



CHEADLE VILLAGE
SURVEY: HELP SHAPE
THE FUTURE



Cheadle Towns Fund Research

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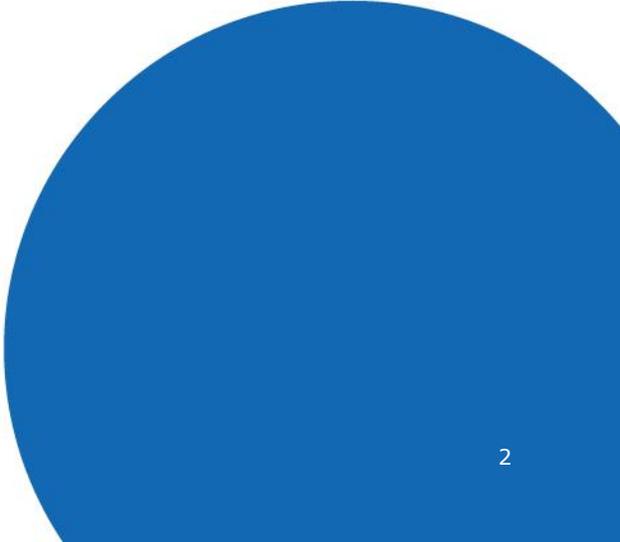
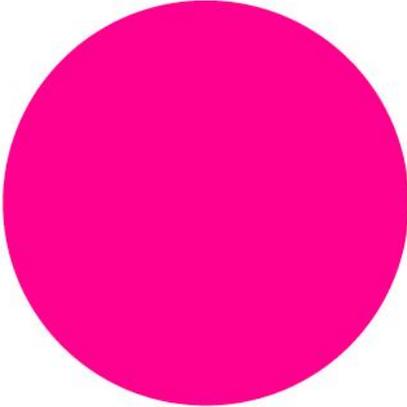


JN7320

Cheadle



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Background, objectives & methodology

A map of the Cheadle area in Greater Manchester, UK. The map shows a network of roads, including High St., St. Nicholas Rd., Milnsford Rd., and Councillor Ln. A prominent orange line highlights a specific route. The word "Cheadle" is printed in large, bold, black letters across the center of the map. The background is a light beige color with blue lines representing water features.

Cheadle



Background & objectives

Research is required to support Stockport Council, on behalf of Cheadle Village Partnership (CVP) in the development of a Cheadle Town Investment Plan.

The findings will be used to support an application of up to £25m to the UK Government's Towns Fund.

Research objectives:

- Assess views on the economic future of Cheadle, particularly post the COVID-19 pandemic.
- Obtain views on Cheadle as a place to work, live and visit.
- Understand areas visited for work and leisure, and the methods of transport currently used.
- Identify areas for improvements and their importance, including which areas for improvement should be included in the Cheadle Towns Fund.
- Assess support for a local train station, and potential use of the train station.
- Understand the perceived benefit of a train station for locals.





Methodology

Online survey



- The **online survey** was advertised across a range of channels including:
 - The Council website
 - Emails to members of the Cheadle Village Partnership group
 - Social media such as the Cheadle SK8 Facebook group which has around 8,500 members
 - Contacts of the council within businesses, schools and colleges and local voluntary, community and faith groups
 - Support from local organisations
 - Further snowballing by encouraging people to send on the survey to anyone within the local community
 - DJS Facebook page

**1,016
responses**

Paper survey



A **paper survey** was also produced. The survey was distributed via two methods:

- **Postal:** 1,000 paper surveys were posted out by DJS, to a random sample of addresses in the following postcode sectors - SK8 1, SK8 2 and SK8 5.
- **Handouts in Cheadle:** The CVP were given 500 copies to distribute to local residents and businesses.

**178
responses**

Sample overview

A close-up, slightly blurred map of the Cheadle area. The word "Cheadle" is printed in large, bold, black letters across the center. Surrounding it are various street names: "HIGH ST." to the left, "MILMS" (part of Milms Lane) running vertically, "RD." (part of a road name) to the left, "RD." (part of a road name) above, and "COUNCILLOR L" (part of a road name) to the right. A blue line representing a river or stream flows through the area. A yellow circular marker is visible in the upper left quadrant of the map.

Cheadle



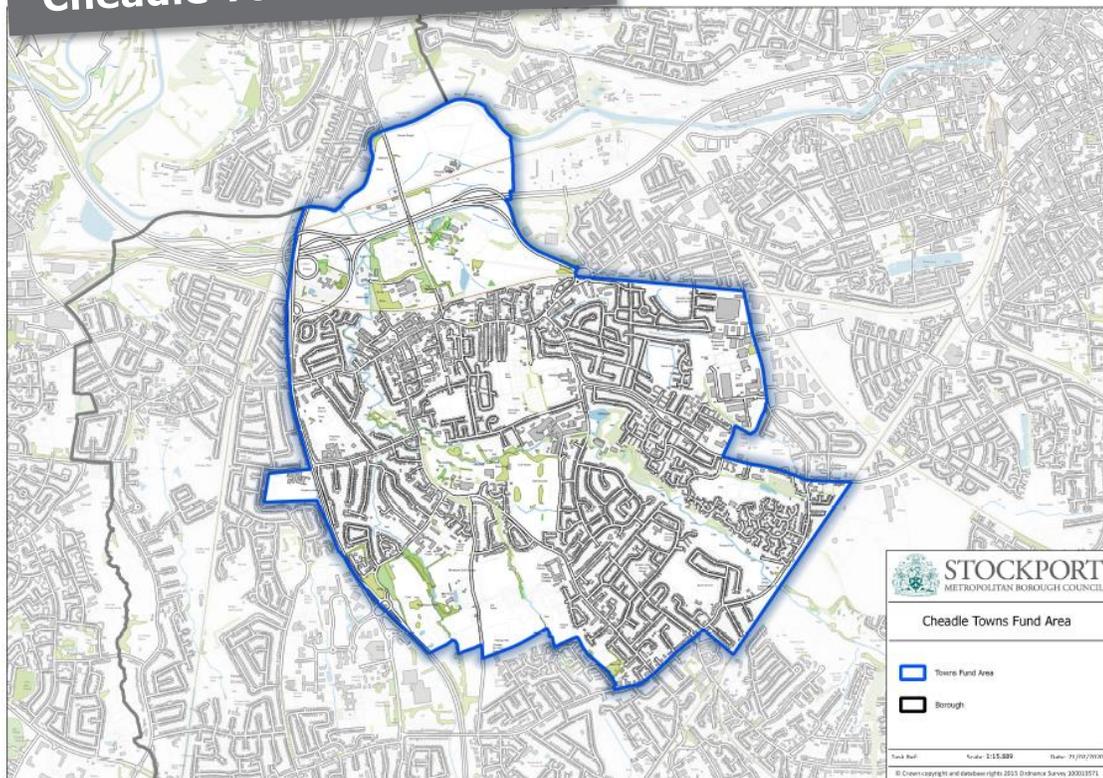
Sample overview

The research sample includes those living in, working in and visiting Cheadle, as defined by the area below.

Data cleaning: Details given at the end of the survey including personal information and IP addresses were used to check for duplicate respondents and duplicates have been removed.



Cheadle Towns Fund Area



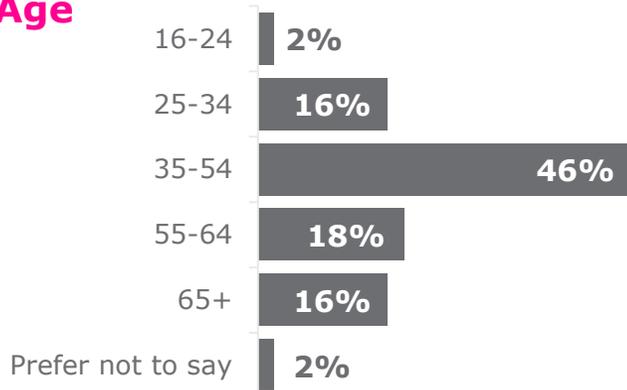
Type of respondent*	Total responses	Online responses	Paper responses
Resident	972 (81%)	818 (81%)	154 (87%)
Use shops/facilities in Cheadle	838 (70%)	716 (70%)	122 (69%)
Employed in Cheadle	119 (10%)	91 (9%)	28 (16%)
Study in Cheadle	6 (1%)	5 (1%)	1 (1%)
Business in Cheadle	29 (2%)	26 (3%)	3 (2%)
Organisation in Cheadle	19 (2%)	16 (2%)	3 (2%)

Source: Q01. Which of the following applies to you? Base: all respondents (n=1,194). *Respondents can fit in more than one category (e.g. answer as a resident and a business).



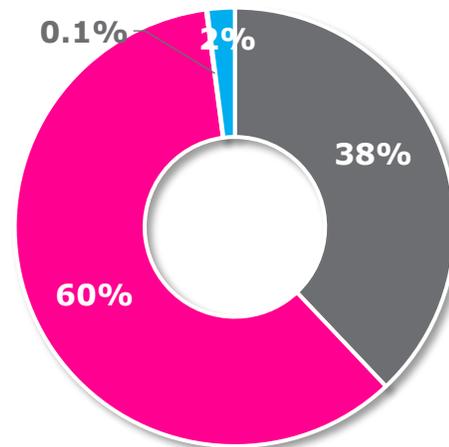
Respondent overview: general public

Age

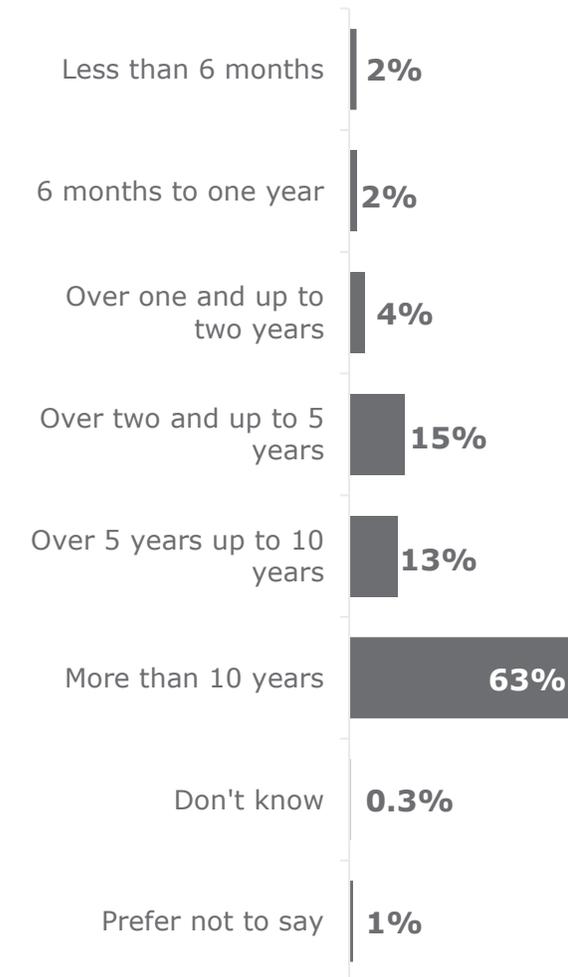


Gender

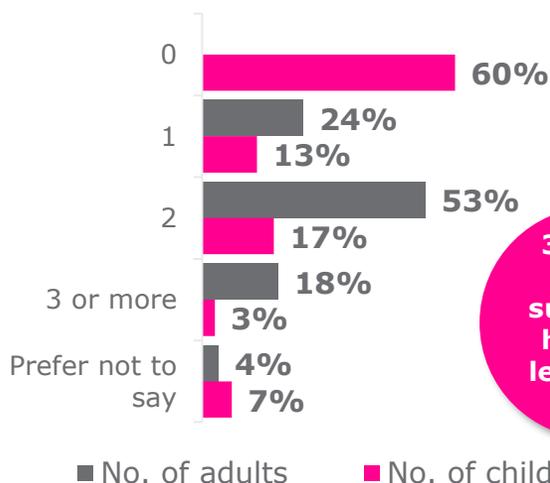
- Male
- Female
- Prefer to describe in another way
- Prefer not to say



How long lived in local area

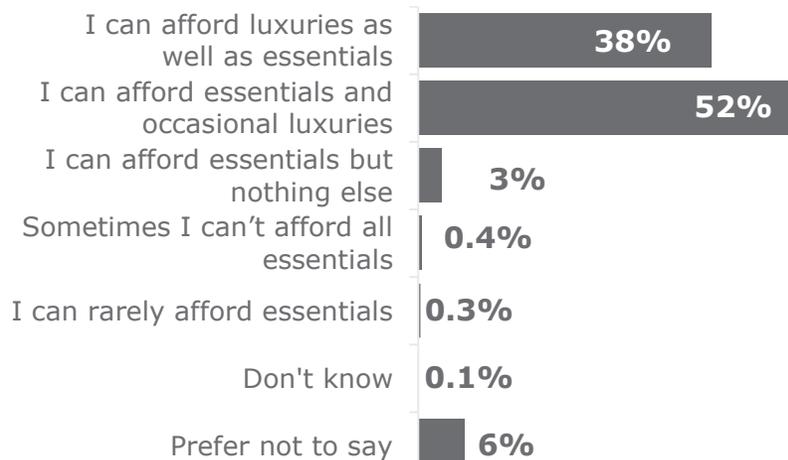


Household type



33% of those surveyed have at least one child

Circumstances

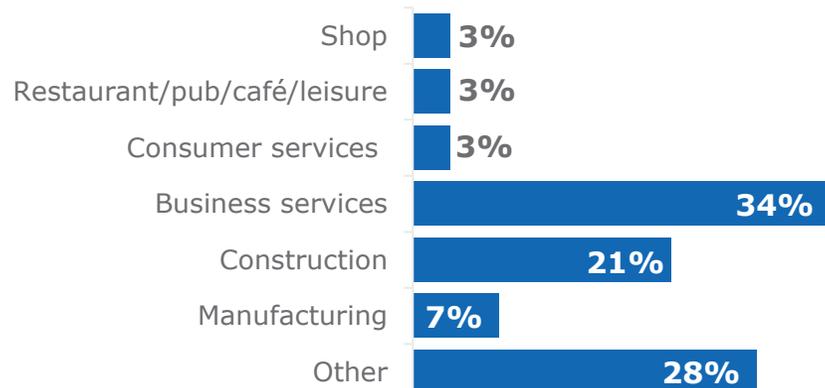


Source: C01, C02, C03, C04, C05. Base: all general public (n=1,186).

