

INVEST
STAFFORDSHIRE
MOORLANDS

A SPECTACULAR
LANDSCAPE TO
LIVE, GROW, WORK
AND INVEST

INVEST
STAFFORDSHIRE

 STAFFORDSHIRE
moorlands
DISTRICT COUNCIL



Funded by
UK Government

FOREWORD



Staffordshire Moorlands is a district with enormous potential – a place where natural beauty, skilled people, and ambitious businesses come together to create opportunity.

As Leader of Staffordshire Moorlands District Council, I am proud to present this Investment Prospectus, which sets out a clear and compelling case for why our district is one of the most attractive locations in the Midlands for growth, innovation and long-term investment.

Our strengths are significant. We sit at the heart of a well-connected region, with fast access to major cities, international airports, and the UK's strategic road and rail networks. Our position within the Fifty 500 Midlands Growth Corridor places us at the centre of one of the country's most exciting economic development areas, opening new possibilities in advanced manufacturing, clean technology, logistics and digital industries.

We are home to a diverse and resilient business base – from world-leading manufacturers like JCB and Ornu Foods, to pioneering creative studios, specialist engineering firms and globally recognised visitor attractions such as Alton Towers Resort. This blend of established industry and emerging enterprise reflects the character of the Moorlands: innovative, hardworking and proudly rooted in its heritage.

COUNCILLOR MIKE GLEDHILL
Leader, Staffordshire Moorlands
District Council

Our greatest asset, however, is our people. With nearly 1.5 million residents within a 45-minute commute, a strong pipeline of talent from nearby colleges and universities, and a workforce known for its skills, loyalty and ambition, employers here benefit from a deep and sustainable labour pool. Attractive operating costs and competitive wages further strengthen our offer to investors.

Alongside this, Staffordshire Moorlands is simply a wonderful place to live. Our market towns – Leek, Cheadle and Biddulph – offer vibrant communities, excellent schools, and high-quality, affordable homes. The surrounding Peak District landscapes provide an exceptional quality of life that continues to attract families, professionals and entrepreneurs.

As a council, we are committed to supporting growth that is sustainable, inclusive and aligned with our long-term vision for the district. We work closely with partners across the region to ensure that businesses investing here receive the guidance, support and confidence they need to succeed.

This prospectus showcases the opportunities available today – and the even greater opportunities ahead. I invite you to explore what Staffordshire Moorlands has to offer and to join us in shaping the next chapter of our district's success.



OVERVIEW

Staffordshire Moorlands is a great place to live and to establish and grow a business due to its central location, established business base, workforce catchment and competitive cost location.

What has long drawn people to Staffordshire Moorlands, namely its beautiful countryside, vibrant towns and proximity to major cities, continues to underpin its appeal today, offering investors a location that combines lifestyle with strong commercial advantage.

Staffordshire Moorlands offers a highly attractive investment location with excellent connectivity, competitive operating costs and access to major UK markets. The district benefits from fast road links via the A50, A53 and M6, proximity to Stoke-on-Trent rail services, and four international airports within around an hour, offering global connectivity. Its position within the Fifty 500 Midlands Growth Corridor further strengthens its strategic appeal, opening opportunities in advanced manufacturing, logistics and clean technologies.

Staffordshire Moorlands provides businesses with a deep and skilled workforce, with nearly 1.5 million people within a 45-minute commute and over 30% educated to degree level or higher. Employers benefit from a broad occupational mix and competitive labour costs, with average wages notably below regional and national benchmarks. The area supports a diverse business base of more than 4,000 enterprises, including major manufacturers like JCB, Klarius and Ornuva Foods, alongside innovative digital, chemical and design-led firms. Tourism is also a key strength, anchored by its location within the stunning Peak District National Park and assets such as Alton Towers Resort, which attracts millions of visitors each year and supports thousands of jobs.

Beyond its business credentials, Staffordshire Moorlands delivers an exceptional quality of life with stunning Peak District landscapes, vibrant market towns, and significantly more affordable housing than the UK average. Towns such as Leek, Cheadle and Biddulph offer strong communities, good schools, and easy access to employment centres and financial services, e.g. Leek Building Society. With outstanding further-education provision and 5 Russell Group universities within 90 minutes, the district offers a steady talent pipeline and rich opportunities for employer–education collaboration. Together, these strengths make Staffordshire Moorlands a compelling place to live, work, invest and grow.

KEY FACTS AND FIGURES



Easy access to the UK's
MOTORWAY NETWORK
with A50, A53 and M6
on the doorstep



C. 60-75 MINUTES
to 4 international
airports



32.7%
of workers within a 45 minute
commute are in managerial,
professional, or associated
technical roles



500,000+
university student
population within a
90-minute drive time



SUPERB HOUSING STOCK
to suit all budgets



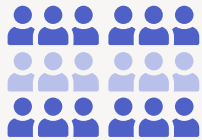
6.2 MILLION TOURISTS
per year worth £587 million
to the economy



**C. 1 HOUR TO
BIRMINGHAM &
MANCHESTER**
city economies



**1.5 HOURS
BY TRAIN**
to London from
Stoke-on-Trent



Within a 45-minute drive
time there is a total
population of around
1.5 MILLION



400,000+
degree educated
working age people
within 90 minutes



Home to several
LEADING EMPLOYERS
including JCB, Alton Towers
and Ornuo Foods



Easy access to the
**PEAK DISTRICT
NATIONAL
PARK**

A PLACE WHERE NATURAL BEAUTY, SKILLED
PEOPLE, AND AMBITIOUS BUSINESSES COME
TOGETHER TO CREATE OPPORTUNITY.

LOCATION



THE FIFTY 500 MIDLANDS GROWTH CORRIDOR

The South West of Staffordshire Moorlands contains the A50, the backbone of the Fifty 500 Midlands Growth Corridor, a strategic investment opportunity, linking key economic hubs along the A50/A500 and unlocking growth in high-value sectors such as advanced manufacturing, logistics, and clean technology. With planned infrastructure upgrades and enhanced connectivity, investors can benefit from a region poised for long-term economic expansion and access to a skilled workforce.

Perfectly positioned for convenience, Staffordshire Moorlands enjoys excellent road connectivity via the A50, A53 and nearby M6, offering seamless travel to major cities and key commercial centres across the Midlands and North West.



