

Appendix 4: District, Local and Neighbourhood Centres Matrix

District, Rural and Neighbourhood Centres Review 2024 - Newcastle-under-Lyme Borough Council

No.	Centre	Classification in Adopted Development Plan	Classification in Emerging Development Plan	No of units	Convenience Store(s)	Pharmacy	Post Office	Facilities Points	ATM	ATM Score	% National Operators	National Operators Score	% Vacancies	Vacancies Score	Total Score	Nexus Analysis	Policy Recommendation	Boundary Recommendation
1	Chesterton, London Road	Significant Urban Centre	District Centre	20	Co-op Food, 2 independent convenience stores	✓	✓	12	✓	3	22%	2	10%	6	23	A compact, linear centre anchored by its Co-op Foodstore and containing a range of retail and service units that adequately serve the needs of the immediate residential catchment. The comparison offer is diverse for a centre of this size, with shops selling a variety of goods including carpets, greeting cards and gifts, hardware/household goods, and second-hand clothes and bric-a-brac. Other operators include five hot food takeaways, two betting offices, two hairdressers/barbers, and a pharmacy.	No change to proposed designation in the First Draft Local Plan 2020-2040	We recommend extending the centre boundary that Nexus suggested in the 2019 Retail Study to include the vacant unit at 54 London Road and the hairdressers at 2 Victoria Street. These units are physically and functionally linked to the existing defined centre. Consideration was given to extending the boundary further to encompass the commercial premises at 72, 72A and 75 London Road. However, these are relatively far from the defined district centre and separated from it by a stretch of residential frontage. We therefore do not consider that these units function as part of the centre and do not recommend that they are included within it.
2	Silverdale, High Street	Significant Urban Centre	District Centre	28	Co-operative Food, Premier, 2 independent convenience stores	✓	✓	12	✓	3	7%	2	18%	4	21	The centre is diverse and provides a range of services and facilities, including a Post Office and a number of specialist retailers. The majority of stores are independent. The centre is therefore considered suitable to serve the needs of the local area.	No change to proposed designation in the First Draft Local Plan 2020-2041	We recommend a slight contraction of the boundary suggested by Nexus in the 2019 Retail Study to focus more tightly on the commercial uses, and the inclusion of the previously edge-of-centre units at nos. 113, 81, 79 and 45 High Street.
3	Wolstanton, High Street	Significant Urban Centre	District Centre	61	Asda, Nisa Local, 3 independent convenience stores	✓	✓	12	✓	3	15%	2	15%	4	21	Wolstanton High Street is the primary centre in Wolstanton. It is anchored by an Asda foodstore and includes a wide variety of retail and service units, including a Post Office and a good range of specialist retailers. The centre benefits from a variety of food and drink operators, including two cafes, five takeaways and four public houses/clubs. These are supported by community facilities in the form of a medical centre and two dentists which drive footfall and add to the function of the district centre. The centre is considered to serve the needs of the local population well.	No change to proposed designation in the First Draft Local Plan 2020-2042	No significant changes recommended to centre boundary suggested by Nexus in the 2019 Retail Study, other than the inclusion of the furniture shop at 38-42 High Street. Consideration was given to including the Wolstanton Conservative Club and the commercial premises at 1 Lily Street and 1 Silverdale Road within the boundary. However, these units do not have prominent frontage to the existing district centre and it is recommended that they continue to be defined as edge-of-centre in policy terms.
4	Audley, Church Street	Rural Service Centre	Rural Centre	26	Tesco Express, Nisa Local, 1 independent convenience store	-	✓	8	✓	3	8%	2	19%	4	17	A compact centre with a varied retail and service offer, Audley is anchored by a Tesco Express and Nisa Local convenience store. The leisure offer is food and drink focussed, comprising four hot food takeaways, two restaurants, a café and a public house. The remaining service provision includes six health and beauty operators, an accountancy firm, a dressmaker and a pet groomer. The offer is considered to be more than sufficient to support Audley's role as a Rural Centre and more fitting of a District Centre.	Recommend designation as a District Centre	No changes recommended to centre boundary suggested by Nexus in the 2019 Retail Study.
5	Baldwin's Gate, Newcastle Road	Rural Service Centre	Rural Centre	3	General Store	-	✓	4	-	0	33%	1	0%	0	5	Although a small centre, Baldwin's Gate provides retail and service units sufficient to serve the village with a Post Office counter, small general store, a hairdressers and a public house.	Recommend designation as a Local Centre	No significant changes recommended to centre boundary suggested by Nexus in the 2019 Retail Study.
6	Loggerheads, Eccleshall Road	Rural Service Centre	Rural Centre	12	Co-operative Food, 2 independent convenience stores	✓	✓	12	✓	3	17%	2	0%	0	17	The centre performs an important function for the local community, with a range of retail and service units within the centre boundary. It includes a convenience store, Post Office, library and public house. The size of units supports independent businesses that deliver retail services, convenience and leisure uses.	Recommend designation as a Local Centre	We recommend extending the centre boundary that Nexus suggested in the 2019 Retail Study to include the comparison and retail service units at Bradbury's Yard.
7	Madeley, Newcastle Road	Rural Service Centre	Rural Centre	11	Premier Convenience and One Stop	-	-	4	✓	3	10%	2	10%	6	15	The centre is located in Madeley village and provides a range of retail and service units, including two convenience stores, a butchers, two hot-food takeaways, a hairdressers, a barbers, a restaurant and a dental surgery. Madeley therefore performs an important function for the immediate community.	Recommend designation as a Local Centre	No significant changes recommended to centre boundary suggested by Nexus in the 2019 Retail Study.