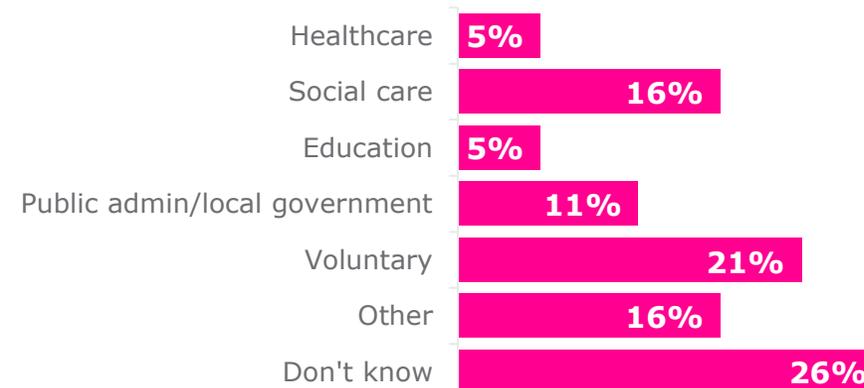


Respondent overview: businesses & organisations

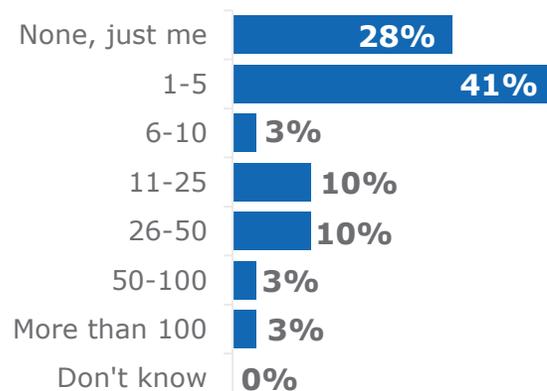
Type of business



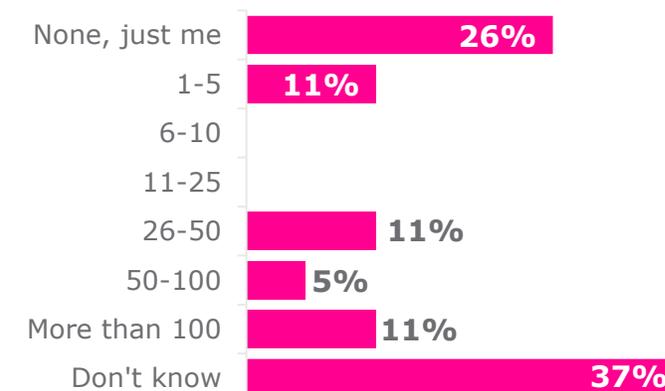
Type of organisation



No. of employees



No. of employees



Visiting Cheadle

A close-up, slightly blurred map of the Cheadle area. The word "Cheadle" is printed in large, bold, black letters across the center. Surrounding it are various street names: "HIGH ST." to the left, "MILMS" (part of Milms Lane) written vertically to the left, "RD." (part of a road name) to the left, "RD." (part of a road name) above, and "COUNCILLOR L" (part of a road name) to the right. A red line, likely representing a bus route, winds through the streets. A blue line, likely representing a river or stream, flows through the area. The background is a light tan color with some green and blue patches representing parks and water.

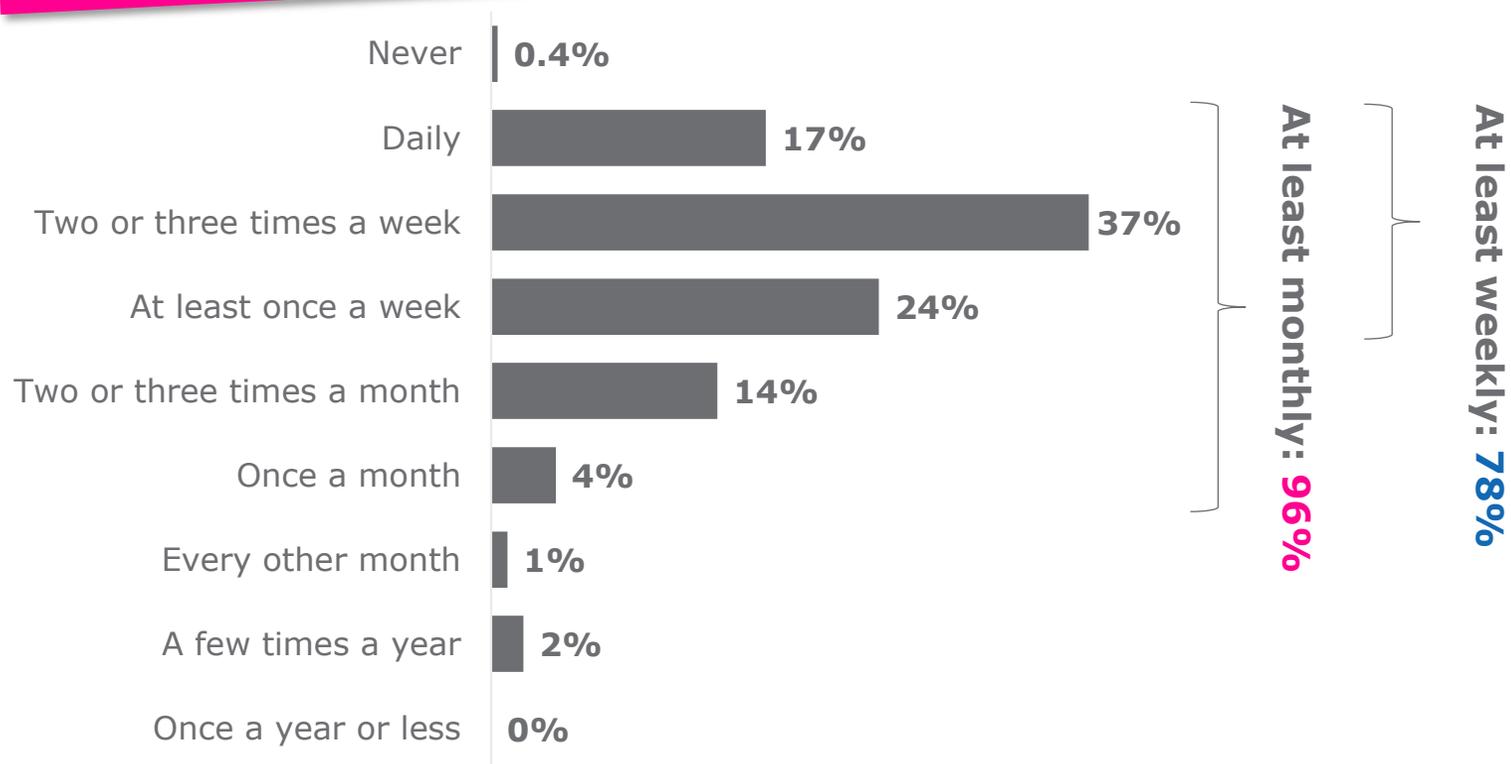
Cheadle



How often is Cheadle visited for shops or leisure?

Around **eight in ten** visit Cheadle in order to use the shops or leisure, at least on a weekly basis and almost all on a monthly basis. Around one in five are visiting Cheadle daily to use the shops or leisure. Those employed in Cheadle are significantly less likely to visit Cheadle for shops or leisure on a weekly or monthly basis.

Frequency of visiting Cheadle

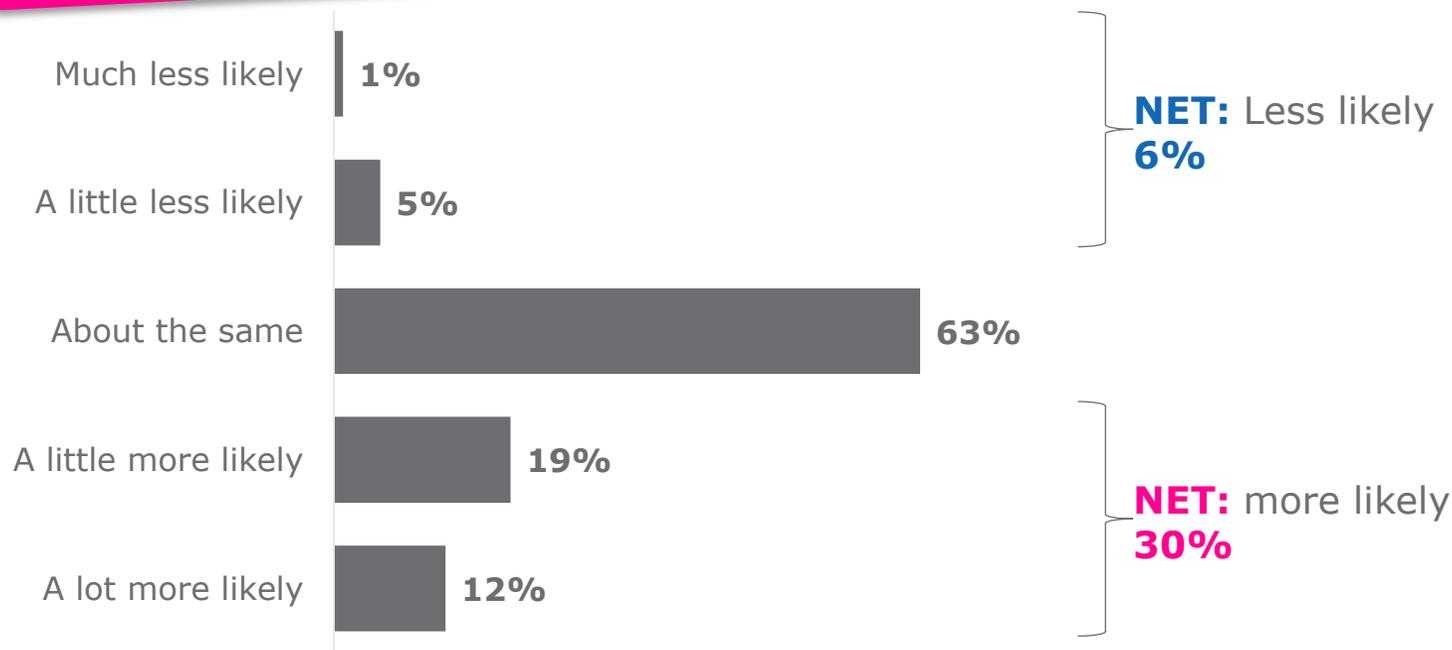




Frequency of visits to Cheadle

Almost **two thirds** will keep the frequency of their visits to Cheadle the same post COVID-19, with around **one in three** increasing the frequency of their visits in future. **Less than one in ten** will reduce the frequency of their visits to Cheadle. A higher proportion of younger people are more likely to visit Cheadle in future.

Visit Cheadle more/less in future?



