

Cheadle & Leek Town Centre Masterplans

Staffordshire Moorlands District Council

Brief

BE Group was commissioned by Staffordshire Moorlands DC to produce town centre masterplans for Leek and Cheadle.

The aim of the masterplans is to direct the Council, and other partners', approaches to improving the two town centres.

The objectives of the studies were to:

- Identify employment opportunities through the redevelopment and enhancement of vacant and underutilised land and properties
- Identify the potential to increase resident and visitor expenditure and reduce the leakage of expenditure to other centres
- Strengthen the retail and service hubs of both towns.

Activities

BE Group supported by Aecom:

- Reviewed local and regional strategies and policies
- Assessed market demand for office, retail, leisure and other employment uses
- Consulted with key landowners and stakeholders
- Undertook a business survey in each town
- Extensive community consultation programme
- Examined car parking provision in both towns
- Identified suitable uses or enhancement for 11 identified sites in Cheadle and 15 sites in Leek
- Estimated indicative costs and resulting values for suggested preferred options for each opportunity site
- Production of sustainability appraisal
- Production of baseline and masterplan reports.

Outcome

Cheadle Town Centre Masterplan approved as a Supplementary Planning Document and LDF Interim Policy Statement in March 2011. The Council is now progressing three key projects - Well Street Car Park redevelopment; Market Place regeneration; central car park redevelopment.

Leek Town Centre Masterplan has yet to be the subject of formal consultation in accordance with the Town & Country Planning (Local Development) Regulations 2004. This has been delayed for more detailed traffic modelling work and by Sainsbury's proposals for the redevelopment of Churnet Works.

