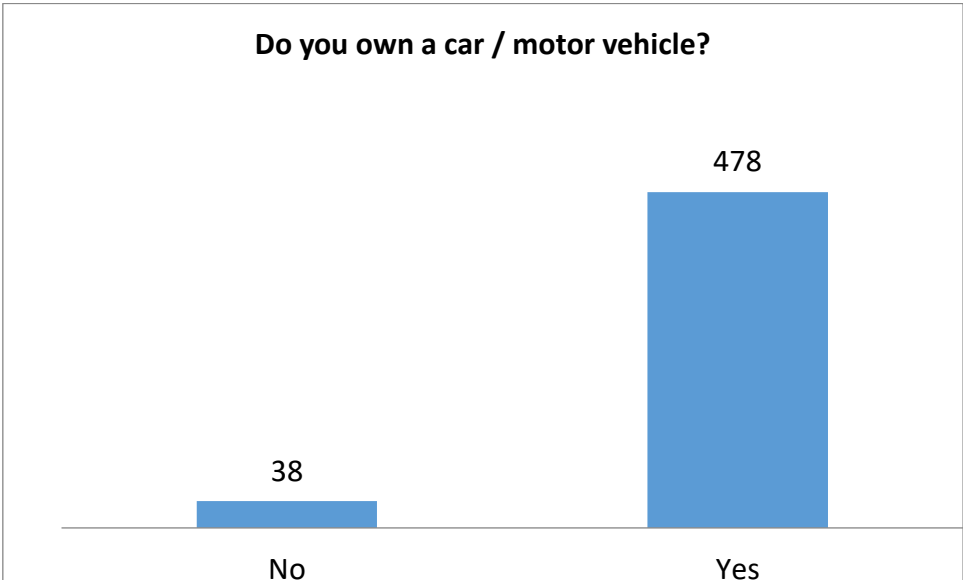


**If all or most Cheadle businesses had an online shop, would you buy locally instead of using other online retailers?**



Transport Questions

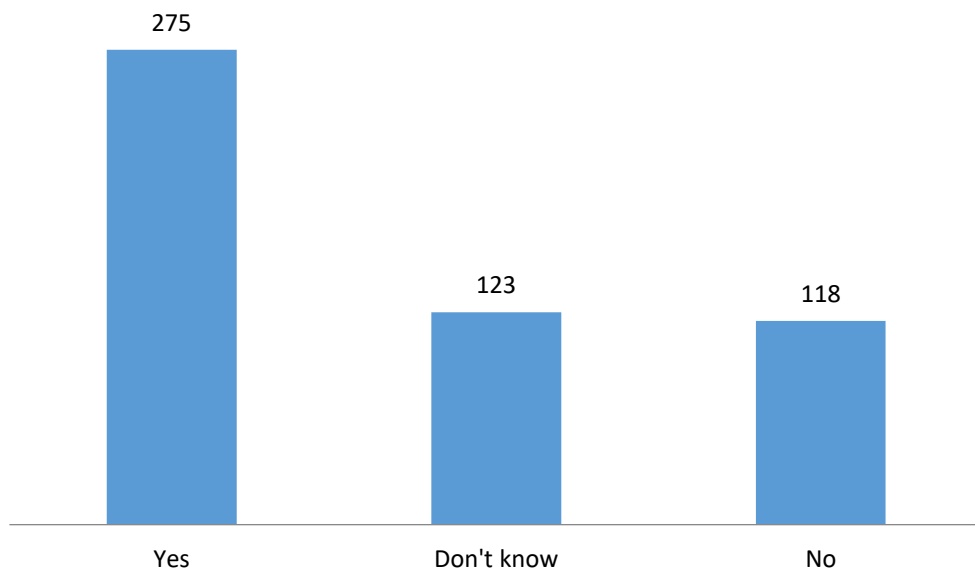
Question 23 - Do you own a car / motor vehicle?	
No	38
Yes	478



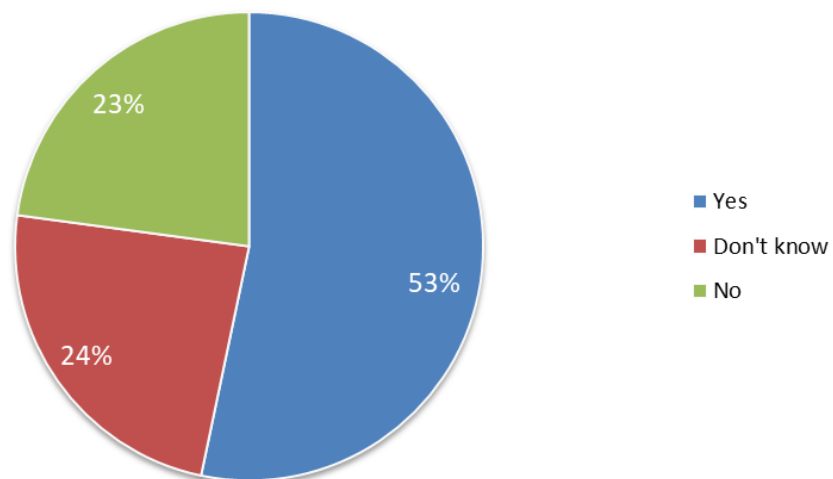
**Question 24 - Does the lack of public transport make it difficult to travel to and from Cheadle?**

Yes	275
Don't know	123
No	118

**Does the lack of public transport make it difficult to travel to and from Cheadle?**



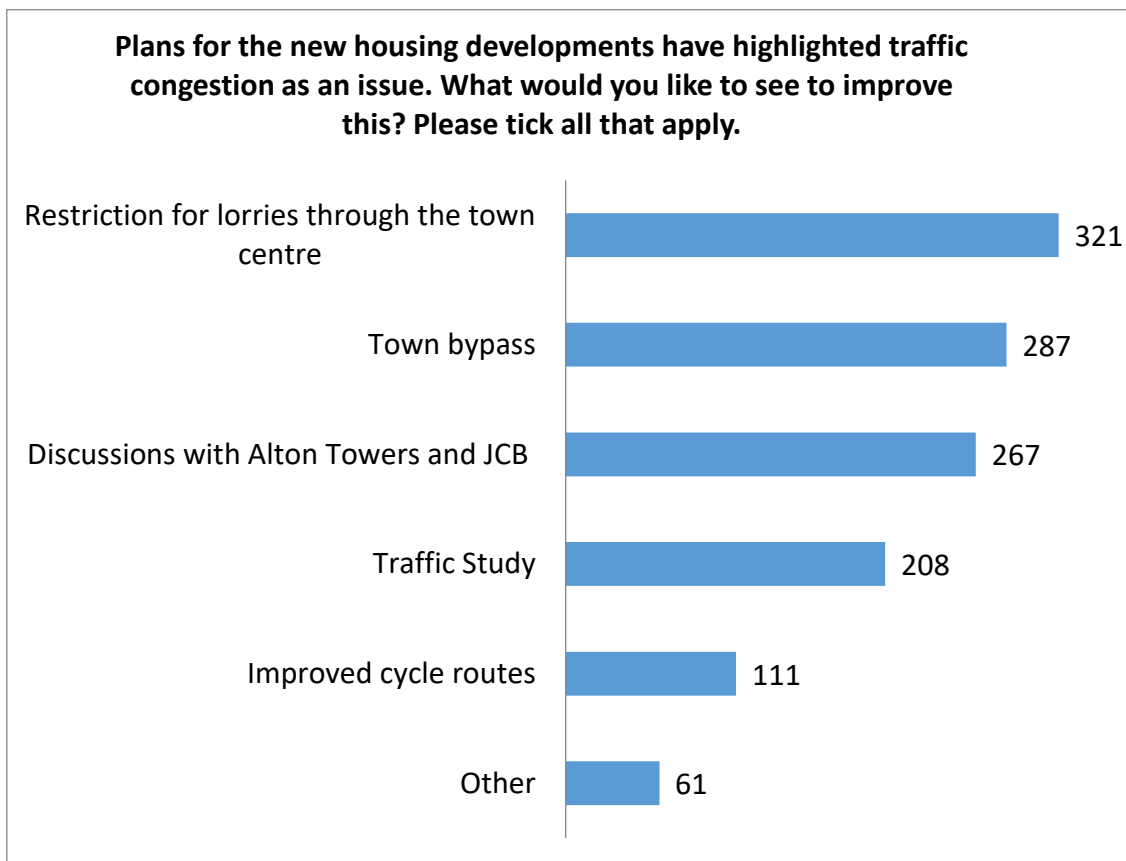
**Does the lack of public transport make it difficult to travel to and from Cheadle?**



Question 25 - Plans for the new housing developments have highlighted traffic congestion as an issue. What would you like to see to improve this? Please tick all that apply.

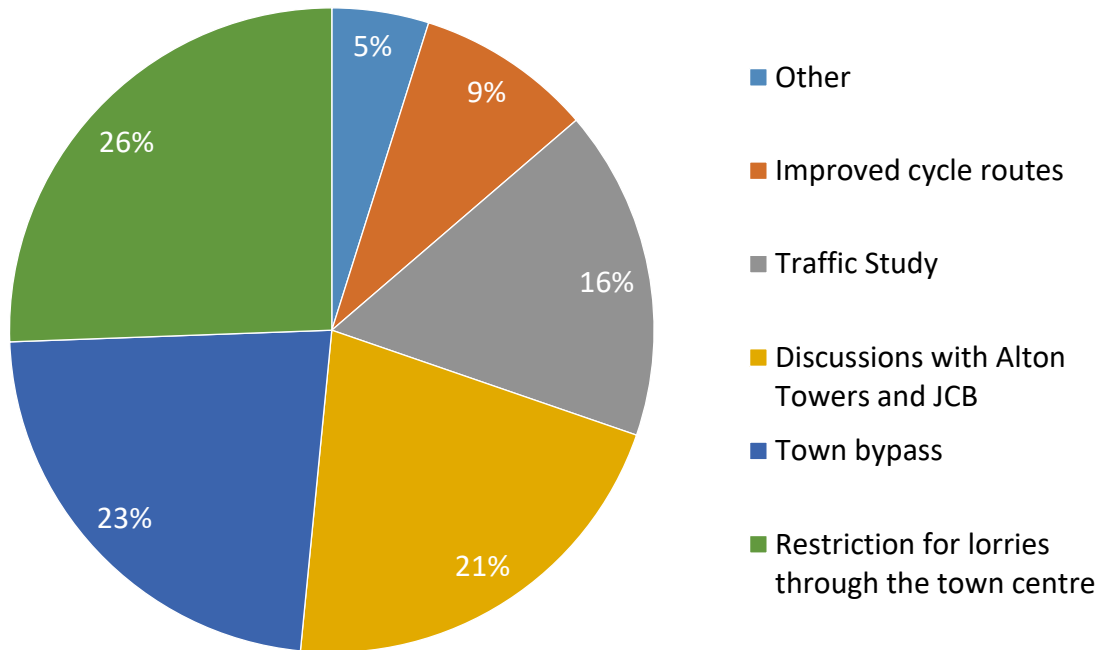
Other	61
Improved cycle routes	111
Traffic Study	208
Discussions with Alton Towers and JCB	267
Town bypass	287
Restriction for lorries through the town centre	321

[The other answers to this question are in Appendix 2](#)



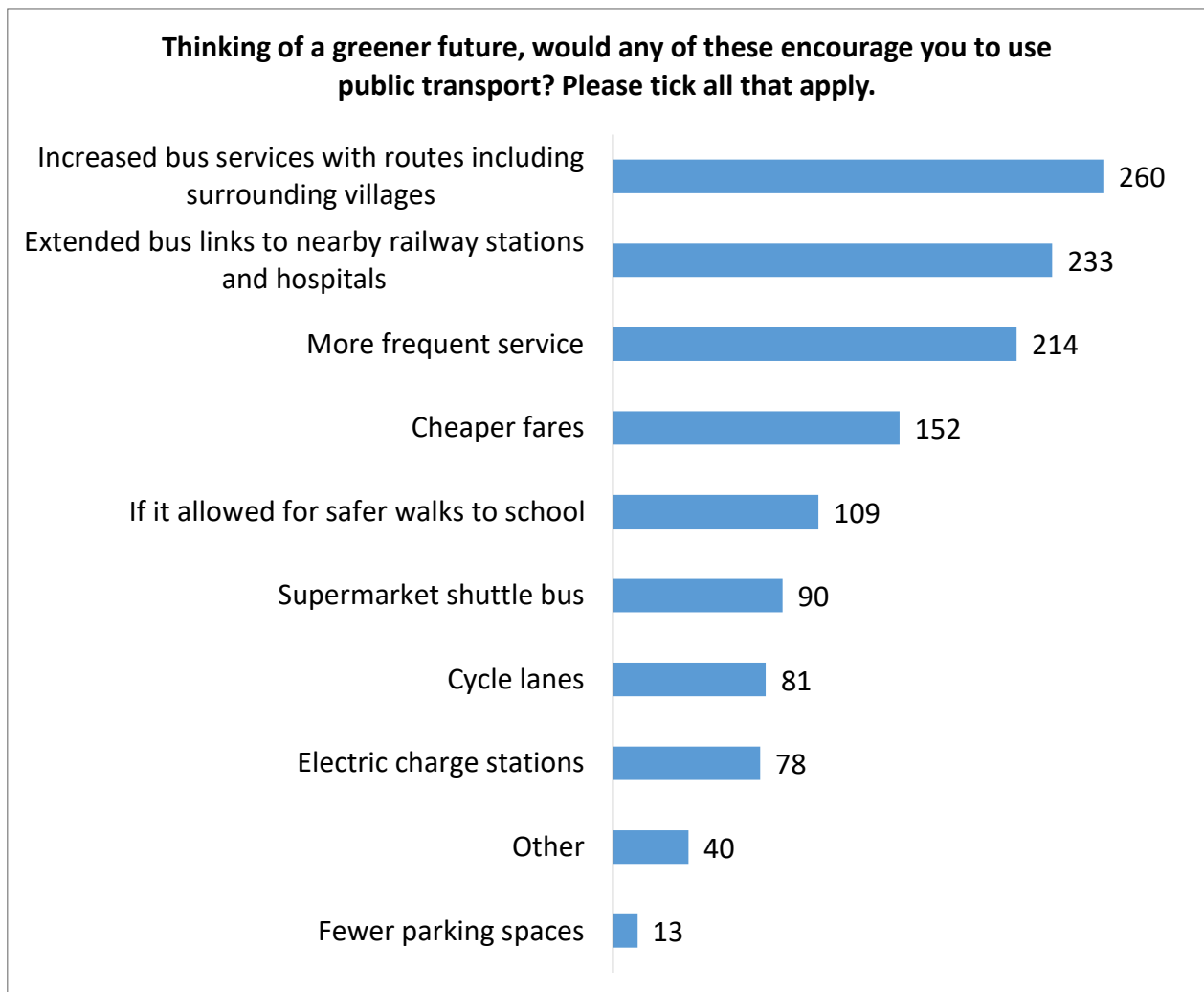


**Plans for the new housing developments have highlighted traffic congestion as an issue. What would you like to see to improve this?  
Please tick all that apply.**