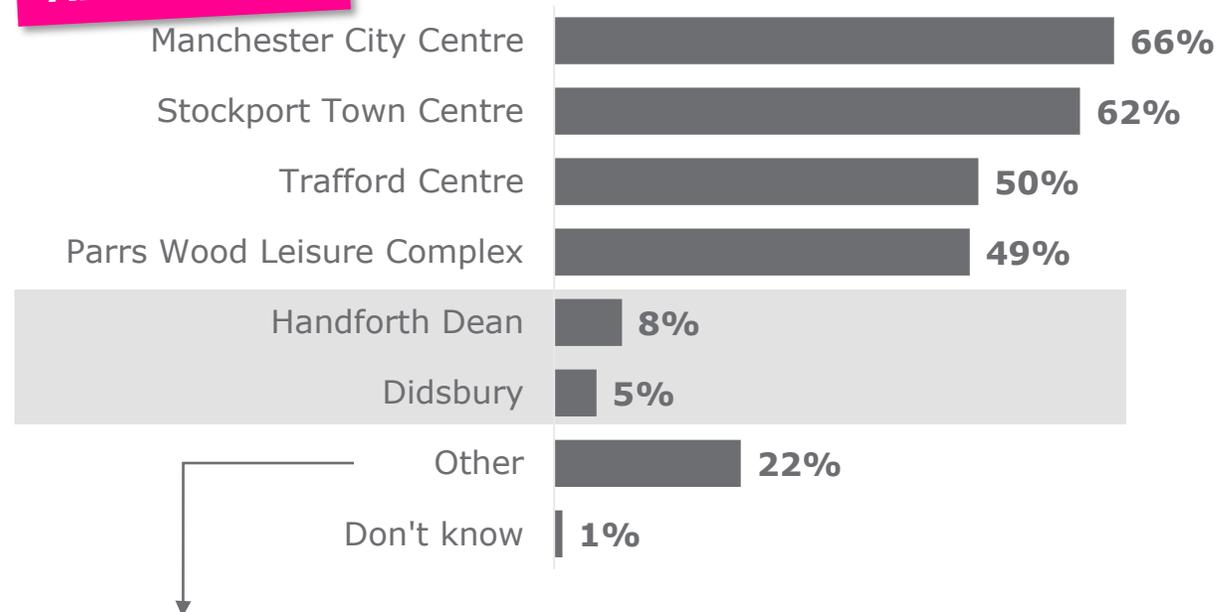
Those who are able to afford luxuries as well as essentials are significantly more likely to say they are **a little more likely** to visit Cheadle in future (23%) compared to those who can afford occasional luxuries (16%) and those who can only afford essentials (10%).



Areas commonly visited for shopping and leisure

Manchester City Centre and **Stockport Town Centre** are the two areas mostly visited for shopping and leisure, followed by Trafford Centre and Parrs Wood Leisure Complex. A wide range of other towns in Greater Manchester are also regularly visited. Those aged under 34 are most likely to visit Manchester and the Trafford Centre.

Areas visited



Other areas visited include: Altrincham, Bramhall, Cheadle Hulme, Cheadle Royal, Chorlton, Edgeley, Heaton Moor and Wilmslow.

Those who can **afford luxuries and essentials** are significantly more likely to visit **Manchester** (72%), than those who can afford occasional luxuries (63%) and those who can only afford essentials (50%).

Those who can **only afford essentials** are more likely to travel to **Stockport** (69%) than those who can afford occasional luxuries (66%) and those who can afford luxuries and essentials (55%).



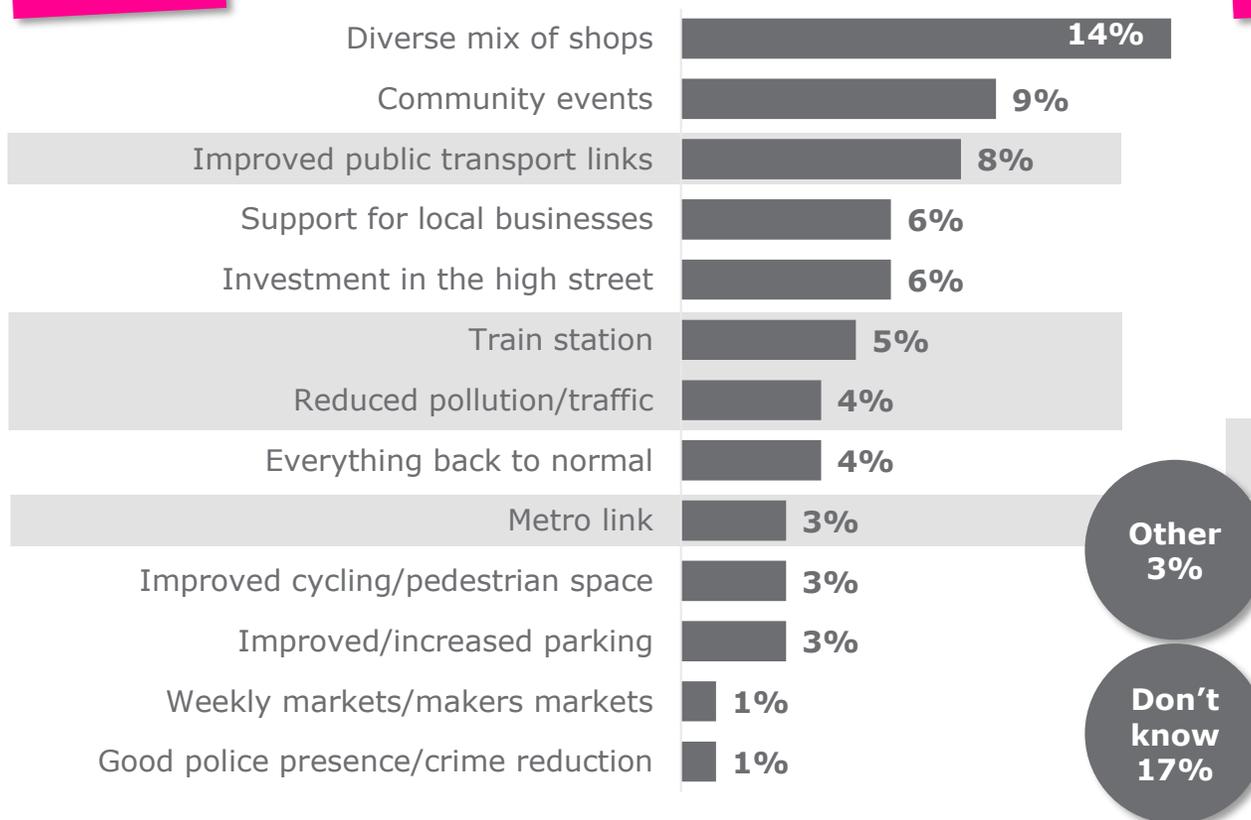
Hopes & fears for Cheadle

Most of the hopes and fears for Cheadle relate to the **economic impact of COVID-19** with the **survival of local/small businesses** being most commonly mentioned, alongside a desire for a range of diverse shops.

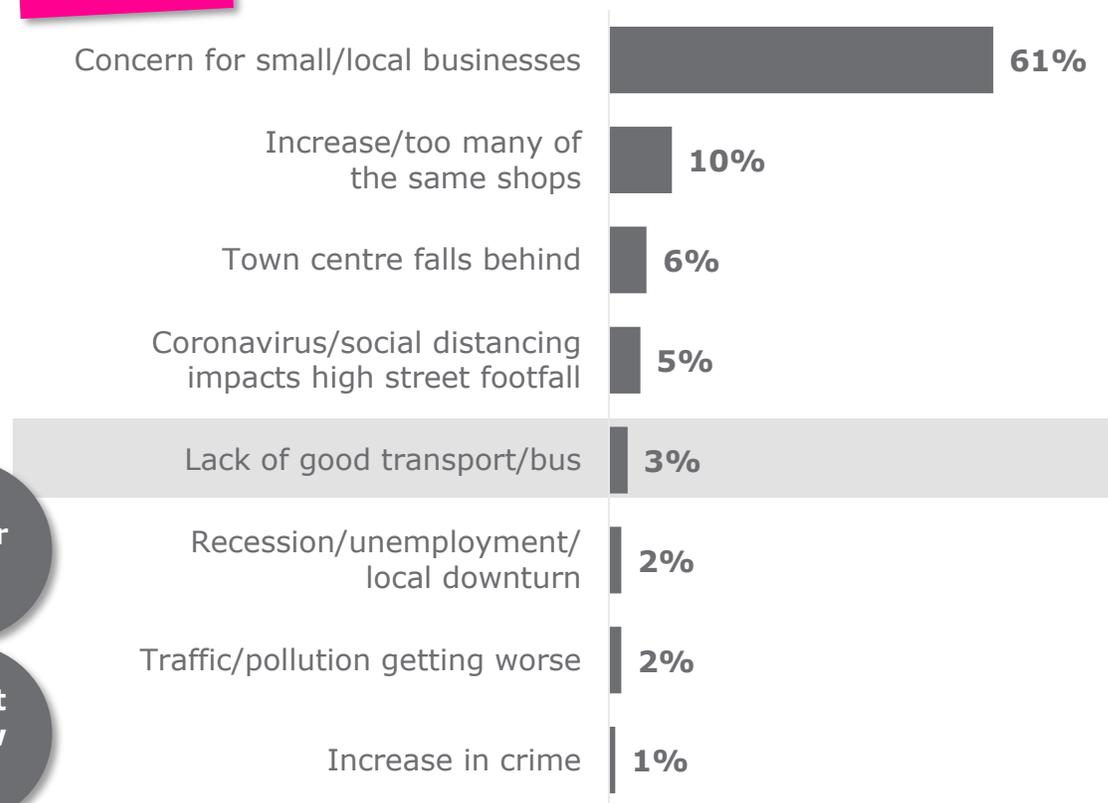
Note: question asked as an open question, answers grouped for analysis purposes.



Hopes



Fears





Hopes and fears for Cheadle: examples



"Fears that too many businesses will close. Fears that people will stop coming to shops and it will get more run down. Hopes that landlords/council will help support businesses to recover and make the area as inviting as possible. The idea of a train station is brilliant. More independent restaurants and bars would be great too."

**Male, 35-54,
Lived in Cheadle for 5-10 years**

"I hope the few remaining independent businesses are able to reopen and survive the closure due to COVID-19."

**Female, 25-34,
Lived in Cheadle for 2-5 years**



"That we have a wide variety of shops, restaurants, bars, businesses plus good, regular transport links to Manchester, Stockport, Altrincham and Wilmslow. A train / tram link would be amazing to have. My fears are that we might lose the vibrant, friendly community and spirit we had before the pandemic. "

**Female, 65+,
Lived in Cheadle for 10+ years**



"My hope is that we will regain a sense of community and still hold communal activities like fairs and events throughout the year. My fear is that Cheadle will become even less focused on its community and give up on potentially great opportunities as a result."

**Male, 16-24,
Lived in Cheadle for 10+ years**

**General views
of Cheadle**





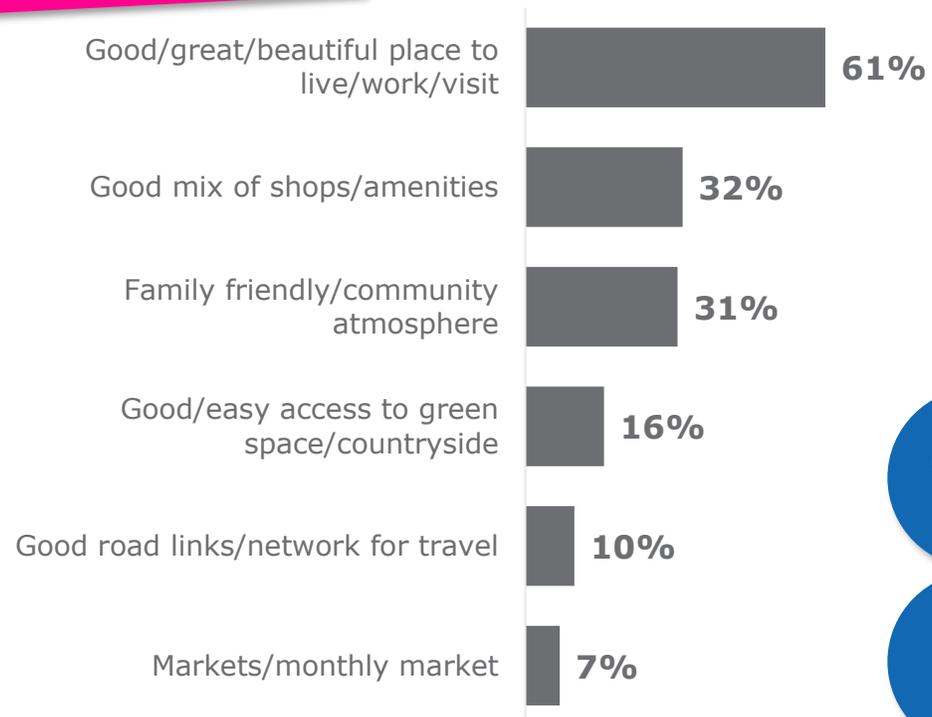
Views of Cheadle

Most feel Cheadle is a nice place to work in, live in and visit but could benefit from having **better public transport** (mentioned by one in five). Another common theme was to **improve the high street** by having a diverse range of shops or modernising, although a third feel Cheadle has a good mix of shops already.

