

The Little George

Eccleshall is a thriving rural market town in Staffordshire with a rich history and has made it on to the 2025 Sunday Times Best Places to Live guide.

There's lots to see and do including visiting the 12 cafe's, restaurants and bars in less than a 1/4 square mile. The town is situated on a busy crossroads, near to J14 and J15 of the M6 with many vehicles travelling through each day.

The Little George being situated at the centre of Eccleshall, on the main crossroads, offers Boutique Award-Winning rooms. The owners of The Little George recognised that there are currently no facilities for fuel or Electric Vehicle ("EV") charging in the town itself for residents or visitors and were keen to address this issue.

Adrian Davies - owner of The Little George said:

"The plethora of commercial units and B&B rooms make Eccleshall a great place for business travellers to stop for refreshments or overnight, however the facilities will not appeal to those with EVs as there is no opportunity to charge their vehicles."

"The town has many hospitality businesses and the provision of e-charging points would raise awareness of Eccleshall as a destination, and encourage visitors to stop here, thereby promoting higher levels of spend and increased return visitors to the town."

"The project addresses this market and facility-gap in Eccleshall, by installing 2 EV Rapid DC charging points, as well as the necessary feeder pillar to supply the charging points. The project utilises spaces at the rear of the Little George and brings in a new electrical supply from Cherry Tree Close and provide facilities for residents (without charging facilities or with charging facilities not suitable for needs) and visitors."



Adrian went on to say:

"We wanted to do something to support the whole town and this project benefits Eccleshall as a town, a destination and a community. Retailers and hospitality businesses will benefit from increased visitors to the town. Wider stakeholders will benefit from cleaner air and lower emissions and the projects contribution to climate change goals"