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8	Bradwell (Hanbridge Avenue)	Local Urban Centre	Neighbourhood Centre	13	Co-operative Food, Heron Foods, 2 independent convenience stores	✓	✓	12	✓	3	38%	4	0%	6	25	The centre consists of a purpose built parade, located in a predominantly residential area and is anchored by a Co-operative Foodstore and Heron Foods. The retail and service offer also includes one hairdressers, two hot-food takeaways, one sandwich shop, two charity shops, a Post Office and a pharmacy. The centre is performing well, with no vacant units, and meets a good range of the needs of its walk-in catchment.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
9	Butt Lane (Congleton Road)	Local Urban Centre	Neighbourhood Centre	21	Co-operative Food, 2 independent convenience stores	✓	✓	12	✓	3	10%	2	5%	6	23	Butt Lane (Congleton Road) is one of the larger neighbourhood centres in the Borough, with a diverse and extensive retail and service offering. It is anchored by a Co-operative Foodstore and a large independent convenience store (Butt Lane Convenience). Other operators include four hot-food takeaways, three hairdressers, a pharmacy and Post Office. There are a number of residential dwellings within the boundary.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
10	Chesterton (Barbridge Road)	N/A	Neighbourhood Centre	2	Co-operative Food	-	-	4	✓	3	50%	4	0%	6	17	Barbridge Road neighbourhood centre comprises wholly of a Co-operative Foodstore and a hot-food takeaway. Thus, the centre provides a limited retail and service function, providing basic top-up facilities to the immediate residential area.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
11	Clayton (Cambridge Drive)	Local Urban Centre	Neighbourhood Centre	6	Premier, independent specialist Asian foods store	-	✓	8	-	0	17%	2	0%	6	16	The centre includes two hot-food takeaways, a convenience store and Post Office, a Asian Food store and a hairdresser. As the centre is located a short distance from the large-format retail units at Springfields Retail Park on Newcastle Road, it is likely that it serves only the local community.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
12	Clayton (Clayton Road, opposite Abbot's Way)	N/A	Neighbourhood Centre	7	Simply Local	-	-	4	-	0	14%	2	0%	6	12	The centre comprises a well-maintained, purpose-built parade of service units (encompassing four health & beauty operators, an ironing/dry cleaning business, and a bar/restaurant), together with a convenience store. It provides for a limited number of the top-up shopping and service needs of its walk-in catchment.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
13	Cross Heath (Liverpool Road)	Local Urban Centre	Neighbourhood Centre	10	Totally Wicked (CTN)	-	-	4	-	0	10%	2	20%	4	10	A cluster of commercial uses along Liverpool Road (a major thoroughfare), the convenience function of the centre is extremely limited, comprising just one vape shop. The remaining uses comprise two hot food takeaways, an employment agency, a building supplies shop, vehicle and motorcycle sales, a garage and a car wash.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
14	Kidsgrove (Whitehill Road)	Local Urban Centre	Neighbourhood Centre	2	Co-operative Food	-	-	4	✓	3	50%	4	0%	6	17	The neighbourhood centre likely performs a limited function, serving only the needs of the immediate community. There are two operators within the centre, Co-operative Foodstore and a hairdresser.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
15	Knutton (Knutton Lane)	Local Urban Centre	Neighbourhood Centre	8	Bargain Booze Plus and independent foodstore	-	-	4	-	0	13%	2	13%	4	10	Cluster of commercial uses within a primarily residential area. The centre contains a grocery/fruit & veg store, an off-licence, and DIY shop. The service uses comprise two health & beauty operators, a vehicle repair garage, and a takeaway. Overall, despite its moderate size, the centre provides for a good range of local residents' day-to-day retail and service needs.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
16	Liverpool Road	N/A	N/A	13	3 independent convenience/CTN stores	-	-	4	✓	3	8%	2	0%	6	15	A linear centre located along a primary route through Newcastle-under-Lyme, Liverpool Road has a wide variety of operators serving a good range of local needs, including furniture and carpet retailers, four hot-food takeaways, a public house, two convenience stores and a vape shop.	Recommend designation as a Neighbourhood Centre	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024