Note: question asked as an open question, answers grouped for analysis purposes.



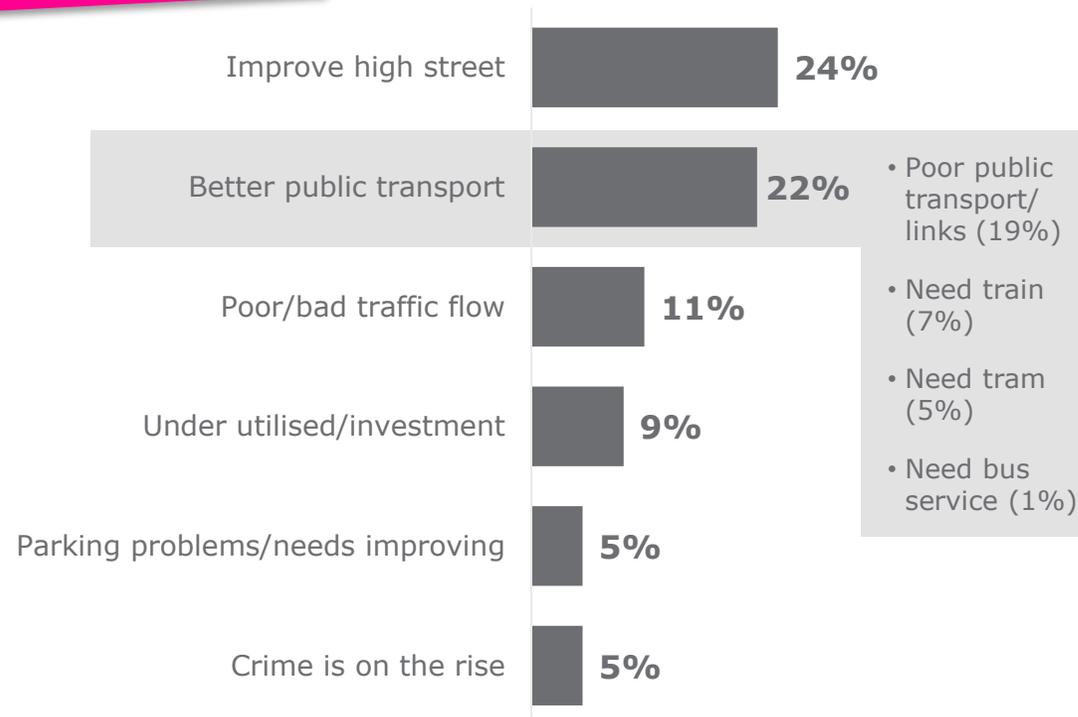
Views: positive



Other
13%

Don't know
7%

Views: negative





Views of Cheadle: examples



"I love Cheadle. I have lived in the area since 1965. I like the feeling of a traditional village with an historic church and a couple of old coaching inns. It is good for eating out. Unfortunately, we have lost some of the small independent shops like so many other areas."

Female, 65+
Lived in Cheadle for 10+ years

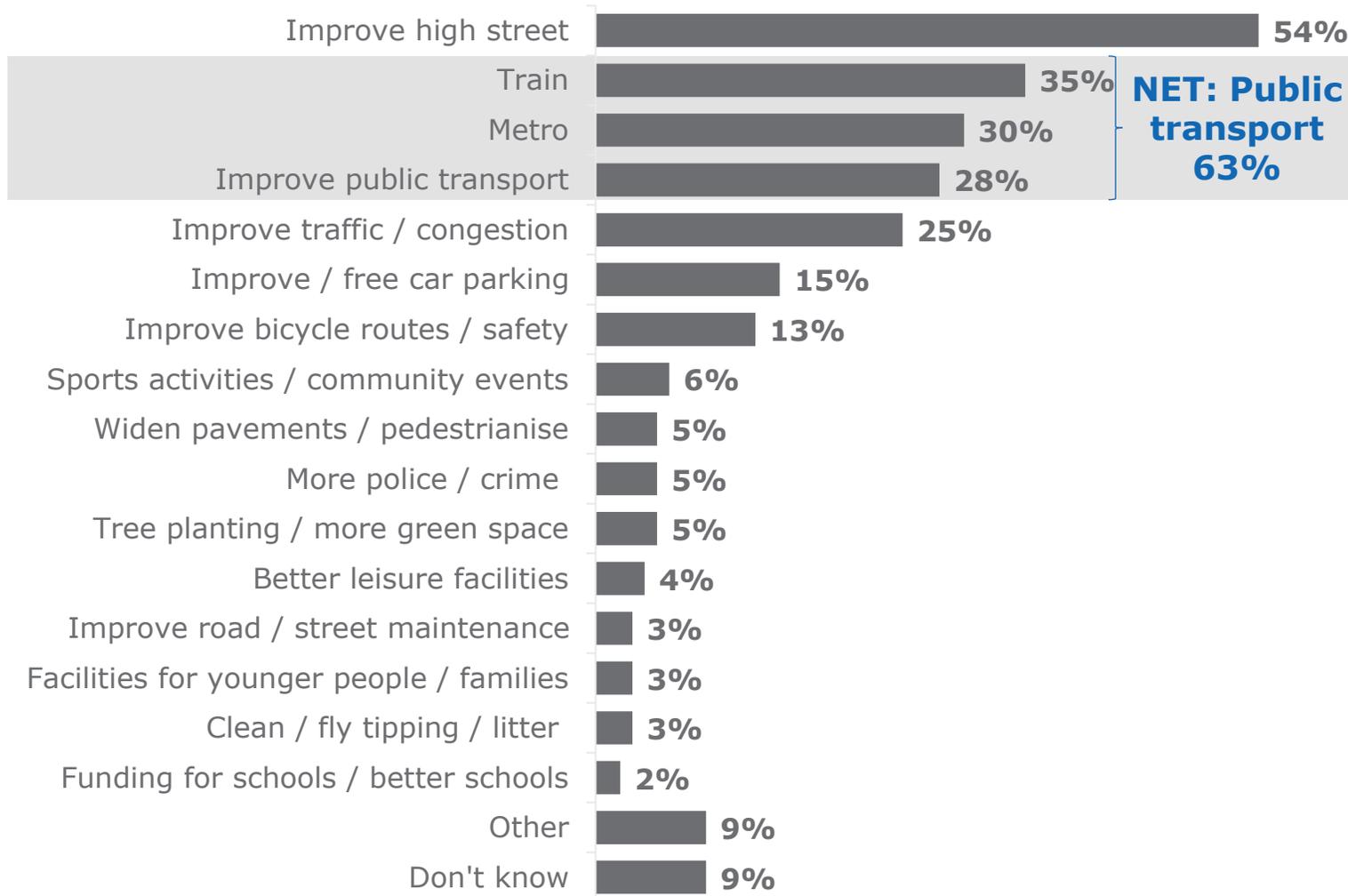
"Cheadle is a pleasant place to live but misses out on the vibrancy of other areas perhaps due to lack of transport to city centres meaning a lack of younger people wanting to live in the area. Currently I'm not sure it offers anything special to people out of the area."

Female, 25-34
Lived in Cheadle for 2-5 years





Top things to improve in Cheadle (unprompted)



Note: question asked as an open question, answers grouped for analysis purposes.



The most common area of focus for improvement is the high street.

However, around a third mention a **train** as one of their top three things to improve, with six in ten viewing **public transport** as one of their top three improvements for Cheadle.

A wide range of other suggestions were given most notably improving traffic/congestion and car parking.



Top things to improve in Cheadle: example



- "1. Transport links - more buses between Cheadle and Manchester city centre; having them run until midnight at weekends; the train station and/or tram to be extended from Didsbury to Cheadle.
2. Bars to open with late night license with live music.
3. High street and other areas that look run down to be smartened up - more variety of shops, too many charity and vaping shops make the high street appear scruffy."

Female, 35-54
Lived in Cheadle for 10+ years

"Transport links. A train station would be really convenient. The closest stations to me are Cheadle Hulme, Gatley and Stockport but all out of walking distance. I have to get a bus and then train from Stockport to get to work and to go anywhere by train (e.g. London). The shops could have more variety instead of charity shops. More parking whilst in Cheadle."

Female, 35-54
Lived in Cheadle for 10+ years





Rating of different aspects in Cheadle

	Net: good (%)	Avg. score
Green spaces	66%	3.8
Range of pubs/restaurants/cafés	63%	3.8
Schools and colleges	52%	3.9
Walking routes	51%	3.5
Community activities/events	40%	3.4
Car parking	39%	3.2
Availability of business premises*	35%	3.5
Range of leisure facilities	34%	3.1
Availability of suitable workforce*	31%	3.5
Range of shops in the High Street	24%	2.8
Cycle facilities	21%	2.8
Accessibility by public transport	16%	2.3
Social care and support	13%	3.1
Free movement of traffic	12%	2.4
Local job opportunities	9%	2.7
Accessibility to the wider rail network/Metrolink	8%	1.8

Cheadle rated highest for its **green spaces** and **range of pubs/restaurants and cafes**.

However, it rated lowest on its **accessibility to the wider rail network**.

Accessibility by public transport was also ranked low, with fewer than one in five rating as 'good' or 'very good'.

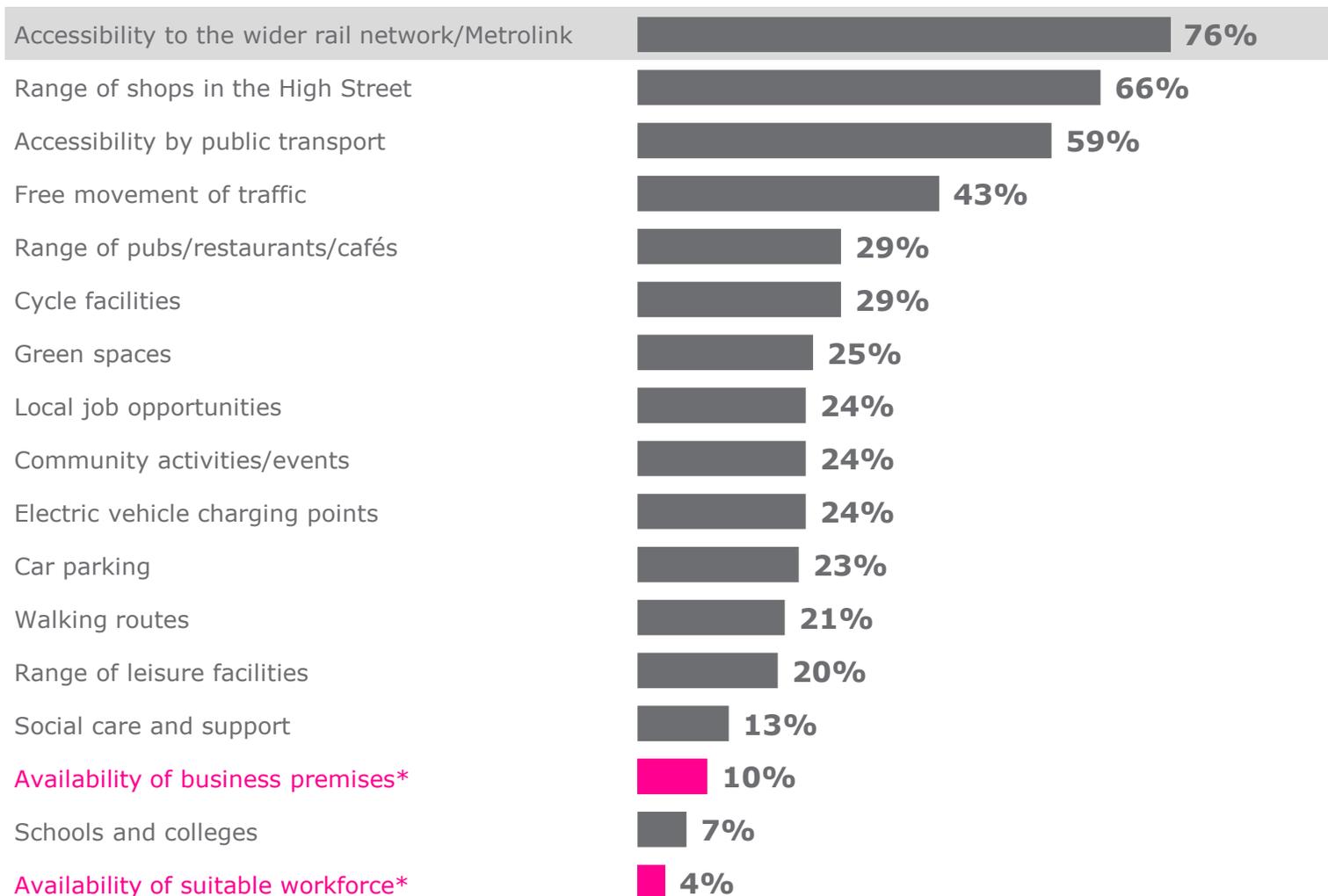
Aside from the rail network, **local job opportunities** were ranked lowest, however around half said 'don't know'.