Average drive times from Staffordshire Moorlands (various points)

Destination	Miles	Journey Time
Manchester	31	56mins
Sheffield	35	1hr 12mins
Liverpool	51	1hr 16mins
Nottingham	55	1hr 32mins
Birmingham	56	1hr 38mins
Leeds	81	1hr 46mins
London	177	3hr 8mins

SOURCE | GOOGLE MAPS



Staffordshire Moorlands has access to 4 international airports in around a 60-75 minute drive, including **Manchester Airport**, the UK's 3rd busiest airport. Manchester Airport handles around 19 million passengers, using over 60 airlines flying direct to around 200 destinations.



19 MILLION
passengers



60+
airlines



200
destinations

CONNECTIVITY

Nearby Stoke-on-Trent (only 20 minutes away from the main market towns of Leek, Biddulph and Cheadle) is a major interchange of the West Coast Main Line.

PHOTOGRAPHY CREDIT | CATHY BOWER



Connections to Stoke-on-Trent can be made in just 12 minutes from Blythe Bridge train station.

Train journey times and frequency from Stoke-on-Trent

Destination	Time	Trains
Manchester	35mins	93 per day
Birmingham	47mins	79 per day
London	91mins	38 per day

SOURCE | TRAINLINE

Stoke-on-Trent offers current connectivity to Birmingham in less than an hour, London in c.90 minutes, and Manchester only just over half an hour away.

Macclesfield train station is also nearby offering easy connections to northern cities like Manchester, just 20 minutes by train from Macclesfield.





STAFFORDSHIRE MOORLANDS

CORRECT DECEMBER 2025

AVANTI WEST COAST



POPULATION AND WORKFORCE

A working-age population of nearly 1.5 million accessible within just a 45-minute drive time of Staffordshire Moorlands enables businesses to tap into a large and sustainable pool of labour.



Staffordshire Moorlands: 45-minute drive time catchment

SOURCE: CREATED USING ISO4APP. BASED ON A MID POINT OF STOCKTON BROOK



Staffordshire Moorlands district has a population of 95,845 people; with nearly 1.5 million people living in a 45-minute catchment area.

There are nearly 1 million people of working-age living in a 45-minute drive from Staffordshire Moorlands. This provides a large potential talent pool for businesses.

Key strategic conurbations including Manchester, Birmingham and Sheffield lie within a wider catchment area.



95,845

POPULATION OF
STAFFORDSHIRE
MOORLANDS

1,438,689

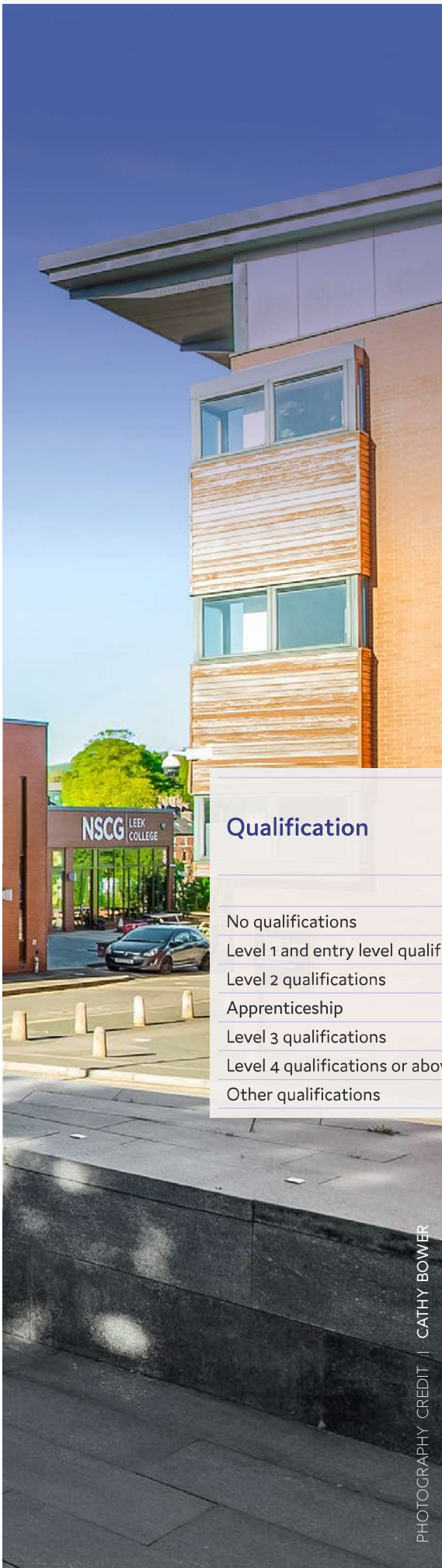
POPULATION
WITHIN 45-MINUTE
DRIVE TIME

874,732

WORKING-AGE
POPULATION WITHIN
45-MINUTE DRIVE TIME

Over 30% of residents within a 45-minute drive time are educated to at least degree level, meaning businesses can easily attract highly qualified staff.





PHOTOGRAPHY CREDIT | CATHY BOWER



Qualifications (No. and %), 2021, all 16+

Qualification	Staffordshire Moorlands 45-minute drive time		West Midlands
	n	%	%
No qualifications	214,885	18.2%	21.1%
Level 1 and entry level qualifications	112,891	9.5%	10.3%
Level 2 qualifications	166,042	14.0%	13.9%
Apprenticeship	72,176	6.1%	5.3%
Level 3 qualifications	205,256	17.3%	17.1%
Level 4 qualifications or above	382,746	32.3%	29.4%
Other qualifications	29,633	2.5%	2.9%

SOURCE: CENSUS 2021

Staffordshire Moorlands has access to a highly skilled pool of residents. 32.3% of its 16+ population within a 45-minute drive time have the highest level 4 qualification or above, which is higher than the West Midlands average.

OCCUPATIONS AND SALARIES

Nearly 500,000 people within 45 minutes of Staffordshire Moorlands are employed in managerial, professional or associated technical roles.



When looking at the commuter catchment of a 45-minute drive time of Staffordshire Moorlands it has a higher proportion employed in senior managerial and leadership roles compared to regional and national averages. This represents a total population of just under 100,000 for employers to draw upon.

