LOCAL DEVELOPMENT FRAMEWORK

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NEWCASTLE-UNDER-LYME AND STOKE-ON-TRENT CORE SPATIAL STRATEGY

city of stoke-on-trent

May 2008

NEWCASTLE UNDER LYME BOROUGH COUNCIL

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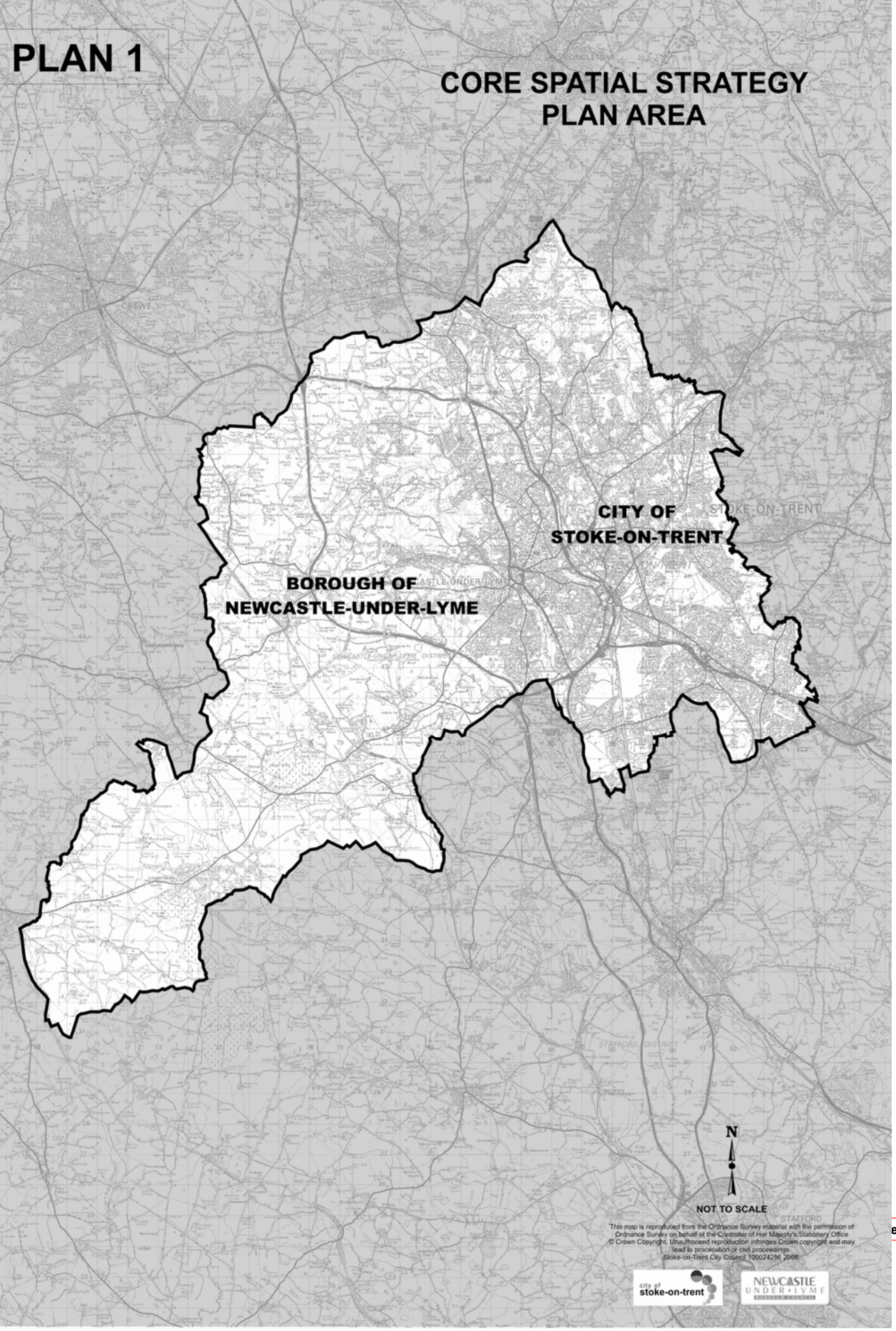
PLAN 1

CORE SPATIAL STRATEGY PLAN AREA



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LOCAL DEVELOPMENT FRAMEWORK

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NEWCASTLE-UNDER-LYME AND STOKE-ON-TRENT

Core Spatial Strategy

May 2008

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NEWCASTLE-UNDER-LYME AND STOKE-ON-TRENT

Core Spatial Strategy

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1. Introduction

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1. Introduction

1.1 The Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (the Core Spatial Strategy) has been prepared jointly by the two local planning authorities of Newcastle-under-Lyme Borough Council and the City of Stoke-on-Trent Council. This reflects the strong and well founded reputation that both authorities have for partnership working. Over many years this has worked to secure significant regeneration funding for the sub region, particularly in Stoke-on-Trent, which has seen significant intervention under a wide variety of European, national and regional initiatives. Recently the North Staffordshire Regeneration Partnership has been formed in the desire of all partners in the public, private and voluntary sector to work together towards realising a single vision for the North Staffordshire sub region. The Core Spatial Strategy is a key step towards realising this vision.

1.2 This submission report also represents the first major stage in the Borough's and the City's work to replace their Local Plans with a new Local Development Framework (LDF). The requirement to produce an LDF was established by the Planning and Compulsory Purchase Act 2004 which came into force in September 2004. Together with the Regional Spatial Strategy, the Local Development Framework forms what is called 'the Development Plan'. This is the template against which planning applications and regeneration programmes are tested. The LDF also has a key role in providing a spatial dimension for many other strategies, in particular the Sustainable Community Strategy and helping in their coordination and delivery throughout both local planning authority areas.

1.3 This document concerns the strategy at the heart of the new plan making system – The Core Spatial Strategy. This strategy sets out the overarching spatial planning framework for the long term regeneration of the Borough of Newcastle-under-Lyme and City of Stoke-on-Trent for the period up to 2026 (the plan period). It seeks to ensure that public and private investment is properly co-ordinated with a focus on promoting the principles of sustainable development. It is a technical not marketing document and tries to balance competing claims for change.

1.4 Both Councils, based on the framework provided by this overall strategy are preparing other more detailed plans for parts of their areas or to deal with particular planning topics. More detail on the range of new planning documents that are being prepared can be found in the Local Development Schemes published each year by both planning authorities to programme plan making work. A glossary of technical terms is provided at Appendix 1.

1.5 The Core Spatial Strategy up until now has been known as the North Staffordshire Core Spatial Strategy but to help distinguish ourselves from the part of North Staffordshire within the Staffordshire Moorlands and to avoid confusion, the name of the Core Spatial Strategy has been renamed the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy.

1.6 As a unitary authority Stoke-on-Trent City Council is also a waste and mineral planning authority. The City Council has reviewed how it is to take forward strategic waste and mineral planning policies taking account of latest strategic guidance. Strategic mineral planning policies will continue to form part of this Core Spatial Strategy but for the City of Stoke-on-Trent only. Strategic waste

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planning policies will now be dealt with in a separate Staffordshire and Stoke-on-Trent Waste Core Spatial Strategy being jointly produced by the County Council and City Council.

Structure of the Core Spatial Strategy

1.7 The Core Spatial Strategy begins with a **Spatial Portrait** describing where we are now including the critical **Issues** and **Challenges** facing both local planning authority areas. It then articulates a new **Vision** by setting out a broad picture of where we want to be by 2026 and listing the key **Strategic Aims** which underpin the strategy and which we will strive to achieve to realise the vision. The **Strategic and Spatial Principles** form the basis of the approach proposed in the Core Spatial Strategy and the framework for the nature, scale and broad location of development over the plan period. These Strategic and Spatial Principles are expanded in six **Area Spatial Strategies,** which describe in greater detail how we imagine the future of key sub areas of Newcastle-under-Lyme and Stoke-on-Trent and how we wish to manage change in these areas. There are also a number of complementary **Core Spatial Policies** which will be taken into account to deliver these changes. Finally we describe the mechanisms for checking that the strategy is being **implemented** correctly, assessing the **monitored** outcomes that result and if these remain as intended and identifying any need for change. Appendix 2 provides access to an LDF Core Spatial Strategy virtual library where evidence can be found underpinning production of the strategy.

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Justification for a Joint Approach

1.8 The Core Spatial Strategy has been prepared jointly to ensure that policies are consistent across the urban area to facilitate the delivery of conurbation wide regeneration programmes, including nearly all of the DCLG funded Housing Market Renewal Pathfinder and the North Staffordshire Regeneration Zone strategies and programmes. Indeed strong coherent integrated strategies are essential to the successful delivery of these key regeneration initiatives.

1.9 It will help to ensure that we effectively intervene in the operations of the free market, which have successively failed significant parts of the communities of Newcastle-under-Lyme and Stoke-on-Trent, and a balance is achieved in terms of development pressure. It also makes sense because in reality the way we live our lives, the housing market and local economy do not respect administrative boundaries. It is because of this that the Core Spatial Strategy aims to promote a voluntary partnership of urban and rural communities, local authorities, the business and other important interests and communities, all working together to create a better, more sustainable, quality of life in the future.

1.10 This joint plan making approach has been generally welcomed and every part of the process has been be agreed by each council separately, as independent planning authorities. The area covered by the strategy is shown on Plan 1 on the inside of the front cover to this plan. Staffordshire Moorlands District Council has chosen to produce its own core strategy for the rest of North Staffordshire.

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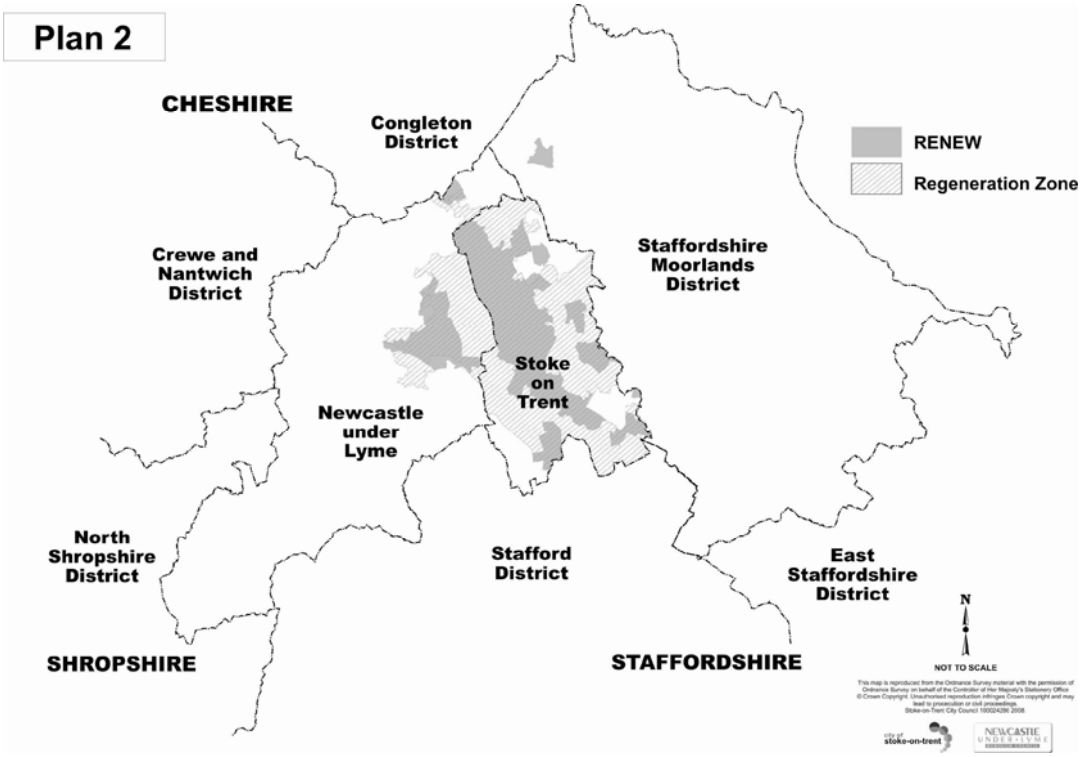
2. Context and Conformity



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2. Context and Conformity

Statement of Compliance

2.1 The statutory process for the preparation of Development Plan Documents is set out in the Town and Country (Local Development) (England) Regulations 2004 as amended. Detailed guidance for following this process is outlined in Planning Policy Statement 12: Local Development Frameworks. These foundation regulations and guidance are subject to review.

2.2 The Statement of Compliance (also known as a regulation 30(d) statement) document presents the evidence base for demonstrating that the production of this document has complied with the statutory regulations and guidance. This document will be accessible on line from the web addresses listed in Appendix 2 and hard copies are provided for inspection at the planning departments of both councils.

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Community Engagement

2.3 Central to the production of this Core Spatial Strategy has been the extensive programme of community involvement at every stage of the plan making process. The approach to community engagement is set out in the two authorities respective, adopted Statements of Community Involvement (SCI). The SCIs set out the respective Council's policies for involving the public, community and interest groups, developers and landowners as well as statutory consultees in the planning process. They set out the strategy for making community groups aware of how and when they can become involved in the planning system and identify the types of groups that need to be involved and ways of involving them effectively.

2.4 The report, the Consultation Statement, sets out in detail all of the responses to the various stages of consultation and how these have informed the structure, content and strategic direction of the Core Spatial Strategy.

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Sustainability Appraisal

2.5 In 2005 the Government published their *Sustainable Development Strategy – Securing the Future* which identified four key priorities –

- Sustainable production and consumption
- Climate change and energy
- Natural resource protection and environmental enhancement
- Sustainable communities

2.6 Every Development Plan Document must deliver strategies and policies that support these priority areas. Therefore, under the Planning and Compulsory Purchase Act 2004, local planning authorities must undertake a Sustainability Appraisal (SA) for each Development Plan Document (DPD) included in an LDF. Sustainability appraisal assesses the degree to which a DPD reflects and promotes the principles of sustainable development and identifies

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measures through which the sustainability performance of a local development document can be monitored and enhanced.

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2.7 Sustainability appraisal has been integrated throughout the plan making process, from the earliest options presented through to the final submission Core Spatial Strategy. Results from the various stages of appraisal have provided key evidence for the identification of, and justification for, the preferred strategies and policies included in this Core Spatial Strategy.

2.8 The documents outlining the Sustainability Appraisal are outlined in the evidence base (see Appendix 2).

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National plans, policies and programmes

2.9 To be judged as sound the Core Spatial Strategy must be consistent with national planning policy. This Core Spatial Strategy works within, and takes account of, the national policy framework. This is largely provided through Planning Policy Statements (PPSs), or Planning Policy Guidance notes (PPGs), which set out the Government's national policies on different aspects of planning.

Regional plans, policies and programmes

2.10 The Core Spatial Strategy must broadly conform to the adopted West Midlands Regional Spatial Strategy (RSS). The RSS is currently undergoing several phases of partial revision involving extensive community consultation. The Submitted Phase Two Revision sets broad targets for housing, employment, office and retail development for the period 2006 – 2026. These have been published and will be the subject of public examination. These targets are reflected in this Core Spatial Strategy. The Phase Three Revision proposes to address issues such as – rural services, sites for Gypsies and Travellers, Culture, Sport and Tourism, the quality of the environment, and minerals.

2.11 As the Core Spatial Strategy is being prepared in advance of the adoption of these revisions, it must be sufficiently flexible to ensure the continued conformity with the emerging regional spatial policy or any revised strategic development targets. Dependent upon the outcome of the Regional Spatial Strategy (RSS) Review the Councils will seek the most expeditious means, either under a review of the Core Spatial Strategy or relevant site allocation documents, by which their respective Local Development Frameworks can be updated in accordance with due process to accommodate revised strategic development proposals for the plan area

2.12 A report outlining our position with regards to the Core Spatial Strategy's conformity with the West Midlands Regional Spatial Strategy, the Statement of Conformity has been prepared.