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17	May Bank (High Street)	Local Urban Centre	Neighbourhood Centre	23	Morrisons Daily, independent convenience store and butchers	-	-	4	✓	3	4%	2	9%	6	15	May Bank High Street is a linear neighbourhood centre that plays an important retail and service function. Save for one unit, all the commercial uses are located on the western side of High Street with operators including eight hairdressers, two convenience stores, two hot-food takeaways, a butcher and two clothes stores.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
18	Newcastle Town (George Street, Eastern End)	Local Urban Centre	Neighbourhood Centre	39	General Store	-	-	4	✓	3	5%	2	10%	6	15	A long, linear centre on a major route into Newcastle-under-Lyme town centre, George Street is dominated by independent service operators. It is considered that its location approximately 500 metres from the town centre limits the number of comparison and convenience operators in the centre. Nonetheless, the centre provides for a good range of local needs, including top-up food shopping.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
19	Parkside (Bath Road)	Local Urban Centre	Neighbourhood Centre	-	-	-	-	0	-	0	0%	0	100%	0	0	At the time of our visit, all of the centre's four retail/service units were vacant and boarded up. These units are due to be demolished and the ground levelled following the approval of prior approval application ref: 23/00950/DEM in January 2024. A separate planning application to redevelop the site for 14 dwellings (ref: 24/00101/FUL) is still pending determination at time of writing (May 2024). We consider that Parkside (Bath Road) no longer functions to meet the retail or service needs of local residents and should be removed from the Borough's centre hierarchy.	Recommend that Parkside (Bath Road) should no longer be a designated centre forming part of the local hierarchy	Remove designated centre boundary
20	Porthill (Watlands View)	Local Urban Centre	Neighbourhood Centre	14	Premier Convenience and Porthill News	-	-	4	-	0	7%	2	27%	2	8	Due to a large number of former retail units now performing as dwellings, together with the high proportion of vacant units, the centre is likely to perform a much more limited role than in the past. Nonetheless, it continues to provide for a range of local needs, with the uses including two hot-food takeaways, four health & beauty operators, an estate agents, a vehicle accessories retailer, a convenience store and a newsagent.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
21	Rookery (High Street)	Local Urban Centre	Neighbourhood Centre	4	Bargain Booze	-	-	4	-	0	25%	4	25%	2	10	The centre is small (comprising an off-licence, hairdressers, pub, and one vacancy) but nonetheless provides a limited retail and service function to the immediately adjacent community.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
22	Seabridge (Tyne Way)	N/A	Neighbourhood Centre	3	Premier Convenience	-	-	4	-	0	33%	4	0%	6	14	Due to its small size, Seabridge (Tyne Way) likely performs a limited role, but as the centre includes a convenience store (in addition to a restaurant and health & beauty operator) it is likely to have an important function for the immediate community.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
23	Talke (High Street)	N/A	Neighbourhood Centre	8	Morrisons Daily, Premier, and an independent convenience store	-	✓	8	-	0	25%	4	25%	2	14	A mix of purpose-built retail/service units and converted former dwellings spread along High Street, which is largely in residential use. Despite its relatively high vacancy rate, the centre plays an important role in meeting the top-up convenience shopping needs of its walk-in catchment. It also provides for some service uses, including a hot food takeaway and health & beauty operator.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
24	Thistleberry (Paris Avenue)	Local Urban Centre	Neighbourhood Centre	6	Nisa Extra and Morrisons Daily	-	-	4	✓	3	50%	4	0%	6	17	Thistleberry (Paris Avenue) is considered suitable to serve the needs of the local community. It includes two convenience stores, a charity shop, a beauty salon, a pet groomers, and a cafe with takeaway options.	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024