Within a 45-minute catchment, there are at least 50,000 people employed in each main occupational category, providing employers with a large labour pool to recruit from, with a range of competitive salaries for a wide range of roles.

Occupation (No. and %), 2021

Occupation	Staffordshire Moorlands 45-minute drive time		West Midlands	England
	n	%	%	%
Managers, directors and senior officials	214,885	18.2%	21.1%	21.1%
Professional occupations	112,891	9.5%	10.3%	10.3%
Associate professional and technical occupations	166,042	14.0%	13.9%	13.9%
Administrative and secretarial occupations	72,176	6.1%	5.3%	5.3%
Skilled trades occupations	205,256	17.3%	17.1%	17.1%
Caring, leisure and other service occupations	382,746	32.3%	29.4%	29.4%
Sales and customer service occupations	29,633	2.5%	2.9%	2.9%
Process, plant and machine operatives	382,746	32.3%	29.4%	29.4%
Elementary occupations	29,633	2.5%	2.9%	2.9%

SOURCE: CENSUS 2021

Selected job roles – Staffordshire Moorlands

SOURCE: INDEED JOB SEARCH DEC 2025

£25,000

ADMINISTRATIVE ASSISTANT



£27,000

ACCOUNTS ASSISTANT



£45,000

MANAGEMENT ACCOUNTANT



£50,000

WAREHOUSE OPERATIONS MANAGER



£60,000

GENERAL MANAGER

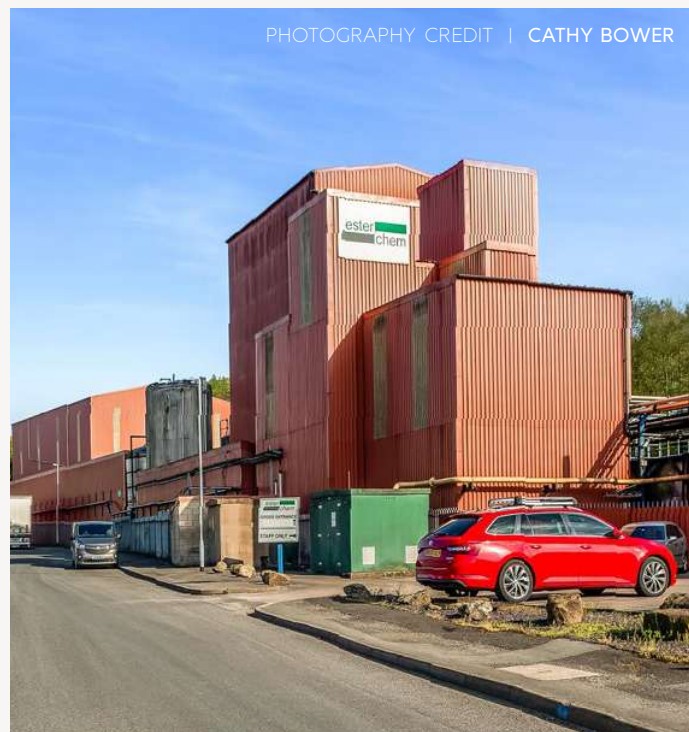
BUSINESS BASE



PHOTOGRAPHY CREDIT | CATHY BOWER

Staffordshire Moorlands is home to a thriving and varied business base, with particular strengths in manufacturing and tourism related activity.

With more than 4,000 businesses, Staffordshire Moorlands boasts a diverse and dynamic business base, underpinned by thriving tourism, a strong manufacturing presence and a proud agricultural heritage.



PHOTOGRAPHY CREDIT | CATHY BOWER

Key manufacturing employers in the area include JCB, a major heavy equipment manufacturer; Ornuva Foods, a large food manufacturing and processing company and Klarius Products, a UK-wide manufacturer of automotive exhaust and emissions components. Another key employer in the area is Leek Building Society.

The area also has a growing reputation for high-quality designers, building on local heritage, including Scabetti, British Boxers and Pachacuti Ltd.

Tourism is a key driver in the economy, anchored by the presence of Alton Towers Resort, one of the UK's largest and most famous theme parks.



