

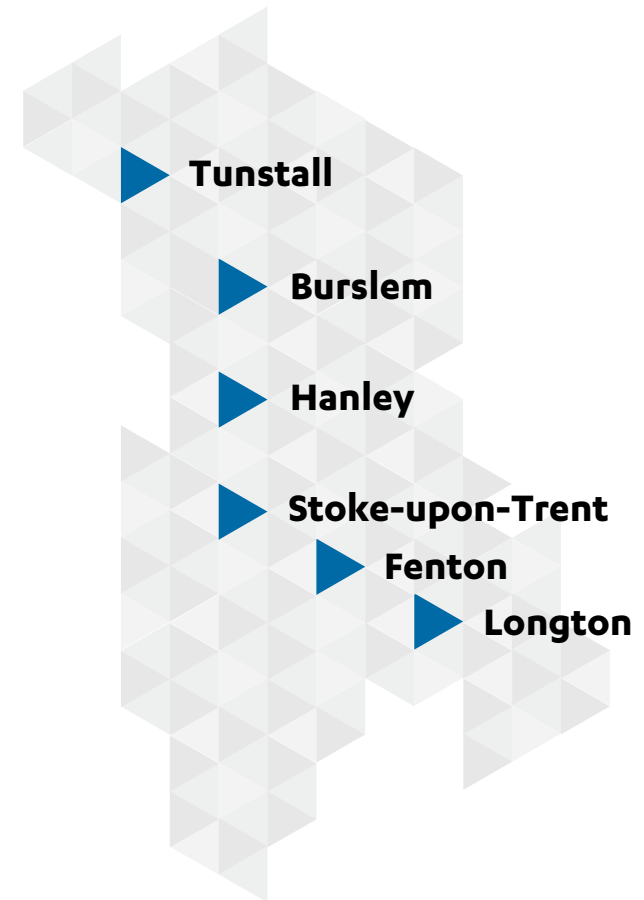
HOW WE SEE OURSELVES & HOW OTHERS SEE US

Stoke-on-Trent



Stoke-on-Trent City

- Made up of 6 towns
This is so important to the locals but no one out of the area knows this!
- Hanley being the city centre. The original 'Stoke upon Trent' town, is only a small part of the city and the most deprived.



Methods

We designed and created an online questionnaire, making it easy for people to fill in, save and email back.

These were also given out as hardcopies to be filled in and returned.



Our target group

- A cross section from both within the 'City' and outside of the 'City'
- 18 year olds to retirement age
- Professionals from service industries to education



Respondents

- **60%** were people within the city of Stoke on Trent
- **40%** were outside of the area
Mainly from the surrounding areas but also from Scotland and abroad