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25	Thistleberry/Town (Higherland/Drayton Street)	N/A	Neighbourhood Centre	10	Tesco Express and 1 independent newsagents/off licence	-	-	4	✓	3	10%	2	0%	6	15	<p>Located approximately 400m from Newcastle-under-Lyme town centre, Thistleberry/Town (Higherland/Drayton Street) comprises ten commercial units in a range of shapes and sizes, including a purpose-built parade.</p> <p>Its proximity to the town centre and the surrounding edge-of-centre supermarkets limit the retail function of the neighbourhood centre, but it does provide for a small Tesco Express store and a newsagents. The remaining units comprise four takeaways, two public houses, a hairdressers, and a petrol filling station. These uses serve the day-to-day needs of the surrounding residential community and likely some of those who work in or visit the town centre for other reasons.</p>	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
26	Westbury Park (Westbury Road)	N/A	Neighbourhood Centre	7	Co-operative Food	✓	-	8	✓	3	14%	2	0%	6	19	<p>The centre comprises a purpose-built parade of retail and service units served by a substantial surface-level car park, together with the adjacent public house. It is well-maintained and contains no vacancies. The centre plays a valued role in meeting a good range of the daily retail and service needs of residents in the Westbury Park area in the south of the Borough. In addition to the pub, it contains a Co-op foodstore, pharmacy, hairdresser, takeaway, pet groomer, drycleaner and a medical centre.</p>	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024
27	Westlands (Windermere Road)	N/A	Neighbourhood Centre	4	Co-operative Food	-	-	4	✓	3	14%	2	0%	6	15	<p>Windermere Road neighbourhood centre serves the day-to-day needs of its surrounding residents, providing for a Co-op foodstore, four health & beauty operators, a takeaway and a public house.</p>	No change to proposed designation in the First Draft Local Plan 2020-2042	Proposed boundary shown in Appendix 4 of the Newcastle-under-Lyme Retail and Leisure Study Update 2024

Notes

The scoring system has been applied as follows:

1. Facilities Points – based on a review of convenience stores, Post Offices and pharmacies. Each facility receives a score of four.
2. ATM score – one or more ATMs in a centre is scored as three, no ATMs receives a score of 0.
3. Percentage of national operators, scored as follows:
 - 25% or more of units scores four points;
 - 24%-1% of units scores two points; and
 - 0% of units scores zero points.
4. Percentage of vacancies, scored as follows:
 - 0%-10% of units scores six points;
 - 11-24% of units scores four points;
 - 25%-49% of units scores two points; and
 - 50% of units or more scores zero points.