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Local and sub-regional plans, policies and programmes

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Community Strategies

2.13 A key test for the soundness of the Core Spatial Strategy is that it has regard to an authority's Community Strategy.

2.14 The Community Strategy for the City of Stoke-on-Trent was adopted in 2004 and identified six key priorities –

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- A Healthier City
- A Safer City
- A Wealthier City
- A Greener City
- A Learning City
- A City with a Strong Sense of Community

Work has commenced on the revision of the sustainable community strategy to address amongst other considerations how physical regeneration can contribute towards the delivery of sustainable communities.

2.15 A new Sustainable Community Strategy for Newcastle-under-Lyme was adopted in February 2008 by the Newcastle-under-Lyme Local Strategic Partnership following an extensive programme of community consultation. It supersedes the original 2004 Community Strategy. Twenty one priorities have been identified grouped under the themes of People, Place and Prosperity and addressing the following key quality of life issues.

- Children and Young People and their Families
- Healthier Communities and Older people
- Safer, Stronger Communities
- Sustainability
- Economic Development and Enterprise

2.** The preparation of the Core Spatial Strategy has also had regard to the vision and aims of the Staffordshire Community Strategy 2005-2010 undertaken by the Stoke-on-Trent and Staffordshire Strategic Partnership. The revision of this Strategy, published in September 2008, is also closely aligned with the Borough's Sustainable Community Strategy, adopted February 2008.

2.16 The Core Spatial Strategy provides the overarching policy framework for each planning document in the Local Development Framework (LDF) of each planning authority and in this way it works to guide and coordinate investment decisions which have land use implications and will help to realise the priorities of the Sustainable Community Strategy.

2.17 The linkages between the Core Spatial Strategy and the delivery of the Newcastle and Stoke community strategies are illustrated via Appendix 3. The Newcastle Local Strategic Partnership is working with the Staffordshire Strategic Partnership (SSP) to collectively deliver the Sustainable Communities Action Plan and Local Area Agreements as part of the

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promotion of the economic, social and environmental well being of the Borough.

Cross boundary and partnership working

2.18 A key test for the soundness of the Core Spatial Strategy is that it has regard to the plans, policies and strategies of adjoining areas. Ensuring that this is the case has involved close partnership working between, amongst others - neighbouring authorities, Staffordshire County Council, the West Midlands and North West Regional Assemblies, the Regional Development Agency, Advantage West Midlands, RENEW North Staffordshire, the North Staffordshire Regeneration Zone, the North Staffordshire Regeneration Partnership, the relevant Local Strategic Partnerships and numerous other key stakeholders.

2.19 Contraction of the local economy, most obviously exhibited through job losses, has meant that the plan area now receives special assistance from the Government. This intervention includes the establishment of the North Staffordshire Regeneration Zone in 1999 and a Housing Market Renewal (HMR) Pathfinder programme in 2003. Large parts of the plan area also have Assisted Area status. This significant and sustained support is also a recognition of the fact that the private sector will not deliver unaided the development patterns and relationships which are required to reverse the consequences of past decisions and market failures and realise a revitalised and sustainable sub region.

2.20 Delivery of these regeneration initiatives is given explicit support in the adopted Regional Spatial Strategy. Both the HMR and Regeneration Zone programmes and the strategies underpinning them are subject to regular Government monitoring and review. The strategies are set out in the latest housing market renewal prospectus and zone implementation plan. The strategies and programmes are endorsed by or on behalf of the relevant Government Secretary of State before approval is given to investment streams. Both strategies and programmes thus carry weight in the spatial planning process.

2.21 Both these programmes are now operating under the local leadership provided by the North Staffordshire Regeneration Partnership. This partnership was established in April 2007 in recognition of the need, by all partners, that radical and concerted action is required to bring about transformational change. It is comprised of the 3 North Staffordshire unitary and district authorities, the Staffordshire County Council, regeneration agencies including English Partnerships, Advantage West Midlands and key stakeholders from the local universities, primary care trust, as well as private sector and community membership. It has been specially created to coordinate and drive forward the effective delivery of these regeneration initiatives, including the City Council's regeneration functions as part of its overall objective of developing and delivering the North Staffordshire regeneration strategy. This close partnership working also reflects determined attempts by all of the partners to deliver positive change and redress market imbalance across parts of the plan area. It is also working to oversee the allocation of resources which flow from partner agencies (including central government) to ensure finite funding resources are used effectively in favour of specified sub areas or themes and that the agreed targets and outcomes are achieved.

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2.22 The North Staffordshire Regeneration Partnership (NSRP) has comprehensively reviewed the local economy and has set out the following priorities for action:

- Building a knowledge driven and 'experience' economy
- Creating a balanced and quality urban form
- Investing in our people and communities
- Sharpening the governance arrangements
- Selling and promoting a new local brand

The NSRP has developed a business plan to co-ordinate partner investment strategies to secure regeneration within the plan area. The current position regarding the progression and refinement of the Housing Market Renewal programme can be found at Appendix 4.

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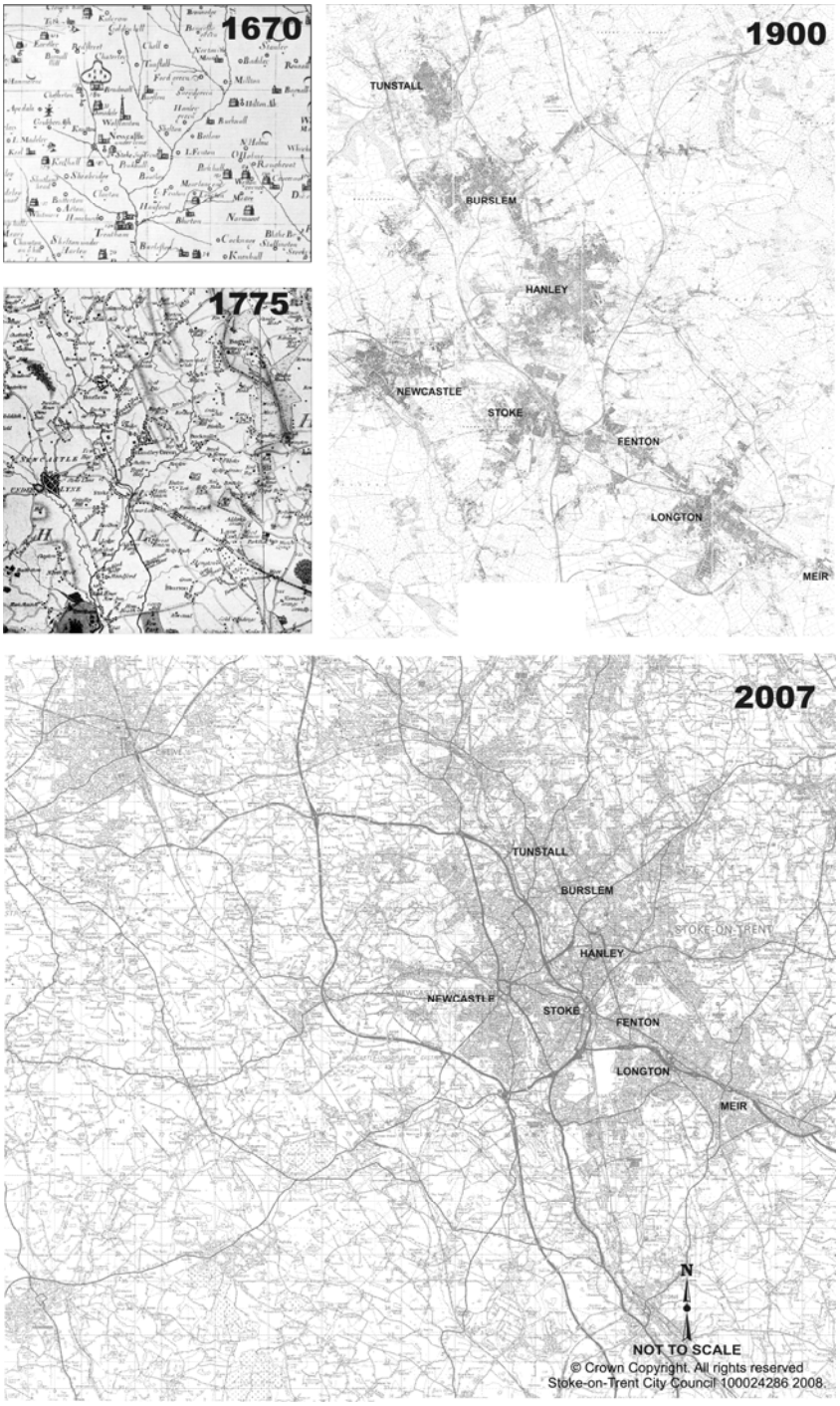
3. Spatial Portrait

Historical Development of the Plan Area



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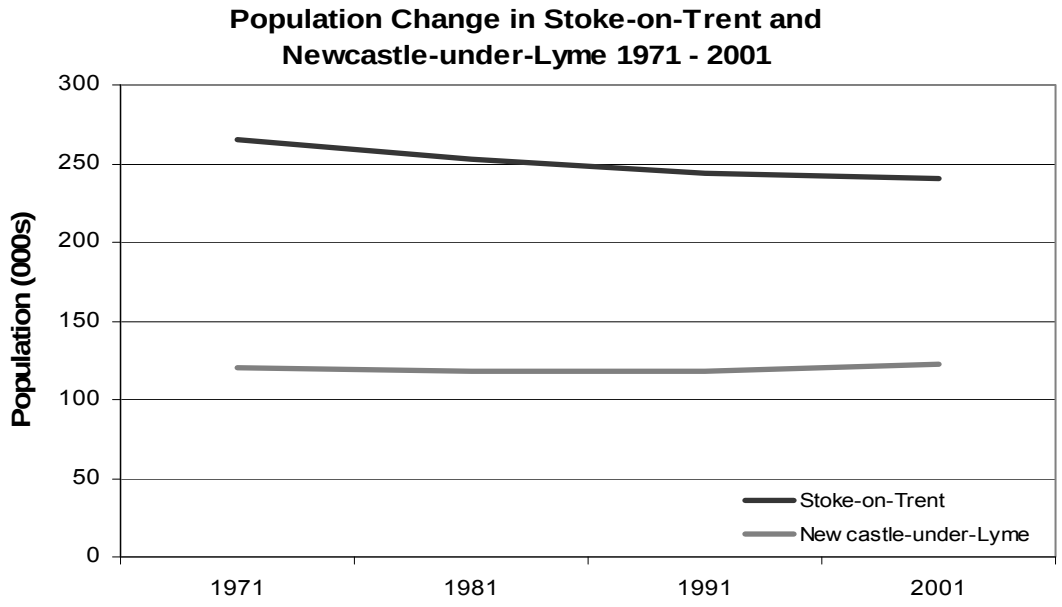
3. Spatial Portrait

Geography and demographics

3.1 The plan area is comprised of two neighbouring authorities - the City of Stoke-on-Trent and the Borough of Newcastle-under-Lyme. This sub - region is located on the boundary between the West Midlands and the North West Regions. As such, the plan area occupies a strategically advantageous position between the major urban centres of Manchester and Birmingham and alongside national transport corridors linking the South – East and the Midlands, to the North West.

3.2 The plan area covers approximately 30,000 hectares and is home to just over 360,000 people. Of these, approximately 240,000 people are residents of the 'six towns' – Hanley, Stoke, Tunstall, Burslem, Fenton and Longton that form the polycentric City of Stoke-on-Trent; 74,000 live in the market town of Newcastle; 22,000 in the smaller town of Kidsgrove; and approximately 26,000 live in rural settlements.

3.3 As the chart below clearly shows the area has seen significant changes to its population in recent decades - the City's population declining by approximately 24,000 since 1971; and the Borough gaining approximately 2,000 over the same period.



Source: Office of National Statistics

3.4 The plan area has experienced significant levels of out – migration over the last few decades, particularly from the City. The diagrams below, which map patterns of GP re-registrations over a five year period, clearly show significant trends of out migration from the City into neighbouring authorities, in particular Staffordshire Moorlands and Newcastle-under-Lyme.

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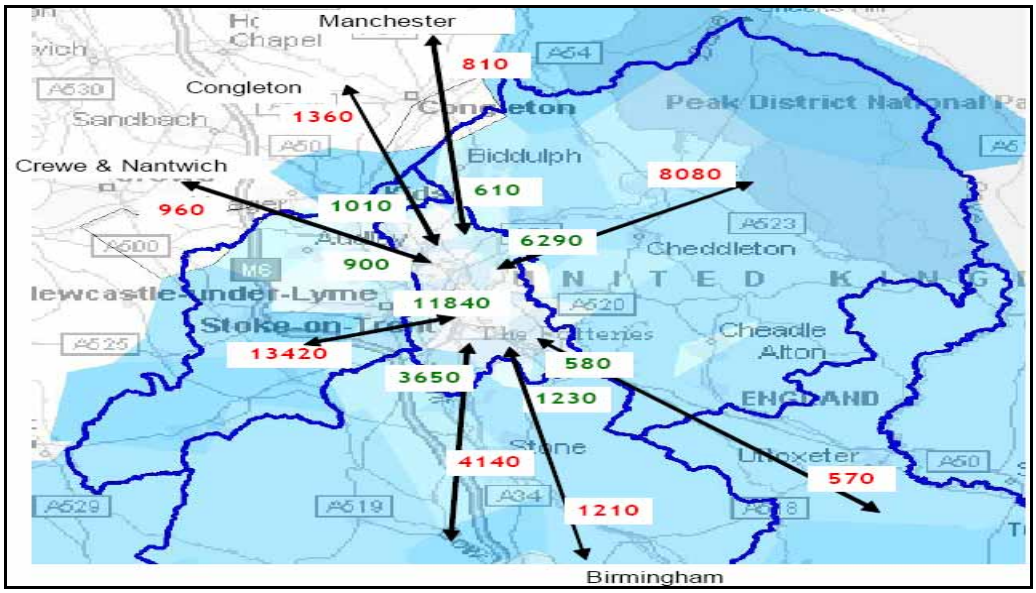
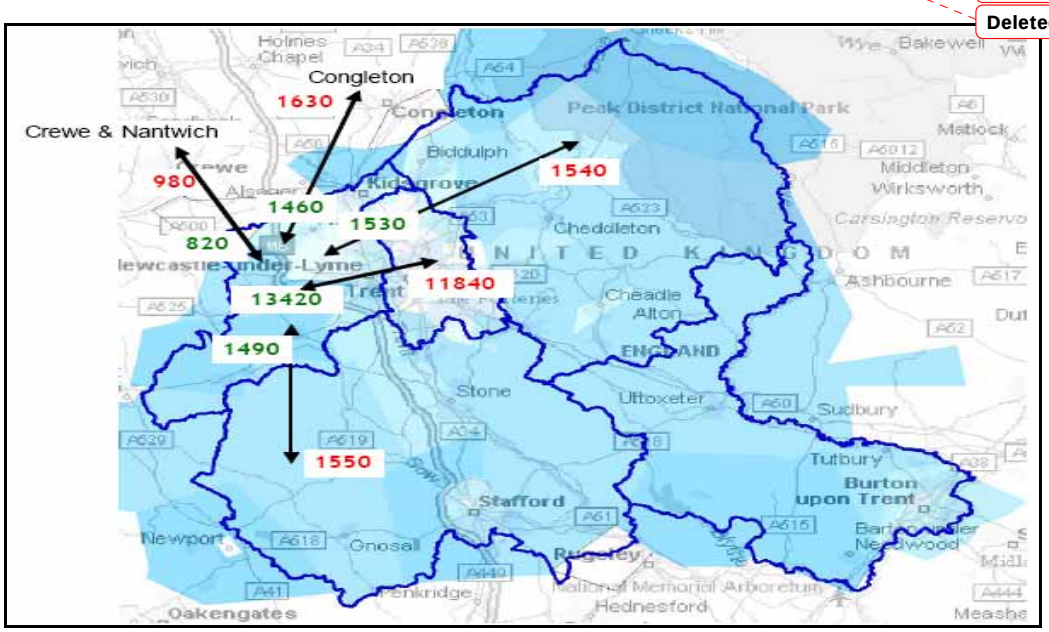


Stoke-on-Trent – in/out migration (Source: Office of Public Sector Information 2007)



Newcastle-under-Lyme – in/out migration (Source: Office of Public Sector Information 2007)

3.5 In addition to this, the diagram above suggests that there is some movement from Newcastle into neighbouring rural authorities.

