

PLANNING APPLICATION MONEystone QUARRY, CHEADLE ROAD, OAKAMoor

REF: SMD/2023/0532

Economic Development Statement

28/5/2025

Reserved matters application proposing details for the appearance, layout, scale and landscaping for Phase 2 of the leisure development comprising 60 lodges, archery centre and watersports centre, internal roads and car parking and hard and soft landscaping.

250 new full time equivalent jobs will be created once the full development is complete, plus new jobs during construction and indirectly within the local area. This will help to replace those jobs lost when the quarry closed. The development will also help to diversify the range of jobs on offer in the local community

To assess the economic impact of this pre application enquiry, we have relied upon the data supplied by the applicant and used the Council's approved multipliers to prepare these comments.

The proposal for 60 holiday lodges and 250 jobs will provide the following outputs:

1. Staying visitors in the Staffordshire Moorlands spend on average £368.57 per visit compared to £56.08 per day visitor (extracted from STEAM data 2023-2024).
2. Assuming there is no overall increase in visitor numbers, the conversion of a day visitor to a staying visitor will have an average boost to the local economy of £312.49 per visitor
3. The council would benefit from an increase in NNDR from the proposal and economic benefits from the construction stage of the application.
4. National research on re-spend of employees has identified that between 4.5 per cent and 9 per cent of an employee's overall weekly household spend is spent close to their place of employment. In Staffordshire Moorlands this would equate to £1,394 per employee or an additional £348,500 per annum. local spend by the 250 additional employees.

The 2019 Staffordshire Moorlands Tourism Strategy Baseline Report (June 2022) states that:

There is a strong but seasonal market for all types of non-serviced accommodation, with clear evidence of shortages of all categories of such accommodation (because existing businesses are fully booked) at weekends between April and October and throughout the week between June and September.

Additional non-serviced accommodation is clearly needed to grow peak season staying tourism across Staffordshire's rural areas. While the season is gradually extending as non-serviced accommodation businesses weatherproof their offer, the market remains largely seasonal, with plenty of availability at off-peak times. Care is needed therefore not to dilute off-peak business by increasing peak season capacity too quickly.

Regeneration Officer
Staffordshire Moorlands District Council