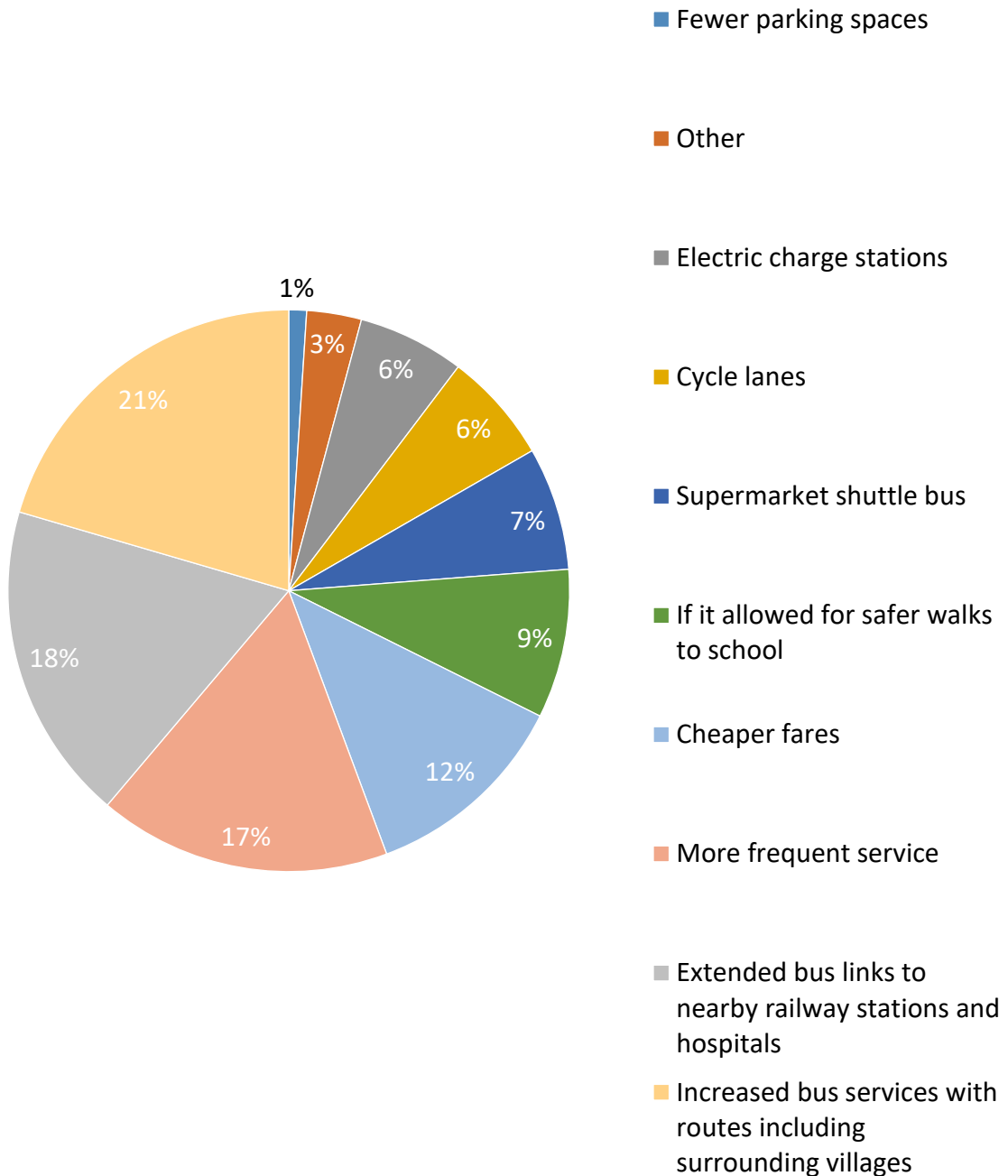


Question 26 - Thinking of a greener future, would any of these encourage you to use public transport? Please tick all that apply.

Fewer parking spaces	13
Other	40
Electric charge stations	78
Cycle lanes	81
Supermarket shuttle bus	90
If it allowed for safer walks to school	109
Cheaper fares	152
More frequent service	214
Extended bus links to nearby railway stations and hospitals	233
Increased bus services with routes including surrounding villages	260



**Thinking of a greener future, would any of these encourage you to use public transport? Please tick all that apply.**

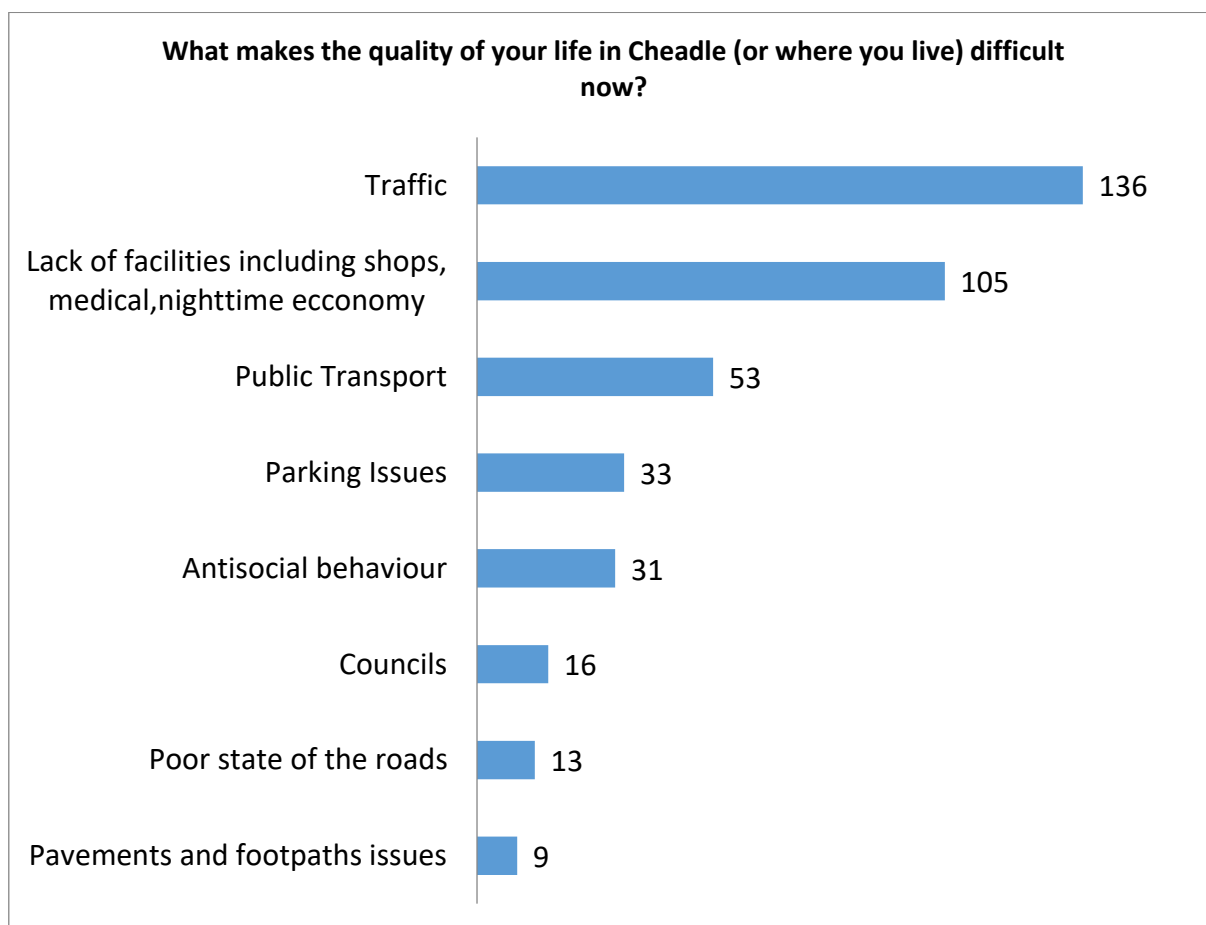


## Wellbeing Questions

Question 27 - What makes the quality of your life in Cheadle (or where you live) difficult now?

**Main themes collated from free text responses, other comments in [Appendix 3](#)**

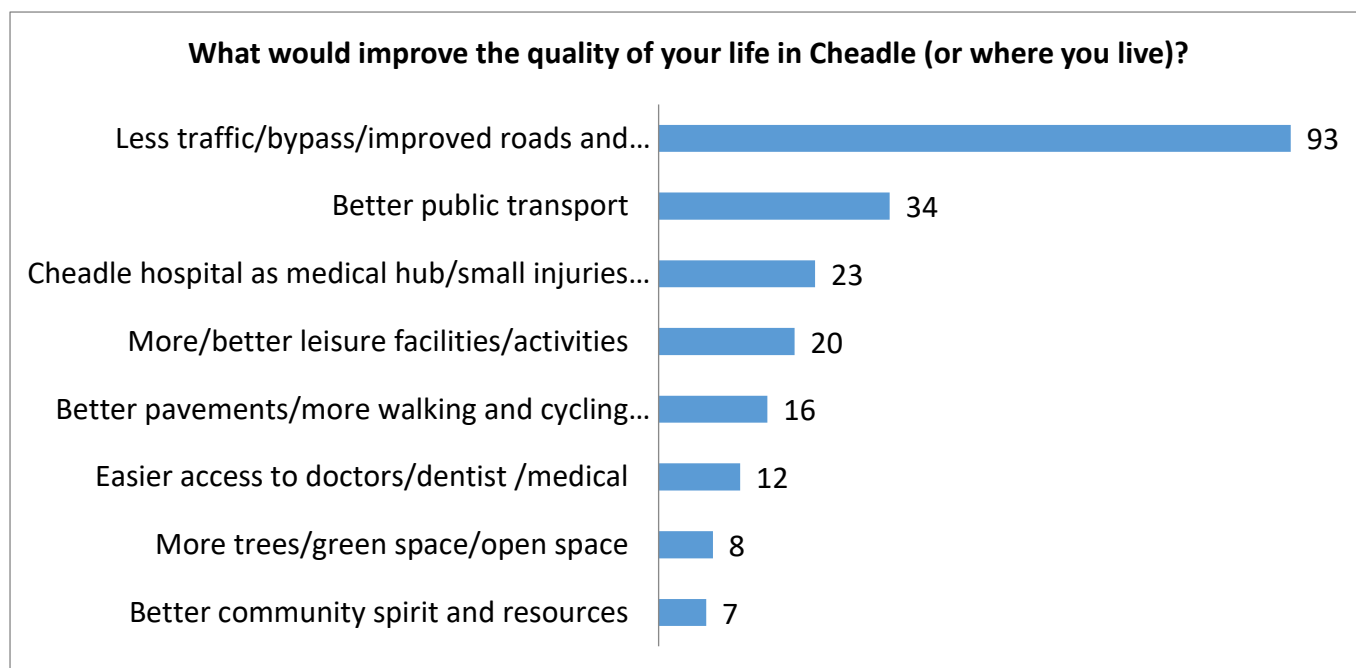
Pavements and footpaths issues	9
Poor state of the roads	13
Councils	16
Antisocial behaviour	31
Parking Issues	33
Public Transport	53
Lack of facilities including shops, medical, nighttime economy	105
Traffic	136



Question 28 - What would improve the quality of your life in Cheadle (or where you live)?