3.6 As the histogram below shows, the age profile of the plan area's population generally reflects regional and national profiles, although the data does suggest that Newcastle has a marginally older population, with a median age of 39 in comparison to 37 for Stoke, the West Midlands and England.

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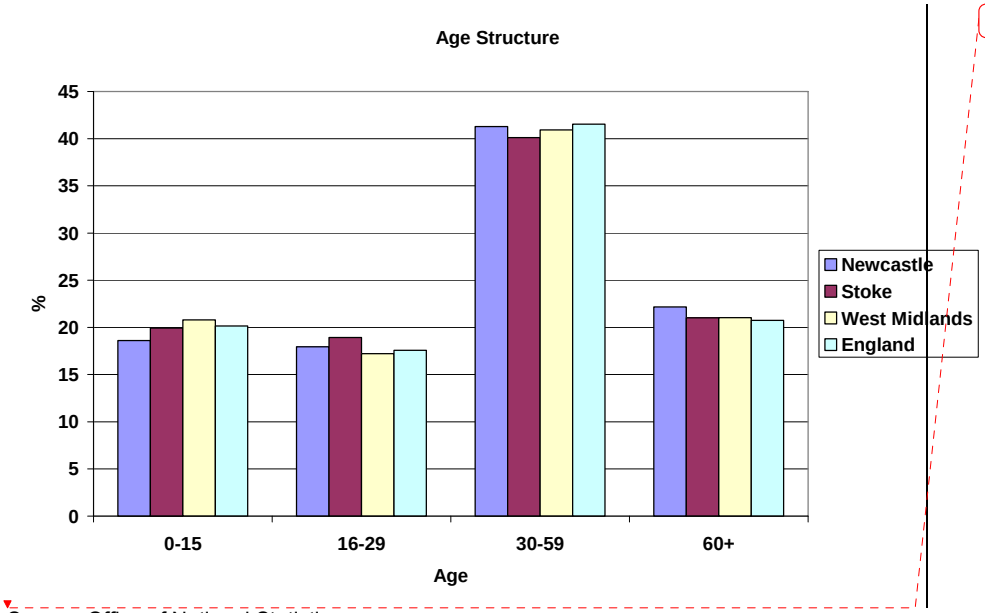

Source: Office of National Statistics

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Economy

3.7 The economy of the plan area was traditionally dominated by coal mining and heavy manufacturing industries. In the City, the economy has been historically reliant upon the ceramics industry. The decline of these industries throughout the latter half of the twentieth century has had a significant impact upon the environmental, economic and social landscape of the area. As a result, both Newcastle-under-Lyme and Stoke-on-Trent currently possess relatively weak economic bases.

3.8 As the histogram below shows, the major employment sectors within the plan area are distribution, hotels and restaurants, and public administration, education and health. In the City manufacturing remains relatively important – a third of these jobs are still connected to the ceramics industry. Between 1995 and 2002 there has been a transition from manufacturing towards services, particularly distribution, consumer and public services, but far less towards financial and business services, particularly in Stoke-on-Trent. Even though the service sector has expanded over time, total employment has declined.

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3.9 Within Newcastle Town Centre, retail and night-time activities – bars, restaurants, clubs etc are dominant alongside an established and growing Financial and Professional Services sector.

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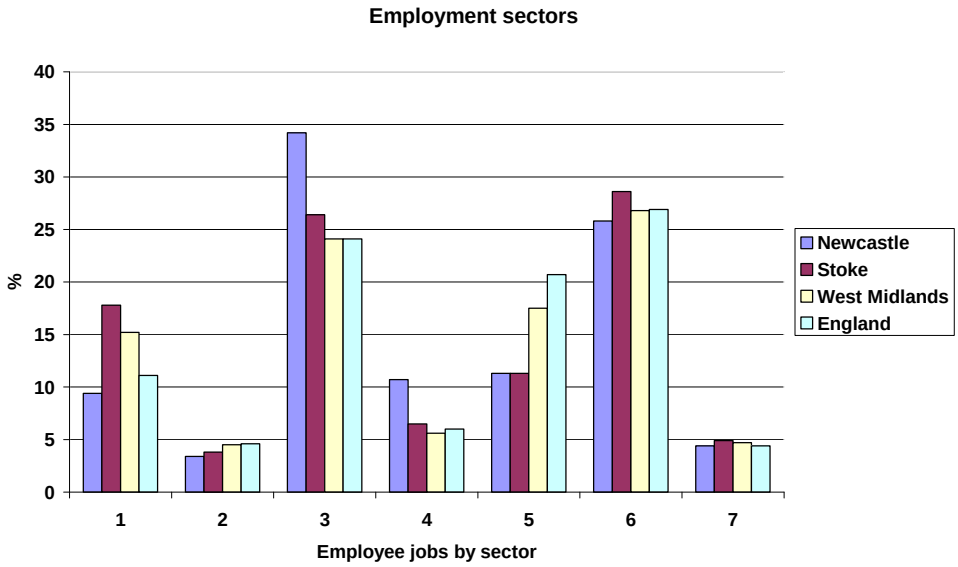

1. Manufacturing
2. Construction
3. Distribution, hotels and restaurants
4. Transport and communications
5. Finance, IT and business
6. Public admin, education and health
7. Other services

Source: Office of National Statistics

3.10 This restructuring of the plan area's economy, and the under representation of employees within financial sectors is reflected in average weekly earnings for both Newcastle (£371.50) and Stoke (£363.20) which are significantly lower than regional and national averages.

3.11 The historical dependence upon a narrow range of traditional industries has also arguably contributed to the fact that neither the Borough nor the City can be described as particularly entrepreneurial. Both have business start up rates (based upon VAT registrations) significantly lower than national levels.

3.12 The plan area does, however, possess a number of significant key assets that are driving the economy forward (as evidenced in the North Staffordshire Integrated Economic Development Study) including good access to markets in the City Centre of Stoke-on-Trent and Newcastle town centre, which in the case of Newcastle includes its prominence as a home to Financial and Professional Services industries; a range of knowledge based industries centred around Keele University and Science Park; the University Hospital; the abundant supply of developable brownfield land; and the excellent strategic position in relation to key regional and national transport links. Other potentially powerful economic drivers include a wealth of industrial heritage; attractive green spaces; proximity to tourism magnets and the sustained investment resulting from the designation as an Assisted Area and Regeneration Zone.

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Social Inclusion

3.13 Much of the City and some neighbourhoods within the Borough suffer from many of the social issues frequently associated with areas of economic deprivation. The table below, whilst only showing data at local authority level, and therefore concealing many of the more extreme conditions within some areas, clearly shows that the plan area suffers from issues such as poor health, poor educational achievements, relatively high levels of worklessness, low wages etc, in comparison to regional and national levels.

	Newcastle	Stoke	West Midlands	England
BME groups	2.03%	5.21%	11.26%	9.08%
People not in good health	10.6%	12.8%	9.7%	9.02%
People with limiting long term illness	20.84%	19.40%	18.86%	17.93%
Mortality rates*	627.3	731.4	637.6	610.5
Average weekly wage by work place (full time)	£371.5	£363.20	£415.5	£448.6
Average weekly wage by residence (full time)	£405.20	£361.70	£421.10	£449.60
Population living in the 20% most deprived Super Output Areas	14.5%	50.4%	26.3%	20.00%
Job Seekers Allowance claimants (% of working population)	1.7%	2.9%	3.1%	2.3%
Economically Active	74.8%	73.3%	77.3%	78.6%
Qualifications NVQ or above	19.5%	17.1%	23.9%	27.4%
Travel to work by car	63.7%	57.44%	59.97%	54.92%

Source: Office of National Statistics

* Compendium of Clinical Health Indicators. per 100,000

Housing

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3.14 The 2001 Census records that owner occupation within the Borough, at approximately 72.5% of all households, is marginally higher than for the West Midlands region (69.5%) and for England (68.7%). The majority of the remaining stock is provided through local Registered Social Landlords (RSLs) (the largest being Aspire), and a relatively small percentage of private rented housing. In the City, owner occupation is significantly lower at 65.2%, with the majority of the socially rented stock still owned and managed by the City Council.

3.15 As the graph below clearly demonstrates, house prices within both the Borough and the City have increased significantly over the last decade. However average house prices remain significantly lower than national averages.

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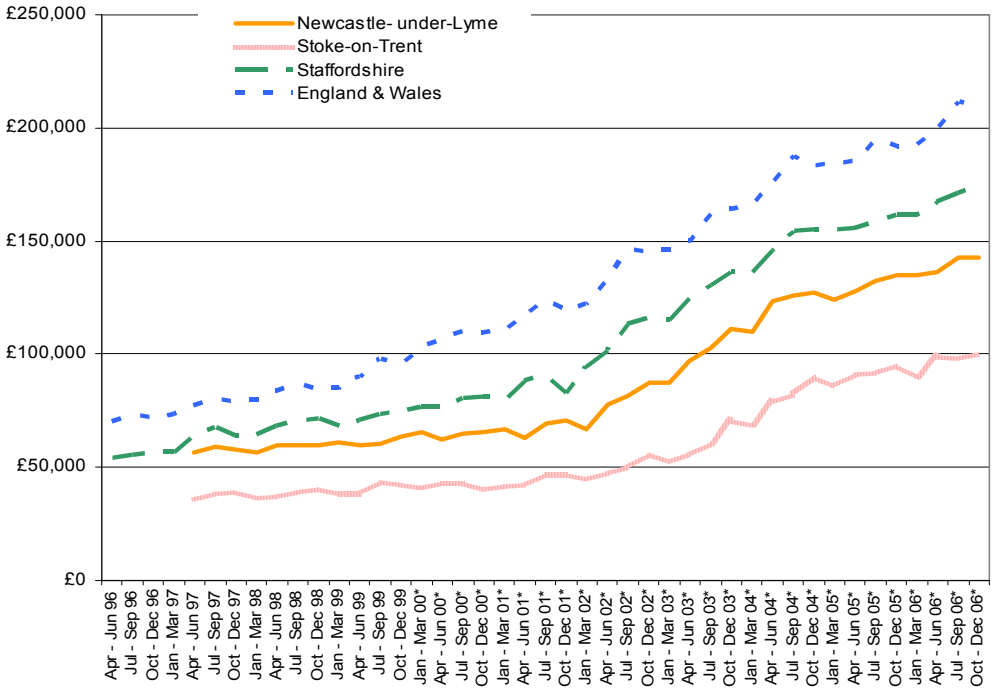

Source: Land Registry 2007

Jan – March 2007	Detached	Semi - Detached	Terraced	Flat/Apartment	Average Price
Newcastle	219371	130194	104113	104353	142560
Stoke	171876	107215	77395	104874	100090

Source: Land Registry 2007

3.16 A significant part of the City, particularly within the Inner Urban Core, and some urban neighbourhoods in Newcastle have suffered from severe housing

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market failure, low demand, an imbalance of housing types and tenures, and in some neighbourhoods, high levels of vacant stock.

3.17 The North Staffordshire conurbation was identified in 2003 as one of nine urban areas in the UK in need of intervention through the central government funded Housing Market Renewal Initiative. The overarching strategy of RENEW North Staffordshire, the low demand Housing Market Pathfinder is to create genuinely sustainable and revitalised neighbourhoods by improving the quality of the housing stock and transforming the urban form and local environment. Key to achieving these aims is to transform the housing offer of the sub region in terms of both the quality and choice of offer, i.e. achieving an appropriate mix of housing types, sizes and tenure.

3.18 However, despite these weaknesses in the local housing market, affordability is a key issue within the sub region. Until recently, affordability was not an issue in much of the City and certain neighbourhoods within the Borough. However, the price of terraced housing in the region has increased by approximately 200% over the last decade whereas wages have only risen by approximately 20% over the same time period. Furthermore the 'Right to Buy' scheme has had a significant impact upon the quantity, and arguably the quality and mix of the sub region's social housing offer. Indeed the loss of homes to the right to buy, continuing job losses, combined with the recent sharp increase in the costs of private housing, has over the past three to five years led to an increase in the demand for social housing.

3.19 Affordability is also pronounced within the rural areas of the sub region. Average house prices within the villages in the south and west of the Borough such as Madeley and Loggerheads are up to 8 times the average household incomes of local residents.

Place and Image

3.20 The sub region's topography and historical development has meant that the conurbation has developed as an unusual polycentric collection of distinct but connected settlements rather than a conventional mono – centric city structure. However the nature of this settlement pattern has, to some extent amplified the adverse impacts of several decades of economic decline, decentralisation of services and employment, and out migration. The reality is that the City, rather than being a network of vibrant, complementary centres within a spacious and green urban environment, appears to be a fractured and illegible cluster of disconnected, failing centres.

3.21 The loss of employment in North Staffordshire's traditional industries has led to considerable pressure to replace these losses as quickly as possible. This has led to a tendency towards accepting poorly designed or inappropriate development for fear of turning away much needed inward investment. This has had a significant impact upon the quality of both the physical environment of the conurbation and the quality of newly created employment opportunities.

3.22 However there are examples where innovative, high quality design has been instrumental in raising aspirations, attracting high quality investment and transforming the external image of the sub region:- recent developments at the Keele University and Science Park; the residential development at No. 1 London Road in Newcastle Town Centre; the Victoria Hall extension in the

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City Centre; live/work units at Queens Street, Burslem and the new medical school at the University Hospital of North Staffordshire.

3.23 The sub region has a unique and distinctive built environment, with around 570 listed buildings, 41 Conservation Areas, 17 ancient monuments and 7 historic parks and monuments.

3.24 The County of Staffordshire has more miles of canals than any other county in England - a legacy of the rapid economic transformation of the area during the industrial revolution. The Trent and Mersey Canal, the Cauldon Canal, the Newcastle to Stoke Canal and the Burslem Branch Canal were all central elements of the transport infrastructure serving North Staffordshire's then thriving ceramics industry.

3.25 Today, what remains of this canal network (the Newcastle and Burslem canals were both closed early in the 20th century and are now largely abandoned) continues to be a valuable local asset, serving the region's growing leisure and tourism industries. The 'ring' formed by the Trent and Mersey, the Staffordshire and Worcester and the Shropshire Union canals being a particularly popular route.

3.26 The historical landscapes, townscapes and buildings of the sub region are irreplaceable; not only for their intrinsic architectural and aesthetic value and their contribution towards creating a collective sense of place and civic pride, but also for their contribution towards making the sub region an economically attractive and competitive focus for inward investment.

Hierarchy of Centres

3.27 The polycentric nature of the conurbation means that the plan area contains a number of highly distinctive centres. The characteristics and individual roles of the key centres are set out in the paragraphs below.

