

Cheadle Better Welcome Project

Aim and Objectives

Visitors to Cheadle are either day visitors from home (48%) or day visitors on holiday (51%), they are aged between 45-64 (55%), are within socio-demographic groups DE (73%), predominantly from Staffordshire (46%) and 98% are repeat visits.

Existing visitors have lower levels of disposable income, there are limited visitors from neighbouring counties and there are an extremely limited number of new visitors. Almost all survey respondents (98%) did not know of the connection between the artist and architect Pugin and Cheadle. Due to this, the BWP Steering group would like to develop the tourism product within the town in order to encourage new visitor markets to the town.

The aim of the project is market the town as *Historic Market Town, Home of Pugin's Gem* (St Giles's Catholic Church). This will be achieved by marketing to specific audiences and areas including; Derbyshire, Cheshire and Shropshire. The aim is to encourage more people to the town, specifically from the following new visitor markets:

- Spending the Kids Inheritance (SKI)/Empty nesters
- Families
- Young couples
- Pugin Fans

The objectives of the project include:

- Educate visitors and residents about the towns architecture, specifically Pugin's Gem
- Encourage visitors to visit St Giles's

Encourage visitors to visit other surrounding local attractions, specifically The Churnet Valley and other Pugin buildings, also situated at Alton Towers and Cotton

Cheadle Interpretation Trail

This will provide visitors a historic walking tour, highlighting the town's key historic architecture – specifically St Giles RC Church. It is referred to as this because it was designed by AWN Pugin and it is considered to be one of his best known pieces of work- another is the magnificent interiors of the Houses of Parliament . Cheadle will be branded as; *Cheadle – Historic Market Town, Home of Pugin's Gem*.

The trail will include interpretation panels at various locations. The majority of the buildings being interpreted are Georgian, built during the early 1800s, however the focus will be on Pugin's Gem. A further panel may be installed at Alton Towers, this would refer to Cheadle and its interpretation trail.

Archway over Greyhound Walk

Upon arrival at Tape Street car park there is not a clear sense of arrival. This is because it is not clear where the town centre is. This archway will provide a “gateway” feature to the town centre, providing a clear link between the town centre and the car park. The interpretation panel situated at the car park, will direct visitors to the town centre, via Greyhound Walk and the gateway feature.

Welcome Signs

To reinforce the branding *Cheadle – Historic Market Town, Home of Pugin’s Gem*, either footers will be installed at the existing welcome signs or new welcome signs will be installed at the entrances to the town, stating this new strap-line.