HOME TO ORNUVA FOODS

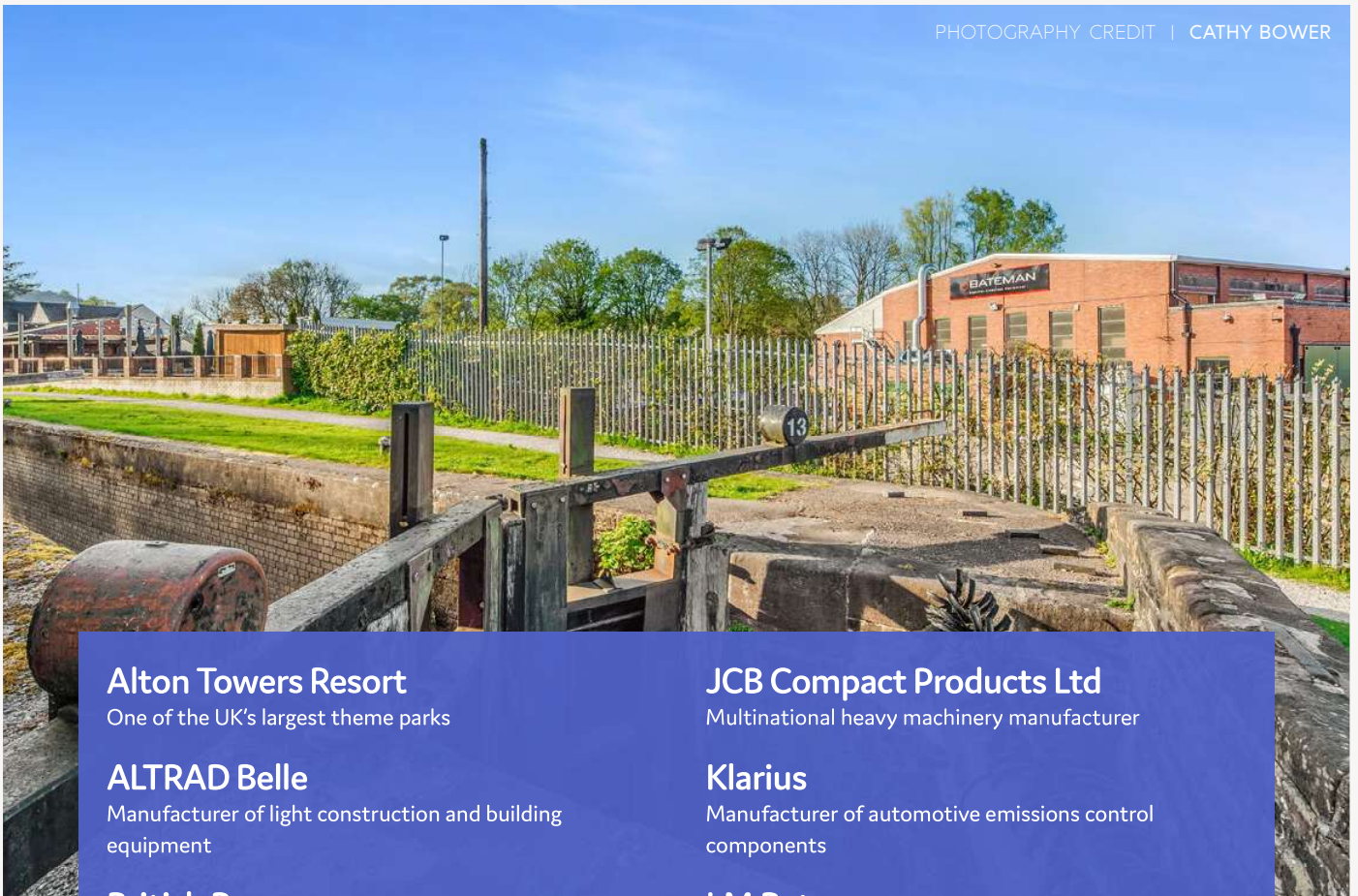


KEY EMPLOYER, LEEK BUILDING SOCIETY

Employment by sector - Broad industrial groups (2024)

Industry	Staffordshire Moorlands		England
	n	%	%
Agriculture, forestry and fishing	500	1.7	0.5
Mining, quarrying and utilities	225	0.8	1.1
Manufacturing	4,000	13.3	7.1
Construction	1,750	5.8	4.9
Motor trades	600	2.0	1.8
Wholesale	1,750	5.8	3.8
Retail	2,250	7.5	8.2
Transport and storage (Inc. postal)	1,250	4.2	5.1
Accommodation and food services	3,000	10.0	7.7
Information and communication	250	0.8	4.8
Financial and insurance	800	2.7	3.4
Property	250	0.8	1.9
Professional, scientific and technical	2,000	6.7	9.6
Business administration and support services	1,250	4.2	8.8
Public administration and defence	700	2.3	4.5
Education	2,500	8.3	8.6
Health	3,500	11.7	13.8
Arts, entertainment, recreation and other services	3,000	10.0	4.4

SOURCE: BUSINESS REGISTER AND EMPLOYMENT SURVEY 2024



Alton Towers Resort

One of the UK's largest theme parks

ALTRAD Belle

Manufacturer of light construction and building equipment

British Boxers

Designs high quality clothing specialising in men and women's underwear, sleepwear and loungewear

Cottage Delight

Makes and develops a wide range of handcrafted artisan foods – including jams, marmalades, chutneys, pickles, sauces, preserves

Croda

A speciality chemicals manufacturing and innovation facility producing ingredients for use in such areas as biopharmaceutical production and vaccine technologies

Cubis Systems

Designer and manufacturer of specialised underground infrastructure products used in construction and utilities projects

Eternis Fine Chemicals Ltd

A chemical manufacturer that makes specialised liquid chemicals for use in areas such as perfumery, pharmaceuticals and food

F. Ball & Co

A leading manufacturer of flooring installation products for the contract flooring industry

JCB Compact Products Ltd

Multinational heavy machinery manufacturer

Klarius

Manufacturer of automotive emissions control components

LM Bateman

Specialises in manufacturing and supplying high-quality agricultural equipment. They produce heavy-duty cattle and sheep handling systems, including crushes, feeders, gates, and pens

Magic Textiles

A leading UK textile printing and manufacturing business

Ornua Foods UK Ltd

A major cheese and dairy packing facility

Pachacuti Ltd

A specialist fashion and accessories company best known for producing and selling high-quality Panama hats

Parker Software

Develops business-oriented digital solutions, mainly focussed on live chat, customer engagement and business process automation software

Rapiscan Systems Ltd

Manufacturer and provider of security screening and threat-detection equipment

Scabetti Ltd

Creates bespoke sculptural lighting, interior design pieces and artistic installations

SOURCE: INVEST STAFFORDSHIRE

SPOTLIGHT ON LARGER EMPLOYERS

PHOTOGRAPHY CREDIT | CATHY BOWER



PHOTOGRAPHY CREDIT | CATHY BOWER



JCB EARTHMOVERS AND JCB COMPACT PRODUCTS

JCB operates two key manufacturing sites in Cheadle - JCB Earthmovers Ltd which produces larger construction and agricultural machinery and JCB Compact Products Ltd, based on the Harewood Industrial Estate, which specialises in smaller, compact machines.

The location in Cheadle offers strategic advantages, including skilled local engineering talent, strong transport links, and proximity to the company's worldwide headquarters in nearby Rocester, making it ideal for efficient production and supply chain management. Together, these Cheadle sites support JCB's worldwide operations by combining heavy-duty earthmoving expertise with precision compact product innovation, including advances in fuel efficiency and electric machinery.



ALTON TOWERS RESORT

Alton Towers Resort, located in Staffordshire Moorlands, is one of the UK's largest and most famous theme parks, attracting millions of visitors annually with its thrilling rides, water park, gardens, and family-friendly attractions.

The resort is a key driver of tourism in the region, supporting the local economy through visitor spending on accommodation, dining, and retail. It is also one of the district's largest employers, providing thousands of jobs across operations, hospitality, engineering, entertainment, and administration — with both seasonal and year-round positions.



ORNUA FOODS

Ornua Foods is the UK operating arm of Ornua, Ireland's largest dairy exporter and a global co-operative owned by Irish dairy processors and farmers, marketing major consumer brands such as Kerrygold and Pilgrims Choice in more than 110 countries. Ornua Foods UK, headquartered in Leek, Staffordshire, runs one of the most advanced cheese cutting and packing facilities in Europe, supplying major UK retailers with pre-packed cheese, butter and dairy products and capturing a leading share of the UK retail cheese market.



