

4 Mount Pleasant
Cheadle
Stoke-on-Trent
Staffordshire
ST10 1PQ

Staffordshire Moorlands District Council
PO Box 136
Buxton
SK17 1AQ

3rd September 2021

Dear Sir/Madam,

Response to Planning Applications SMD/2021/0530 and SMD/2021/0546; Conversion of The Swan Inn, Town End, Cheadle to 4 residential units

I write to oppose the above planning applications for the conversion of The Swan Public House to 4 residential units.

The Swan fulfilled a unique role in Cheadle. It was used for matches in local pool, cribbage and darts leagues, as well as for meetings of community groups such as Cheadle in Bloom and the Cheadle Allotment Society. Although there are many other pubs in Cheadle, they do not fulfil a similar role to that performed by the Swan. Converting The Swan into residential units would lead to the loss of a vital community resource. The Swan was a sustainable business and could continue to be as our economy reopens after Covid.

Town End is already a difficult road to park on, and cannot accommodate the additional vehicles requiring parking that would be generated by this plan. The vast majority of residents currently living around the Swan have cars, and they have to park on the road. Parking directly outside the Swan causes an obstruction on Town End as there is simply not room to drive around parked cars on that part of the road without blocking the opposite side. On the occasions this currently happens, traffic backs up quickly. Town End is a heavily used access road into Cheadle and is also used by traffic heading to Alton Towers. Any obstruction can cause chaos at busy times. Also, directly opposite the Swan is a junction to Lid Lane which is regularly used and will suffer from an increase of parked cars. When operating as a pub, the Swan actually generated little parking requirement as many locals were within walking distance. Residential parking for 4 dwellings would generate a far larger requirement for parking that the road cannot sustain.

Cheadle already has a lot of development either underway or planned with hundreds of new houses being built, but it does not currently have the infrastructure to support existing residents. Schools, doctors, dentists, and in particular the road system are already overloaded.

I urge you to reject this proposal for all the reasons listed above.

Yours faithfully,