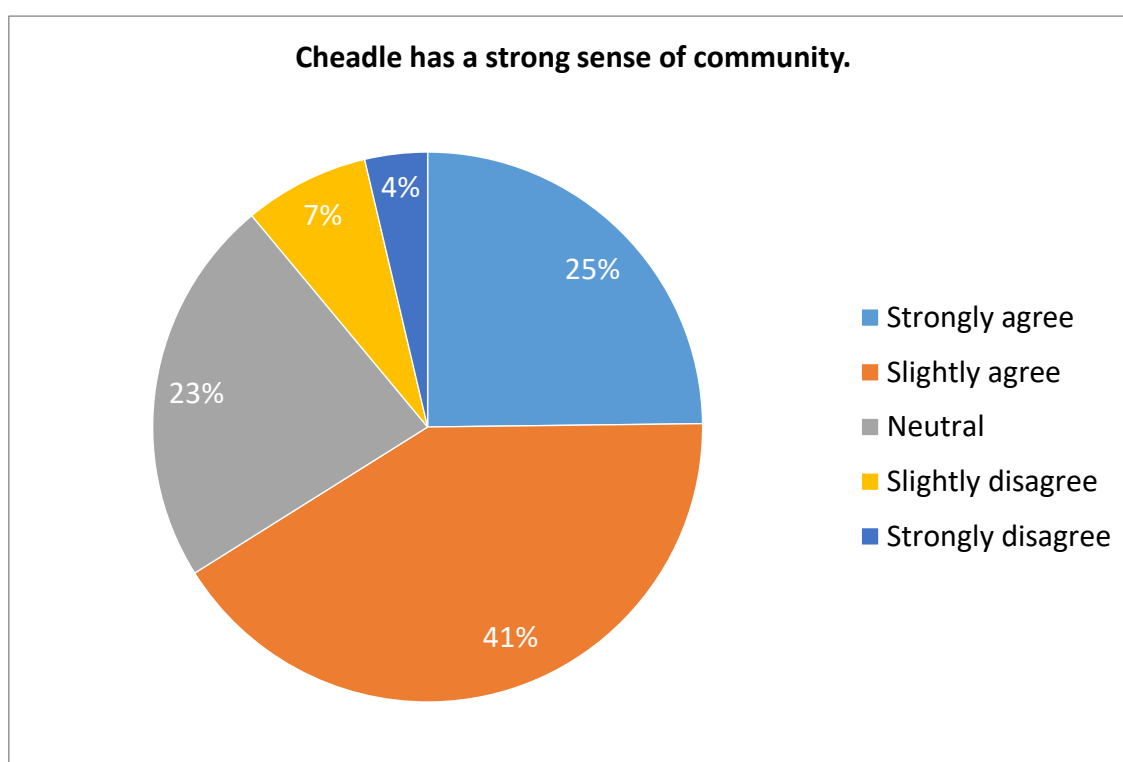
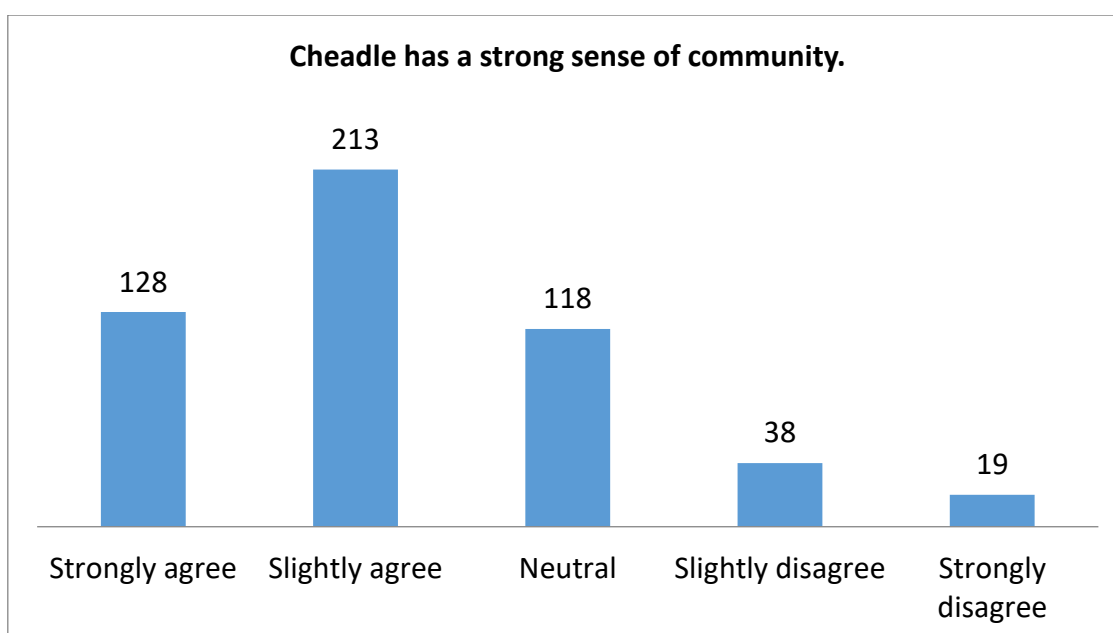
**Main themes collated from free text responses, other comments in [Appendix 4](#)**

Better community spirit and resources	<b>7</b>
More trees/green space/open space	<b>8</b>
Easier access to doctors/dentist /medical	<b>12</b>
Better pavements/more walking and cycling routes	<b>16</b>
More/better leisure facilities/activities	<b>20</b>
Cheadle hospital as medical hub/small injuries unit	<b>23</b>
Better public transport	<b>34</b>
Less traffic/bypass/improved roads and maintenance etc.	<b>93</b>



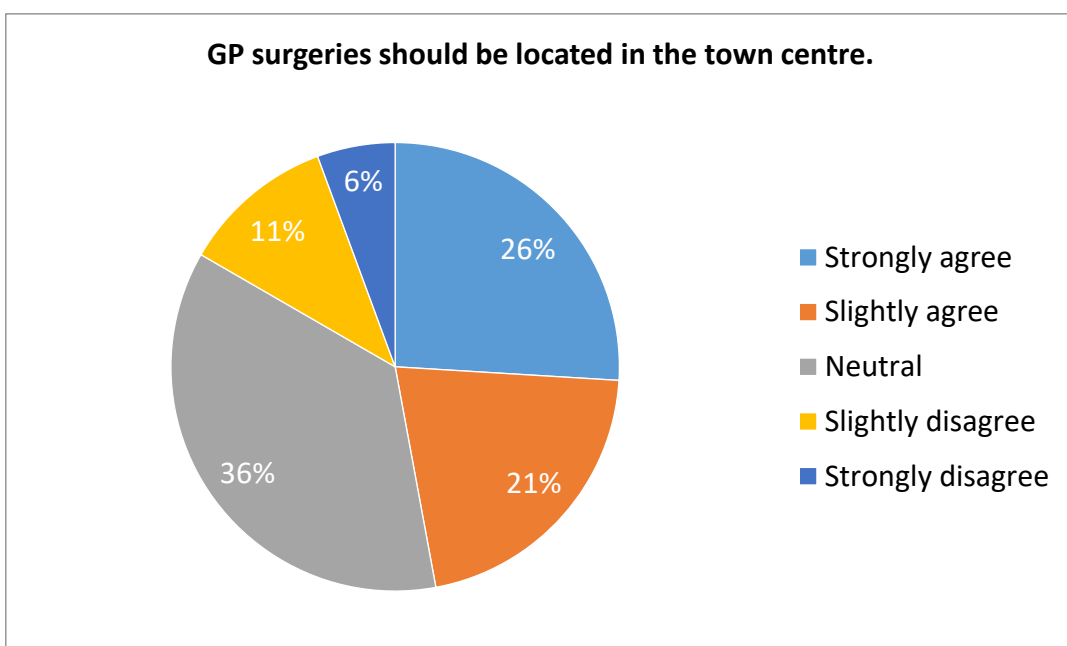
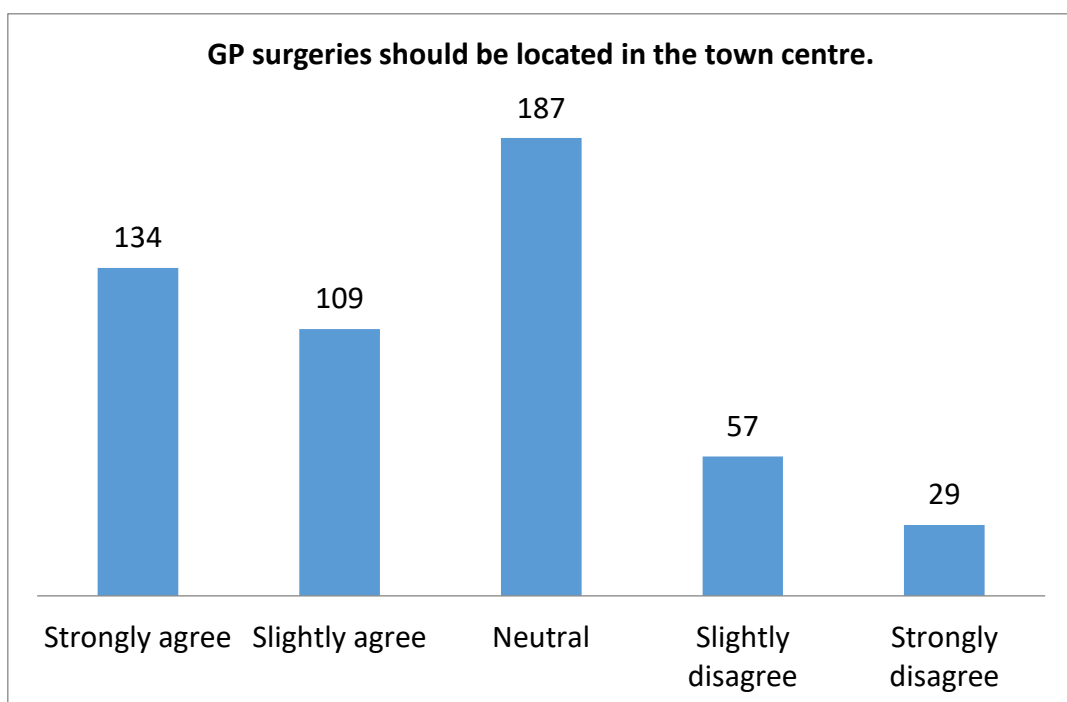
## Community Questions

Question 29 - Cheadle has a strong sense of community.	
Strongly agree	128
Slightly agree	213
Neutral	118
Slightly disagree	38
Strongly disagree	19



**Question 30 - GP surgeries should be located in the town centre.**

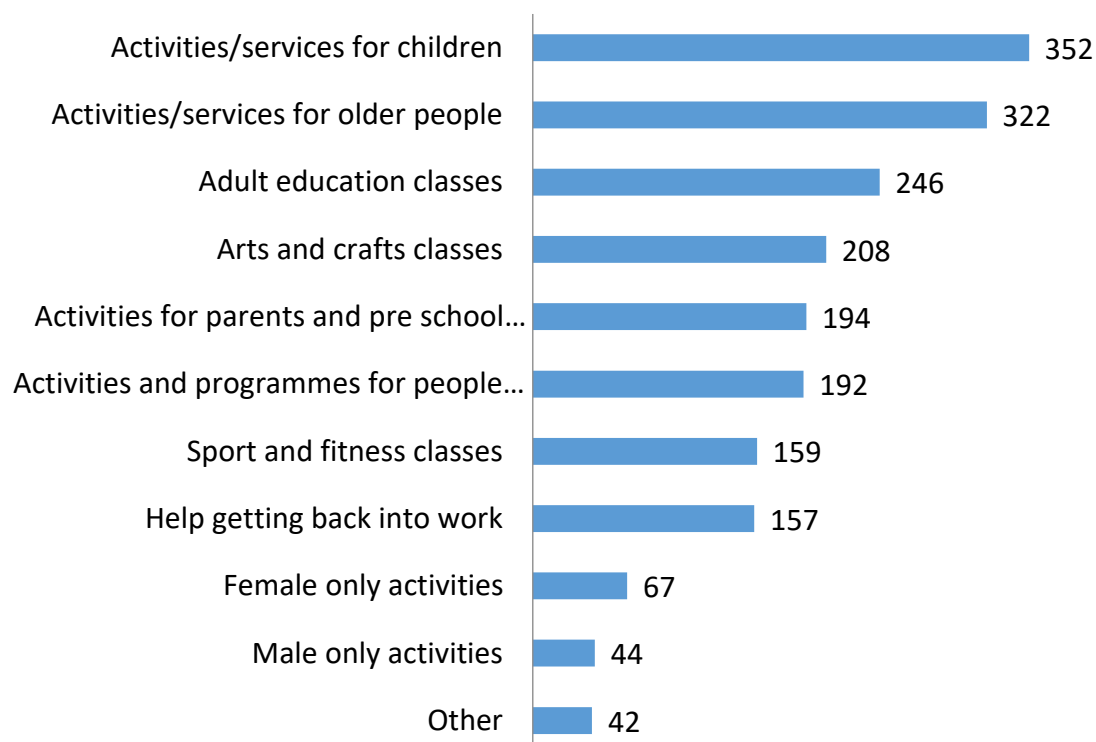
Strongly agree	134
Slightly agree	109
Neutral	187
Slightly disagree	57
Strongly disagree	29



**Question 31 - What services/activities would you like to see more of in Cheadle? Please tick all that apply.**

Other	42
Male only activities	44
Female only activities	67
Help getting back into work	157
Sport and fitness classes	159
Activities and programmes for people with disabilities	192
Activities for parents and preschool children	194
Arts and crafts classes	208
Adult education classes	246
Activities/services for older people	322
Activities/services for children	352

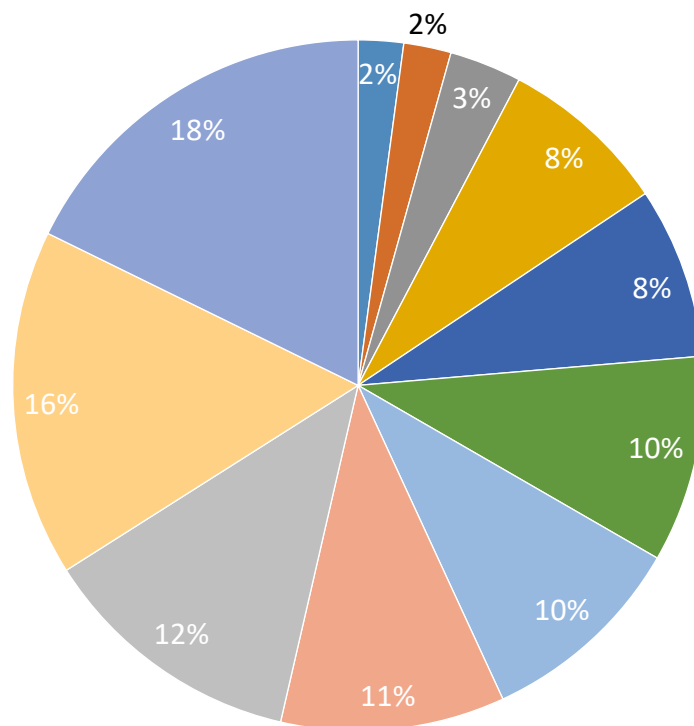
**What services/activities would you like to see more of in Cheadle?  
Please tick all that apply.**