3.28 **The City Centre of Stoke-on-Trent** – the City Centre at Hanley is the largest retail destination in North Staffordshire and South Cheshire. The City Centre has a primary role at a sub-regional level in attracting large scale shopping development. It is the popular location for business and brands of national renown. It is identified as a strategic centre in the Regional Spatial Strategy

3.29 **Newcastle Town Centre** – possesses a vibrant retail sector which complements that offered by the City; a strong evening/night - time economy and a strong financial and professional services sector; all set within a distinctive, historic market town environment. Newcastle also plays a key role as a university town. It is identified as a strategic centre in the Regional Spatial Strategy

3.30 **Longton Town Centre** – is the third largest retail centre in North Staffordshire serving the southern part of the conurbation.

3.31 **Tunstall Town Centre** - serves a wide catchment to the north of the urban area and its offer is expanding by virtue of large scale retail developments to the south and east of the town centre.

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3.32 **Stoke-upon-Trent Town Centre** – plays a number of key roles - the city's administrative centre, a university town, a nationally important destination for ceramics factory shopping; as well as providing local convenience shopping and the conurbation's primary railway station.

3.33 **Kidsgrove Town Centre** – located at the northern edge of the plan area, Kidsgrove primarily provides food shopping and services to meet local needs.

3.34 **Burslem Town Centre** – historically the heart of the region's ceramics industry, Burslem now plays a key role as a historic/cultural destination in addition to providing local convenience shopping and services.

3.35 **Fenton Town Centre** - derives its town centre designation because of its historic role, rather than its retailing provision which is more characteristic of a local centre.

3.36 **Meir Centre** - provides the eastern gateway of Stoke-on-Trent and serves a small localised catchment in the surrounding communities.

3.37 In addition to these key centres, the plan area also benefits from a number of smaller but locally important centres providing essential local services, in both the urban and rural areas.

Natural and rural landscape

3.38 The region's rural area stretches from the eastern border with Staffordshire Moorlands, the north western border with Cheshire, the south western border with Shropshire and Stafford to the south.

3.39 The rural areas that surround the North Staffordshire conurbation are designated as green belt, this designation stretches westward as far as the West Coast Mainline Railway.

3.40 The sub region benefits from a distinct and diverse natural and rural landscape. The sub region falls within two 'Natural Areas' (as defined by Natural England); the uplands, wooded valleys and ancient agricultural landscapes of the Potteries and Churnet Valley Natural Area in the north east of the sub region; and the gently rolling plains and wetlands of the Meres and Mosses Natural Area to the south and west of the region.

3.41 The sub region has two sites identified under the 1971 Ramsar Convention as internationally important wetland sites – Betley Mere, and Black Firs & Cranberry Bog, Newcastle-under-Lyme. The sub region also benefits from several sites designated as Sites of Special Scientific Interest (SSSI), a number of Grade 1 County Sites of Biological Importance (SBI) and Natural Heritage Areas, eleven Local Nature Reserves, several high quality country parks and approximately 330 hectares of woodland identified as 'ancient semi-natural woodland'. The Staffordshire Biodiversity Action Plan identifies the priority actions for addressing biodiversity issues within the plan area.

Greenspace

3.42 The sub region's urban centres benefit from an extensive network of formal and informal green spaces, all of which provide a valuable contribution

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towards recreational space, amenity, and wildlife habitats within the urban fabric. The mix of greenspace and built development heightened by local ridge and valley topography is a distinctive feature of the conurbation.

Transport

3.43 Everyone, everyday relies on and is affected by transport. North Staffordshire is connected at the heart of the national transport network. Good transport is essential to the prosperity and well being of North Staffordshire and the quality of life for local people and visitors. Detailed transportation modelling is being undertaken within the plan area to determine the capacity constraints and infrastructure requirements to match regeneration aspirations.

3.44 Within North Staffordshire the diffuse pattern of our built environment gives rise to complex local travel demands. There are many people in North Staffordshire who find access to essential services (education, healthcare, employment and retail facilities) and local facilities difficult. Congestion on key strategic roads and junctions is undermining the ability of local people to access their services and jobs, particularly by non car means. Bus routes operating in traffic congestion causes delays, unreliability and reduced viability of services. Bus travel and operation has declined causing North Staffordshire to experience serious social exclusion problems. Poor access to jobs and training hampers regeneration efforts and this in turn impacts on the attractiveness of North Staffordshire for inward investment.

KEY ISSUES AND CHALLENGES

3.45 At a time of growing prosperity which has brought economic success to many areas, Stoke-on-Trent and Newcastle-under-Lyme still face significant economic and social difficulties. These difficulties persist despite government intervention, ongoing investment in the area, and the considerable efforts of many stakeholders to begin the transformation of the area. The risk of a business as usual approach would be that this trend will continue.

3.46 The other key issue is the significant variations in economic performance and social conditions across the plan area.

PEOPLE

Key Issues

3.47 The combination of economic decline, which has contributed to concentrations of worklessness, mainly in Stoke-on-Trent; a weak housing market in the inner urban areas and a fragile social fabric, has led to significant and protracted levels of out – migration, particularly from the City to Staffordshire Moorlands District, Newcastle-under-Lyme Borough and Stafford Borough. Newcastle is also losing people to its neighbouring rural authorities.

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3.48 This outmigration has had significant impacts upon the local housing market, the provision of key services such as health and education, the attractiveness of the local labour supply to prospective employers and the vitality and viability of the conurbation's numerous centres. This issue is compounded by an ageing population. Whilst the health of people in the plan area is improving, this is not keeping pace with that of the rest of England. In particular Stoke-on-Trent has a poor life expectancy compared to the national average, and there are significant differences in life expectancy within specific wards within the City and Borough. The root causes of poor health are numerous and interlinked. They include diet, smoking and drinking. Many determinants of health have some basis in land use and factors such as poor air and water quality arising from traffic and pollution. Accessibility to health services, cultural and sporting facilities and local recreation and greenspace and facilitating more active lifestyles can improve both physical and mental health. The LDF will help address these issues by promoting new development in locations easily accessible by healthy modes of transport, creating attractive and sustainable places in which to live and work and in appropriate circumstances assessing the health impacts of development.

3.49 Furthermore there are large numbers of people travelling to employment centres outside the plan area and congestion caused by commuters as they travel into the conurbation to work.

3.50 Traditionally, affordable housing need in urban North Staffordshire was relatively low because of the abundance of cheap housing. This has changed because of rising house prices and accommodation requirements arising from the urban renewal process. In addition many of the large social housing estates have ageing populations and problems including stigma, poor urban design and deprivation.

3.51 The problems of the local housing market, as indicated in all the work produced by RENEW North Staffordshire indicate the need for more sophisticated housing policies to ensure an appropriate balance in time and space between redevelopment, refurbishment and new build; its implications upon vacancies in existing housing stock and the changing housing needs of local communities.

3.52 The challenge will be how we can improve healthy urban and rural living by such methods as:-

- by providing for local access to facilities, including greenspace, sports and leisure facilities, helping to cut traffic-related pollution and providing for increased walking and cycling
- by delivering new jobs, and retaining existing ones, thereby helping to improve life circumstances, reduce poverty and foster self-esteem
- by providing attractive living and working environments which help foster mental wellbeing
- by addressing sites which, because of dereliction and/or contamination, may present health or accident risks to nearby residents and by improving local environments, which can positively impact on mental wellbeing
- by promoting the development of energy efficient, warmer homes
- by supporting proposals which improve drinking water quality/supply

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- by minimising the threat of flooding and the related risk of pollution and disease
- by providing for access to sporting and cultural facilities that can sustain and improve both physical health and mental well-being

Challenges

3.53 To create a place which fulfils local needs and aspirations of all residents regardless of background, income or age; enables them to feel part of a diverse community with access to high performing local services which help them to live independent healthy lives, access high standards of education, including life long learning, experience higher levels of physical activity and well being in all respects and live in freedom from crime and disorder.

3.54 To increase employment in higher value jobs to help sustain a well functioning housing market which provides a balanced mix of housing in an environment of sufficient quality to attract new investors, ensure more families choose to stay in the area once their incomes increase and retain affordability levels so that a range of groups, especially younger, single people continue to be attracted to the City and urban Newcastle. The housing mix will also need to reflect the needs of an ageing population.

3.55 To create an enjoyable destination which local residents share with visitors for business, learning, shopping, leisure and culture.

PROSPERITY

Key Issues

3.56 The historical dominance and subsequent decline of a narrow range of traditional industries has had a significant impact upon the environmental, economic and social landscape of the plan area. The ability of Stoke-on-Trent, particularly, to compete is impeded by low or falling GDP, poor productivity, low levels of investment, low levels of educational achievement and post 16 educational participation and low earnings. Consequently a large part of the workforce is ill equipped to participate in the kind of high technology, high value knowledge based industries that are needed to provide quality jobs, revitalise the economy and help the plan area to contribute to the competitiveness of the region. As a result our economic performance is poor in comparison to other parts of the region and there is below average growth particularly in business start ups which are significantly lower than national levels.

3.57 The continuation of a weak sub-regional economy would perpetuate the trend of out-migration and the existence of unsustainable communities, further exacerbating the problems of a weak local economy.

Challenges

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3.58 To improve local competitiveness by radically transforming the skills base of the sub region's labour force and fostering local enterprise and a creative and innovative culture by supporting the development of a strong education sector, in particular harnessing the knowledge assets of Keele University and The University Quarter including Staffordshire University and the North Staffs University Hospital, and facilitating excellent links to good labour markets, particularly in high value business growth areas such as the growth sectors of medical and healthcare technologies and creative industries.

3.59 Training and education provision is vitally important therefore in terms of ensuring that economic growth becomes an increasingly indigenous process, governed by and catering for the needs of the local population and business expansion, as well as business modernisation.

3.60 To develop a physical infrastructure which facilitates business creation and sustained growth to create a location with a strong and competitive economy; capitalising on its excellent strategic position in relation to key regional and national transport links and the area's growing economic specialisms which include; ceramics; design; medical, healthcare and environmental technologies; and logistics as well as realising the full potential of service-based industries in particular the growing cluster of financial and professional services.

PLACE AND IMAGE

Key Issues

3.61 The inner urban core suffers from a particularly degraded physical environment of older industrial areas compounded by a fractured urban form inhibiting free and easy access and a standard of design which is frequently just functional and mediocre. This has had knock on effects for the identity and image of the area amongst both residents and visitors, which has acted as a deterrent to new investment, particularly in the priority sectors, which has in turn hampered change. Indeed there is general agreement that the poor physical layout of the plan area is one of its major weaknesses.

3.62 In stark contrast the rural area provides a highly attractive environment. This distinctive landscape with its wealth of international, national and locally designated wildlife sites and nature reserves; and distinctive and attractive villages, has been central to the image of Newcastle as a pleasant and attractive location for both people and inward investment and consequently it provides an important pool of labour for Stoke-on-Trent. However, its desirability as a place to live has arguably had a negative impact both on Stoke's image and its housing market. The potential to capitalise on this asset is constrained by limited access to local services, high house values and sites of environmental/ecological importance that are particularly sensitive to air pollution resulting from intensive development.

3.63 Newcastle and Stoke already possesses a strong, creative cultural identity. This individuality is an important asset, and should be utilised in terms of creating a positive image, which the sub-region can exploit as a 'brand name'

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in terms of marketing itself across the region and beyond. This has obvious positive implications in terms of tourism and culture.

Challenges

3.64 To raise civic pride and develop a distinctive positive image for Newcastle-under-Lyme and the City of Stoke-on-Trent through the creation of a thriving regional city centre with excellent internal connections to a network of vibrant and complementary town centres, each with a strong identity, well connected to key urban centres outside North Staffordshire.

3.65 To catalyse a transformation in attitudes and quality of place through the provision of high quality well designed user friendly developments which are exemplars of modern living supported by a successful transport infrastructure, an attractive network of parks and green spaces, canal side environments and a bold public realm which conveys a strong sense of place and which raises the bar in terms of design quality and adds value to our heritage areas and countryside.

3.66 To promote North Staffordshire's unique heritage and its cultural distinctiveness to strengthen its viability as a tourist destination; to underpin its image as a vibrant, dynamic and innovative sub-region and to promote the economic potential of re-use of buildings, particularly those of heritage value.

3.67 To enhance the plan areas competitiveness by bringing the large tracts of sustainable previously developed or brownfield land into productive use in a way which makes better sense to prospective investors and people living, visiting and working in the plan area.

3.68 To foster a community of people and organisations with the desire and means to make an important contribution locally and strategically to reducing carbon emissions and their harmful impact on climate change.

SUMMARY

3.69 To maximise the potential for population growth, it is essential to deploy a range of initiatives, such as ensuring that an appropriate mix of high quality housing and community facilities are provided. As well as aiming to attract inward investment, any strategy for economic growth must focus on improving local competitiveness by means of 'up skilling' the local population and recognising the need for modernisation and / or expansion of existing businesses. To not include this provision within the strategy will impair progress towards economic prosperity.

3.70 North Staffordshire's further and higher educational establishments have a vital role to play within this process. Their potential in terms of strengthening the knowledge and skills base within the local population is invaluable, especially through the development of research facilities and mechanisms which can, in turn, facilitate the process of 'technology transfer' and foster the growth of businesses reliant on, and complementary to, such research processes.

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4. Strategic Vision and Aims

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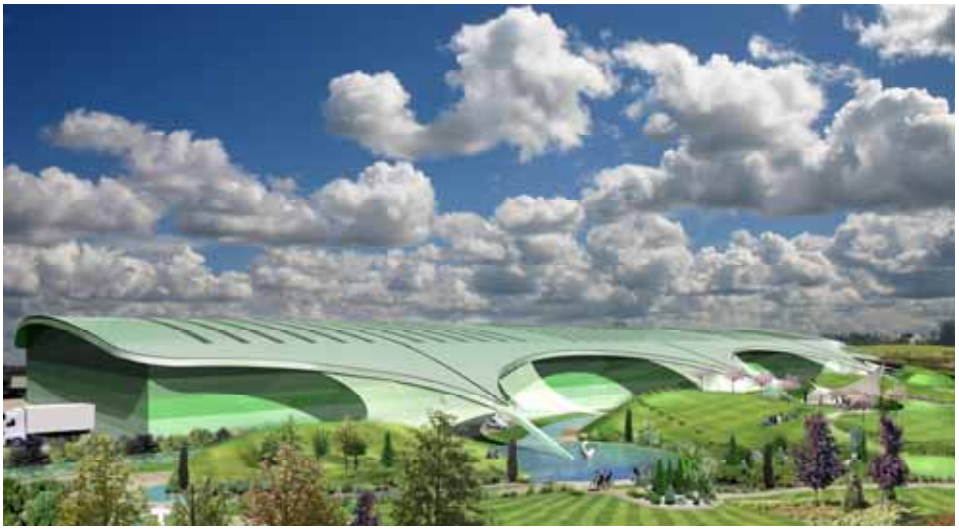

Blue Planet at Chatterley Valley, Newcastle-under-Lyme

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4. Strategic Vision and Aims

4.1 This section defines the primary direction of the Core Spatial Strategy. It is a direction which has generally been supported throughout the consultation process and which reflects both our Community Strategies and the shared vision of the North Staffordshire Regeneration Partnership, which is working to bring about the economic success of the North Staffordshire sub region.

4.2 It provides a concise statement of the strategic vision driving the Core Spatial Strategy. This strategic vision is given more substance and precision through the identification of a set of strategic aims which expand the vision by providing more specific direction. They explain what we, with our key partners, taking into consideration the key issues and challenges in Section 3, will work towards, in order to help the vision become reality. In this sense the strategic aims provide the context for everything that follows.

