

LEISURE OPPORTUNITIES AT UTTOXETER GRAVEL PITS

Location: Uttoxeter, United Kingdom

Client: East Staffordshire Borough Council

Services: Feasibility Study



A feasibility study to consider long-term leisure opportunities at a gravel pit site

Project Objectives:

- Uttoxeter Gravel Pits are expected to remain as a worked quarry until 2015. After this date they will be turned over to leisure use.
- The aim of this study was to undertake an options appraisal for the site and develop detailed feasibility studies for the most appropriate options selected.

Our Recommendations:

- Whilst being in a relatively rural location, there are around 600,000 people living within 20 miles of the site, thereby offering a considerable local market. Demand and supply analysis of the immediate area showed the need for a country park, accommodation (potentially with conference facilities), and a destination restaurant.
- Active leisure pursuits are rapidly increasing in popularity at a national level, and the site is ideal for offering a multi-activity centre providing a range of indoor and outdoor facilities. The growth of domestic rural short breaks was also identified as a key factor for any future development.
- Whilst the site is not large enough to compete with nearby attractions for water-based leisure activities, there is scope for utilising the natural lakes formed by the gravel extraction for nature habitation, angling, and cable waterskiing.
- The final recommendations considered physical and planning issues, local demand and supply, potential funding sources, and development and operational costs.