**What services/activities would you like to see more of in Cheadle? Please tick all that apply.**

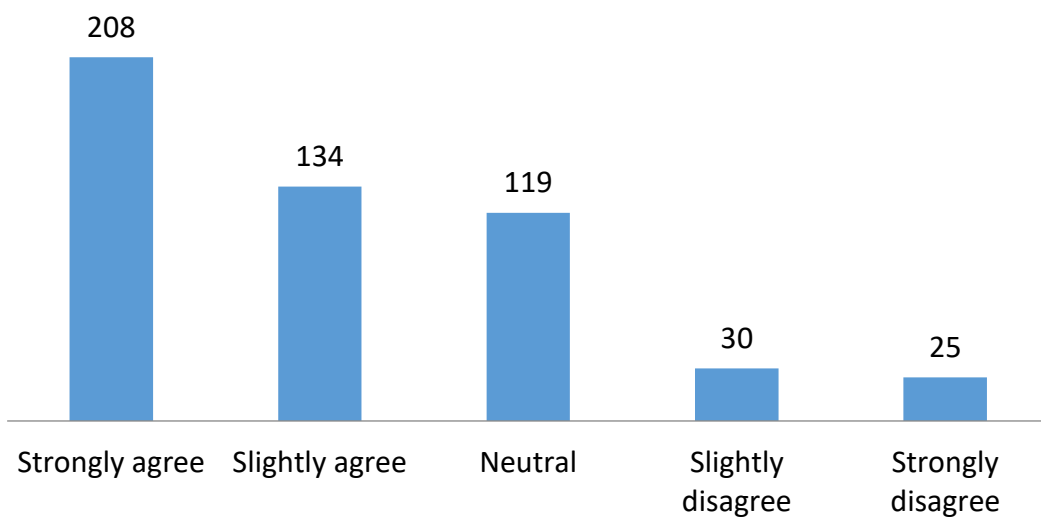
- Other
- Male only activities
- Female only activities
- Help getting back into work
- Sport and fitness classes
- Activities and programmes for people with disabilities
- Activities for parents and pre school children
- Arts and crafts classes
- Adult education classes
- Activities/services for older people
- Activities/services for children



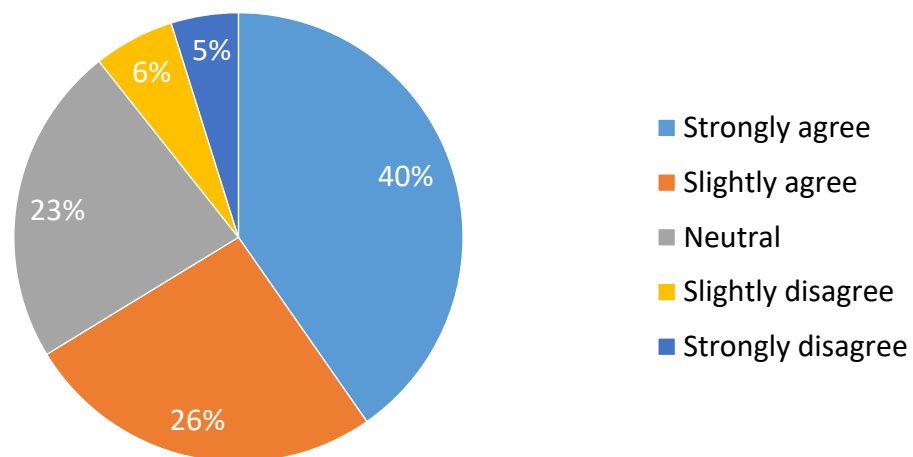
**Question 32 - Cheadle town centre would benefit from a new community centre for events/services and activities.**

Strongly agree	208
Slightly agree	134
Neutral	119
Slightly disagree	30
Strongly disagree	25

**Cheadle town centre would benefit from a new community centre for events/services and activities.**



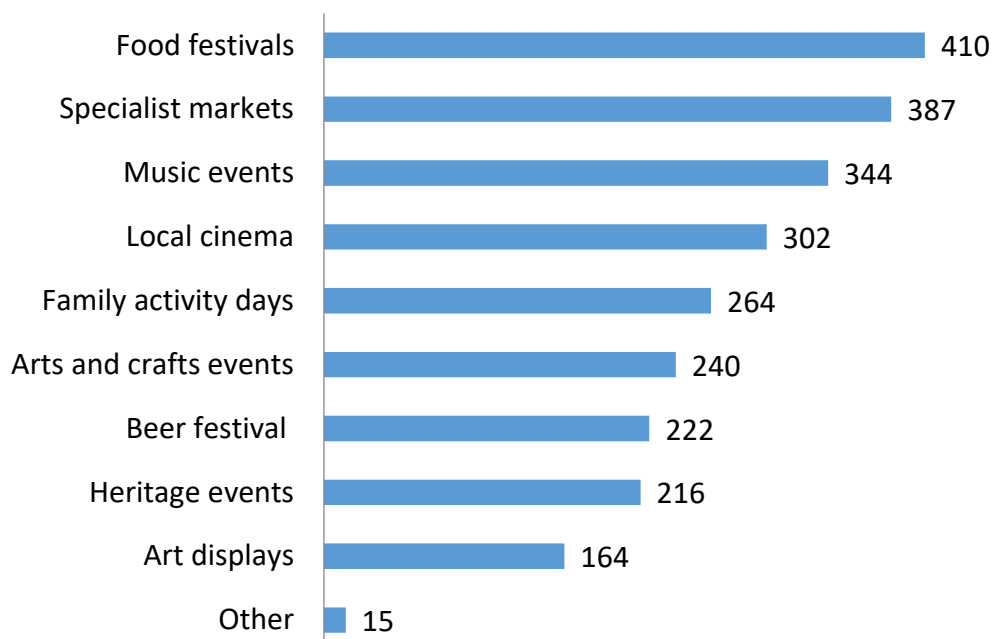
**Cheadle town centre would benefit from a new community centre for events/services and activities.**



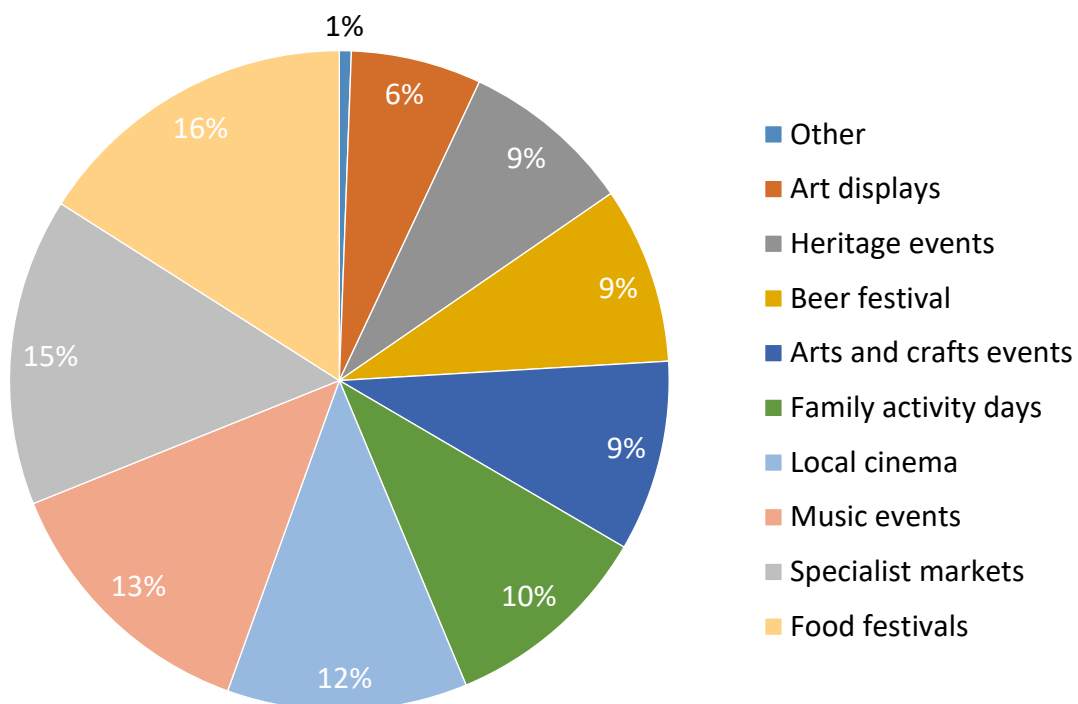
Question 33 - We already have some major events in Cheadle in our High Street and local parks. What other community events would you like to see in our town centre? Please tick all that apply.

Other	15
Art displays	164
Heritage events	216
Beer festival	222
Arts and crafts events	240
Family activity days	264
Local cinema	302
Music events	344
Specialist markets	387
Food festivals	410

**We already have some major events in Cheadle in our High Street and local parks. What other community events would you like to see in our town centre? Please tick all that apply.**



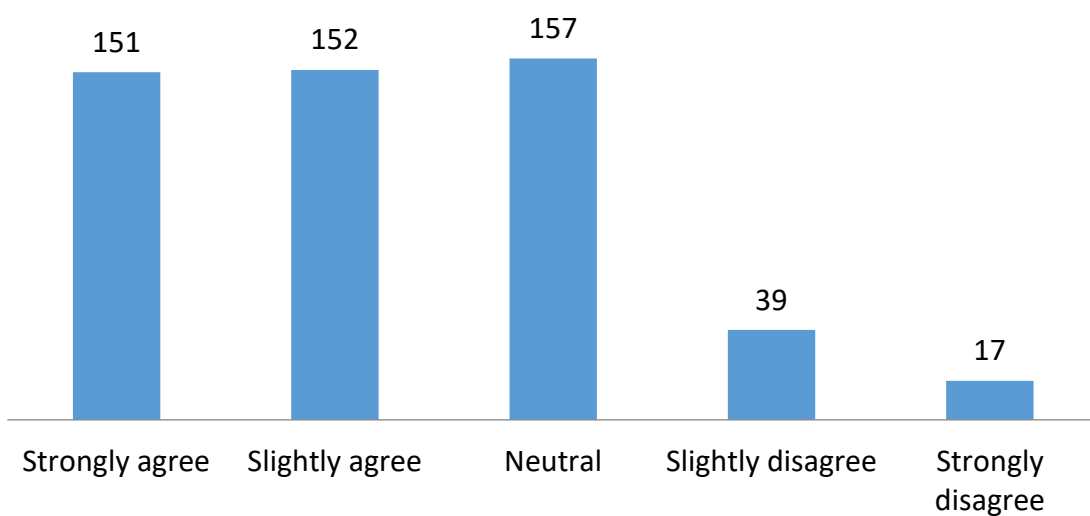
**We already have some major events in Cheadle in our High Street and local parks. What other community events would you like to see in our town centre? Please tick all that apply.**



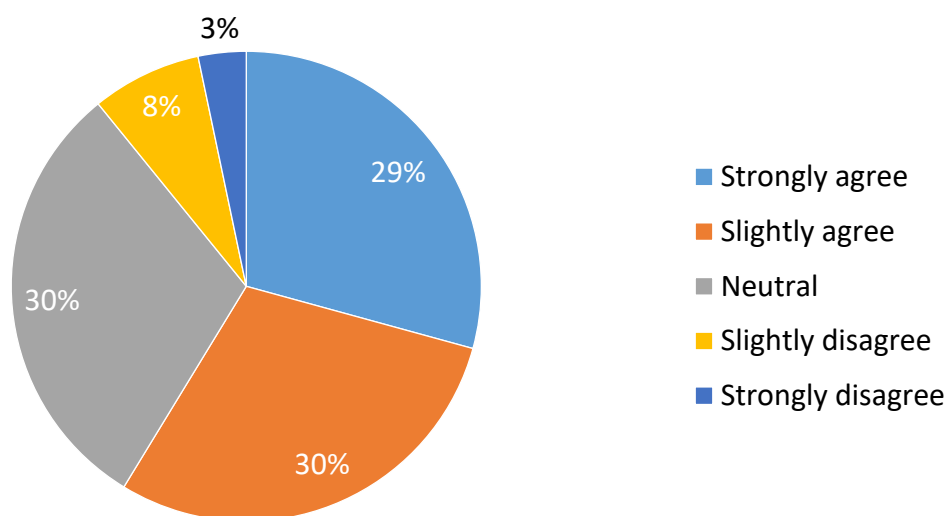
**Question 34 - Cheadle town centre needs more outside space for community events.**

Strongly agree	151
Slightly agree	152
Neutral	157
Slightly disagree	39
Strongly disagree	17

**Cheadle town centre needs more outside space for community events.**



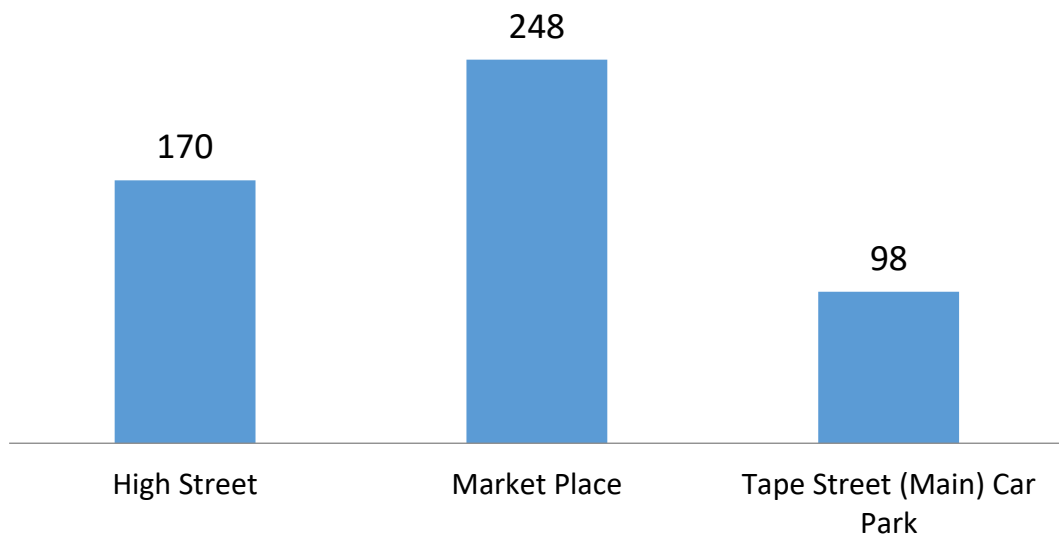
**Cheadle town centre needs more outside space for community events.**



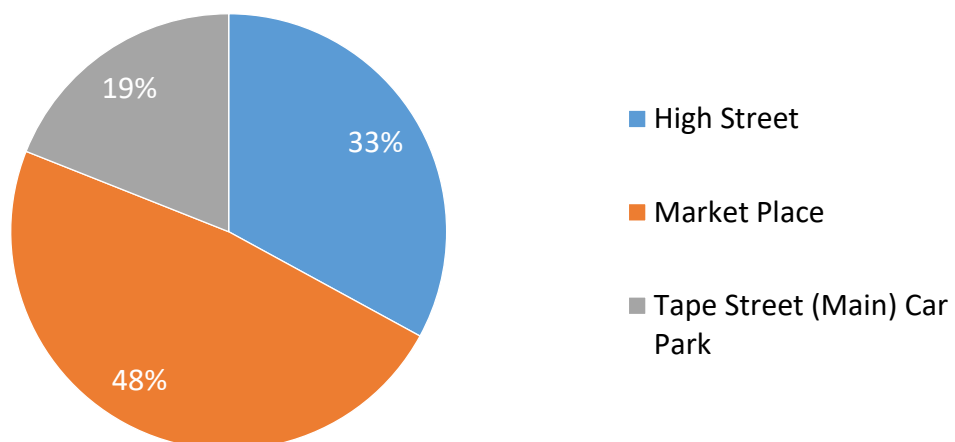
Question 35 - Where would you prefer any outdoor activity/event in the centre was located?

