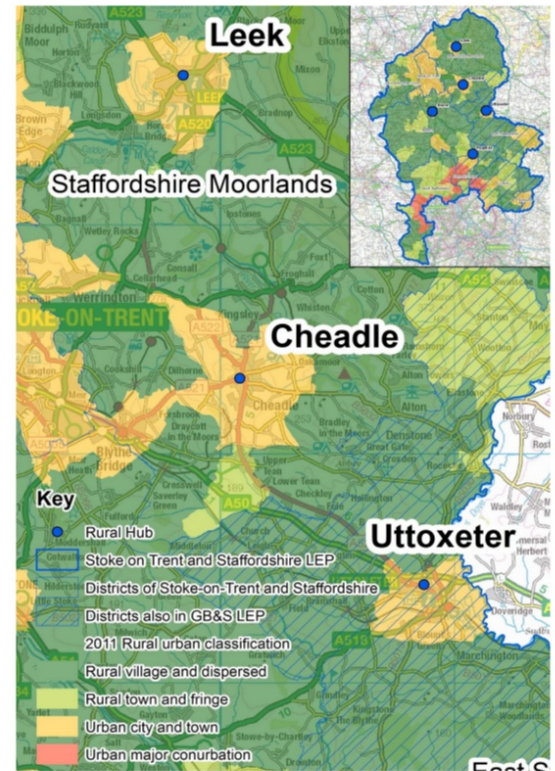


Cheadle Rural Hub Town - Profile

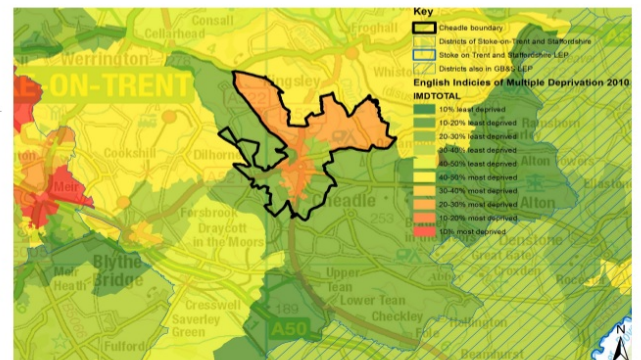
Cheadle is one of five rural 'hubs' in Staffordshire identified by Defra as "a significant concentration of population and business" and location that is "well-placed to provide services to the residents of nearby rural areas" (Defra, 2011 Rural Urban Classification).

Cheadle is located in the Staffordshire Moorland Local Authority District. The town is close to the Peak District in the north east, and is around an hour drive into Birmingham, 45 minutes from Derby and 90 minutes to Manchester

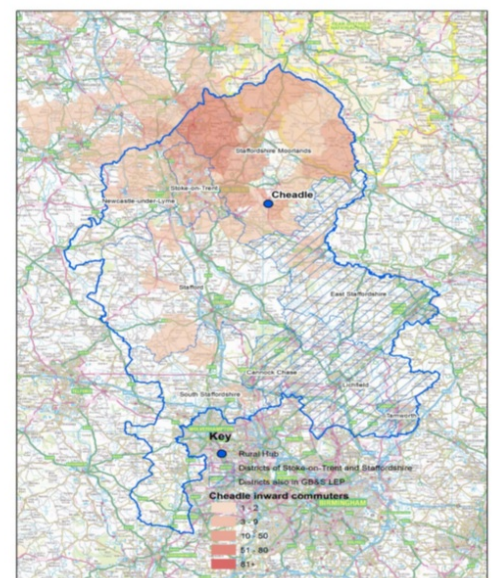
Rural-urban classification (2011)



Deprivation (2010)



Commuter in-flows to Cheadle (2011)



People



Cheadle hub is home to

11,400 residents

... of whom, 74% are working age



62% of residents are in employment (aged 16-74)

(Matches national average)

Of those in employment ...

12% are self-employed

(National average = 16%)



30% of residents have no qualifications (aged 16+)

(National average = 23%)

... and only **19%** have NVQ Level 4+

(National average = 27%)

Employment

21% of Cheadle's employed residents work in higher level occupations

(National average = 28%)

Cheadle has a workplace population of just over ...

4,000 people

Just over 300 people live and work within Cheadle. The hub draws most of its workers from within the Staffordshire Moorlands district, but also attracts workers from Stoke and the North West

Sectors & key employers

Which sectors do Cheadle's residents work in?



18% manufacturing
(National average = 9%)



14% wholesale, retail & motor vehicles
(National average = 16%)



14% health & social work
(National average = 13%)

Key employers (50-249 employees)

- ★ Acorn Care
- ★ JCB
- ★ WM Morrisons Supermarket
- ★ Thomas Bolton (manufacturing)
- ★ Cheadle Academy
- ★ Staffordshire County Council
- ★ F. Klucznick & Son (manuf.)

Strengths



Proximity to Alton Towers



Historic townscape

Challenges



No rail infrastructure and improvement needed to road links and highways infrastructure



Lack of hotel accommodation



Some poor quality buildings, lack of pedestrian routes



Above average retail vacancy rate

Vision & opportunities

Vision (2011 Masterplan)

"Cheadle Town Centre is a local service centre for the wider rural hinterland, recognised for its individual character and diverse independent shops. Visitors will be drawn to the Town Centre in order to experience its fine historic core and the unique attraction of Pugin's Gem".



Opportunities

- Build on existing branding, based on heritage as a historic market town
- Develop fledgling tourist/visitor and night-time economy
- Increase the retail offer, particularly for comparison goods

Produced by SQW on behalf of Staffordshire County Council and the Staffordshire Rural Forum.

Data sources: 2011 Census BUA data published by ONS on NOMIS, Staffordshire County Council IDBR Business Database.

Maps produced by SQW using ONS data (2010 and 2011). Contains Ordnance Survey data © Crown Copyright and database rights (2015) Licence number 100030994. The spatial footprint of the hub is based on Defra's definition of hubs in the 2011 Rural Urban Classification.