There were also a high proportion of 'don't knows' for **social care and support** (around six in ten).

Source: Q11. How would you rate Cheadle on each of the following? Please give a score between 1 and 5 where 5 is excellent and 1 is poor. Base: all respondents (n=1,194). *only businesses and organisations ranked these codes (n=48).



Improvements to be focused on



Note: respondents could select as many options as they like.



The most common area of focus for improvement is **accessibility to the wider rail network/Metrolink**.

Improving public transport more generally and expanding the range of shops in the high street were also common improvements.





Top three areas for improvement

	% selected	% selected in Top 4	% selected as No. 1
Accessibility by rail / metrolink	85%	83%	58%
Traffic movement / traffic management	45%	42%	12%
New or improved retail space*	33%	29%	4%
Cycleways & facilities	32%	27%	5%
Developing surplus land / empty properties	31%	25%	5%
Cultural assets e.g. library, heritage buildings	30%	24%	2%
Accessibility by bus	29%	26%	7%
Local job opportunities	24%	19%	4%
Walking routes	20%	15%	1%
Full fibre digital connectivity	20%	14%	2%
Availability of business support facilities*	17%	8%	-
Housing provision	10%	7%	1%
Training / Education facilities	7%	4%	0.3%
New or improved co-working space	7%	4%	0.3%
New or improved industrial space*	6%	2%	-
New or improved office space*	2%	-	-
Ensuring the availability of suitable workforce*	2%	2%	-

Note: respondents were asked to rank up to four top priorities for improvement.



The most common area of focus for improvement is **accessibility to the rail/metrolink network** with eight in ten selecting this and for almost six in ten it is their top priority.

Improving traffic movement / management is the second highest priority, selected by just under half of respondents.

Businesses have similar priorities to the general public overall, with rail/metrolink coming top. The highest ranking code relevant to businesses is **'new/improved retail space'**.

Source: Q14. Which of the following do you think Cheadle should focus on in the bid? Q15. Please could you rank the following (up to a maximum of 4) in order of importance to you for Cheadle to focus on in the Towns Fund bid? **Base:** all respondents (n=1,194). *only businesses and organisations ranked these codes (n=48).

**Support for
a train station**

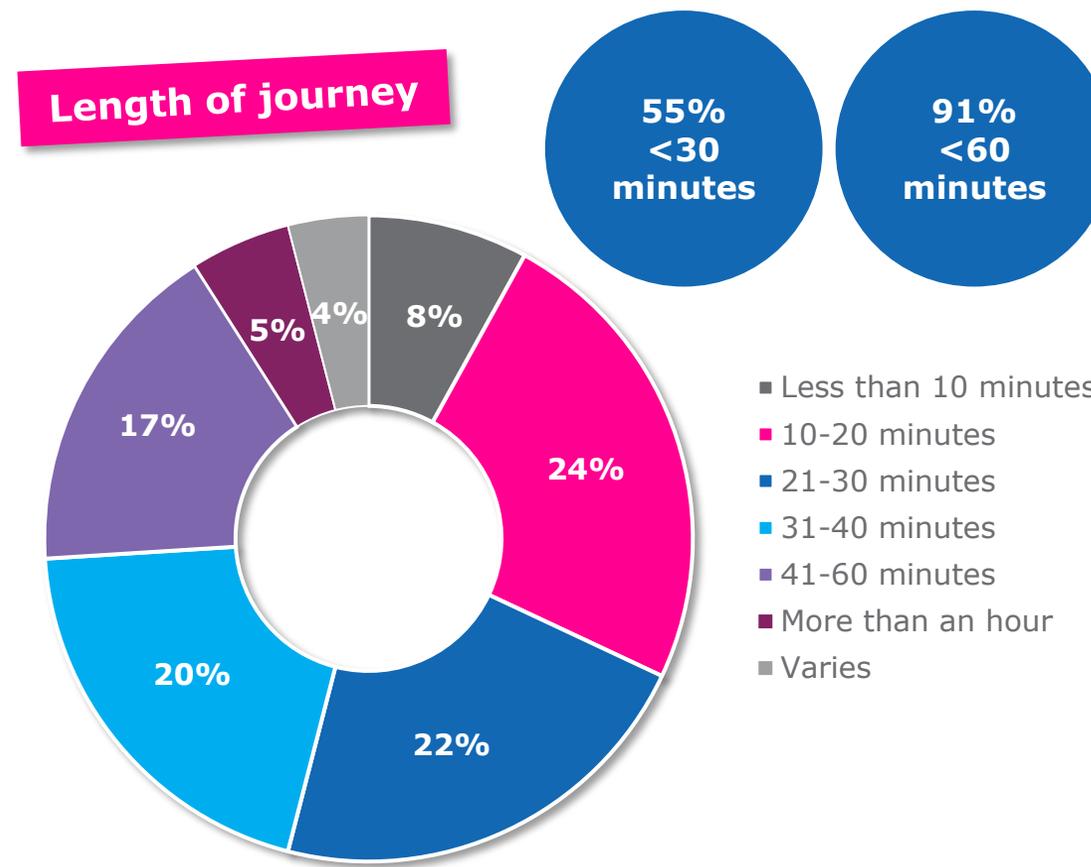
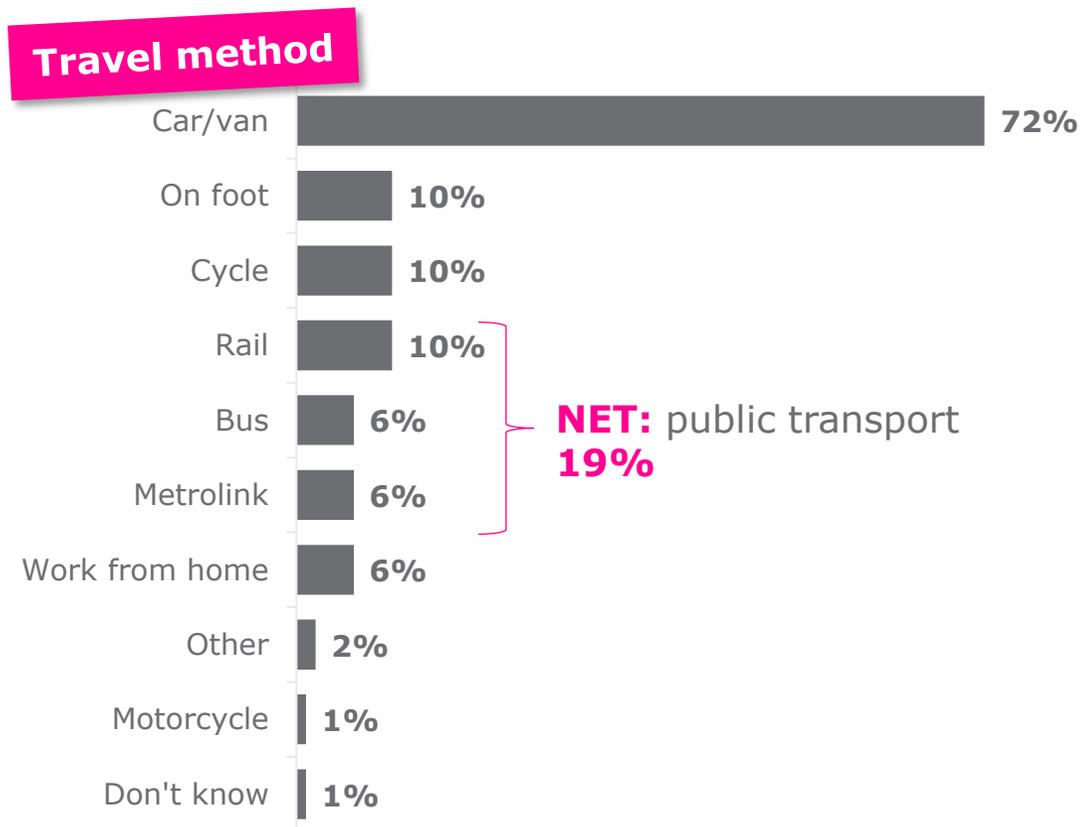
A close-up, slightly blurred map of the Cheadle area. The word "Cheadle" is printed in large, bold, black letters across the center. Surrounding it are various road names: "HIGH ST." to the left, "MILMS" (part of Milms Lane) written vertically to the left, "RD." (part of a road name) below "MILMS", "RD." (part of a road name) to the right, and "COUNCILLOR L" (part of a road name) to the right. A prominent orange line, likely representing a railway route, runs through the area. A blue line, possibly a river or canal, is visible on the left side. The background shows a textured map with various shades of beige and light blue.

Cheadle



Travel method for those working or studying

Around **seven in ten** currently drive to their place of work or study, however almost **one in five** use public transport. Almost all have a journey under an hour, with just over half travelling less than thirty minutes.



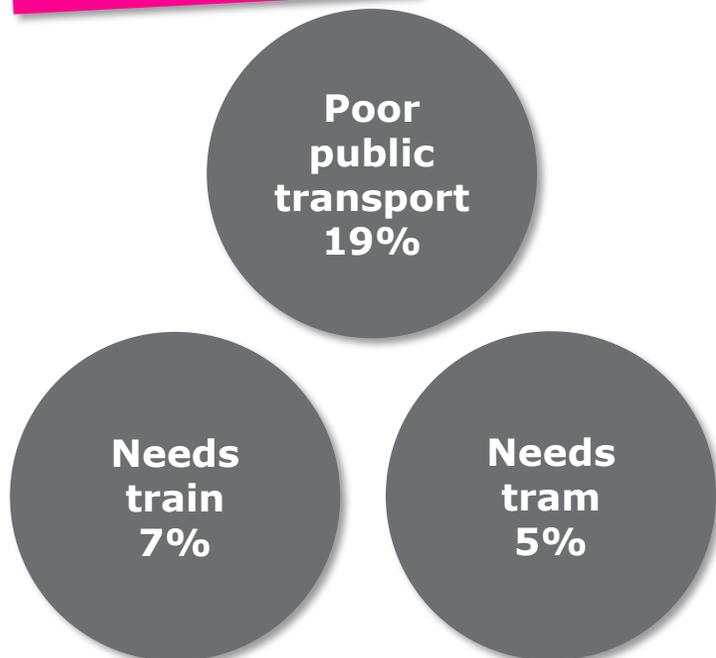
Source: Q07. How do you usually travel to work or your place of study? **Base:** respondents working and/or studying (n=912). Q08. How long does/would your journey to work/place of study typically take door-to-door? **Base:** respondents working and/or studying and travelling to work/place of study (n=853).



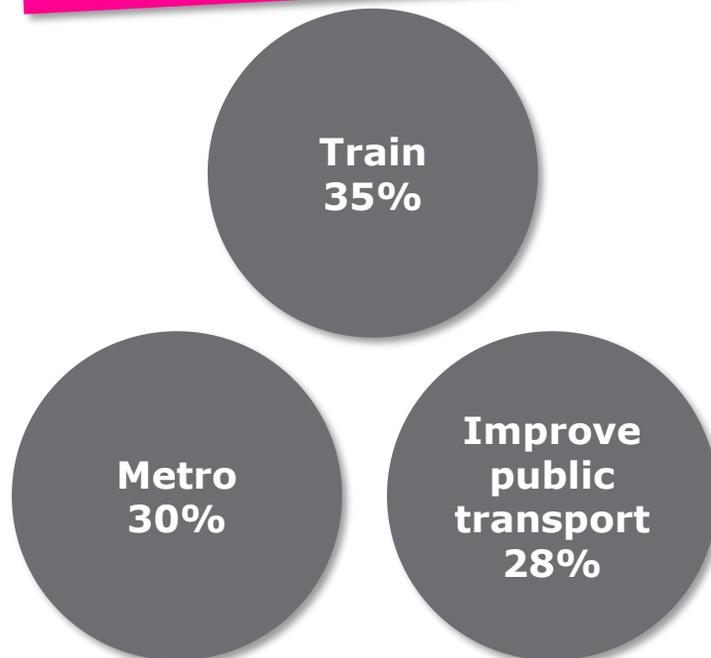
Unprompted views: train station

When asked open questions regarding how Cheadle can be improved, the **train station** and **public transport** featured frequently in respondents' answers.