Strategic Vision

'The Borough of Newcastle-under-Lyme and the City of Stoke-on-Trent will be a prosperous, vibrant, environmentally responsible and successful area of choice for businesses, visitors and residents in the period up to 2026.'

4.3 The outcomes of this transformation will be - population retention, rising income levels, strengthened housing markets, healthier people with a strong sense of well being and an enhanced reputation.

4.4 The vision is given further expression in the next section setting out strategic and spatial principles for the whole of the plan area and several area spatial strategies. This illustrates the vision in the form of detailed and distinctive descriptions of six strategic sub areas, which paint both a physical and an inspirational picture of the sub areas in 2026. The strategies themselves seek to set out an integrated framework for realising each vision, working together with the community strategies, the Regional Spatial Strategy and in the context set by national guidance and local regeneration initiatives.

Strategic Aims

4.5 The co-ordinated delivery of the strategic aims listed below will be an important means of realising the strategic and local visions.

People

4.6 **Strategic Aim 1 (**SA1**)** - To halt net outward migration from Stoke-on-Trent and retain and attract population to the conurbation

4.7 **Strategic Aim 2** (SA2) **–** To facilitate delivery of the best of healthy urban living in the development of the conurbation and to ensure that new development makes adequate provision for all necessary community facilities including health care, education, sports and recreation and leisure and that the quality and accessibility of existing facilities are enhanced and retained where they provide for the justified community needs.

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4.8 **Strategic Aim 3** (SA3) **-** To reduce the need to travel, improve accessibility and increase the opportunities for development of sustainable and innovative modes of travel to support the regeneration of the plan area by securing improvements to public transport infrastructure; and the progressive provision of park and ride and facilities to promote walking and cycling

4.9 **Strategic Aim 4** (SA4) - To balance the supply and demand for quality housing; removing surplus and unfit/obsolescent accommodation; providing a better choice of homes in sustainable locations and to ensure that a sufficient number of new homes are affordable

Prosperity

4.10 **Strategic Aim 5** (SA5) - To foster and diversify the employment base of all parts of the plan area, both urban and rural, including development of new types of work and working lifestyles, and supporting the office development sector, new technologies and business capitalising on the inherent advantages of North Staffordshire

4.11 **Strategic Aim 6** (SA6) - To encourage the growth of the further and higher education sector and training facilities to meet the needs of indigenous and incoming employers and North Staffordshire residents

4.12 **Strategic Aim 7** (SA7) - To enhance the City Centre of Stoke-on-Trent's role as sub regional commercial centre; to help Newcastle town centre to continue to thrive as a strategic centre, both within a network of accessible and complementary, vital, vibrant and distinctive North Staffordshire town centres

4.13 **Strategic Aim 8** (SA8) - To increase the attraction of the area as a tourist destination based on its industrial heritage, existing and future magnets of tourism and leisure interest and the high quality environment in the surrounding rural area

4.14 **Strategic Aim 9** (SA9) - To safeguard valued economic resources including minerals in the City of Stoke-on-Trent

Place and Image

4.15 **Strategic Aim 10** (SA10) - To facilitate development within identified priority regeneration areas of the North Staffordshire conurbation

4.16 **Strategic Aim 11** (SA11) - To focus development within the communities of Loggerheads, Madeley and Audley Parish to support their function as rural service centres which meet the requirements of local people

4.17 **Strategic Aim 12** (SA12) - To renew the fabric of urban and rural areas to promote the best of safe and sustainable urban and rural living

4.18 **Strategic Aim 13** (SA13) - To protect and improve the plan area's network of canals and watercourses, green spaces/infrastructure and parks to provide the landscape setting for high quality development of homes, employment

and leisure opportunities; opportunities for physical activity and to foster a more sustainable way of life

4.19 **Strategic Aim 14** (SA14) - To protect and enhance the historic heritage and the unique character of the plan area by ensuring new developments are appropriate in terms of scale, location and their context.

4.20 **Strategic Aim 15** (SA15) - To protect and improve the countryside and the diversity of wildlife and habitats throughout the plan area.

4.21 **Strategic Aim 16** (SA16) - To eliminate poor quality development and establish a culture of excellence in built design by developing design skills and understanding, by requiring good, safe design as a universal baseline and distinctive design excellence in all development proposals, and by promoting procurement methods which facilitate the delivery of good design.

4.22 **Strategic Aim 17** (SA17) - To minimise the adverse impacts of climate change in the move towards zero carbon growth through energy efficiency, promoting the use of renewable energy sources and green construction methods in accordance with best practice

4.23 **Strategic Aim 18** (SA18) - To promote mixed use and residential development where it can support city, town and local centres

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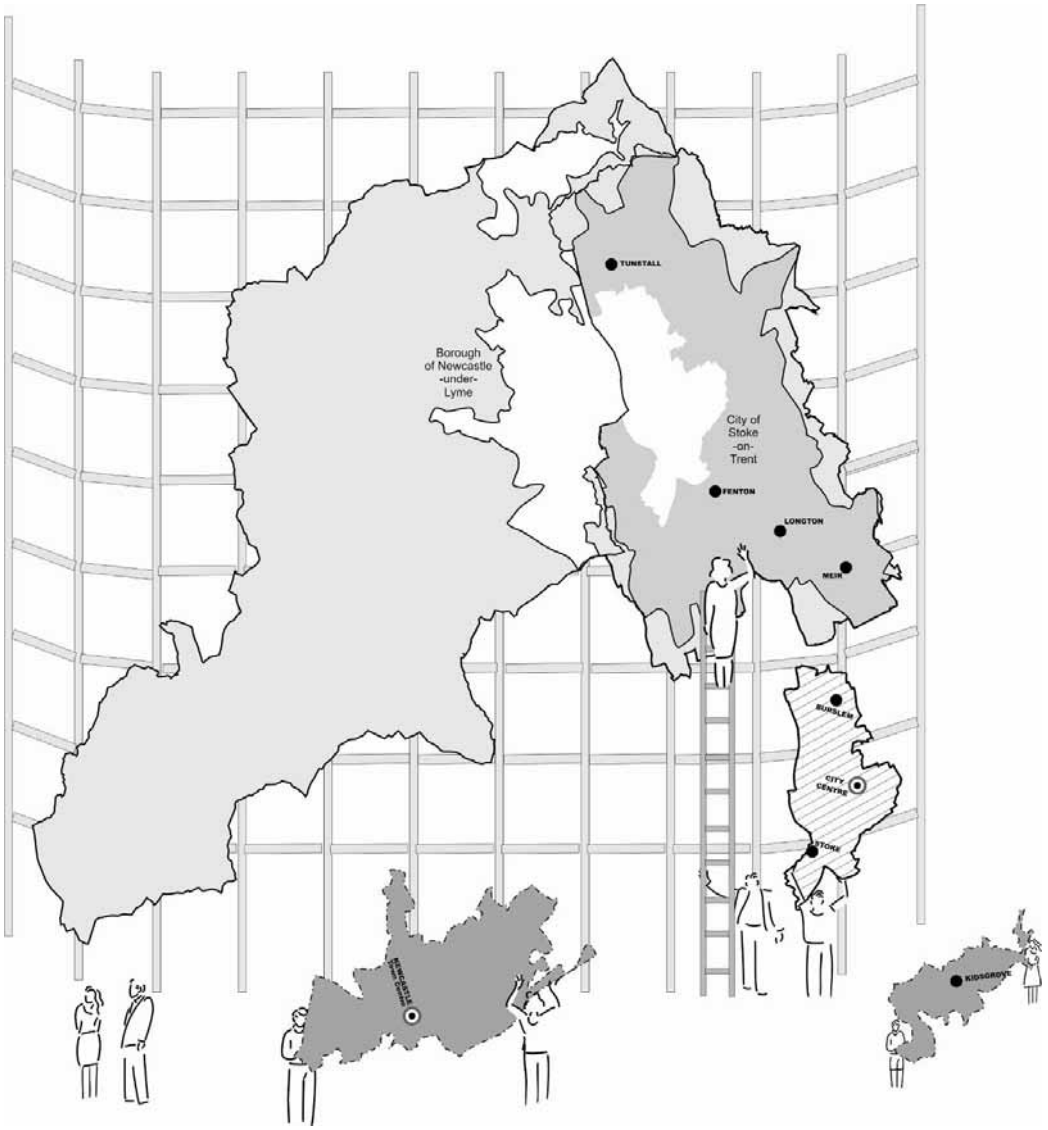
5. Strategic and Spatial Principles



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5. Strategic and Spatial Principles

5.1 This section provides a commentary on the Core Spatial Strategy Key Diagram (at the rear of the document) and as such should be read in conjunction with it. It outlines the overall spatial strategy for the entire plan area and the basic spatial principles underpinning the strategy.

5.2 Overall the Core Spatial Strategy must meet the local needs of Newcastle-under-Lyme and Stoke-on-Trent in ways that protect and sustain the environment. These local needs will require a careful balance of growth, change and restraint to secure environmental protection and promote regeneration of the inner urban core of the conurbation.

Strategic sub – areas

5.3 The physical, social and economic landscape of the plan area is extremely diverse, and presents a multitude of different challenges and opportunities. To ensure that the Core Spatial Strategy addresses these challenges and opportunities efficiently and comprehensively, the plan area has been divided into six distinct strategic sub areas.

5.4 These sub areas are –

- City Centre of Stoke-on-Trent
- Stoke-on-Trent Inner Urban Core
- Stoke-on-Trent Outer Urban Area
- Newcastle Town Centre
- Newcastle and Kidsgrove Urban Neighbourhoods
- Newcastle Rural Areas

5.5 These sub areas are shown on Plan 3 and form the geographical extent of the area spatial strategies that follow. The identification and definition of these sub - areas is based upon an analysis of the distinctive social, economic and environmental characteristics of the plan area; the geographical focus of regeneration/investment strategies such as RENEW North Staffordshire – these sub areas share a degree of conformity with the geographical coverage of the Area Regeneration Frameworks produced by RENEW North Staffordshire; and the geographical focus of Development Plan Documents such as Area Action Plans, either in production or programmed for future production. The boundaries of the sub areas are indicative and will be clarified in subsequent Development Plan Documents.

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Hierarchy of Centres

5.6 The identification of a sustainable hierarchy of centres is a key element for providing an organisational structure to this spatial strategy. This structure will ensure that an appropriate balance of development will contribute towards enhancing the vitality and viability of all the centres within the hierarchy, and maximising access to services and employment opportunities for all parts of the community

5.7 The centres hierarchy is as follows and is broadly in line with the hierarchy outlined in the West Midlands Regional Spatial Strategy.

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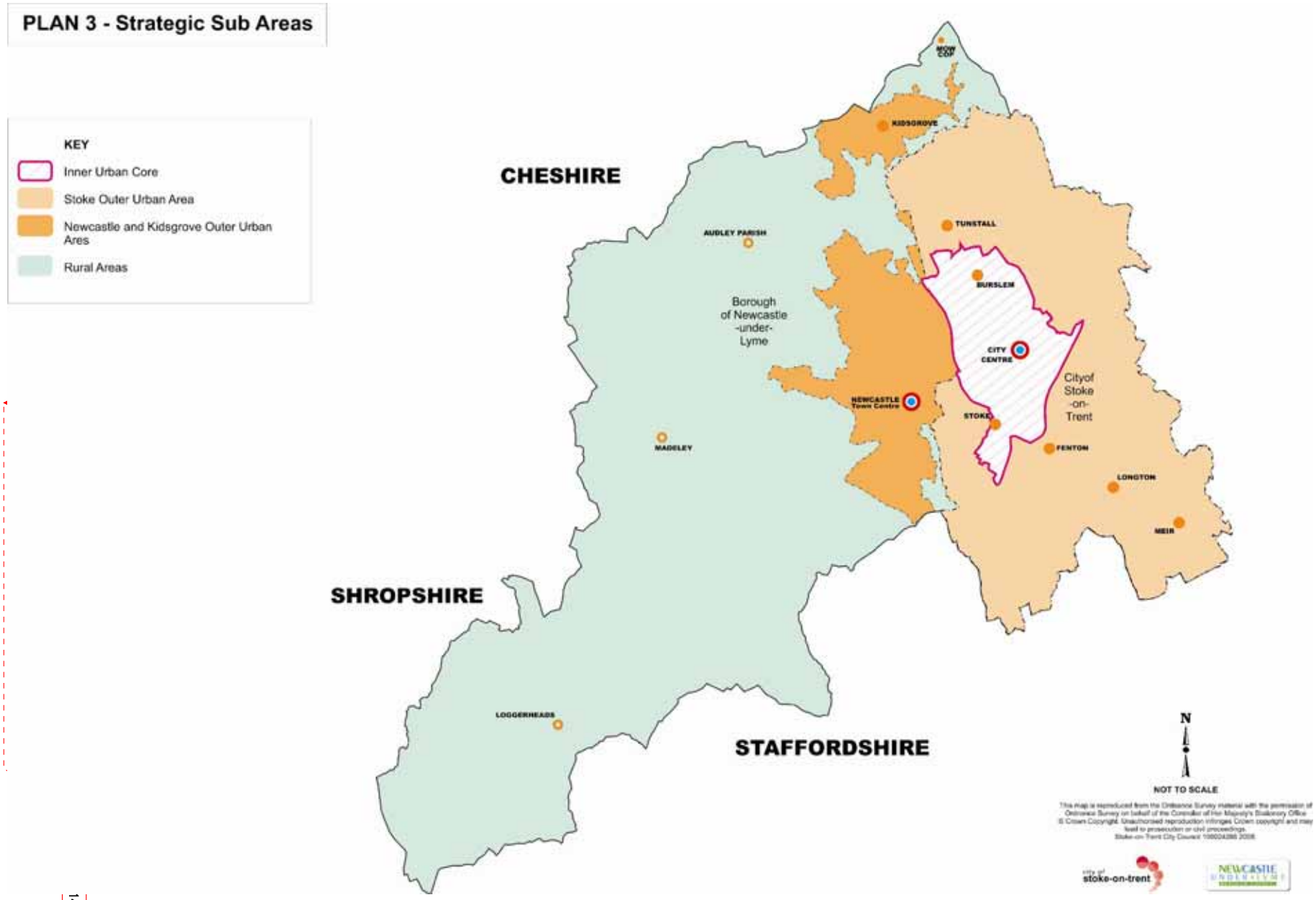
PLAN 3 - Strategic Sub Areas



Strategic Centres

City Centre of Stoke-on-Trent (as defined by the traditional core city centre bounded by the Potteries Way Ring Road) and Newcastle Town Centre.

Significant Urban Centres

Longton, Tunstall, Stoke, Burslem, Fenton, Meir, Kidsgrove, Wolstanton, Chesterton, Silverdale

Local Urban Centres

These are listed at Appendix 5

Rural Service Centres

Madeley, Loggerheads, Audley Parish

Villages

Betley, Mow Cop, Keele, Madeley Heath, Baldwins Gate, Ashley, Whitmore

5.8 The respective roles of the different centres is outlined below –

Strategic Centres - The Regional Spatial Strategy defines the role of 'Strategic Centres' as – the primary focus for major retail developments; the primary focus for uses which attract large numbers of people such as major cultural, tourist, social and community venues; and the primary focus for large scale leisure and office development.

Significant Urban Centres - These centres will play a complementary role to the two strategic centres, primarily providing retail and services to meet local needs. Achieving the right balance of development within these centres will be vital for maintaining the sustainability of all of the centres within the hierarchy.