Female to male questionnaire ratio

Within the city

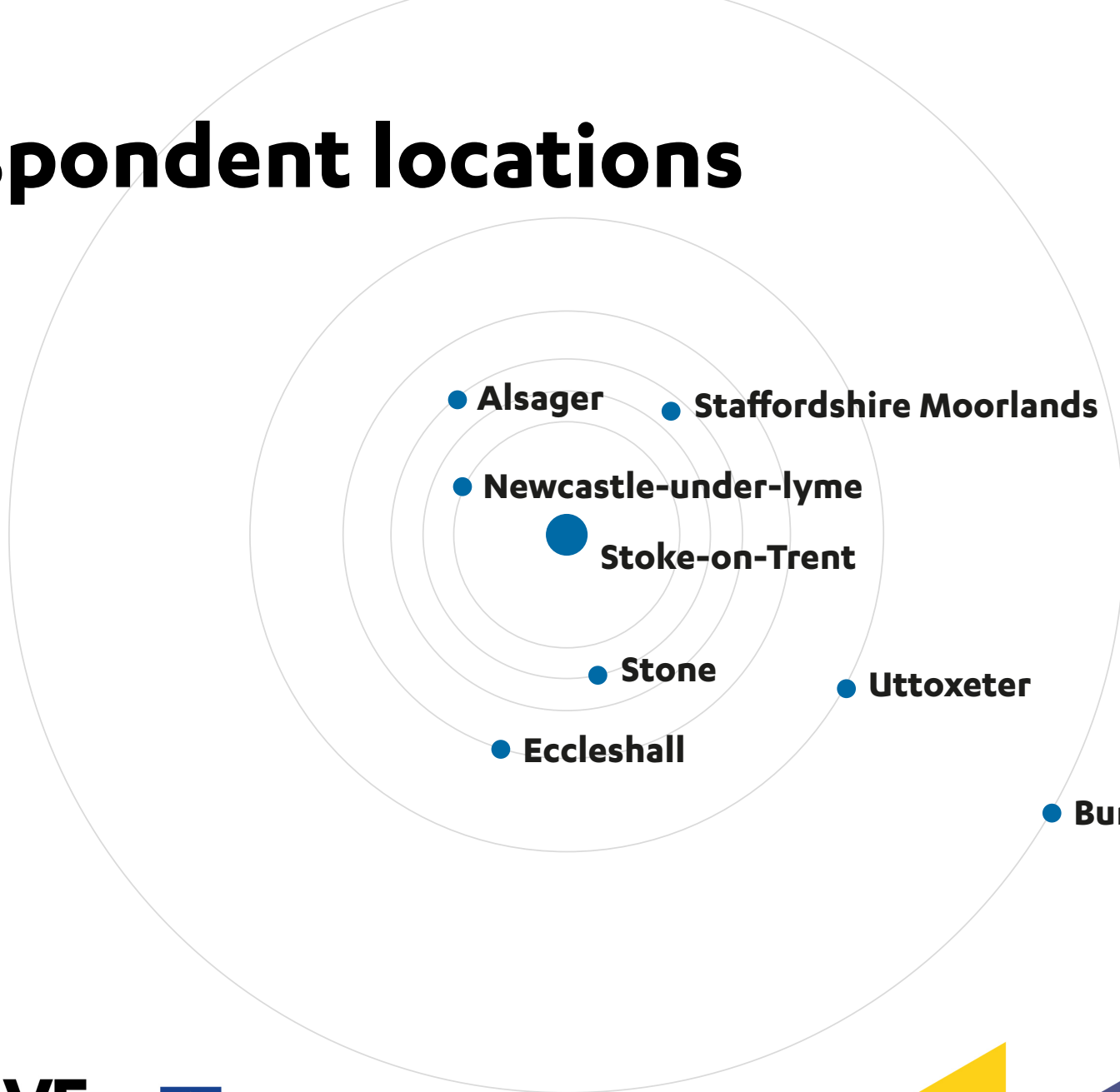
- Female **58.33%**
- Male **41.67%**

Outside the city

- Female **37.50%**
- Male **62.50%**



Respondent locations



Movement in the area

Within the city

- All their life **62.50%**
- Over 10 years **25%**
- Recently moved here **0%**

Outside the city

- All their life **25%**
- Over 10 years **50%**
- Recently moved here **12.50%**



Strengths

- Good connection with neighbouring areas
- Cultural diversity
- Good public infrastructure
- Good road infrastructure
- Good quality of life
- Tourism potential
- Clean environment
- Nature & Parks
- Cultural events
- Fashion & shopping
- Local gastronomy
- Adventure & Sport
- People



Weaknesses

- Lack of innovation
- Lack of alternative local transport infrastructure
- Traffic
- Lack of available jobs (higher skill set)
- Very low standard of living
- Disjointed
- **Poor external image of the area**



Opportunities

- Located in the centre of the UK, with easy access by road, train and plane
- 4 international airports within easy reach
- Good road infrastructure
- Affordable living
- Commercial relocation due to easy access and lower overheads
- Wonderful nature on the doorstep
- Alton towers – biggest theme park in the UK – 15 miles away



Threats

- Lack of strong leadership surrounding one clear vision for the city (6 towns making Stoke on Trent City)
- Lack of investment
- Lack of innovative possibilities
- Lack of jobs (higher skill set)
- Desertion of some areas



Recommendations

- Investment and correct allocation of the city's budget
- Developing brown field sites
- Creating new jobs
- Improving community services
- Look at creating new tourist areas
Heritage is important but will need a revamp in thinking to attract new people here



Conclusion

- A clear plan to invest in one area, with GOOD transport links to surrounding towns would give us some direction and encourage businesses to invest and provide GOOD jobs to the people of Stoke on Trent
- Our council / municipality needs to be more innovative in the way they use the budget !!



Conclusion

- Negative attitude
people believe everything is worse than it really is
- Create a positive image of the area and push for the good and exciting things that are happening instead of being negative all the time !!



Conclusion

CREATE A REASON TO VISIT