High Street	170
Market Place	248
Tape Street (Main) Car Park	98

Where would you prefer any outdoor activity/event in the centre was located?



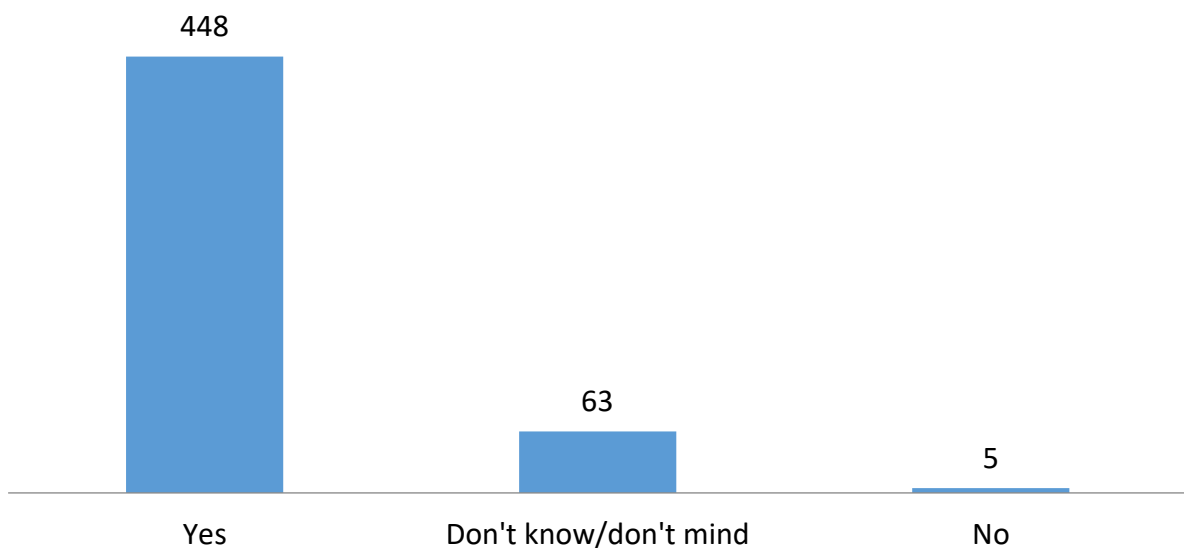
Where would you prefer any outdoor activity/event in the centre was located?



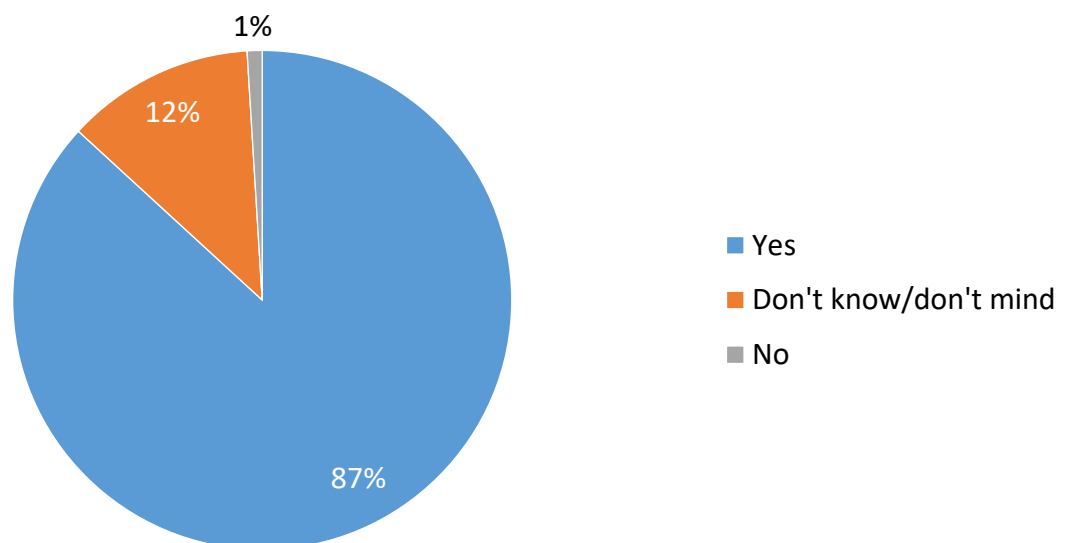
Question 36 - Do you want the Leisure Centre and its outdoor facilities (i.e. football pitches) to stay where they are?

Yes	448
Don't know/don't mind	63
No	5

**Do you want the Leisure Centre and its outdoor facilities (i.e. football pitches) to stay where they are?**



**Do you want the Leisure Centre and its outdoor facilities (i.e. football pitches) to stay where they are?**



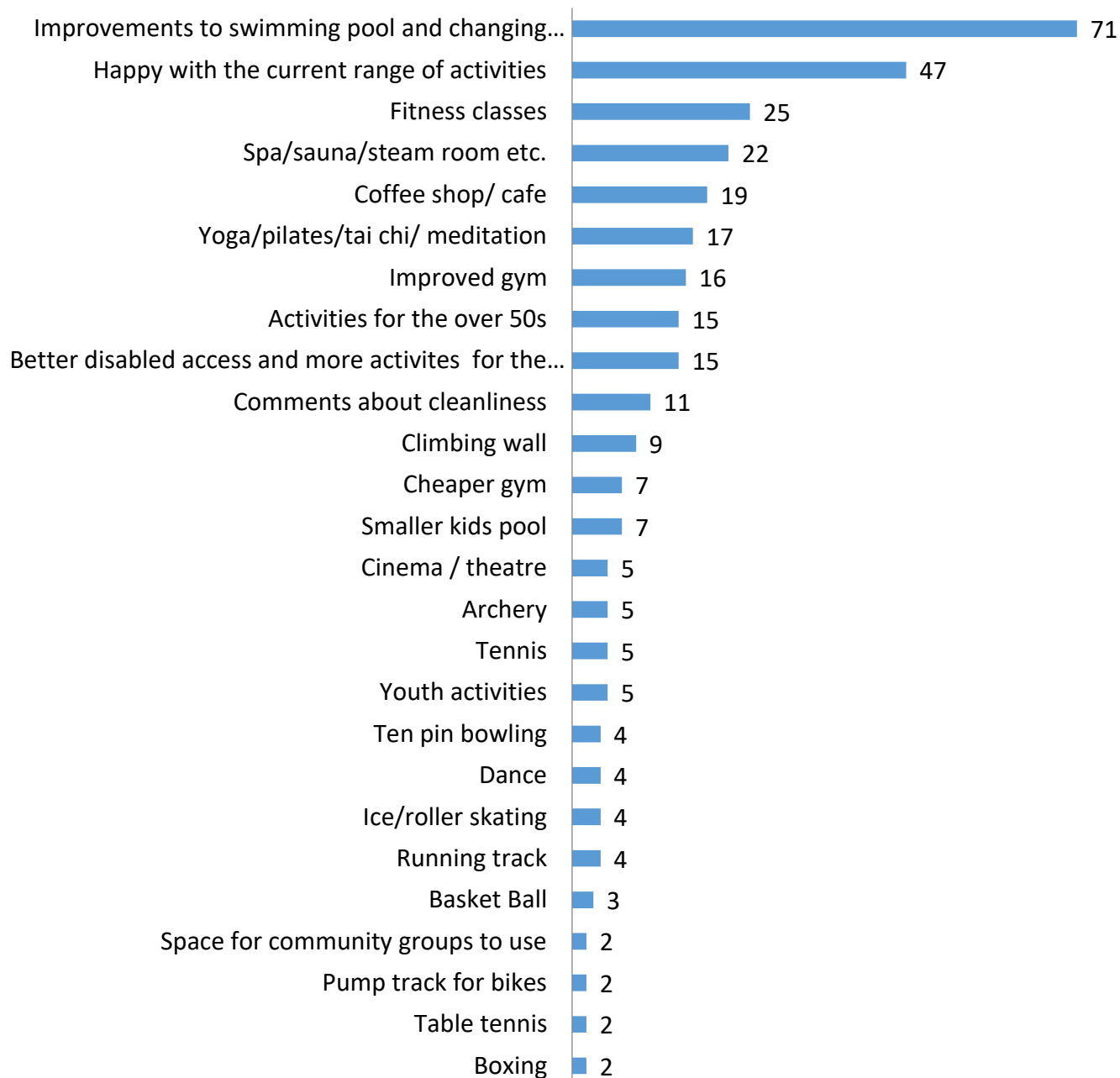
## Question 37 - What facilities would you like to see at the Leisure Centre?

**Answers collated from free text responses, other answers in Appendix 5**

Improvements to swimming pool and changing rooms	71
Happy with the current range of activities	47
Fitness classes	25
Spa/sauna/steam room etc.	22
Coffee shop/ cafe	19
Yoga/Pilates/tai chi/ meditation	17
Improved gym	16
Better disabled access and more activities for the disabled	15
Activities for the over 50s	15
Comments about cleanliness	11
Climbing wall	9
Smaller kids pool	7
Cheaper gym	7
Youth activities	5
Tennis	5
Archery	5
Cinema / theatre	5
Running track	4
Ice/roller skating	4
Dance	4
Ten pin bowling	4
Basket Ball	3
Boxing	2
Table tennis	2
Pump track for bikes	2
Space for community groups to use	2



### What facilities would you like to see at the Leisure Centre?



## Free text comments

Question 38 - Here's an optional space for you to add anything else you might like to say about Cheadle.

Cheadle has the community & some facilities that could be utilised more. Cheadle is a great place to live but could offer so much more. Use the buildings we have & improve them. Use the hospital for a combined health care hub. Eg

Great town

Our leisure centre is great, it has been underfunded for too long, but can be redesigned internally, it is not much older than Biddulph, which is being suggested for refurbishment. Although the High street is a challenge due to traffic, could create areas off the High street using for example the market area and others created by demolishing empty shops to create different community spaces e.g. one for quieter reflection, nature with trees and planting etc. another for families with street furniture including puzzles for kids and small rides, a mini ball pool etc. may encourage street entertainers in these areas e.g. Musicians Street artists, pop up craft demos, local historical displays, pop up stalls selling coffee, pizza, specialist teas etc. Encourage people to see shopping in Cheadle as an experience and stay around to enjoy weather, meet socially etc. rather than bumping into people on narrow pavements and feeling hassled by passing traffic scurrying from one shop destination to another.

As I've mentioned one of the key elements to improve access to Cheadle & its nearby towns is a reliable & affordable public transport system. Having those links are vital in providing people living in the town with access to work & building stronger links with neighbouring towns. The other thing I'm at a loss to understand is why the beautiful market square isn't utilised properly. This could/should be an absolute key focus point for visitors to the town. The beautiful Georgian backdrop is there yet never actually seen or talked about, in fact most of the time it just looks like somewhere else that people have decided to park their cars. So much more could be done in that space. The ongoing problem of cars constantly being parked across the high street should also actually be a major concern, it's not safe for other motorists & especially not for pedestrians who are finding less & less pavement available to walk on as many cars also pull onto the pavements. It's particularly frustrating because there is a large car park slap bang in the middle of the town. And while I can understand people wanting some allocated free parking I do wish the council would quit with its obsession that "free parking" for the town is the answer to all of Cheadle's problems. It's not.

Until people stop moaning about Cheadle and realise the good points the town won't move on. People locally need to put their hands in their pockets and stop acting like everything is too expensive. If £1 for parking puts people off coming to Cheadle then are these the people who will be contributing much to the spending on the high street.

Needs new roads more houses only leads to more congestion. We have alot going on in Cheadle. Doctors need all moving to the hospital. As it as carpark. Queen Street Doctors dosent have one  
Need to something with the empty shops and penny lane makes the town shoddy . Some shops also need a refurbishment.

Stop building in green belt areas

I think questions designed for answers you want which is disapointing. I doubt you will do anything to help Cheadle.

Leave the sports centre/hospital or anything else used by the people of Cheadle alone.

My family moved here from London 9years ago and we haven't looked back. I love the sense of community here and truly believe Cheadle is a lovely place to live. It would be great to have a 'Cheadle' day and teach our children about its history. Try and capitalise on the Alton Towers and local camping trade.

There are some great spaces and buildings not being fully utilised now, new buildings are not always the answer

I've lived in Cheadle for the 80 years of my life and I love it ,but it has gone down bank, we had a lot more when I was a younger.