Views of Cheadle



Top things to improve



"Cheadle village is great, but I do think that it needs to be more connected in terms of public transport to make it more attractive."

**Female, 25-34,
Lived in Cheadle 10+ years**

"Great place to live, providing you have no intention of going anywhere else, as the transport links are atrocious."

**Male, 35-54,
Lived in Cheadle 10+ years**

"Parking can be a problem so a train station may help with this. Or a metro link. Would help to encourage people not from Cheadle to use the area."

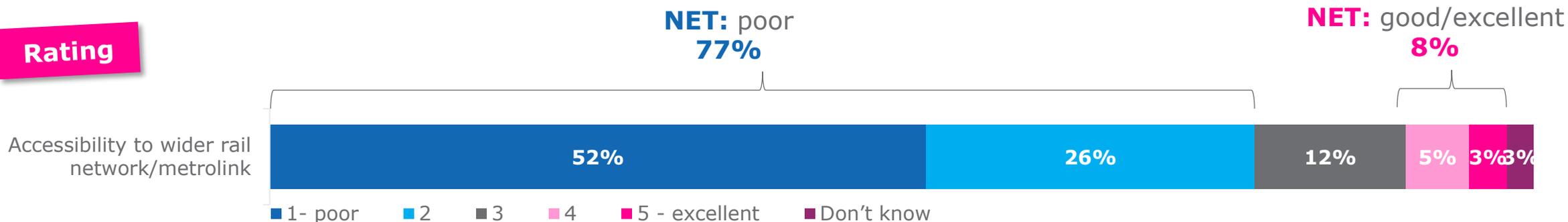
**Male, 35-54,
Lived in Cheadle 1-2 years**



Prompted views: rating of train station

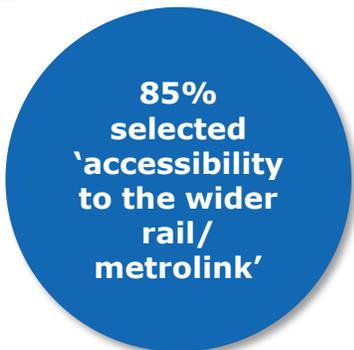
Almost **eight in ten** rate current accessibility to the wider rail network as 'poor' or 'very poor'. Fewer than **one in ten** rate it as 'good' or 'excellent'. There is clear desire to improve the links to the rail network, with many unprompted responses mentioning either a train or public transport.

Rating



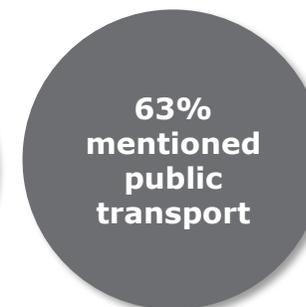
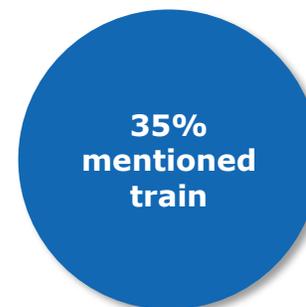
Areas to improve (list)

When asked which areas Cheadle should focus on improving (*from a list*)



Areas to focus on (unprompted)

When asked the top three things that could be done to improve Cheadle... (*unprompted*)



Source: Q11. How would you rate Cheadle on each of the following? Please give a score between 1 and 5 where 5 is excellent and 1 is poor. Base: all respondent (n=1,194). Q13. What top three things could be done to improve Cheadle for you personally? Q14. Which of the following do you think Cheadle should focus on in the bid? Base: all respondents (n=1,194).



Views on including train station in funding bid

Eight in ten agree that the accessibility by rail/metrolink should be focussed on in the funding bid, and for **six in ten** it is their number one priority. Around one in six place it as their second highest priority.

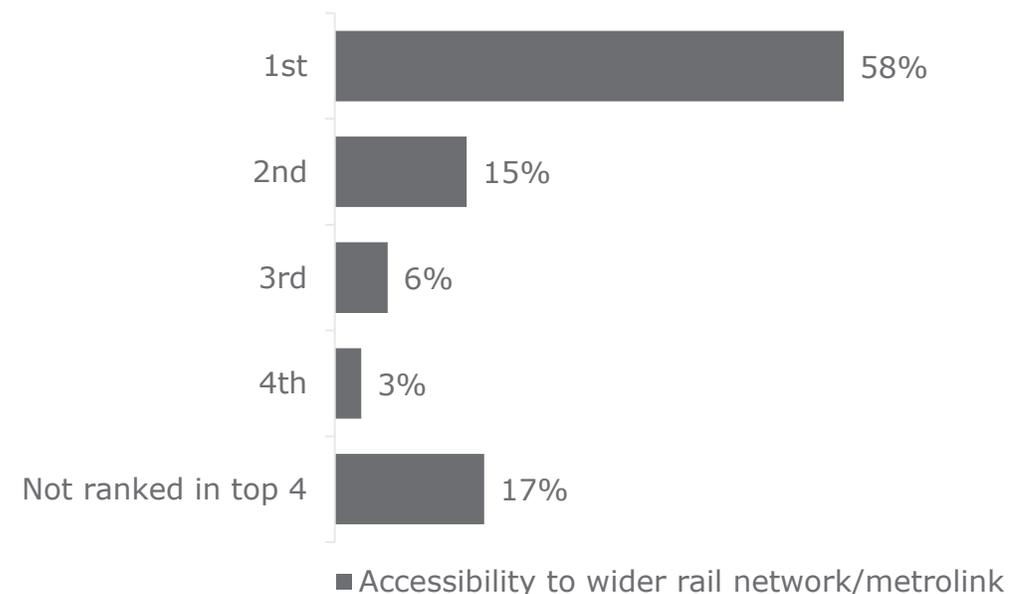
Including train station in funding bid

85%

Agree that 'accessibility by rail/metrolink' should be focussed on in the Cheadle Towns Fund bid

Those who visit Cheadle weekly, are significantly more likely to agree the importance of accessibility by rail/metrolink (86%) compared to those visiting monthly (80%) or less frequently (74%).

Importance of accessibility by train/metrolink

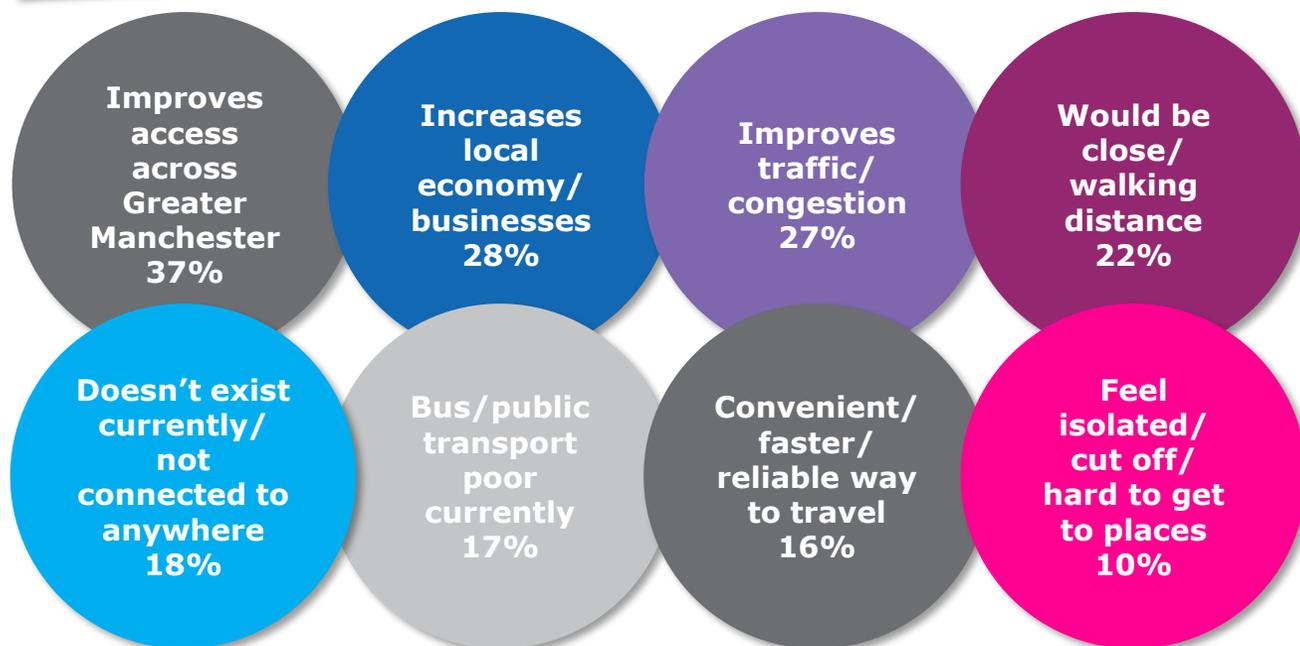




Reasons why accessibility by rail is important

Improved links across Greater Manchester, boosting the local economy and reducing traffic in Cheadle are the most common perceived benefits of a train station. Having better public transport and feeling more connected are also key. Other benefits include increasing desirability of Cheadle as a place to live/work and better air quality.

Why is 'accessibility by train/metrolink' important?



"It would be nice to be able to walk to the station/tram stop rather have to get a taxi or have to allow another half hour onto your journey if walking. It allows you to then easily access nearby towns/villages and if you are going into Cheadle you are likely to make a purchase whilst you're there."

**Female, 35-54,
Lived in Cheadle for 2-5 years**

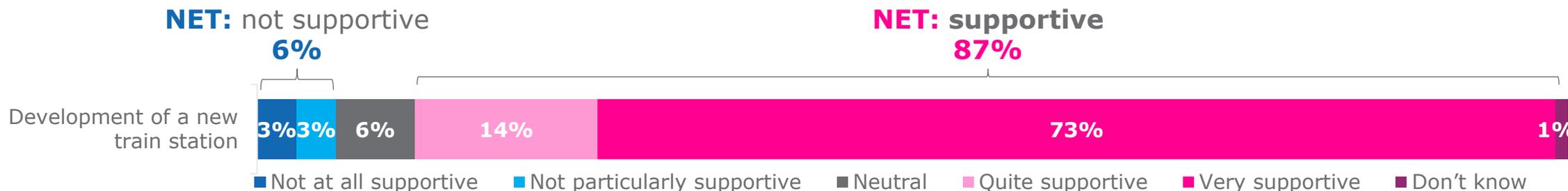
"Connectivity would bring money into the local economy as Cheadle would become more accessible to shoppers, employers and those seeking a leisure destination. Also opening up a green, quick and direct link to Manchester will also improve journey times to the city centre."

**Male, 35-54,
Lived in Cheadle for 10+ years**



Support for a train station

Almost **nine in ten** are supportive of the development of the new train station, with few who are neutral or unsupportive. The main reasons for supporting the train station are to reduce pollution and to connect to other towns, whilst those who don't support the train station feel there are other options for public transport.



Why supportive?

- Reduce traffic/car pollution (21%)
- Connects Cheadle to other towns (20%)
- Public transport needs improving (18%)
- Makes area more attractive (16%)
- Improves social/job opportunities (11%)
- Would support more if connected us to Manchester rather than Stockport (9%)

Why not supportive?

- Already have plenty of transport options (5%)
- Expensive project/invest in community instead (3%)
- Tram would be more beneficial (3%)

Source: Q17. How supportive are you of the development of the new train station? **Base:** all respondents (n=1,194).

Q18. Why do you say you are _____ to the development of the new train station? **Base:** Those who are supportive/not supportive to train station (n=1,185).



Supportive of train station: examples



"I think it is the way forward. A train can be used for all members of our community and having more movement will create opportunities for residents and encourage others to visit. We have great shops and restaurants and a train will bring people here."

Female, 25-34
Lived in Cheadle for 2-5 years



"It would improve connectivity to places that I visit regularly. The only issue I have is that it is only just in Cheadle and still quite a long walk for a lot of residents. If the Metrolink came into Cheadle Village then it would be used more. The idea of public transport is to reduce car journeys, however, being located there I think it would require a large carpark for it to be viable."

