

# Staffordshire Rural Hub Town Profile – Cheadle

**Vision:** “A modern rural hub with a historic core and a thriving micro-business heart. Cheadle will become a more sustainable settlement, better able to meet its own needs, enhancing and enlarging its role as a significant service centre for the local population and those in its rural hinterland, and achieved through growth in housing and employment, with significant investment in the town's social and physical infrastructure.” *Staffordshire Moorlands Local Plan (2020)*

## Local Economy

There are 4,425 jobs in Cheadle (2019)<sup>1</sup>

- 38%** Manufacturing (England 8%)
- 9%** Retail (England 9%)
- 6%** Accommodation & Food (England 7%)
- 6%** Construction (England 5%)

Key employers (250+ employees)



Key employers (50-249 employees)



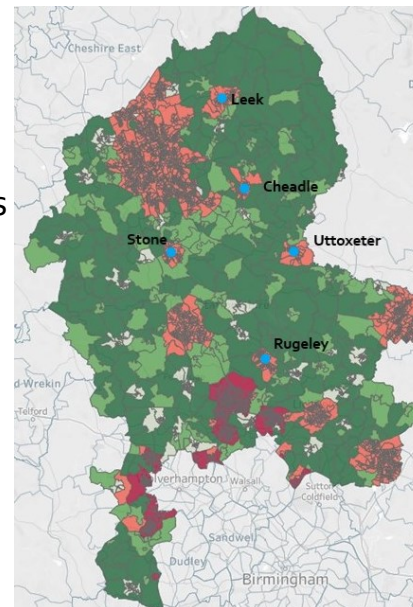
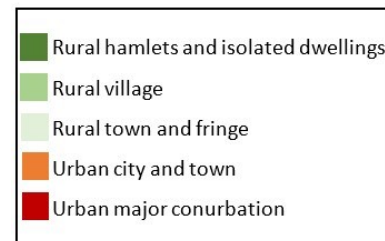
## People

Cheadle is home to 11,353 residents (2019):

- 59%** working age (16-64) (England 63%)
- 25%** aged 65+ (England 19%)

## Place

- ✓ Derby: 45 minutes
- ✓ Birmingham: 1 hour
- ✓ Manchester: 90 minutes



## Deprivation

Cheadle scores well on the Index of Multiple Deprivation (IMD) for 'Barriers to Housing and Services', but below average for 'Employment', 'Health' and 'Education'.

## Strengths and Opportunities

- ✓ Strong manufacturing base with global businesses (e.g. JCB, Klarius)
- ✓ Opportunity to re-shape key sites to serve the town (following change of use/demand)
- ✓ Close to A50 (Derby-Stoke) growth corridor
- ✓ Tourism opportunities:
  - Proximity to Alton Towers
  - Proximity to the Peak District
  - Historic townscape and local attractions, including St Giles' church

## Challenges

- ✓ High shop unit vacancies and part-time use (poor quality frontages)
- ✓ Lack of house building to meet local needs and stimulate economy
- ✓ Poor transport infrastructure (poor links to A50 for industrial traffic, no rail station)

1. Agriculture catchment employment is not well represented in Lower Layer Super Output Area data. Employment 8% (2,421 jobs) in Staffordshire Moorlands. Produced by WECD on behalf of Staffordshire County Council. Data sources: ONS population estimates (2019), Staffordshire County Council IDBR (2020), ONS BRES (2019), MHCLG IMD (2019). [www.w-ecd.com](http://www.w-ecd.com)