To lose our town car park to housing or other developments is absolutely a nightmare. I can't believe anyone would think it a good idea. Where do you expect cars and residents to park? How do we get more people to use the town centre if there is no car park? We need to encourage people into the town not make it more difficult for them.

A clean, pedestrianised high street to be able to sit outside shops. Good signs and parking for tourists to stop and visit. More well known shops in the high street to stay local.

The development of Cheadle Hospital and Improvement of the leisure centre would provide both health and mental health benefits for the whole community. You mention a greener future but expect residents to go to Leek or Stoke to access simple medical requirements, such as xray, a and e or minor injuries. With a population expected to exceed 15k in the near future surely this would justify the need of a medical, police, infrastructure and leisure plan to accommodate it not reduce already strained and dilapidated facilities .

Cheadle needs to stop being the forgotten town and investment it needs badly leek gets everything cheadle gets nothing

Cheadle has a lot to offer, but needs more community input and the councils to listen to the views.

Traffic congestion in Cheadle is the biggest issue the Town has. The High Street can grind to a halt just because one car has parked inconsiderately. A central bus drop off and pick up point off the High Street would make more sense- we used to have a bus station!

I would like to see planners take notice of the concerns of Cheadle people - especially in the building of so many new houses and the knock on effect on the volume of extra traffic and the infra structure of the town. The roads are jammed and very dangerous at times.

I consider allowing new houses to be built near the town centre was a disaster for Cheadle's future development.

"I admire you efforts...and suspect any resulting improvements in services to/for the community will rely on the already limited number of volunteers. Public funding and Official support will not be forthcoming.

And someone somewhere should grab landlords by the scruff of the neck and make them improve the property they own (and receive income from) such that when we walk the streets it's a pleasure. Empty properties on the High Street particularly are a disgrace...you know which they are!"

I LOVE Cheadle. It is my home and I feel lucky to live in such beautiful countryside. I am proud of where I live. I used to think nothing of walking around at night, but sadly, I wouldn't dare now. The kids have nothing to do except set fire to dog poo bins. I worry that Cheadle is slipping, but the pandemic has brought us closer together. Maybe a directory of local businesses would be a good idea! I keep trying to find a good gardener, without much success. Maybe the council could provide a directory when they post the bin dates through?? Just a thought. Maybe with vouchers for local eateries?

Sort the transport system out. Too many lights/crossings in short area through the town from leek road, need some sort of bypass through the town, im all for more houses but the traffic is bad now before another 1000 homes

Having lived in Cheadle for more than 30 years i am concerned that with all the new housing estate we will not recognise Cheadle and it will ultimately spoil the area, for all those who have lived here happily for a lengthy time.

I've lived in Cheadle now for 7 years and love it. It desperately needs to see investment into its high street and not the sale of large plots of open land just because it's easy. The leisure centre and main town car park are vital if Cheadle is to retain its independence and if its prospects are to be realised.

The guild hall could be used more for community activities. Use the hospital as a hub for as many medical services as possible .

What about an outdoor laundry facility on main car park. Invaluable for campers and folk in holiday cottages. Used in Scotland. Takes a couple of hours. Show receipt in shops and cafes to get a discount. Brings holiday makers in to Cheadle for a couple of hours. Could be situated near the car wash?

The local high street shops should offer to refund either all or half of your parking fee if you spend in their shop. Should only be for high street shops not the larger stores eg: morrisons or b&m

There are 2 playgrounds but only 1 gets attention

A great little town that is growing quickly but not keeping up!...Cheadle in the 1970s/80s was a more thriving town...we now have less services, more empty shops, no cinema, no youth club, no park keeper, less footfall and pay to park!...one petrol station is crazy too

Needs to retain hospital.

I would like to see planners take notice of the concerns of Cheadle people - especially in the building of so many new houses and the knock on effect on the volume of extra traffic and the infra structure of the town. The roads are jammed and very dangerous at times.

"More publicity is needed to promote our town.

"

Remove the pedestrian crossing prior to the roundabout by Queen street, and then replace the crossing with lights controlled crossing bottom of Town hall bank. The roundabout at the top of Ashbourne onto Tape street. There is room to reduce the size of the pavements either side of the roundabout, so as the road could be made wider, so two large vehicles can pass one another without going on the pavement. This another thing causing hold ups on the road.

The two main problems with Cheadle are the chronic traffic problems and lack of High Street amenities. No-one will travel to shop in Cheadle until it is made more enticing. Either a number of specialist shops (eg food and drink) to bring in outside visitors, or more facilities for young children who will bring the adults back. You have only to see how busy Denstone Farm Shop is to see that the demand is there. Give them a range of good quality shops and free parking.

Cheadle is not the place I grew up in, it has got too big with few amenities, the roads are terrible, jcb and alton towers traffic is unbearable, housing is too expensive, schools are full to overflowing, the gps are the same, we've bin thrown to the dogs!!!!

"In 2007, a man from Stone once told me that Cheadle is like Stone was 10 years before. Unfortunately, I think Cheadle is still like Stone was in 1997.

The high street needs investment and promotion. Small businesses need help to stay open.

If we're going to act as a hub for local villages we need regular bus services to and from.

A market town where the marketplace is not owned by the council is frankly ridiculous.

We need to stop focussing on housing and promising to build new schools ""in phase 2"". We don't have the infrastructure to support 1000+ new homes. Also, more houses will not equal more footfall on the high street. Just more cars.

Finally, we need better traffic calming throughout Cheadle. The Avenue, Town End and Terrace, High Street, Tean Road, Leek Road are scary at times. Also the Birches, Attlee Road and The Avenue at school time.

"

Cheadle has a lovely hall with the guild hall but it is too expensive for groups to hire for regular classes , itâ€™s not viable to be hired for dance classes etc

More policemen on the beat

The almost total lack of police services are a worry for everybody. Even when problems were reported they weren't bothered. Cheadle used to be good but not any more, the planners have seen to that. Each new estate needs a surgery and a row of 5 or 6 shops - where are they?

"As a business owner in Cheadle I feel that we need to be listened to more. Paying someone to come into a town they know nothing about to do a survey on it without speaking to those who are living it every day it crazy. It happened with the indoor market and they ruined the atmosphere that it had for years previously.

Speak to people who know it best and speak to all ages groups too to see what they want. Go into schools ask mum's at nursery ask at the bowling club. Every age matters."

The town is scruffy, litter, overgrown gardens, the High Street is a tip, too many banners on railings lowers the tone and obscures view, where the heck have all the signs come from? Rediculous, don't get me started on the pot holes!! Too much talk not enough action!

Having Pugin's Gem, more effort is required to promote Cheadle's historical past. e.g. a coal-mining town of the industrial revolution, and role played by the railway in development of the town and its industries, including quarrying, engineering (pumps), brickworks, haulage and transport.

Friends with mid / older teenagers are very concerned re the availability of illicit drugs in the town maybe this should be addressed and more work within the secondary schools inspiring young people to aim high and achieve. Improve mental resilience to have the confidence to not become involved in the drug scene

Would like to see improved level of facilities, services and a much improved road network. Cheadle does not need more housing.

The traffic congestion is terrible since the introduction of the one way system but more houses are to be built those people who decide this clearly don't live in Cheadle

The use of school building should be more community minded eg for groups such as Cheadle Choral and drama groups to rehearse and present performances

We need to keep the leisure centre and the hospital could be used better than it is, if either were to go it would be a great loss, they have to be fought for to be kept. Also somewhere for the youngsters to go

There is an obvious need for traffic improvements and new housing should only be approved if there are more schools, more doctors, and better roads. Opening Cheadle hospital to accommodate all Cheadle Doctors, central clinic to provide blood tests, x-rays etc would make life very much easier for the people of Cheadle.

The roads leading into the town are very unattractive , they should be more informative and have a cleaner fresher look . Old unused buildings should be knocked down and replaced with buildings that encourage people to come into the town . A Mac Donalds on the edge of the town or costa would encourage visitors

more advertising the benefits of tourism in the Cheadle area

Cheadle/high street disappointing/but that is not just a Cheadle problem

It could be brilliant... a little Leek... but it is so tired and it seems shops come, they try but they can't survive... SMDC need to step up and help get small businesses established then the footfall will increase and the town centre will become sustainable. Do not put too many houses in the town centre... this will preclude a vibrant high street economy.... residential and leisure/entertainment rarely cohabit well.

The market place/high street is priceless and could be a fantastic asset to Cheadle and the surrounding areas. It could be a beautiful thriving market town please build on the community spirit that is already there and make it somewhere that people want to visit and enjoying visiting for years to come. Improve existing facilities and infrastructure to support Cheadle.

Councillors are stuck in the past. Ruining the futures of both the young and the town itself. Without growth there are no opportunities.

Access to green spaces and areas of green space where people can walk and meet.

We would like to see the drains in Rakeway Road unblocked.

"Don't want to see the leisure centre and its associated pitches lost. It is already in the ideal location for the facilities.

All SMDC seem to want to do is an asset strip of Cheadle. The local residents must have a say in future plans."

Fill in potholes

Love the town and want to see it thrive

New leisure centre please!

It's my home and i love it.

Great town, fab place to live only issue is paying to park

Fill the empty shops or find an alternative use for them. Develop The Royal Oak as a hotel

Cheadle could be such a great town if we could attract independent retailers and reinvigorate the high street - an independent cinema/arts centre would be fantastic in my opinion.

"Free parking !!!!!!! Do not build on the main car park , if it was free to park more people would use the existing shops and cafes . This would encourage more shops bars and cafes to establish .

I and many of my friends boycott the high street as we refuse to pay for parking ."

Free parking and more shops

The potential for Cheadle is fantastic. Like anywhere it needs excellent planning ,structure and investment. It needs people to get things done not just sit in a meeting and talk . Action is required

Badly represented by councillors who don't seem to have any business sense, don't listen to local people, make very dodgy decisions that verge on corruption?, and who allow Cheadle to lose out every time on any initiative of value; those benefits all go to Leek or elsewhere - Cheadle is definitely bottom of the pile now and is clearly identified as a sink town - shame

"I live in Tean, and it's slowly dying ,young kids are being forced into pubs with adults and children eating meals etc ,and when they get loud they are told to be quiet and then trouble starts .

There is no where for young teenagers to let off steam and enjoy themselves with other teenagers, the guildhall could become a great little nightspot with the help of community leaders and the police, also bringing in revenue for the guildhall,

Also I have visited Florida quite a few times ,and over there they use advertising hoarding to generate cash for certain parts of the towns, each advertisement pays to keep the section of road it's on clean and maintained ,why can't Cheadle do this like they do on the roundabouts .

Then we would not have to wait for budgets etc

Also Councillors that actually care about the community and don't vote against the people's voice

So councillors only get in because people have always voted conservative and always will, but they don't really know what these people are doing to their community ."

Free parking - Cheadle hospital to be changed into a multi functional health centre - to include GP, dentist, blood tests, physio etc

We definitely need more chain stores and some more independent shops.

Used to be great but now. It's just gotten so violent with the teenagers of today, ruined the place.

I feel that more community events may help the unity of the Cheadle town's folk to share times together, goals in common & to have a more lively interest in their home town & improve their pride in Cheadle too, knowing there are many enthusiastic groups/individuals of Cheadle, with the



vision, know how & enthusiasm to bring about live events which cover many interests/passions which are shared by so many & can even inspire others too.

Cheadle could be nice, but lack of investment in infrastructure and a clear town strategy has left it looking a mess (High street is embarrassing) and difficult to get through

Cheadle is a small market town with all roads too small for the current volume of traffic ,adding over 1300 new houses which equates to 2600 extra cars onto the current road structure is going to create traffic chaos especially as all the main roads into and out of the town are restricted in width due to on road parking. Why will any potential visitor want to come to Cheadle if they can not get through the traffic or have anywhere to park?

Free parking - Cheadle hospital to be changed into a multi functional health centre - to inc GPS dentist blood taken physio etc

Free parking and more shops

The existing LeisureCentre needs updating/refurbishing and the hospital needs to be used as a hospital and/or to provide more medical services such as X-ray, weâ€™ll-being clinics etc

I've only been in the area a short time but find Cheadle very friendly. Just a shame you need a car to get there

The Summerhouse is amazing! Superb, friendly and a great menu x x

Providing answers for Cheadle in houses will only cause issues for the areas beyond when they too are already building more houses. without appropriate infra structure chaos worse than it currentl is will ensue.

It's time Cheadle stud up to SMFC gone are the Days of Cheadle Will Get What They,r Given. Make a stand for what we want. Keep the leisure centre. Keep the Hospital. Keep the car park.No more housing this end of the Morelands.

Fantastic place to live and we love living here. Less housing development is needed to ensure we don't live with hellish congestion. Improvement in local facilities is needed. Local businesses attracting visitors will ensure the businesses thrive.

In view of all the amazing local tourist attractions Cheadle should be thriving it feels under funded compared to Leek. In goods hands it can be changed into a destination to visit more.

Cheadle is a great community town that is in danger of losing this with too many more houses. I am born and bred in Cheadle and have seen many changes, all the new houses are in danger of robbing the towns identity.

Got some nice old buildings that could be converted to flats

"Tape street car park should be free parking.

Cheadle hospital should become a central health hub.

Any specialist markets held should be high quality produce, not just selling cheap tat.

Greyhound Walk should be free of market stalls at all times, large floral displays would be more aesthetically pleasing. The Council allowed market stalls in Greyhound Walk just make Cheadle look cheap and nasty.

More street cleaning and more regular mowing of green areas required.

More variety of evening restaurants needed."

Would like to see the hospital in use...this could be a care centre like Meir?? Variety of shops and affordable or free parking. Upmarket restaurant that brings people into the town and affordable accommodation. Better policing on anti social behaviour and drug abuse. Community events to attract visitors. Maybe a splash park etc for children/families picnic benches. Better advertising of walking routes and history. Make use of shops/buildings and houses that are empty instead of building new.