Local Urban Centres - The range of retail, service, leisure and community facilities provided in a local centre will be determined by the size of its catchment area.

Rural Service Centres - The rural settlements that have been identified as Rural Service Centres are those that provide the most comprehensive range of essential rural services. Development within these centres will primarily be to ensure that this offer, and therefore the sustainability of these centres is maintained.

Villages – No further growth is planned in these settlements, and efforts will be made to ensure existing services and activities within these villages are protected.

5.9 The strategic and spatial principles that follow this broad strategy provide further detail on the character and roles of the plan area's strategic and significant urban centres, and the scale and nature of future development within these centres over the plan period.

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5.10 Development in these centres will be of a scale and nature appropriate to the character and role of each individual centre.

5.11 The use and distinctive character of centres will be increased through measures which maintain and promote a diversity of uses in a safe and secure environment. There will be good public transport links between centres and connecting residential areas to centres, in order to maximise the use of centres, promote sustainability and a well designed environment.

Targeted Regeneration

5.12 The strategy is based on the strategic principle of targeted regeneration. It seeks to focus development and investment towards the highest priority areas – the city and town centres and those areas identified as priority areas for intervention and regeneration and restraining development within non priority locations. This will in turn ensure economic and housing investments are aligned, which will in turn facilitate the development of integrated renewal strategies and investment programmes for the most deprived communities.

5.13 Focusing development in these areas is wholly consistent with International, national and regional sustainability strategies, national planning policy and the aims and objectives of the West Midlands regional economic, housing and spatial strategies including the proposed development targets in the Phase Two Revision, which all reflect the structural changes which are essential to reshaping North Staffordshire.

5.14 It also seeks to prioritise previously developed land in accordance with national and regional policy and in a manner which will deliver effective sustained regeneration. The appropriate density for residential development will be determined on a site by site basis, taking account of the existing built form, the nature of the development to be provided and the need to provide a wide range of housing types, tenures, sizes and prices. Therefore it may be appropriate in certain circumstances to plan for development at lower densities where there is an identified need for a higher value housing offer.

5.15 The principle of targeted regeneration and giving priority to brownfield sites in these targeted areas was proposed in the Revised Preferred Options report as the most effective approach for working towards the collective goals of the plan-wide vision and the individual area based visions and has generally been supported throughout the process of producing the Core Spatial Strategy. Furthermore the sustainability appraisal has clearly demonstrated that this approach is by far the most efficient and effective approach for achieving all the key aspects of sustainable development. The strategy also presents the most effective means towards achieving the aims and objectives of both authorities' community strategies. The Core Spatial Strategy will inform preparation of detailed site allocation plans, subject to level 2 Strategic Flood Risk Assessment and other relevant detailed technical appraisals such as, for example, transport, retail and health impact assessments.

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Policy SP1 Spatial Principles of Targeted Regeneration:

1. New housing will be primarily directed towards sites within:

- the Inner Urban Core; including the City Centre;
- Newcastle Town Centre;
- Neighbourhoods within General Renewal Areas and Areas of Major Intervention and other Areas of Housing Intervention indentified by RENEW North Staffordshire, and
- within the indentified significant urban centres,

All as indicated on the Key Diagram and where it can demonstrably support the Housing Market Renewal Strategy.

Within the Inner Urban Core particular emphasis will be given to development within Areas of Major Intervention.

2. Employment land provision will be focused towards sites accessible to and within the North Staffordshire Regeneration Zone.

3. Chatterley Valley is designated as the area's Regional Investment Site and will be taken forward for delivery by Advantage West Midlands as a high priority.

4. Staffordshire University and University Hospital, will continue to be the focus for high value business growth in the medical and healthcare technologies and creative industries sector.

*** Keele University and Science Park will continue to be the focus for high value business growth in a range of knowledge based industries.**

5. Retail and office development will be focused towards the City Centre and Newcastle Town Centre. Development in other centres will be of a nature and scale appropriate to their respective position and role within the hierarchy of centres.

6. New development will be prioritised in favour of previously developed land where it can support sustainable patterns of development and provides access to services and service centres by foot, public transport and cycling.

5.16 The need to protect and prioritise these areas derives from the Housing Market Renewal programme (HMR) and the North Staffordshire Regeneration Zone as indicated on Plan 2. The aim of the North Staffordshire HMR is to transform the failing housing market across the sub-region, to make the conurbation an area of choice in residential terms, and in particular to revitalise its urban core. This has to be achieved by managing the housing market carefully, to make

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sure that investment opportunities and population are not drawn away from where they are needed to areas that are more immediately attractive for development. The role of Newcastle Borough is crucial in this; the currently more attractive suburbs offered by the Borough are both a positive benefit in attracting people into the conurbation, and a possible detraction away from the aim of revitalising the inner urban core of the conurbation. There is a fine balance to be achieved and a degree of restraint in non priority areas will always be required.

5.17 Housing development can in certain instances aid regeneration, both in general terms and specifically in line with proposals developed through RENEW. Regeneration should be taken to mean comprehensive improvement of the physical and social fabric. Nevertheless, it is likely that any significant level of housing development outside the RENEW Intervention Areas could have the potential to harm the aims of RENEW, though it would be necessary to demonstrate how such harm would be caused. This approach is supported by the Regional Spatial Strategy and PPS3, both of which refer specifically to supporting housing market renewal. Where development is proposed within the RENEW Intervention Areas, it will be necessary to examine further the merits of the particular proposal. Where intervention action is not being proposed by RENEW, there will be a need to ensure that proposed development would not prejudice such intervention.

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Priority to brownfield sites

5.18 Striking a balance between competing demands including sustainable previously developed or greenfield land is at the heart of modern spatial planning. PPS3 maintains the government's emphasis on making effective use of land "by re-using land that has been previously developed". Such land is generally referred to as "brownfield" land. PPS3 sets out a national annual target that at least 60% of new housing should be on brownfield land, and notes that regional spatial strategies and local development documents should also set targets. It is expected that areas, where brownfield land is more common, as in this plan area, will contribute a much higher proportion than the national target of 60%.

5.19 The RSS Phase 2 Review sets a target of 70% for the region and a higher target of 90% for the North Staffordshire conurbation in the period to 2016. Continued delivery of high levels of residential brownfield development depends upon the overall strategic housing development targets.

5.20 To endeavour to meet the target set in the RSS, it is important to minimise greenfield residential development. Strategic Housing Land Availability Assessments are being undertaken by both local planning authorities and these studies will identify precisely the amount of brownfield capacity. The current evidence demonstrates that there is no shortage of previously developed land within the City of Stoke-on-Trent. Indeed in the case of Stoke it is often not a question of brownfield first, greenfield second, but which brownfield?

5.21 Whilst the approach takes advantage of the considerable brownfield capacity in the plan area sustainable transformation, as identified by the strategic vision and aims, can only be achieved if a brownfield site offers the best overall sustainable solution and its development will work to promote key spatial considerations. Priority will be given to developing sites which are well located

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in relation to existing neighbourhoods, employment, services and infrastructure and also taking into account how the site connects to and impacts positively on the growth of the locality. For this reason it will be important that constraints imposed by any land conditions are not allowed to inhibit delivery of a coherent spatial plan sensitive to the needs of local communities and environments.

5.22 This approach will work to deliver effective sustained regeneration in locations which are most accessible to residents of the North Staffordshire Regeneration Zone to minimise energy consumption and the need to travel and in this way contribute to helping us to live more sustainably. It is also the most effective approach towards enhancing the vitality and viability of the identified centres.

5.23 It will also address the key issue of ensuring that significant traffic generators are well positioned in relation to existing centres, strategic transport corridors and the Inner Urban Core. It will also facilitate the development of a sustainable transport infrastructure in line with the Staffordshire Local Transport Plan and the North Staffordshire Transport Plan. The approach will also work to support established successful employment areas and business and to realise the full potential of key strategic knowledge assets such as Keele University and Science Park, the University Quarter and University Hospital to increase employment in higher value jobs.

5.24 The strategy of focusing development on accessible and previous developed land will work to protect the countryside and other important green spaces.

Strategic Housing Targets

5.25 The table below shows the estimated build rates necessary to meet the housing needs of the plan area. The area spatial strategies that follow provide more detail regarding the distribution of housing throughout the plan area. They will also indicate how the area spatial strategies may accommodate additional housing provision arising from the RSS Revision process through to approval.

	Newcastle-under-Lyme	Stoke-on-Trent
RSS Preferred Option Housing Requirement (net)	5,700	11,400
Projected demolitions	557*	3,500
Demolition replacements	557	2,100**
Housing Requirement (gross)	6,257	13,500
	Newcastle-under-Lyme	Stoke-on- Trent
Indicative Annual Requirement (net)	285	570
Indicative Annual Requirement (gross)	313	675

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* RSS Preferred Option projects a total of 976 demolitions for the period 2006 – 2026. This level was based upon early assumptions regarding the expected nature and level of intervention within the Borough by RENEW North Staffordshire. A more realistic estimate (based upon historical trends and the actual programme of clearance for the Knutton and Cross Heath Area of Major Intervention) revises this figure to 557.

** Based upon RSS Preferred Option estimates of 3,500 demolitions and a replacement rate of 0.6 per dwelling demolished.

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*Based upon RSS estimates of 3500 demolitions and an assumption of a 66% replacement rate.¶
** The WMRSS Phase Two Revision projects a total of 976 demolitions for the period 2006 – 2026. This level was based upon early assumptions regarding the expected nature and level of intervention within the Borough by RENEW North Staffordshire. The revised figure included in the table above reflects a more realistic estimate of actual anticipated demolitions. This estimate is based upon historical trends and the actual programme of clearance for the Knutton and Cross Heath Area of Major Intervention. The replacement rate is assumed to be 100%.¶
***Split between 4800 in urban Newcastle and 900 in the rural areas¶

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Housing Phasing

5.26 The expected phasing of housing delivery within the North Staffordshire conurbation throughout the plan period is outlined in the RSS Phase Two Revision as follows-

	2006 – 2016	2016 - 2026
Annual (net) Housing completions	900	800

5.27 This trajectory differs from much of the region in that, at present, it is envisaged that the phasing of housing will not increase throughout the plan period. This is due to the need to ensure that action taken to address the current weaknesses in the conurbation's housing market i.e. the work of RENEW, is successful. It should be noted that the above phasing does not include housing within the rural parts of the plan area.

5.28 The proposed housing trajectory for Stoke-on-Trent is set out below. This accommodates the Housing Market Renewal programme. In the event that housing targets increase as a consequence of the RSS Revision process this would be accommodated in the latter part of the plan period so as not to prejudice the renewal programme.

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	Net Housing Requirement (a)	Projected Demolitions (b)	Demolition replacements (c)	Indicative gross housing requirement (d)
2006/07	719*	219*	131	850*
2007/08	746*	224*	134	880*
2008/09	180	400	240	420
2009/10	180	400	240	420
2010/11	330	450	270	600
2011/12	470	490	294	764
2012/13	740	315	189	929
2013/14	820	189	113	933
2014/15	855	72	43	898
2015/16	760	67	40	800
2016/17	710	68	41	751
2017/18	660	67	40	700
2018/19	610	67	40	650

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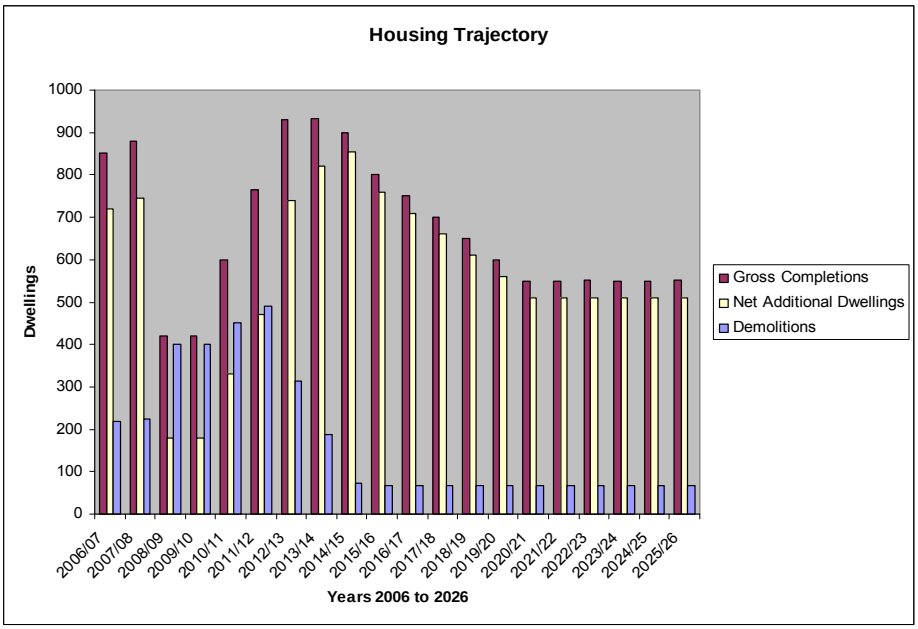
2019/20	560	68	41	601	
2020/21	510	67	40	550	
2021/22	510	67	40	550	
2022/23	510	68	41	551	
2023/24	510	67	40	550	
2024/25	510	67	40	550	
2025/26	510	68	41	551	
	11,400	3,500	2,100	13,500	

* Figures for 2006/07 and 2007/08 are actual figures.

The indicative gross housing requirement is calculated by taking the net requirement and adding a figure for demolition replacements at the rate of 0.6 replacements for each dwelling lost.



5.29 The proposed housing trajectory for Newcastle-under-Lyme is set out below. This accommodates the Housing Market Renewal programme. The RSS sets a target of 900 additional dwellings within rural Newcastle-under-Lyme. This equates to approximately 45 net additional dwellings per annum. It is expected that this provision will be phased at a broadly even rate throughout the plan period.

5.30

Year	Gross Completions	Net Additional Dwellings	Demolitions	Cumulative Completions to the end of the plan period	
2006/07	260	208	52	208	
2007/08	204	142	62	350	
2008/09	284	205	79	555	

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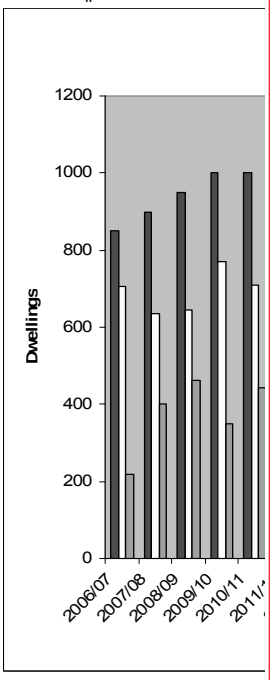

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2009/10	216	168	48	723
2010/11	188	127	61	850
2011/12	269	238	31	1088
2012/13	345	329	16	1417
2013/14	411	395	16	1812
2014/15	375	359	16	2171
2015/16	427	411	16	2582
2016/17	421	405	16	2987
2017/18	432	416	16	3403
2018/19	427	411	16	3814
2019/20	437	421	16	4235
2020/21	367	351	16	4586
2021/22	331	315	16	4901
2022/23	307	291	16	5192
2023/24	268	252	16	5444
2024/25	144	128	16	5572
2025/26	144	128	16	5700

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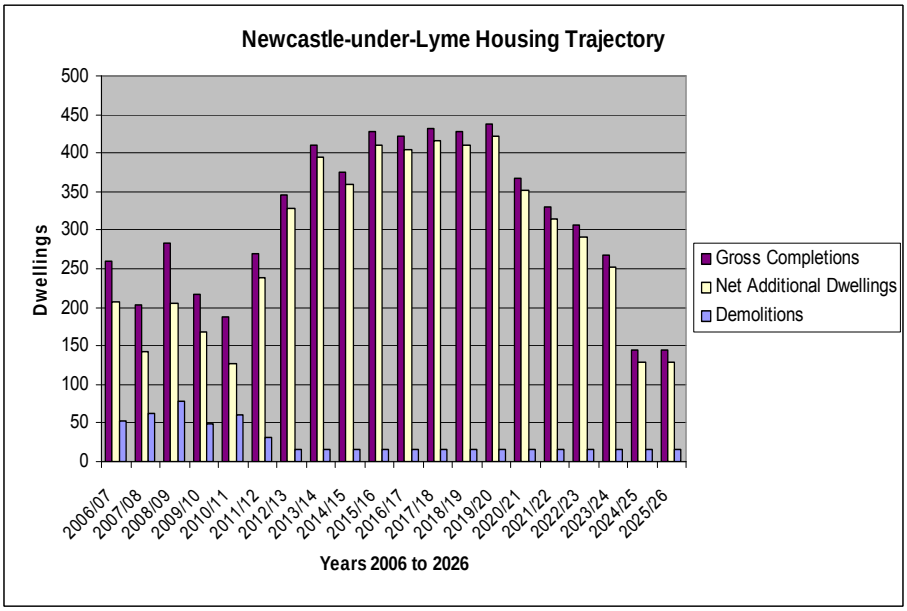

Affordable Housing

5.30 The Regional Spatial Strategy sets indicative minimum targets for the delivery of affordable housing. The North Housing Market Area is expected to deliver a minimum 500 affordable dwellings per annum. The West Midlands North Strategic Housing Market Assessment will provide more detailed evidence as to how this should be distributed.