CASE STUDIES



COTTAGE DELIGHT

Cottage Delight, based near Leek, is an award-winning speciality food producer established in 1974. They handcraft a wide range of gourmet products, including jams, chutneys, sauces, and biscuits, using traditional methods. Their products are sold primarily through independent retailers, farm shops, and online.

Its success highlights the advantages of the Staffordshire Moorlands as a base for food manufacturing, including access to skilled labour, strong supply chains, and connectivity to UK and European markets.



SCAN OR CLICK THE QR CODE TO WATCH AND FIND OUT MORE



KLARIUS

Klarius Products Ltd, headquartered in Cheadle and employing around 300 staff, is the UK's leading manufacturer of aftermarket emissions control components, including exhaust systems, catalytic converters, and diesel particulate filters. By consolidating Research and Development, manufacturing, and a 13-acre warehouse it provides a highly responsive "all-under-one-roof" solution for the UK automotive industry and its strategic location eliminates international lead times, allowing for rapid prototyping and immediate track testing on-site.

Supported by their internal AutoLogistiks fleet, Klarius leverages its proximity to major transport hubs to offer next-day delivery on over 11,000 product lines, ensuring Original Equipment Manufacturers and the aftermarket benefit from a seamless, "just-in-time" supply chain of Original Equipment-quality components.

PARKER SOFTWARE

Parker Software, headquartered in Biddulph, is a fast-growing software company specialising in live chat, customer engagement, and business process automation.

Founded in 2002, Parker Software has expanded to serve thousands of clients in over 100 countries, with a strong international presence.

The company develops AI-enabled solutions for automated customer support and workflow optimisation, helping businesses improve efficiency and digital engagement. Its home base in Staffordshire combines product development, support, and AI research, providing a skilled workforce and innovative environment.



MAGIC TEXTILES LTD

Magic Textiles Ltd is a leading UK textile printing and manufacturing business based in Leek. Established in 2003, the company draws on the region's rich textile heritage, skilled local workforce, and fabric production expertise. Its location supports cost-efficient operations with access to experienced staff and reliable local suppliers, allowing Magic Textiles to maintain high-quality standards while keeping operational costs competitive.

Over the years, Magic Textiles has grown steadily, serving a diverse range of business-to-business clients from independent designers to major brands. With a proven track record, strong local reputation, and opportunities to scale through investment in technology and marketing, the company offers investors a compelling opportunity to participate in a UK-based manufacturer that combines heritage, expertise, and growth potential.



LIVING IN STAFFORDSHIRE MOORLANDS

Staffordshire Moorlands combines affordability with an exceptional quality of life, making it an ideal place to live and work.

Staffordshire Moorlands is a wonderful place to call home, offering a perfect blend of natural beauty, accessibility, affordability and community-focused living. Nestled in the heart of the Peak District, the district boasts stunning landscapes of rolling hills, forests, rivers, and picturesque villages.

Staffordshire Moorlands enjoys excellent transport links, sitting close to major cities like Manchester, Stoke-on-Trent, Derby, and Birmingham, making commuting or weekend city trips easy.

The [Discover Staffordshire Moorlands website](#) features day trip itineraries perfect for both residents and visitors, highlighting why the area is such a wonderful place to live.

The area offers a high-quality of life with excellent housing options, good schools, and vibrant local communities. Towns such as Biddulph, Cheadle, and Leek provide a mix of period homes, modern developments, and affordable properties for families and professionals.

The house prices in Staffordshire Moorlands are very competitive with potential savings of between £100k and £136k when comparing locations in the district with the UK average.

At 10%, the retail vacancy rate across the three main towns in Staffordshire Moorlands is lower than the UK average which currently sits at 13% (Source: CBRE). This demonstrates a relatively strong local retail market and economic resilience. In Leek, the retail vacancy is particularly low, standing at just 4.7%.



PHOTOGRAPHY CREDIT | CLIFF SALT



£202,156



AVERAGE HOUSE PRICE
BIDDULPH

£236,220



AVERAGE HOUSE PRICE
CHEADLE

£208,258



AVERAGE HOUSE PRICE
LEEK

£337,962



AVERAGE HOUSE PRICE
UK

SOURCE: ZOOPLA
(12TH MONTHS TO DEC 2025)

FOCUS ON: BIDDULPH

Biddulph offers an affordable, well-connected location in Staffordshire Moorlands, combining quality of life with strong potential for business growth and investment.



PHOTOGRAPHY CREDIT | CATHY BOWER



Biddulph 'The Garden Town of Staffordshire' is a charming market town in Staffordshire Moorlands, offering a mix of natural beauty, heritage, and modern amenities. The town is surrounded by rolling countryside, woodlands, and country parks, making it perfect for walking, cycling, and outdoor recreation. Key attractions include Biddulph Grange Garden, a National Trust-owned, renowned landscaped garden featuring themed gardens and historic architecture, and Biddulph Valley Way, a scenic trail following the route of a former railway.

For residents and visitors alike, Biddulph provides a thriving events programme featuring weekly fresh & local food markets, regular live music concerts by Biddulph Up in Arms, the Festival of Brilliant, an annual children's book festival and a vibrant local scene for shopping, dining, and leisure with a wide range of services and events from the bustling Town Hall. The town centre features independent shops, cafes, and essential services. It is home to historic mill buildings which have been identified as having significant economic opportunity for mixed-use development.

AVERAGE HOUSE PRICES



£147,454
TERRACED HOUSE



£183,522
SEMI-DETACHED



£324,121
DETACHED



£220,543
OVERALL

POINTS OF INTEREST



10 MILES / 27 MINS
M6 JUNCTION 16



9 MILES / 27 MINS
STOKE ON TRENT STATION



32 MILES / 44 MINS
MANCHESTER AIRPORT



8 MILES / 18 MINS
PEAK DISTRICT NATIONAL PARK

SOURCE: RIGHTMOVE 2025 / GOOGLE MAPS

FOCUS ON: CHEADLE

Cheadle is a well-connected, historic market town with strong potential for town centre revitalisation and investment that builds on its heritage, community assets and strategic location near major transport links.