Male, 25-34, Lived in Cheadle for 5-10 years



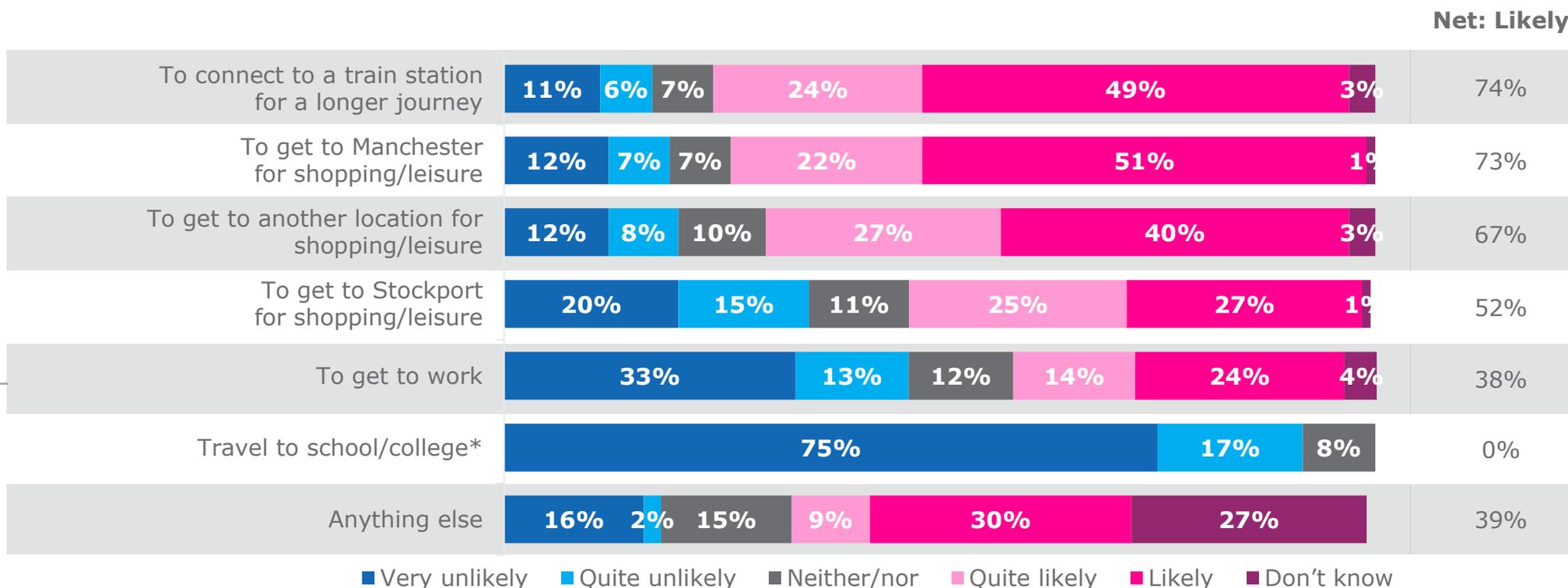
"At the moment bus services are poor and getting poorer. A railway station in the heart of Cheadle is surely a no-brainer - it would be such a convenient location. Many railway stations have been opened/reopened in recent years in places where they are some distance away but Cheadle is an opportunity waiting to happen. All the other rail based stations are annoyingly just a bit too far - Gatley, Cheadle Hulme, East Didsbury Metrolink."

Male, 55-64,
Lived in Cheadle for 2-5 years



Likelihood of using train station

Overall **eight in ten** would use the train station for any of the reasons below. The most common use of the train station would be visiting Manchester for shopping/leisure, or connecting to another train station for a longer journey.



81% said they would use the train station for any reason at all

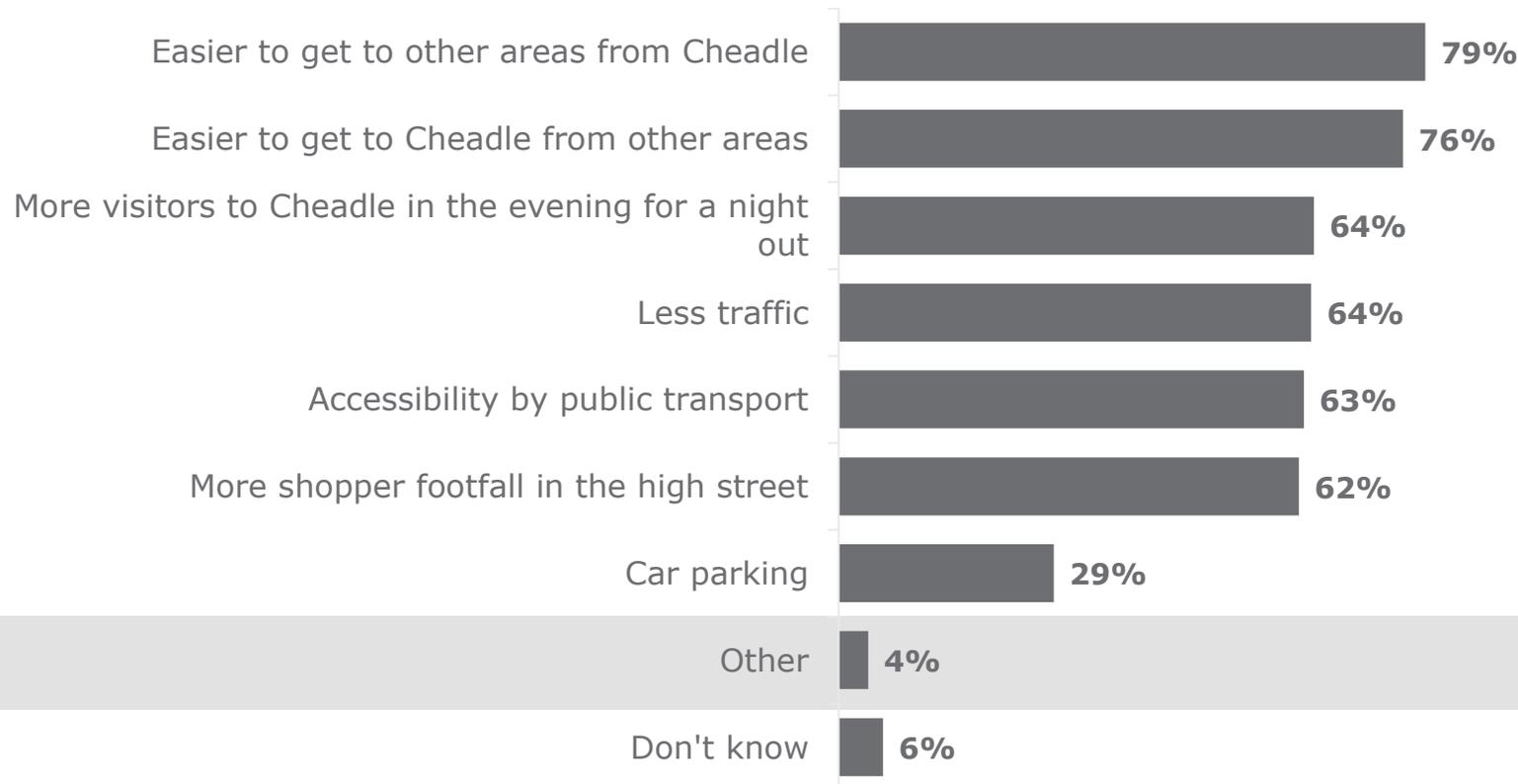
Anything else includes a wide range of responses including: airport, visiting other parts of the country, sporting events and visiting Cheadle.

Source: Q20. How likely would you be to use the train station for each of the following, assuming it was cost effective to use?
Base: all respondents excluding not applicable. See notes for bases. *note low base (n=12).



Benefits of having a train station

The most common perceived benefit of having a train station is access to and from Cheadle. Around six in ten think a train station will bring more visitors to Cheadle in the evening, result in less traffic, increase shopper footfall and improve public transport access more generally.



- Younger respondents (<34) are significantly more likely to say 'accessibility by public transport' and 'more visitors to Cheadle in the evening for a night out'.
- Those who visit Cheadle weekly are more likely to say 'more shopper footfall'.

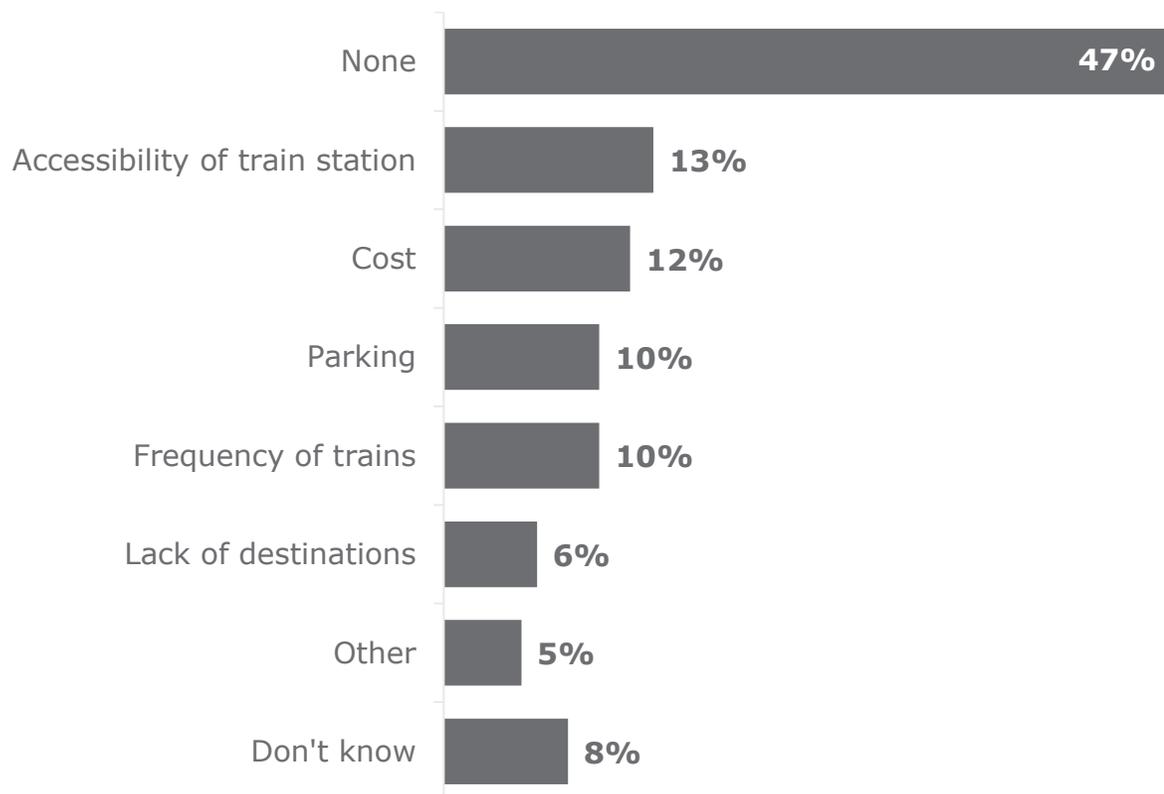
Other answers mentioned under 'anything else' include:

- Improve the environment
- Bring more money into the village
- Better employment opportunities



Barriers to using train station

Around **half of respondents** think there are no barriers to using the train station. The most common perceived barrier is the accessibility of the train station, followed by cost. Parking and frequency of trains are also concerns.



Note: question asked as an open question, answers grouped for analysis purposes.



"Ability to get to the station by another mode of transport, i.e. a train to the station, or drive - so potentially car parking, bus, cycle, walking connections to the station."