5.31 It is expected that this Core Spatial Strategy will deliver at least 1,200 dwellings in Newcastle and 3,000 dwellings in Stoke.

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5.32 The type and tenure of this affordable provision will be determined on a site by site basis to reflect specific local needs. However, in order to create genuinely sustainable mixed communities, an appropriate mix of social rented and intermediate affordable housing will need to be delivered. The table below sets out broad targets for the overall mix of affordable housing to be delivered within the plan area.

	Newcastle-under-Lyme	Stoke-on-Trent
Social rented	**60%**	**50%**
Intermediate	**40%**	**50%**

Economic Development

5.33 Economic prosperity has a direct bearing on our quality of life; ability to change the plan area and retain and attract people who can exercise choice where they live. Compared with the rest of the UK, the plan area, the City of Stoke-on-Trent in particular, lags behind on almost every economic indicator. The plan area has a number of key advantages for business including good access to markets; potentially powerful economic drivers in the City Centre of Stoke-on-Trent and Newcastle town centre; two universities (one with a medical school and science park); competitive labour and land costs; a tradition of creativity and innovation; a wealth of industrial heritage; attractive green spaces; proximity to tourism magnets and designation as an Assisted Area and Regeneration Zone. The North Staffordshire Regeneration Partnership has comprehensively reviewed the local economy and sets out the priority actions for building a knowledge driven and 'experience' economy; creating a balanced and quality urban form; investing in our people and communities; sharpening the governance arrangements and selling and promoting a new local brand

5.34 RSS Phase 2 Revision provides the regional spatial direction for the sub region and complements the Regional Economic Strategy. The conurbation will remain the focus for sustainable economic growth complemented by modernisation and diversification of the rural economy. Progress relies on enhancing natural and cultural assets to attract sustainable business activity and reducing worklessness by improving access to training, education, ICT and employment opportunities.

5.35 This will be achieved by delivery of the following principles:

Policy SP2 Spatial Principles of Economic Development

1. **Diversification and modernisation of the centres for new business investment, particularly in terms of retailing, education, leisure, entertainment, culture, office development and residential development that is appropriate in scale and nature to the respective centre.**

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2. **Development of the City Centre of Stoke-on-Trent as the main focus for mixed use regeneration incorporating new office led schemes and Newcastle town centre as a focus for office development incorporated into mixed use schemes.**

3. **Harnessing the creative and knowledge assets of North Staffordshire to develop high value business growth, in particular investment in Keele University and Keele Science Park, The University Quarter including Staffordshire University and University Hospital, and in the new growth sectors of medical and healthcare technologies and creative industries.**

4. **Improvement in the levels of productivity, modernisation and competitiveness of existing economic activities, whilst attracting new functions to the conurbation, especially in terms of service-based industries.**

5. **Promoting North Staffordshire's unique heritage and its cultural distinctiveness to strengthen its viability as a tourist destination; to underpin its image as a vibrant, dynamic and innovative sub-region and to promote the economic potential of re-use of buildings, particularly those of heritage value.**

6. **Capitalising on North Staffordshire's potentially strong geographical position, its people and its productive asset base.**

SP2 - Continued

7. **Strategically planned land use on major brownfield sites for high value business growth to complement smaller scale, localised employment development elsewhere in the plan area.**

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Portfolio of Employment Land

5.36 The RSS Phase 2 Revision states that all local planning authorities must provide an appropriate range of employment sites and premises to meet the needs of the local and regional economy. This portfolio of employment sites should provide a range of sites. However, it is recognised that not all local authorities will have the capacity, or the necessity, to provide the full range of sites within the hierarchy.

5.37 The portfolio of available employment land within the plan area will be as follows -

First Tier Sites of Regional Significance

5.38 The Regional Investment Site at Chatterley Valley is currently being brought forward through a partnership comprising - Advantage West Midlands, Staffordshire County Council, the North Staffordshire Regeneration Zone, Newcastle Borough Council and Stoke-on-Trent City Council. This site is one of two Regional Investment Sites serving North Staffordshire. The second site is at Blythe Bridge within the District of Staffordshire Moorlands.

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Second Tier, Locally Significant Employment Sites

5.39 These are comprised of -

- Sub–Regional Employment Sites – High quality sites of between 10 - 20ha to meet cluster priorities and local needs, capable of attracting clients with an international, national or regional choice of location.
- Good Quality Employment Sites – Good quality sites of 0.4ha or more to meet locally based investment needs
- Other Employment Sites – sites normally less than 0.4ha to meet the needs of local investors

5.40 The RSS Phase 2 Revision sets specific targets for the provision of employment land for the period 2006 – 2026. These targets are split into a minimum five year rolling reservoir of immediately available employment land and an indicative long term supply. The targets for Stoke and Newcastle are as follows-

	Newcastle-under-Lyme	Stoke-on-Trent
Rolling five year supply (ha)	28	55
Indicative long term supply (ha)	84	165

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5.41 This provision does not include first tier sites of regional significance, but should include an appropriate mix of second tier, locally significant sites.

5.42 The current availability of employment land within the plan area as of 1st April 2006 is as follows –

	Newcastle-under-Lyme	Stoke-on-Trent
Sub – regional employment sites (ha)	53	67
Good quality employment sites (ha)	28	177
Other employment sites (ha)	2	26
Total current provision (ha)	83*	270
RSS target 2006 – 2026 (ha)	112	220

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Additional sites to be identified (ha)	29	-

* Does not include the RIS site at Peacock Hay, Chatterley Valley

5.43 Both authorities will be conducting comprehensive assessments of their existing supply of land available for economic development through employment land reviews in accordance with guidelines in PPS4 – Planning for Sustainable Economic Development and the *Employment Land Reviews: Guidance Note (ODPM 2004).*

5.44 The outcome from the proposed Employment Land Reviews will provide the evidence base for establishing whether the current mix of provision is appropriate and for determining the nature of the future provision of additional sites throughout the plan period. The allocation of employment land will be broadly distributed across all of the business use classes and closely associated sui generis uses in order to ensure a balanced portfolio of employment land across North Staffordshire. Employment generating uses are defined within the glossary at Appendix 1.

5.45 The RSS Phase 2 Revision states that these targets should ideally be met through maximising the potential for recycling previously developed land, but does recognise that in some cases, the use of greenfield land may be required where all other preferable alternatives have been considered.

5.46 Additional sites will be identified and allocated in each authorities subsequent Development Plan Documents. Full details can be found in each authority's respective Local Development Scheme. The phasing of the release of any additional sites will take account of both the need to maintain the continuous rolling reservoir of available sites and the importance of avoiding any potential over – supply.

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5.47 RSS Phase 2 Revision also identifies the strategic need for Major Investment Sites (MIS) and a Regional Logistics Site in North Staffordshire.

5.48 Major Investment Sites (MIS) – These are required to accommodate very large scale investment by single users with an international choice of locations in order to help diversify and restructure the regional economy. The Toyota plant at Burnaston, Derbyshire is an example. They should be in the order of 50 hectares in size, should generally be high-quality sites, served or capable of being served by multi-modal transport facilities and be well related to the motorway and trunk road network. Sites need to be located in areas close to a large labour pool with employment needs, accessible to education and training opportunities and endorsed by the Regional Planning Body. It is reserved only for the intended user.

5.49 Regional Logistics Sites (RLS) - The site should generally be in the order of 50 hectares or more; possess good quality access to the regional rail and highway networks and public transport links, or capable of having such links provided; be served or proposed to be served by multi-modal transport facilities and broadband IT infrastructure; have easy access to an appropriate labour supply and education.

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5.50 There are currently no suitable brownfield candidates for Major Investment Site (MIS) or Regional Logistics Site (RLS) designation within the plan area having regard to all material considerations. However, this will be kept under review in the event that a suitable windfall opportunity arises.

New office floorspace development

5.51 The RSS Phase 2 Revision sets targets provision of additional office floorspace for the 2006 – 2026 plan period. These targets are set out in the table below -

Newcastle-under-Lyme	Stoke-on-Trent
60,000m²	**85,000m²**

5.52 This development should be within or on the edge of the two strategic centres – Stoke-on-Trent City Centre and Newcastle Town Centre. The Regional Spatial Strategy Revision outlines a set of criteria that must be met to justify the need for development outside of the strategic centres. Creation of a large scale City Centre Central Business District will be a vital component in the achievement of RSS growth aspirations for office development in Stoke-on-Trent. In Newcastle Town Centre the provision of new office floorspace on sites close to the inner ring road will play an important role strengthening the status of its existing financial and professional services cluster. Suitable sites will be identified and allocated in each authorities subsequent Development Plan Documents. Full details can be found in each authority's respective Local Development Scheme.

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Comparison Retail Floorspace Requirements 2006 - 2026

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5.53 The RSS Phase 2 Revision sets reqquirements for the provision of additional gross comparison retail floorspace for the 2006 – 2026 plan period. These requirements are set out in the table below -

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	Newcastle-under-Lyme	Stoke-on-Trent
Additional comparison floorspace (m²) for 2006 – 2021	**25,000**	**80,000**
Additional comparison floorspace (m²) for 2021 – 2026	**10,000**	**40,000**

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Total	**35,000**	**120,000**

5.54 The development must be located within the two strategic centres – Stoke-on-Trent City Centre and Newcastle Town Centre. The overall target is phased over two time periods – 2006 - 2021 and 2021 - 2026. The Regional Spatial Strategy revision states that local authorities should have regard to the 2021-2026 period but that planning permission for developments intended to meet requirements arising after 2021 should not be granted before 2016. These requirements are inclusive of all commitments as of April 2006. Suitable sites will be identified and allocated in each authorities subsequent Development Plan Documents. Full details can be found in each authority's respective Local Development Scheme.

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Movement and Access

5.55 Good design is as much about how places work as how they look. Good communication links within the sub region and our neighbouring districts are therefore vital to delivering economic prosperity and social well being. To improve our quality of life and the areas economic performance we need to radically improve local accessibility, in a manner which is sensitive to the local environment and the different functions of our towns and villages.

5.56 The plan area is crossed by a number of strategic transport corridors as illustrated on Plan 4 including the national South East to North West transportation corridor. The Government's detailed intentions in respect of the M6 are awaited. The A500/A50, managed by the Highways Agency as part of England's strategic road network, remains a critical connection between the North Staffordshire Major Urban Area and the national road network. Whilst it can be anticipated that the sustained regeneration of the conurbation will lead to an increase in the current levels of traffic on both the strategic and local highway networks, Government policy requires that, if possible, this will need to be accommodated without building unnecessary new roads. The emphasis will be on reducing the impact of road users on each other and the environment, improving road performance through better network management and making smarter journey choices easier.

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5.57 The West Coast mainline upgrade is nearing completion and provides faster and more frequent rail services from Birmingham, Manchester and the capital. The Crewe-Stoke-Derby rail route is an important cross-country link and improvements are needed to improve reliability, reduce journey time, increase frequencies and improve the quality of stations.

5.58 RSS Phase 2 Revision updates the strategic regional transportation policies for the area.

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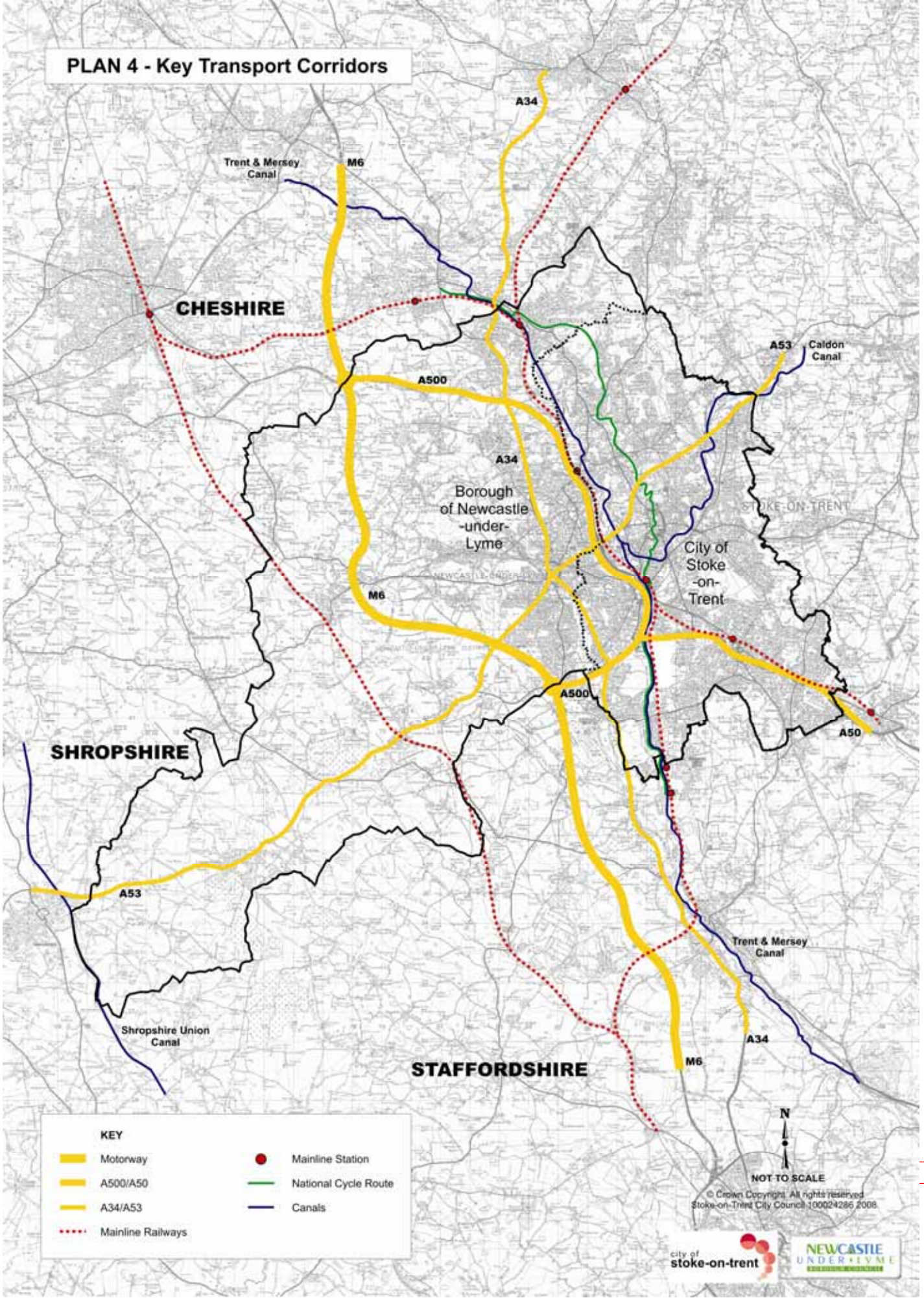
PLAN 4 - Key Transport Corridors
A34
Trent & Mersey Canal
M6
CHESHIRE
A53
Caldon Canal
A500
A34
Borough of Newcastle -under- Lyme
STOKE-ON-TRENT
City of Stoke -on- Trent
M6
A500
A50
SHROPSHIRE
A53
Trent & Mersey Canal
Shropshire Union Canal
A34
M6
STAFFORDSHIRE
KEY
Motorway
A500/A50
A34/A53
Mainline Railways
Mainline Station
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NEWCASTLE UNDER LYME