PHOTOGRAPHY CREDIT | CLIFF SALT



PHOTOGRAPHY CREDIT | CATHY BOWER

PHOTOGRAPHY CREDIT | CATHY BOWER



Cheadle sits in the heart of Staffordshire Moorlands, combining historic charm with modern amenities. Visitors and residents can enjoy quaint streets, local shops, and traditional markets, alongside a selection of cafes, restaurants, and pubs serving regional food and drink. Attractions include Alton Towers Resort, the Churnet Valley Greenway, a level traffic-free former railway track, Froghall Wharf basin with direct access to the tranquil Caldon canal, Churnet Valley Railway and St Giles' Roman Catholic Church.

Cheadle provides an extensive choice of quality homes suited to a range of preferences and budgets.

The surrounding countryside offers beautiful walking trails, woodlands, and scenic views, making it ideal for nature lovers. With its rich heritage, welcoming community, and convenient location near major cities, Cheadle is a delightful place to live, shop, and explore.

AVERAGE HOUSE PRICES



£148,523
TERRACED HOUSE



£212,500
SEMI-DETACHED



£306,297
DETACHED



£235,438
OVERALL

POINTS OF INTEREST



12 MILES / 19 MINS
M6 JUNCTION 16



11 MILES / 21 MINS
STOKE ON TRENT STATION



49 MILES / 55 MINS
MANCHESTER AIRPORT



9 MILES / 17 MINS
PEAK DISTRICT NATIONAL PARK

SOURCE: RIGHTMOVE 2025 / GOOGLE MAPS

FOCUS ON: LEEK

Leek is a vibrant market town with a strong local economy, skilled workforce and significant regeneration investment opportunities.



PHOTOGRAPHY CREDIT | CLIFF SALT



PHOTOGRAPHY CREDIT | CATHY BOWER

Leek, known as the ‘Queen of the Moorlands’, is a vibrant and compact market town celebrated for its independent retail, creative industries, and strong cultural identity. Its town centre hosts artisan markets, cafés, restaurants, and the community-run Foxlowe Arts Centre. Leek’s calendar of events—including the annual arts festival, blues and Americana festival, and the award-winning Sunday Supplement market—creates consistent town-centre activity.

Significant investment is already under way: Staffordshire Moorlands District Council is delivering £17.1 million of Levelling Up Fund improvements, revitalising the leisure centre, indoor markets, and the Nicholson Institute. The refurbished Butter and Trestle Market has been nationally recognised, winning Best Small Market at the 2026 NABMA National Market awards.

Leek is surrounded by dramatic landscapes including The Roaches, Tittesworth Reservoir, Rudyard Lake, and the Caldron Canal, supporting a strong leisure, tourism, and outdoor recreation economy. With its heritage appeal, independent business base, and confirmed capital investment, Leek offers a compelling environment for commercial, cultural, and visitor-focused development.



PHOTOGRAPHY | COURTESY OF AHR VIA CLAIRE WOOD

LEEK INDOOR MARKET

AVERAGE HOUSE PRICES



£157,035
TERRACED HOUSE



£243,016
SEMI-DETACHED



£315,900
DETACHED



£204,325
OVERALL

POINTS OF INTEREST



16 MILES / 28 MINS
M6 JUNCTION 16



12 MILES / 26 MINS
STOKE ON TRENT STATION



27 MILES / 48 MINS
MANCHESTER AIRPORT



3 MILES / 6 MINS
PEAK DISTRICT NATIONAL PARK

SOURCE: RIGHTMOVE 2025 / GOOGLE MAPS

PHOTOGRAPHY CREDIT | CATHY BOWER

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PHOTOGRAPHY CREDIT | CATHY BOWER

VISIT STAFFORDSHIRE MOORLANDS

Staffordshire Moorlands is a fantastic destination for visitors because it combines natural beauty, rich heritage, and unique experiences in a compact, easy-to-explore area.

Staffordshire Moorlands is a popular destination for visitors and a perfect place for visitors to be based to explore the Peaks.

It offers a mix of natural beauty, heritage, and family-friendly attractions. The district forms part of the Peak District National Park, with stunning landscapes ideal for hiking, cycling, and exploring charming villages like Flash, Ilam, Longnor and Meerbrook.

Major attractions include Alton Towers Resort, one of the UK's largest theme parks. Visitors can also enjoy traditional market towns, scenic canals, country walks, and heritage sites such as old mills, stately homes, and ancient churches. The area's combination of adventure, history, and countryside charm makes Staffordshire Moorlands a highlight for tourists seeking both relaxation and excitement.

It is a prime destination for those seeking an active outdoor lifestyle, offering a diverse landscape that includes the rocky outcrops of The Roaches, rolling valleys, reservoirs (such as Tittesworth), and countryside trails (including the long-distance Staffordshire Way). These natural features combine with purpose-built routes - such as former railway lines and established long-distance trails - to create accessible, year-round opportunities for walking, cycling, climbing, and watersports.



SCAN OR CLICK THE QR CODE
TO FIND MORE ACTIVITIES



Biddulph, Leek, and Cheadle have a vibrant event and festival programme that combines thriving local markets, annual festivals, and a bustling community scene. Biddulph features weekly food markets, regular live music, and annual events such as the Festival of Brilliant and a children’s book festival. Leek boasts a strong cultural calendar with arts, blues and Americana festivals, alongside an award-winning artisan market and events celebrating its internationally recognised textile and silk heritage. Cheadle complements this with a well-attended autumn arts festival and weekly markets showcasing local produce and crafts.

Staffordshire Moorlands lies just a short drive from Stoke-on-Trent, home to The Potteries and internationally celebrated ceramics brands like Emma Bridgewater, Wedgwood, Burleigh, and Middleport Pottery. These renowned sites are not only symbols of world-class craftsmanship but also popular visitor attractions, drawing tourists keen to explore heritage, hands-on experiences, and the rich creative legacy of the region.

It is an exciting time for Staffordshire Moorlands with several transformational leisure developments in the pipeline. These include Moneystone Park (a proposed large leisure and holiday park development featuring up to 190 holiday lodges and a range of indoor and outdoor recreational facilities) and a potential new leisure destination at Bolton Copperworks.