Questions are fixed... leisure activities in the high street, take street but no option for leisure centre ... Cheadle is already dead the council have killed it beyond repair I have lived in or around Cheadle all my 53 years and I shake my head in despair it's a joke for any one who pays council tax

No more gyms, charity shops, take away a and hair dressers!

Would it not be a good idea to make a cafe / community hub in Tean Road rec. Update the toilets or accommodate them as part of it. We don't need to ruin the existing green space there just better organise it and it would bring lots of parents back to the park and another reason to visit cheadle. A cafe would also raise revenue and be ideally placed with it being close to two schools.

The roads are horrendous and need serious work to make them safe to drive on, there are too many potholes which is dangerous for drivers.

Car park free for shoppers only. Maximum free time 2 hours. Now need to pay 90p to collect prescription etc

We have had some great events over last 2-3 years but town centre looking more and more run down needs a resurgence.

I am a keen visitor of places around the UK for weekends. Many that have a reputation actually have less than Cheadle. It has an amazing church, interesting architecture, a top theme park, a national park, lovely countryside. There a core of amazing shops, a top rated restaurant. Please please encourage more high quality independent shops. Less charity, give rates breaks to artisan shops. Run local high quality markets like leek. Time and time again big cities have transformed areas by encouraging artists ( in the widest meaning) - others follow. I am a new comer but attending events has shown me there is a strong pride in cheadle. Use it be brave, rather than low aiming easy fixes

"Councillors should concentrate more on I

Cheadles needs "

The hospital needs to be used , more local buses .

"Cheadle is an old interesting Market town which has much potential for improvement without removing any existing facilities (leisure centre, hospital, car parks). Tourism should be encouraged. We have ""Pugin's Gem"" and many interesting old buildings around the town, including a unique Market place and Georgian houses (which we saved thank goodness). There are historic alleyways up to Monkhouse and on to the Park. The town has its own character. Parts of it need tidying up. It lends itself to welcoming family businesses. It needs some basic shops, like a good stationers (W.H. Smith has gone), clothes and shoe shops, electrical goods in the High Street. We need free carparking. We need a Museum/cultural centre, tourist information (to include the Moorlands).

We have a good community. We have lots of very talented artists and musicians and performers, who at present are searching for places to rehearse because the schools are no longer available.

I do not think we need any more residential development. The road system cannot cope now. And WHY consider knocking down buildings that can be upgraded and are, and could be even more so, important asset to the town. Why do we always want to knock things down? Let's keep what is good, and upgrade it if necessary.

The Royal Oak needs to be developed. Cheadle desperately needs a Hotel and a decent restaurant. There are lots of good cafes.

Why even consider building on existing carparks? We need them for people who will come into Cheadle. We do not have a coach park. We need a Youth Centre, to replace the one that was closed?!

So much that could be done with the amount of money which is being considered without pulling anything down. Or building more houses."

I would like to see more use made of our hospital. It could make an excellent centre for local GPs, Clinics, physio, respite care beds, maternity/midwife and Walk-in centre for minor ailments which would free up NSUH A&E.

We have had some great events over last 2-3 years but town centre looking more and more run down needs a resurgence.

Cheadle and the surrounding areas should not have any more house's until local services have been improved.

Lots of opportunities but little action.

We are so glad we moved to Cheadle. But I disagree with moving the leisure centre and definitely disagree with building on the main car park

Sort out the traffic first, then revitalise the high street

We've lived in this area and Cheadle has just gone down hill with more shops closing every year. The council have destroyed the place. Too late for free parking and events now.

The roads around and in Cheadle are disgusting. Pot holes and road breaking up which they have patched up a few months ago. The mini roundabout by Lamplighter Pubs shocking and the road to Mobberley from Fairtest Garage to Anchor Pub is all broken up.

Cheadle very much lacks restaurants and bars in the high street. All other town centres have a variety of these. If people come to eat they may use the local shops while they are there. Cheadle is the nearest town to Alton Towers. We should capitalise on this. Very strange that there is such a lack of these facilities, especially with the historic tourist site Pugin's Gem just off the high street too.

Leave the leisure centre, hospital and car park alone. Build houses in Leek where they have the facilities already.

We have recently moved to Cheadle and have found the people very friendly but would like more things to do and less traffic and free parking

Put all the GP, health centre in the hospital, then housing could be built on their sites

We have a lovely town and surrounding areas that we don't promote. Speaking to an elderly couple just moved to Cheadle think it needs a good scrub and TLC. The lack of shoe shop and knicker shop was mentioned.

Footpaths around the whole of Cheadle are not disabled and pushchair friendly, some are dangerous.

Keep the leisure centre; and the hospital. Traffic bypass and pedestrianised high street.

Cheadle is more advanced than other local areas when engaging, tackling change and obtaining the voice of the community - well done

Covered everything

"Local facilities should be decided locally not by Staffs Moorlands or Staffordshire Councils.

We should never be removing recreational facilities to be replaced by housing and in the short - medium term it's essential to retain the centre car parking to attract people to visit the town.

Homes must follow facilities, if we build homes first, experience shows facilities rarely materialise to support the additional residents.

Remove the Tape street parking to build a small leisure facility and the town will continue to decline.

There is no mention in the survey of additional businesses, other than high street businesses, and unless more manufacturing and thus jobs is attracted to the town additional housing will only speed the progress of the town to a dormitory status."

Cheadle is a lovely town it could be better with the right improvements. If you replace the things people old dear then you may well be taking the heart out of it so be very careful that it is done with the communities blessings.

The amount of heavy traffic generated by JCB and other local HGV transport firms, plus Alton Towers traffic, has a HUGE impact on the traffic coming to and through the town. A by-pass is the ONLY solution and all other developments are less relevant than this primary need.

Definitely need to keep leisure centre and hospital. With even more houses and increased population need more facilities not less. Without these where would people go to do things. Would have to travel probably over 10 miles to access leisure and medical facilities and we are supposed to be travelling less to help the environment not more. We would all have to increase our carbon footprint.

Who allowed the new house building at Woodhead to be named Pottery Gardens it's a long time since I felt so hurt and insulted, I am nauseated each time I pass. The area has such a splendid history but there was never a Pottery or gardens.

I was born in Cheadle and would not want to live anywhere else.

I'm new to living here, 4 yrs. for a small town parking should be free, as where I came from, which was bigger. Make more use of the hospital, it has been a massive asset during the pandemic. Get the litter sorted, as a dog Walker this is a huge problem, educate the children and have them do a litter picking rota, as in other places I've been to.

I ask you all to consider the importance of the local leisure centre and the service it provides to the community.

Please do not build a new school until the three current primary schools are full. If another primary is built, one of the current schools will be forced to close, thus ending the community links with a school that has been in this town for decades and is a part of its history.

I've lived near cheadle since I was five, and have many memories of the town and the leisure centre. I hope that in the end, any changes that are made are for the good of the town and its community, and not to line pockets. I'm sure many others feel the same!

The Hospital should be retained and used as a Community Health Centre.

I am happy to elaborate on anything [Contact details removed]

I think relocating and downgrading the pool is madness. It has taught generations to swim.

"The town is a beautiful place but needs a makeover, a goof feel buzz, and I suggest traders and councillors go to Stratford upon Avon on a Sunday in summer and see what goes on there. They place is alive with activity and Cheadle can do the same.

Cheadle needs to open up to tourism with a hotel, B&B accommodation, independent hostel accommodation and act as a gateway to the Churnet Valley and South West Peak District with good quality public transport links, shuttle buses.

Get the tourists in, the hikers, walkers, backpackers, wildlife and nature lovers and build good links with Froghall wharf, Churnet Valley railway, Oakamoor, the Great outdoors and the Staffordshire Way. "

"I am not Cheadle born and bred but I moved here several years ago and chose to raise my children here. The town could be thriving but there seems to be a lack of initiative from local government. To build thousands of houses would crush this town. Whilst the number of independent shops is charming sadly independent shops only don't bring in new people or much employment to the town a mix of brands and independent is needed.

Young people are the future of this town more needs to be done for them."

Cheadle has plenty of potential to get better, a market town deserves a proper market. The monthly artisan market at Wedgwood is superb and we need something similar in Cheadle even if it was just 4 to 6 times a year.

It would be nice to have more social and leisure facilities for all ages.

No one smiles, everyone needs to smile more!!!!

Traffic should be stopped from turning right into the carpark opposite the Guild Hall. Currently this causes a major traffic jam at busy periods all the way up to Leek Road. It only takes a few seconds to drive to Morrisons roundabout and turn right there instead.

cheaper rents for the shops, to encourage more, and of course free parking

Actually this is about this questionnaire, it's very poorly designed, lots of questions cannot be answered properly because the questions are not adequately defined, is Allen St Clinic in the town centre? I think it is but do you? there is a lot of space between slightly agree and strongly agree and neither are the correct answer most of the time. Oh and I live in Macclesfield now but I lived in Kingsley for over 30 years leaving in 2019.

"I was born in Cheadle and still live there seen a lot of changes some good some bad but with all these new houses being built there is desperate need for improvement to the road structure and repairs"

Cheadle is full of lovely friendly people, it is blighted by poor layout and shops . The main carpark is bleak...it needs improving with a better layout, planting, trees and social meeting areas - benches etc and maybe an out door cafe. pleased to see you are working hard to improve things. good luck

Restoration or re build of period style shops and cafes

A facelift. Looks drab these days

What is the situation with regards to CCTV in Cheadle

It's a great town and doesn't need any more houses!

Clean up the high street. In particular the shops where the land slip occurred. It has been far too long now something needs to happen and quickly. It's a disgrace to Cheadle.

Our town is growing let's help it prosper ,we have drug problems and anti social behaviour need to take a firmer stand

Lovely town surrounded by great countryside

Would love to see Cheadle back to the thriving market town we had in the 70s,when I was a kid. People travelled into the town on market days and supported the other businesses too. Don't let us end up with rows of empty shops and pubs

Cheadle has been my home for 4 years and I've never felt safer... The community and surroundings are perfect

Traffic needs to be addressed before any new housing developments

Needs sprucing up. There are 10 empty properties on the High Street . Bad news that WH Smith is closed. Friends of the Royal Oak should be supported to purchase and renovate the property. It is such an eyesore and is getting worse day by day .

All this has asked before younger councillors

"I think the car park should be free from 3.00p.m. on weekdays so that parents can park safely and with consideration for the people whose streets and driveways are used as convenient parking places.

If the free car park was used for morning and afternoon school runs it would be safer for children and residents in school environs would not be troubled by indiscriminate parking.

This also applies to those who random park on side streets rather than use the car park."

Some form of large events or festival that could become a regular visitor attraction that other towns do, maybe like Stone has its food festival.

Unfortunately retail shops as we know them have had their day. This is not unique to Cheadle. Online has taken over. Question is what retail or services can you provide that you can't get online.

Cheadle in bloom is fantastic, long may it continue.

Needs a proper community area, away from traffic, to be more vibrant but in keeping with being a country town, retain its character while modernising. Too many charity and shops lacking identity, and takeaways. Need proper NHS services, physical and mental health. Heavy traffic just passing

through off A50 to get to rest of the moorlands making a joke of living in a village where there should be community spirit and quiet life. Becoming too much of an overspill from the City

It's an amazing place with potential Cheadle and residents just need to be listened to and supported to help it grow in to an even greater place to live and visit. We cannot lose any further facilities and any housing from now on must be supported by investment in our infrastructure, public realm space in the town centre is key, walking, public transport and cycling routes that connect Cheadle more with surrounding villages and places of work. working with the community, key employers and schools in the area to reduce traffic through the town.

More litter picks around the Town and at Cheadle Park area.

Cheadle has been run into the ground, it's only purpose is to cut people's hair and sell second hand tat

I would like to move back to Cheadle however the traffic congestion is a strong deterrent!!

A few more restaurants & bars would make cheadle a destination place, if it was pedestrianised maybe seating outside. The Bank gym would have made a lovely bar with big open window doors and tables outside. The section by Babylon Also could have seating outside. Generally it needs raising up a few notches, Cheadle could be the Staffordshire Didsbury or Chorlton Green. The market should have antique stalls on the Saturdays it's not on at Leek. Parking should be free. I lived in Altrincham and there it used to be 20p. Pugin described Cheadle as perfect Cheadle, we should celebrate that.

I think the market space would make an excellent place for pop up food stalls on weekend evening, providing places to sit, sociable, continental theme, music, lights etc

No more housing development without better facilities. Better town planning needed for local shopping and traffic

A 'Home Bargains shop. We have only been living her since last October and we love it, but i feel nervous driving in Cheadle because of all the passing heavy traffic. Plus we spend a lot of time shopping out of Cheadle to get Cheaper shopping etc. Make Cheadle more people friendly because happy people means a happy community.

Build houses along new bypass from brookhouses to leek Rd not elsewhere

"The biggest complaint I have is the so called mini roundabout at The Ashbourne road junction. The junction is not big enough for a roundabout and 44 tonne lorries have great difficulty passing each other. Being only 3 roads vehicles don't know who has right of way. Traffic lights are the safest solution given that the roundabout cannot be increased in size.

The better solution is to ban all lorries from coming through town."

Cheadle is in desperate need of a budget supermarket. Aldi / Lidl. Also a main brand clothes shop. Next / new look etc. Another petrol station. And a entertainment / leisure venue or complex. All these things would stop so many people travelling away from cheadle.



The roads are shocking, the traffic is horrific,

I think the leisure centre and swimming pool need to stay limited housing built more schools and play areas youth clubs and activities

Don't get rid of the leisure centre!!!!

Great place but not supported by SMDC

Control the drug problem!

Cheadle could be an attractive & inviting town, if we had a bigger selection of independent shops & accommodation. I feel we could attract more visitors, particularly the proximity to Alton Towers. Why are buildings such as the Royal Oak & Nat West bank empty for so long, as are other premises. We are an attractive market town, with the mighty Pugin's Gem in the centre & could attract more visitors, with a little thought & effort.