**Male, 35-54,
Lived in Cheadle for 2-5 years**

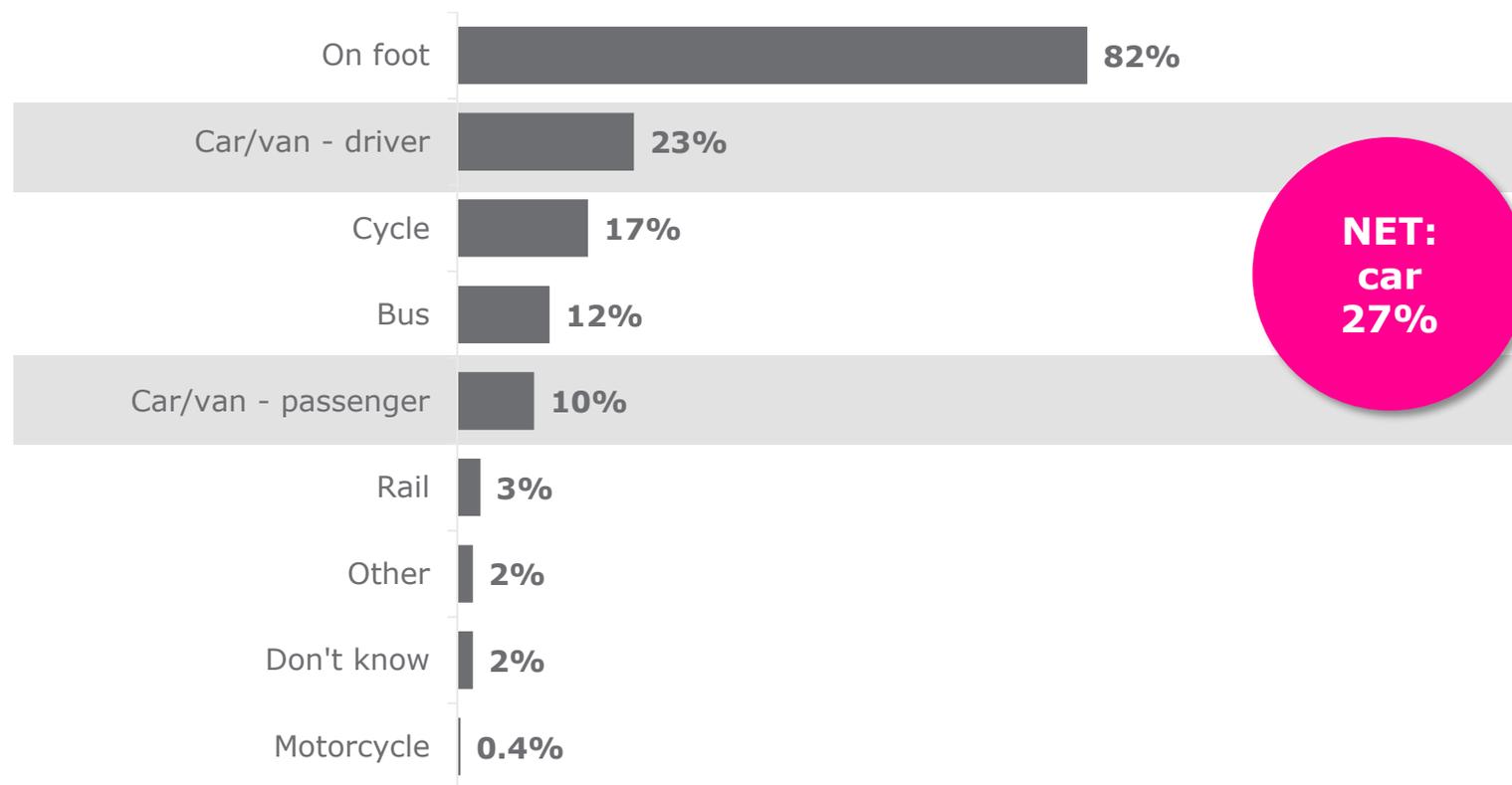
"Depends where it is located. I would hope it's within walking distance for me but it might not be. And cost. If it's an arm and a leg to take a family into Manchester then I might not use it."

**Female, 35-54,
Lived in Cheadle for 10+ years**



Travelling to the train station

Around **eight in ten** of those using the train station would travel on foot, with just under three in ten travelling by car (either as the driver or passenger).



Summary & conclusions

A close-up, slightly blurred map of the Cheadle area. The word "Cheadle" is printed in large, bold, black letters across the center. Surrounding it are various street names: "HIGH ST." to the left, "MILMS" (part of Milms Road) written vertically, "RD." (part of a road name) to the left, "RD." (part of a road name) above, and "COUNCILLOR L" (part of a road name) to the right. A blue line representing a river or stream flows through the area. The map background is a light tan color with some green and blue areas representing parks and water.

Cheadle



Summary

Cheadle is visited frequently by the general public, businesses and organisations. Visits to Cheadle will remain the same or increase post COVID-19.

1

Manchester and Stockport are the most visited areas. However a wide range of towns and villages in Greater Manchester are also visited, in addition to retail parks (e.g. Trafford Centre, Parris Wood).

2

Overall, Cheadle is viewed as a nice place to live in/work in/visit. The greatest fears for Cheadle relate to the survival of small/local businesses. Hopes include diversity of shops, community events and **improved public transport links**.

3

The main improvements suggested are relating to the high street and **public transport**. When featured in a list of priorities, **accessibility to the rail network / metrolink** was rated top.

4

Currently those working or studying in Cheadle mostly travel by car (around seven in ten), with one in five using public transport.

5

Cheadle's current access to the wider rail network was rated as poor by **seven in ten**. Better accessibility is needed to improve access across Greater Manchester, to boost the local economy and improve traffic.

6

Almost **nine in ten** are **supportive** of the train station, to reduce traffic and connect Cheadle to other towns. Those who aren't supportive feel there are already public transport options or prefer a tram.

7

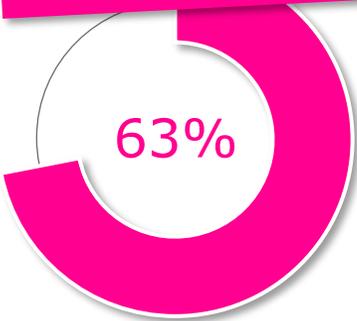
Just over **eight in ten** would **use a train station**, the most common reason being to connect to a train station for a longer journey, followed by going to Manchester for shopping/leisure.

8

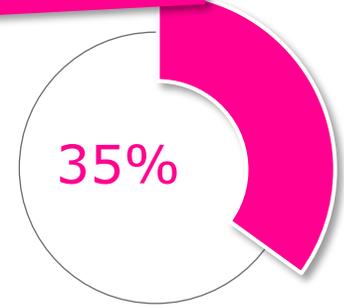
Train station: key facts & figures



Top things to improve Cheadle?

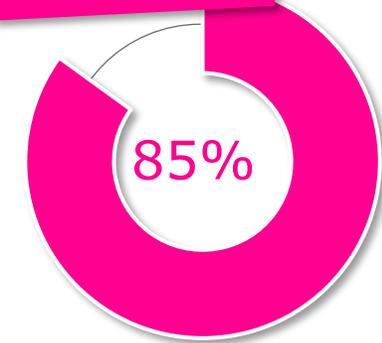


Mentioned public transport (generally)

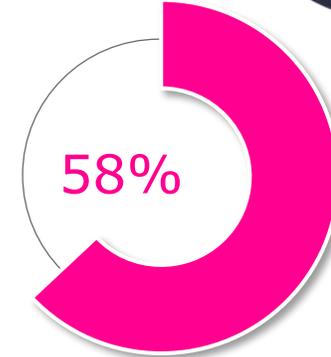


Mentioned the word 'train'

Funding bid



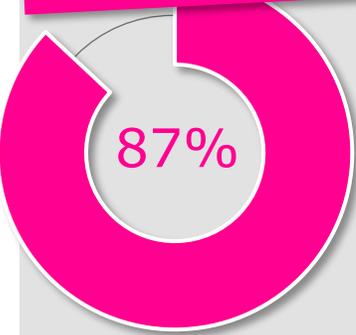
Support including 'accessibility by rail/metrolink' in the bid



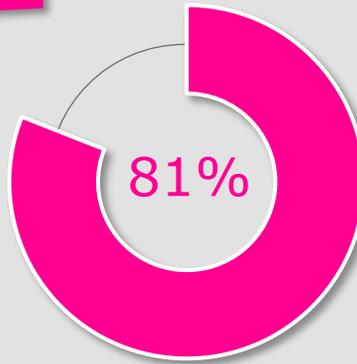
Rated 'accessibility by rail/metrolink' their no. 1 priority for the bid



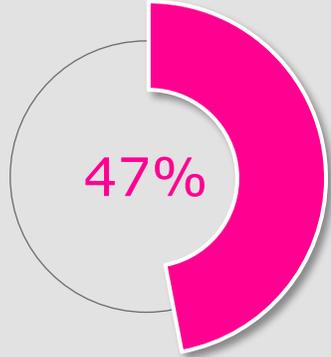
Train station support and use



Are supportive of the train station



Would use the train station



Say no barriers to use the train station

Main barriers to consider are cost, parking, accessibility (location)

Appendix

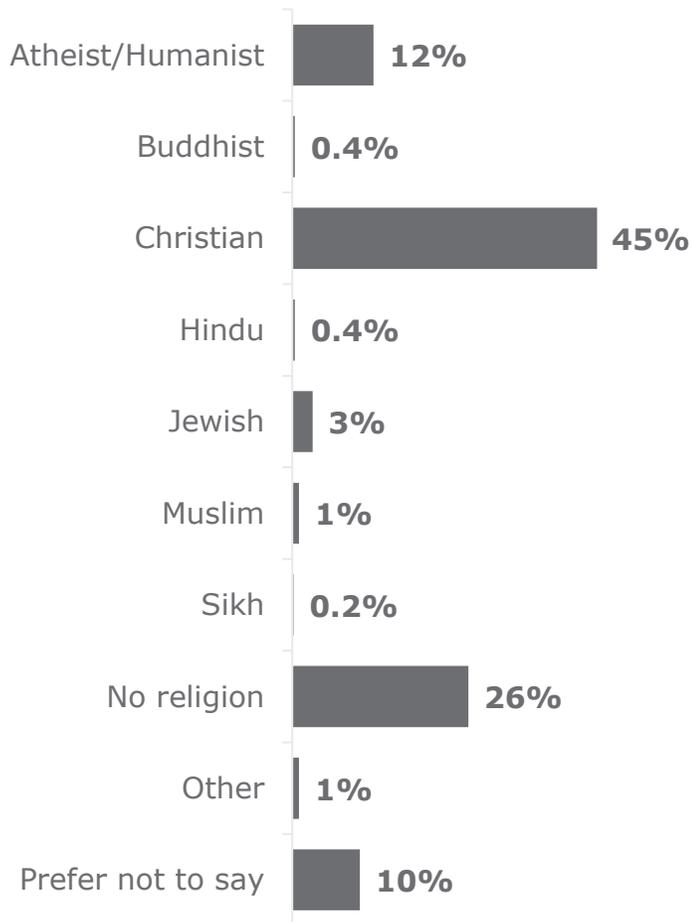
A close-up, slightly blurred map of the Cheadle area. The word "Cheadle" is printed in large, bold, black letters across the center. Surrounding it are various road names: "HIGH ST." to the left, "MILMS" (part of Milms Lane) written vertically, "RD." (part of a road name), "COUNCILLOR L" (part of a road name), and "RD." (part of a road name). A blue line representing a river or stream flows through the area. The background is a light tan color with some green and blue patches representing parks and water.

Cheadle

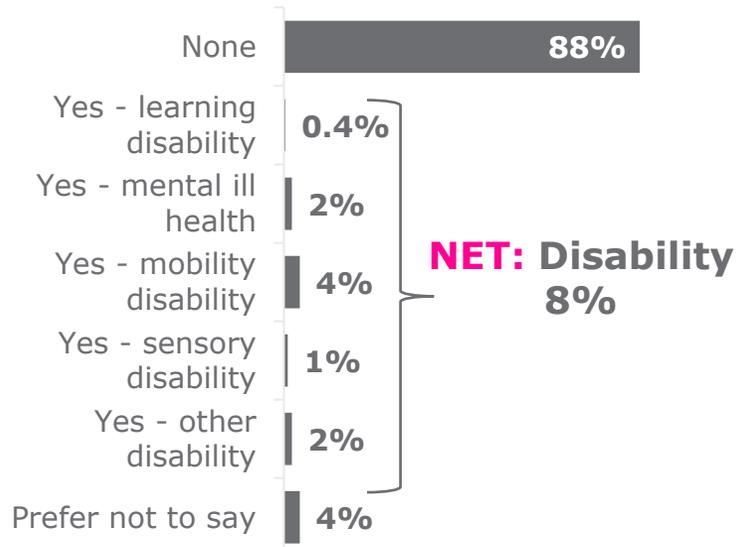


Respondent overview: diversity

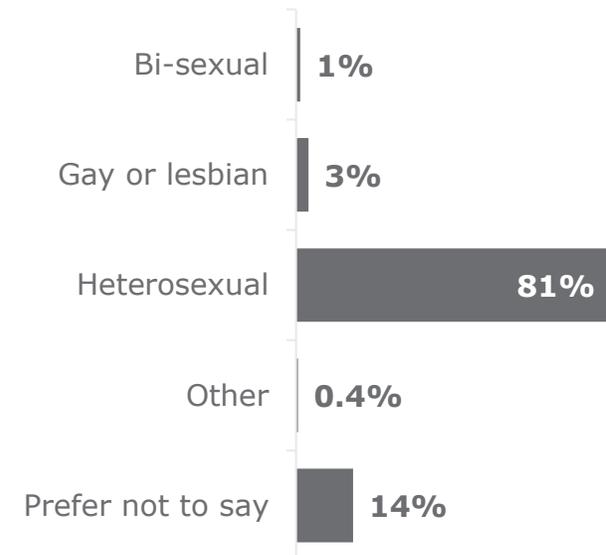
Religion



Disability



Sexuality



Source: C06. What is your religion? C07. Do you consider yourself to have a disability? Base: all general public (n=1,186). C08. How would you describe your sexuality? Base: all general public over 16 (n=1,160).

For more information



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