**6.2
MILLION
VISITORS**
in 2024
(up 5.4%)



**SUPPORTING
5,100+
JOBS**
(up 1.5%)



**£587
MILLION**
generated
in the local
economy
(up 8.9%)



EDUCATION

Staffordshire Moorlands is home to a good selection of schools, is home to the Leek Campus of the outstanding rated Newcastle and Stafford Colleges Group and sits with a 90-minute catchment of 5 Russell Group Universities.

SCHOOLS IN STAFFORDSHIRE MOORLANDS

There are a good number of state primary and secondary schools to choose from in Staffordshire Moorlands District with independent providers also available nearby. Notable secondary schools include Moorside and Painsley Catholic College.



500,000+
university student
population within a
90-minute drive time



FURTHER AND HIGHER EDUCATION

The main FE college servicing the district is Leek College, part of the outstanding rated Newcastle and Stafford Colleges Group (NSCG). The college offers a wide choice of courses and apprenticeships in creative, technical and vocational subjects and has industry-standard facilities, workshops and studios for hands-on learning. It also boasts strong connections with local employers and universities.

Additionally, there are 21 universities (including 5 Russell Group universities) within an c.90-minute drive of Staffordshire Moorlands, with a total student population of 518,415 (HESA 2023/2024)

This supports a high pipeline of local skills in the area and an easy access to potential collaboration and research projects for businesses.



SITES AND PREMISES

Staffordshire Moorlands has a range of established industrial, retail and office premises with affordable rents.

Staffordshire Moorlands offers a range of established industrial, retail, and office premises, including key estates in Leek, Biddulph, and Cheadle, with units from small workshops to large warehouses and some land for development.

The existing core industrial estates/employment sites in Staffordshire Moorlands include:

BARNFIELD INDUSTRIAL ESTATE, LEEK

A principal industrial area in Leek with a mix of light industrial and commercial businesses serving local demand.



LEEKBROOK INDUSTRIAL ESTATE, LEEK

One of the main industrial estates supporting manufacturing, storage and local service businesses.



VICTORIA BUSINESS PARK, BIDDULPH

A modern business park with industrial and engineering occupiers; recent development has expanded premises to meet local industrial demand.



BROWN LEES INDUSTRIAL ESTATE, BIDDULPH

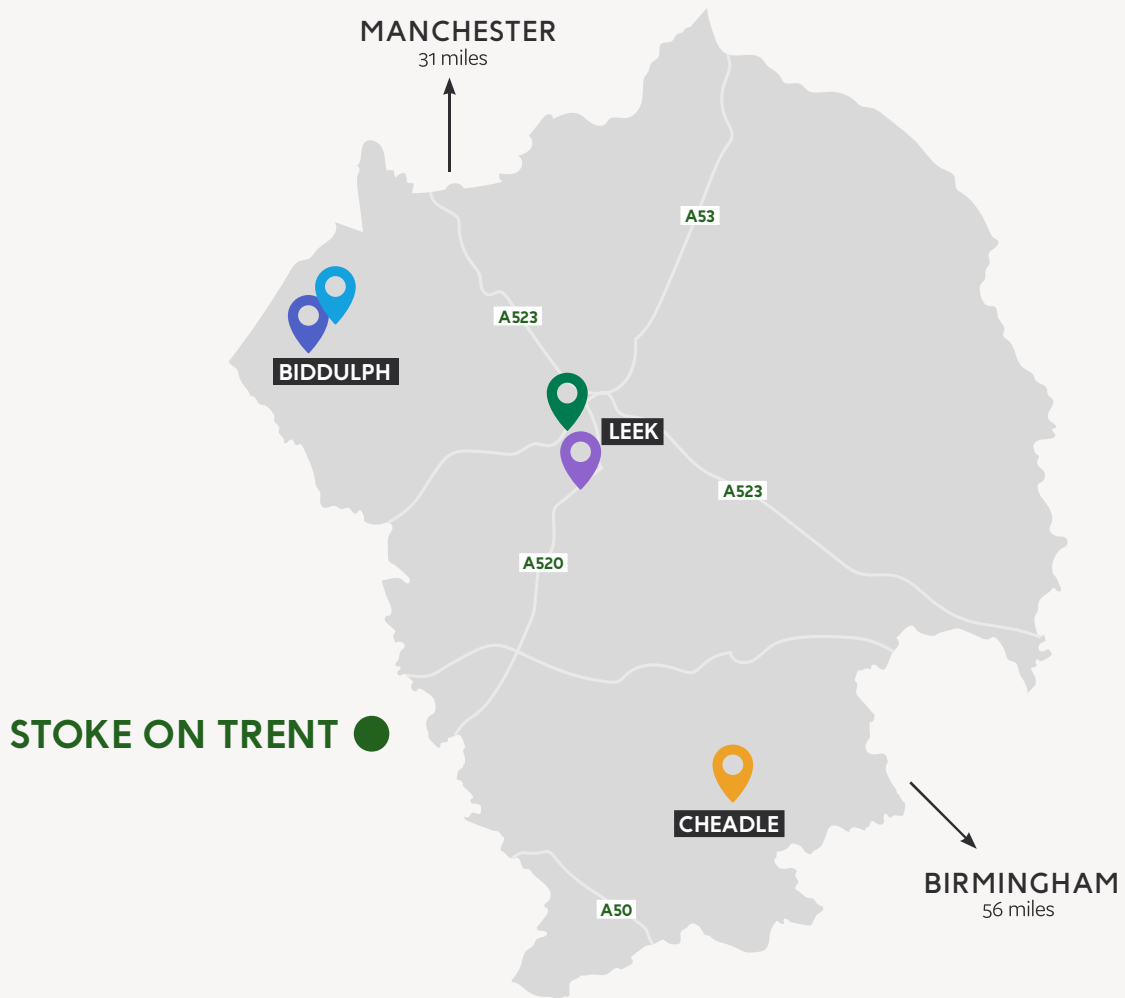
Established industrial estate supporting SMEs and engineering firms.



BROOKHOUSE INDUSTRIAL ESTATE, CHEADLE

A core industrial area in Cheadle providing a range of industrial and business units.





Staffordshire Moorlands offers affordable commercial premises, with industrial units around £4/sq ft, retail space around £8/sq ft, and offices at £7/sq ft per year – significantly lower than some other regional towns and cities, making it an attractive, cost-effective location for developers and investors seeking high-quality, policy-backed business opportunities.