Councillors should stop fighting amongst each other and fight for Cheadle to become a nice place to visit instead people go to Leek which has everything Cheadle could have if it tried even the shopkeepers say in Leek that they would come to Cheadle if they were welcome and better business rates etc so something is very wrong as no one wants to come to Cheadle

It's a lovely small town but if we build new houses it should have more to offer like Uttoxeter and Leek do i.e. markets food festival etc and more shops

All GP surgeries should go to Cheadle hospital

The whole infrastructure needs to be looked at before any further housing development is allowed

The roads are a nightmare as they are so busy and cars often parked on them. Roundabout at Lamplighter needs looking at, as does parking on the roads in and out of the town centre. Often cars parked or vans on Chapel Street causes tail backs along Tean Road at peak times. The whole one way system grinds to a halt with anything parked on the narrow roads. More houses means it will just get worse. Especially now with new estates off Ashbourne Road, speeding on Ashbourne Road also a huge issue.

For traffic entering Morrisons to slow down and to stop cutting the corner

Just look after it, it's a great place.

Don't move our leisure centre, don't mess with our swimming baths and do not build houses on our car parks

It would be nice to see the leisure centre made bigger with an extra pool.. The doctors' surgeries would be better situated all in one place at the hospital..

Make Cheadle a town people want to come to like Stone. Nantwich.

# Appendices

## Appendix 1

### What would make the town centre more attractive to you, your family or visitors to the town?

More or more varied shops	272
Free or free parking period	97
Restaurant/cafes/street café culture	71
Better market/artisan/farmers/craft	47
Improvement in maintenance, tidiness, appearance	44
More events/entertainment	23
More pubs/bars	20
Less traffic/bypass	20
Part pedestrianisation	16
Better car park signage	10
Outside seating areas	10
Arts/community/heritage centre	8
Improve policing/ resolve social issues eg drugs	8
B&B or hotel	6

### Other minor comments or more expansive comments

Decent clothes/shoe shops (men's, children's, especially kids shoes). Outdoor clothing/accessory shop. Make use of our 'on the edge of the peak District' position. All this I buy on line or have to go out of town to buy.

Really nice/upper market/something different kind of place to eat...cottage kitchen, Denstone farm shop,"

Refurbishment of painted infrastructure, more pavement cafes, bigger market in one place not split, better signposting to car parks and from the car park to shopping areas, area in the car park for low rate pop up shops to bring vitality, make all town entrances attractive and not dominated by traffic chaos (the Mobberley approach is awful), have shop fronts face the car park, improve our alleyways and provide artistic interest, virtual shopping centre to persuade people to buy on line and pick up in town, promotion of our unique shops and services, find a core theme for the town, clothing shops, get the land slip shops back into operation or remove and replace with new "arcade" and make the owner of the old arcade shops opposite finish the job to bring more life to that end of the town,

Use of Cheadle hospital for minor illnesses etc

Pedestrianisation. Farmers markets/artisan markets like we had a few years back. The market isn't good enough and doesn't make us want to visit. The lack of support for independent shops is concerning too

Getting rid of the emerging drug users which can be seen stumbling around

A space to sit and talk with trees or planters, wider pavements, less empty unkempt buildings, a general spruce up of street furniture etc

Need clear parking signs. Too many of the same kind of shops i.e. charity shops/hairdressers/beauty shops

An Arts Centre/Heritage/performance venue (preferably in the Royal Oak)

Bring dynamite / And a crane / Blow it up, start all over again (etc)

To have areas to safely sit(hence my choice of 'pedestrianisation') to relax with friends in a pleasant environment such as among tree & seasonal flower planting, perhaps spilling from cafes & other eateries like the ice cream shop, bringing business to the shops. Giving space to generally allow shopkeepers to more openly display their wares. Perhaps with attractive awnings to shelter these wares and also customers.... All encouraging the clientele to linger longer.....

Better transport links. I live in Draycott but cannot get to Cheadle by bus at convenient times without going via Hanley!

"More shops, which will only come after population and housing increase. Free(er) car parking e.g. modern meters with registration number capture and monitoring, all of WHICH NOW available, and 45 minimum free time anytime of day AND free between 18:30 and 09:30.

Demolish the Penny Lane arcade and sort out the shops that are closed because of the land slip. The High Street looks unappealing.

More dog friendly

It needs to be pedestrianised, new pavenments, empty shops filled, shops that sell things I actually want or need, carpark needs to be upgraded, completely redesigned and made much more attractive. Currently looks neglected and bland. The town centre needs a hotel, a travellers/tourist hostel, museum. The towns buildings need cleaning and to new lick of painted. The town needs to be interesting and opened up fir tourism and to act as a gateway to the Peak District and Churnet Valley.

If the shops looked prettier the other side of the street near bargain booze and where the landslide happened, if people smiled more, if it had more colour like vibrant colours (some look nice)

Later opening times. Clothing and shoe shops. Free parking all day. Cinema/ bowling centre

More family activities, family friendly toilets, markets which compliment add to what is already available on the high street, more places to eat lunch go out for an evening meal, places to sit outside and enjoy the surroundings, better maintained and a way to restrict divert heavy goods vehicles...free parking for the first hour at least...

- 1) A bypass from Brookhouses to JCB Leek Rd with a housing estate built around it instead of elsewhere in Cheadle, moving any green belt to maintain the balance. 2) Visitors can be increased quickly by encouraging motorhome parking overnight -low charge on Well St, Motorhomers are usually comfortably off thus their owners have spare money to spend - in Cheadle shops and eateries (In the 100's that i have seen cooking facilities are rarely used), Stone benefits similarly from boaters.

## Appendix 2

**Plans for the new housing developments have highlighted traffic congestion as an issue. What would you like to see to improve this?**

A Town bypass which would ACTUALLY circumference the Town

Do not pedestrianise the High Street, it won't help trade only kill it.

Improved public transport

Improve roads around town

Don't build any more houses

Innovative ideas for choke points at rush hour, stagger school start/end times, schedule road works for off peak

Signage on the Tape Street/Queen Street roundabout to remind people to give way to traffic coming from the right - sick of being driven at by people who don't know how to use a roundabout properly

Establish protected walking routes into the town

No more houses built until the traffic situation is improved.

Restrictions on deliveries during school opening and closing times.

If there was a better public transport system maybe less people would be inclined to jump in their cars. You can't seriously have a debate about traffic congestion without looking at the dire public transport currently on offer. The two are inexplicably linked.

I don't think anything can be done now the houses are being built. The problem is not lorries or towers traffic. The problem will be from more houses = more cars

No new housing developments

Towers have a clear 10 year plan which doesn't require a bypass road via Denstone. The council approved this and it's common knowledge. You need the towers traffic through town to help the tourism this questionnaire relates to.

Residents parking permits, free parking at town car park at school pick up and drop off time, get parents to park there and walk to school

Specific Alton T and JCB routes.

The last time they did a traffic survey the schools were closed!

Improved road surfaces (no potholes!)

Where possible allocated delivery slots in the High Street. The bus stops moved off the High Street.

The roads are not wide enough for HGVs plus a lot of these vehicles are using the back roads like Dilhorne Road ST101PT where there's a very narrow bridge which has already been hit/scraped and they are far too heavy for that bridge and don't get me started on the speeding traffic on Brookhouse Road ST101PW which is used as a cut through for JCB workers

Bypass Cheadle and it will really die. Alton and JCB are not the problem rather we should be thankful. Traffic congestion is not a big issue...adding seconds to a journey.

Traffic study NOT in the middle of the day

Traffic studies at various times, busy and quiet days

No new houses

No parking at all on the high street and cross street

With out an alternative route you can not restrict lorries through the Town!

Train station

At school times and during Alton Towers season it is impossible to get through Cheadle quickly.

Regular mini-bus service stopping at all the estates and the main street

Carpark entrance next to Barclays should be reopened to encourage a percentage of those using the Higt St to stop in our town

Improved use of roads already in the town

Too many roundabouts without clear priorities for traffic streams, too many junctions confused by pedestrian crossings in close proximity

Filling in the potholes would be a start

The whole road network in cheadle is not fit for the traffic. Several surveys have been done but never when Alton towers and JCB are open

No point in a bypass unless similar be done for Blythe Bridge and Forsbrook as all you would do is puch the problem to us. every house you build in Cheadle BB&F inherits two cars.

Less development

If you did a bypass it means tourism could be less as your bypassing the town

A town bypass will just nail the lid to the coffin the road system in Cheadle is diabolical

Don't build!

We've had traffic studies before which were of no use. A by-pass would help keep through traffic out of the town centre but would then loose out on passing trade/tourism. It is always bad at school run times/Alton Towers /JCB traffic times.

Redesign of mini roundabout lane signage. Tape street Morrison's roundabout. Left lane = left turn only right lane = right for straight on. Get really annoyed waiting go straight on when car in front turns left without indicating.

No more houses.

Traffic study when JCB and Alton Towers and schools are open! More disabled and child friendly routes.

Restrictions on parking areas, red lines in zones unsafe to park to allow a free flow of trafic

less housing development

School traffic main problem

Sort out the ridiculous one way system

A town bypass is an unrealistic option

No housing development

More buses needed and encouragement to use them. Fares need to be reduced and affordable. No way would I want a town bypass. That would mean churning up more countryside, destruction of nature, would not look attractive and would take traffic away from Cheadle. Cheadle is not busy with traffic like a city is. It's not needed. Don't want to see Cheadle getting any bigger and losing its identity. More roads equals more traffic, more traffic noise and pollution. Such a road would spoil Cheadle and would not be good for the environment.

Removal of that mess of a double mini roundabout thingy that caused the jams in the first place, I remember when they put them in the council said they'd fix it with temporary traffic lights but they never did.

Not a resident so won't comment as it doesn't significantly impact me

No more houses would be ideal, earlier in the questionnaire I picked an in-town site for potential housing development but that's because it's currently waste ground surrounded by houses, the plans for the outskirts of town I am totally against, I love that we are surrounded by fields. The above I've ticked is what we need now never mind if we have another 1000+ houses, a minimum of another 1000+ plus cars I'd say

Compulsory 30mph speed limits in and around the approaches to the town. Tean road is a rat run, even though it's 30mph in places

Alternative route to lesser high street traffic but still encourage footfall in town while passing through

Alternative routes rather than all traffic directed through the one way system. Plenty of alternative routes through the town could be used but are blocked off or not connected.

Not sure what discussion would achieve though? eeeve w

Speed cameras at Town end

Housing on a bypass from Brookhouses to Leek Rd, funded by the developer and JCB perhaps

Don't build loads of houses that the infrastructure can't cope with

Sort out the roundabout by Lamplighter pub road not wide enough for larger vehicles. Access to Asda should be moved to through the carpark behind and not onto Ashbourne road as it's chaos most days due to vehicles parked outside their houses opposite the Asda entrance, the roundabout issues. Will only get worse with more houseing.

## Appendix 3

### What makes the quality of your life in Cheadle (or where you live) difficult now?

Traffic	136
Lack of facilities including shops, medical,nighttime economy	105
Public Transport	53
Parking Issues	33
Antisocial behaviour	31
Councils	16
Poor state of the roads	13
Pavements and footpaths issues	9

Comments on the lack of facilities in the Town ranged from shops, entertainment, restaurants, cafes and a good nighttime economy to the difficulty in getting doctors appointments and the need to travel to access medical services such as blood tests, physiotherapy and xrays.

One comment:

“I don't like seeing more house builds and I don't like seeing fields being built on. I don't like hearing about potential plans to demolish leisure centre or hospital. I don't like having to travel all the way to Stoke for hospital services/treatment. Why is the police station closed? Why is it so difficult to get GP appointments? or even to get through to GP reception. I'm concerned that SMDC councillors are not properly representing the town or its residents needs and are non listening. “

The lockdown and COVID restrictions were mentioned especially in relation to the halting of group activities.

## Appendix 4

### What would improve the quality of your life in Cheadle (or where you live)?

Easier access to doctors/dentist /medical	<b>12</b>
Cheadle hospital as medical hub/small injuries unit	<b>23</b>
More/better leisure facilities/activities	<b>20</b>
Better pavements/more walking and cycling routes	<b>16</b>
More trees/green space/open space	<b>8</b>
Better community spirit and resources	<b>7</b>
Less traffic/bypass/improved roads and maintenance etc	<b>93</b>
Better public transport	<b>34</b>

Others (less than 5)

Police presence

Antisocial behaviour

Keep major services in Cheadle fire/ambulance/hospital etc

Better disabled access

Inclusion and diversity

Alternative health centre eg Yoga/Reiki etc

Free us of SMDC, become autonomous.

Above all Cheadle having full control over planning for our needs and personal welfare rather than

Youth centres, longer school wrap around. Longer opening in the town

More outreach and detached youth workers who can monitor and help our vulnerable young people

NB all other comments about shopping/car parks/restaurants/wine-bars/events have been removed from this collated list as they are repeated in other questionnaire sections.



## Appendix 5

### What facilities would you like to see at the Leisure Centre?

Improvements to swimming pool and changing rooms	71
Happy with the current range of activities	47
Fitness classes	25
Spa/sauna/steam room etc.	22
Coffee shop/ cafe	19
Yoga/pilates/tai chi/ meditation	17
Improved gym	16
Better disabled access and more activities for the disabled	15
Activities for the over 50s	15
Comments about cleanliness	11
Climbing wall	9
Smaller kids pool	7
Cheaper gym	7
Youth activities	5
Tennis	5
Archery	5
Cinema / theatre	5
Running track	4
Ice/roller skating	4
Dance	4
Ten pin bowling	4
Basket Ball	3
Boxing	2
Table tennis	2
Pump track for bikes	2
Space for community groups to use	2

The majority of comments were to maintain the current facilities or to refurbish and update them.

“Keep the swimming pool, invest and extend to make it a competition pool for galas etc.”

“An upgrade and update of all current facilities. Nothing wrong with what we have, just that the building and equipment is very dated.”

“I would just like the leisure centre to stay exactly where it is but the present services updated/upgraded”

Only 2 comments asked for a new/rebuild.

Several comments were on the size of the swimming pool and the low temperature of the water.

Other facilities mentioned :

Hockey. Outdoor lido. Disco for kids. Martial arts. Snooker. Indoor cricket. Drone classes.