(SOURCE: AVERAGE RENTAL RATES FOR STAFFORDSHIRE MOORLANDS BASED ON CURRENT COMMERCIAL PROPERTY LISTINGS ON LOOPNET. JANUARY 2026)



SCAN OR CLICK THE QR CODE FOR ANY ENQUIRIES RELATING TO FUTURE EMPLOYMENT SITE DEVELOPMENT OPPORTUNITIES

INVESTMENT AND DEVELOPMENT OPPORTUNITIES

TUNSTALL ROAD & WHARF ROAD, BIDDULPH

RESIDENTIAL AND MIXED-USE DEVELOPMENT OPPORTUNITY

Tunstall Road and Wharf Road are prominent sites within Biddulph, offering potential for residential and mixed-use development. Both locations benefit from good transport links, accessibility to local services, and proximity to the town centre, providing an opportunity for developer-led schemes that support sustainable growth and enhance the local community.

KEY HIGHLIGHTS:

- ▶ Strategic Biddulph locations with strong connectivity
- ▶ Potential for residential and mixed-use development
- ▶ Opportunities to support sustainable growth and town centre vitality

CORNHILL EAST & NEWTON HOUSE, LEEK

TOWN CENTRE REGENERATION OPPORTUNITY

Cornhill East and Newton House are key town centre sites offering redevelopment potential for mixed commercial and residential uses. Both locations benefit from high visibility, strong footfall, and proximity to Leek's main retail and service areas, providing an opportunity for developer-led regeneration that enhances town centre vitality and delivers commercially viable, place-led schemes.

KEY HIGHLIGHTS:

- ▶ Prime town centre locations
- ▶ Mixed-use redevelopment potential
- ▶ Opportunities to strengthen town centre vitality and support regeneration

A curated portfolio of development opportunities at strategic and town centre sites, each offering policy support, strong locational fundamentals and clear potential for commercially viable development.



PHOTOGRAPHY CREDIT | CATHY BOWER

LAND EAST OF BROOKLANDS WAY, LEEKBROOK

EMPLOYMENT AND MIXED-USE DEVELOPMENT OPPORTUNITY

This is a strategically located site in Leekbrook offering potential for employment-led development. The location benefits from good access to the A520 and proximity to existing industrial and commercial areas, providing an opportunity for developer-led schemes that support job creation, local business growth and sustainable economic development.

KEY HIGHLIGHTS:

- ▶ Strategic Leekbrook location with strong transport connectivity
- ▶ Allocation for employment-focused development potential
- ▶ Opportunity to contribute to local economic growth

BLYTHE VALE

RESIDENTIAL AND EMPLOYMENT DEVELOPMENT OPPORTUNITY

Blythe Vale is a strategically located site offering potential for residential and employment-led development. The location benefits from strong transport links and proximity to local services, providing an opportunity for developer-led schemes that support sustainable growth and contribute to the local economy.

KEY HIGHLIGHTS:

- ▶ Strategic location within Staffordshire Moorlands
- ▶ Potential for mixed residential and employment uses
- ▶ Opportunity to support sustainable growth and economic development

Heritage mills in Leek and Biddulph present a significant opportunity for regeneration-led investment.



YORK MILL, LEEK

PHOTOGRAPHY CREDIT | CATHY BOWER

LEEK MILLS

The heritage mills in Leek present a unique opportunity to unlock regeneration at scale, transforming underused historic assets into distinctive mixed-use destinations that drive investment, growth, and place-making.

The mills (Silk Street Warehouse, London Mill, Cross Street Mill, Well Street Mill and York Mill) are largely unoccupied and some have planning permission for residential conversion or are currently being considered.



BIDDULPH MILLS

The three mills in Biddulph (Albion Mill, Minster Mill and Yarn Mill) also offer investment opportunity. Yarn Mill is currently designated for 57 dwellings, in conjunction with Minster Mill.



ACCOMMODATION

As part of Staffordshire Moorlands District Council and Staffordshire County Council's work to support the visitor economy in the area, the [Accommodation Acceleration Plan](#) report has uncovered significant market potential within Staffordshire Moorlands to accelerate accommodation provision.

The report identifies a number of opportunities. These include holiday lodge/park opportunities at Moneystone Park and a potential new leisure destination at Bolton Copperworks.

BUSINESS SUPPORT SERVICES

The Stoke-on-Trent & Staffordshire Growth Hub provides businesses with free advice, guidance, and support to start, grow, and scale, including access to funding, training, and networking opportunities.



Businesses already in or considering a move to Staffordshire Moorlands can benefit from support from a range of partners.

STOKE ON TRENT & STAFFORDSHIRE GROWTH HUB

The Stoke on Trent & Staffordshire Growth Hub is the first port of call for businesses looking to invest or grow in the area. It offers:

- ▶ Free expert advice and guidance on starting up, growth planning and next steps
- ▶ One-to-one sessions with business advisors
- ▶ Signposting to specialised support services on finance, regulation, marketing, export and recruitment
- ▶ Help identifying funding and grants that match your business needs

The Growth Hub partners with Staffordshire Moorlands District Council to make it easier for businesses to locate, invest and grow – offering support to find commercial premises, clear guidance on planning and regulatory requirements and specific sectoral support services, such as for the tourism industry.





STAFFORDSHIRE CHAMBERS OF COMMERCE

Staffordshire Chambers of Commerce is an additional source of support, providing local businesses of all sizes with expert advice, networking, training, and advocacy. Through its Business Helpline and membership services, it helps companies grow, connect, and navigate challenges, while representing their interests in policy and regional development.

- ▶ Expert advice on funding, regulation, marketing, growth, and sustainability
- ▶ Exporting and international trade support, including documentation guidance
- ▶ Networking events, business forums, and sector-specific collaboration
- ▶ Training and skills development for leadership and workforce
- ▶ HR, legal, tax, and health & safety guidance
- ▶ Access to member discounts and funding opportunities
- ▶ Advocacy and representation to influence local and regional policy



An aerial photograph of a town in Staffordshire Moorlands, England, viewed from an elevated position. The town is densely packed with buildings, including a prominent church with a tall spire. The surrounding landscape is hilly and covered in trees and vegetation. The entire image is overlaid with a semi-transparent green color.

INVEST
STAFFORDSHIRE
MOORLANDS