Policy SP3 Spatial Principles of Movement and Access

1. **Improving accessibility and social inclusion through providing for a compact sub region of sustainable linked communities, which have a range of services and facilities, and which are well connected to major employment and service centres and the network of green open space.**

2. **Maximising the accessibility of new residential, employment, retail, development, health and education centres, green open space, leisure and sport facilities as well as strategic transport interchanges, such as railway stations, by walking, cycling and public transport.**

3. **Where necessary allocating land for the provision of essential infrastructure.**

4. **Promoting travel awareness and encouraging the production of Green Travel Plans and the latest information and communication technologies.**

5. **Increase the safety of travel by ensuring developments adopt design principles which work to create safer environments and where appropriate by delivering infrastructure improvements with new development.**

6. **Progressive development of Park and Ride facilities.**

7. **Encouraging the use of waterways as lines of communication and enhancing and safeguarding rail travel.**

8. **Addressing the environmental impacts of travel including congestion, air quality and noise pollution.**

9. **Secure developer contributions towards the delivery of schemes that support the key objectives of the Staffordshire and North Staffordshire Local Transport Plans.**

5.59 The National, regional and sub regional transport policy agendas are very clear that there is a need to secure more choice, better access and promote the most sustainable modes of travel and discourage the least sustainable as well as securing safer and more reliable journeys. A key task of this Core Spatial Strategy in conjunction with the Staffordshire Local Transport Plan (LTP) and North Staffordshire Local Transport Plan (NSLTP), therefore, is to promote a spatial plan which makes provision for and maintains a modern accessible transportation system, which supports opportunities for walking and cycling in safe and attractive environments and successfully connects communities to each other and links them to modern labour markets and high performing local services and facilities.

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5.60 Together the LTP and NSLTP, provide the detailed evidence base regarding transport problems and opportunities which inform the LDF process by, for example, detailed congestion analysis, accessibility planning and road casualty analysis. The LTP not only pays particular attention to identifying schemes that both support regeneration but are also informed by this evidence base. The investment strategies outlined in the LTP and the North Staffordshire Local Transport Plan are directly linked to the regeneration programmes of RENEW and the Regeneration Zone.

5.61 In conjunction with the local authorities of Newcastle and Stoke-on-Trent the key areas to be targeted for investment by the LTP and the NSLTP which will facilitate the implementation of the LDF are outlined below:-

- Supporting the comprehensive refurbishment of the City Centre of Stoke-on-Trent coach and bus station as part of the delivery of an integrated sustainable transport programme within the inner urban core focused on a network of bus priority measures supported by the development of park and ride facilities in key strategic locations.

- High quality information including expanding investment in transportation management technology, such as variable message signage.

- Building on the Quality Bus Partnership (in place between the authorities and First plc) to secure improvements to urban and rural bus services, and in particular, in urban areas; increasing bus priority measures such as the establishment of bus priority corridors linking key town centres and regeneration areas along routes which suffer high levels of congestion and extending existing bus lanes.

- Encouraging the introduction of rural demand responsive transport.

- Improving road safety.

- Promoting travel awareness through the Travel Wise campaign encouraging greater use of information and communication technology through a digital strategy for North Staffordshire.

- Supporting investment which helps to realise the potential of our waterways and the network of green spaces, to support the integration of communities and promote opportunities for leisure and physical activity, as well as, to provide sustainable transport corridors.

- Promoting walking and cycling as a major mode of travel in support of community, health and tourism objectives. The National Cycle Network (NCN5) will be improved and complemented by local networks and measures to support cycling. The use of the Shropshire Union, Trent and Mersey and Caldon canals and towpaths will be encouraged. Measures will be introduced to improve pedestrian comfort in all centres where this is compatible with their operational transport requirements.

- Liaising with the rail authorities to encourage new investment in rail main line and cross country lines and the rail freight infrastructure.

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The mainline and cross country rail lines and Stoke, Longton, Longport and Kidsgrove stations and freight facilities will be safeguarded and where possible improved.

- Park and ride facilities will be progressively provided to connect the strategic transportation corridors to centres with priority being afforded in the first instance to delivery alongside the A500/A50 corridor.

- The Potteries Way will be completed and road connections between the A500 through the Etruria Valley to both the City Centre and Burslem improved. Provision of the improved circulatory and access roads around Tunstall, Burslem and Stoke continues as a strategic priority and the future of the Hanley-Bentilee Link Road remains under review.

5.62 Investment in a number of these areas will facilitate the provision of more modern and accessible buses plus other quality factors such as bus reliability, information and customer care and comfort including accommodating the needs of the mobility impaired. It will also serve to link the Quality Bus Partnership to a Punctuality Improvement Partnership that will identify the causes of delays and solutions. Within the rural areas an innovative approach is needed that provides services that are sustainable in the long term, supported by land use policies that seek to retain employment, the local provision of rural services, and reduce social exclusion

5.63 The investment will largely be delivered through a combination of contributions from the Staffordshire Local Transport Plan (LTP) and North Staffordshire Local Transport Plan and developers. Both Newcastle and Stoke are currently in discussion with the County Council regarding the introduction of a Transport and Development Strategy for each local authority area. This is intended to provide a funding framework to ensure the investment in transport is shared equitably between public resources and all developers within each local planning area.

5.64 The feasibility of introducing systems such as Light Rapid Transport will also continue to be monitored. This Core Spatial Strategy will be a key vehicle for facilitating this investment strategy.

5.65 There is no known infrastructural obstacle to the delivery of the Core Spatial Strategy, as set out within the Strategic Infrastructure Planning Document which forms part of the LDF Core Spatial Strategy Evidence Base (see Appendix 2). The detailed infrastructure required to support the growth set out in the Core Spatial Strategy will influence investment plans and specific requirements will be set out in area action plans and other site allocation plans to follow. This will both take account of and influence service providers investment programmes and help determine reasonable developer contributions towards infrastructure provision.

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Area Spatial Strategies

City Centre of Stoke-on-Trent Area Spatial Strategy

5.66 This area includes the core, traditional city centre bounded by the Potteries Way ring road and the complementary Etruria Road Corridor. The complementary Festival Park / Festival Heights forms part of the Stoke-on-Trent Inner Urban Core.

Vision

5.67 ***"To create a thriving, diverse and nationally recognised highly performing City Centre. By 2026 the City Centre will have an expanded primary shopping area, a new business district, a distinct cultural quarter and provide for a range of City Centre living opportunities not currently available. These developments and others in the private, public and voluntary sector will be set within a network of accessible, attractive, safe and largely traffic free open spaces well served by all forms of public transport. Linkages to and from the City Centre to outlying areas will be capitalised upon through the creation of specific boulevards and welcoming gateways. Mixed use employment, commercial enterprise and residential accommodation not readily able to locate within a completed Potteries Way will be accommodated to the west of the Potteries Way. Destined to grow the City Centre will serve the needs and aspirations of all its user groups."***

5.68 This vision for the future of the City Centre will be achieved through the strategy outlined below and amplified through the City Centre and Etruria Road Corridor Area Action Plan.

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Area Spatial Policies

ASP1 – City Centre of Stoke-on-Trent Area Spatial Policy

1. For the plan period 2006-2026 the strategy seeks to repopulate the city centre and revitalise a housing market which is currently weak. Provision will be made for a minimum of 500 dwellings designed to contribute positively to the character, vibrancy and sustainability of the city centre.

2. Over the plan period 2006 - 2026 mixed use proposals will provide for 80,000m2 of additional gross comparison retail floorspace to 2021 and a further 40,000m2 to 2026 plus 85,000m2 of additional gross office floorspace within or on the edge of the core city centre.

3. The City Centre of Stoke-on-Trent is the largest retail destination in North Staffordshire and South Cheshire. The Centre has a primary role at a sub-regional level in attracting large scale shopping development. It is the popular location for business and brands of national renown. The aim is to promote a broad spectrum of uses, attractions and facilities, encompassing commercial development, shopping, leisure and cultural attractions, community facilities and housing. It will be important to ensure that the City Centre retains the focus for city centre type uses with new development in the remainder of the plan area fulfilling a complementary rather than competitive role and recognising the individuality of the other centres within the hierarchy.

4. The primary shopping area will be expanded between Lichfield Street/Stafford Street/Bryan Street and the Potteries Way to the north, east and south. An additional magnet of attraction will be created by the retail led redevelopment of the East and West Precincts to complement the developing retail focus at the Potteries Shopping centre.

5. The Cultural Quarter will be enhanced and its appeal expanded to incorporate more creative activities and complementary functions.

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ASP1 Continued:

6. A new, large scale, high density central business district will be provided in the south western sector of the centre to help diversify the local economy and support the shopping area. This is of critical importance to the delivery of the City Centre's long term growth prospects. Hope Village will become an exciting and vibrant quarter of the City Centre where people choose to live, work and visit. It will be a viable and high quality mixed use area including business, leisure and support retail provision, together with a high quality residential environment appropriate for a city centre location which respects the area's historical context. It will be important to consider the details of pedestrian and cycle movement in association with public realm and greenspace enhancements to ensure that the severance effects of the new Inner Ring Road do not create undue barriers to connections between the inner urban core area to the north and north west and the City Centre to the south and south east.

7. High density city centre living will be encouraged and the Hope Village area will be regenerated to provide for residential and appropriate commercial uses, all in keeping with the leisure based activities within the area.

8. The Etruria Road corridor and western links of the Potteries Way will be the focus for complementary city centre uses which cannot reasonably be accommodated within the traditional core and which would not prejudice the sustained regeneration of that core.

9. Land to the north and south of the corridor will be brought forward for a mix of residential and employment uses.

10. The growth of traffic generation in the city centre will be reduced by the introduction of remote park and ride facilities. The city centre will be served by a strategic network of perimeter quality public car parks.

11. Public transport access to the city centre will be enhanced by development of quality bus routes along radiating roads and linking to improvements for all public transport modes within the centre and to a new bus station in close proximity to the East and West Precincts development.

12. The National Cycle Network passing through the area will be provided with better connections to the rest of the City.

13. Public places and green spaces within the city centre will be improved for the benefit of pedestrians and better connections provided between Central Forest Park, Festival Park and Hanley Park via the city centre.

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ASP1 Continued:

14. The missing links of the Potteries Way will be provided and steps taken to reduce the constraints to non-vehicular movement provided by the existing highway and connections along Etruria Road (the Business Boulevard) to Festival Park, the A500 and Newcastle improved. The connection between the city centre to the University Quarter, Stoke railway station and Stoke town centre by means of the University Boulevard will be enhanced. How to provide detailed better linkages to Burslem in the north and to the east of the City by means of the Hanley-Bentilee Link Road are being considered.

15. High standards of urban design will be expected for the city centre which embrace the best principles of modern design and are sensitive to the existing, valued character of the area.

Reasoned Justification

5.69 This strategy is in general conformity with emerging Regional Spatial Strategy (RSS). It links to strategic aims SA1 - 5 inclusive, 7, 8, 10, 12, 13, 14, 16, 17 and 18 and takes forward the adopted Community Strategy. The sustained regeneration of the City centre is a key plank in the North Staffordshire Regeneration Partners Business Plan.

5.70 There is a need to further invest in the City Centre to improve its accessibility and performance as a regionally important shopping destination. RSS Revision and local retail projections indicate that there is retail growth potential above and beyond existing planning commitments to allow the City Centre to develop additional retail attractions and better compete with its peers in the regional arena. The strategy expands upon the existing primary shopping area in a measured manner. Development of two poles of attraction within the centre will help raise the centre's profile and spread pedestrian footfall for the benefit of all.

5.71 Existing retail, leisure and other city centre type activities at Festival Park, Festival Heights and alongside the Etruria Road corridor is a fact of life. The strategy seeks to clarify the relationships with the traditional core city centre so that the component areas can operate in harmony.

5.72 The vitality and vibrancy of the city centre is about more than just shopping. The development of the cultural quarter as a venue for the arts has been a success but it needs to be further developed and its appeal widened to embrace the creative activities. The continued focus of all forms of leisure and entertainment activities in all their many forms helps enrich the centre but must be properly planned to ensure peaceful co-existence.

5.73 The diversification of the local economy is an important priority and provision should be made for a portfolio of office development from high density concentration to lower density offer and throughout the city centre as part of a mix of uses. This will help support the retail and other commercial functions

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of the centre and complement attempts to repopulate the city centre. Additionally it is proposed to promote a Central Business District which is designed to establish a critical mass of new high quality office employment with national appeal to professional and service industries. The centrally located cluster of new modern offices will provide a high quality working environment for existing and new businesses providing a new direct investment and secondary investment in the service sector supporting an expanding office employment base.

5.74 The concept of high quality city living is an important component of a vibrant, sustainable urban environment. This is a relatively new market for the city centre and there is known developer interest to bring forward such schemes. Modest minimum provision is made for residential development. In order to help create this new, quality residential market no provision for affordable housing will be sought within the Potteries Way for the foreseeable future. Detailed design considerations will be particularly important to ensure we can create an attractive residential environment.

5.75 The reduction of reliance on the private car follows the strategic steer provided by national and regional policy and will help facilitate delivery of the radical transformation of the North Staffordshire Major Urban Area. To reduce traffic congestion motorists must be encouraged to switch from use of the private car to alternative means of travel choice. One mechanism to achieve this is through the development of park and ride facilities in key strategic locations and improving the delivery of bus priority measures. The provision of a park and ride system would also enable the rationalisation of car parking provision within centres to be investigated.

5.76 Improvements to public transport and particularly use of buses will be a pragmatic response to changing travel behaviour and patterns. In terms of the City Centre this can be achieved by greater priority being given to public transport operations such as introduction of bus corridors

5.77 The existing City Centre bus station is at the hub of the North Staffordshire bus and coach service. From a passenger perspective its waiting environment is unattractive and not conducive to encouraging bus travel. We wish to bring forward a new “state of the art” bus station to serve the sub region; provide a high quality and safe environment to meet the needs of increasing numbers of passengers from improvements to existing bus services, extra services from development areas and park and ride services, and as a multi-modal transport facility addressing any barriers to interchange.

5.78 The National Cycle Network in the city is complete. To encourage cycling opportunities will be taken to improve local connections as part of the development of neighbouring areas.

5.79 The attractiveness and comfort of the city centre is in part determined by the quality, variety and appeal of its public spaces and public realm. Detailed proposals are being worked up to enhance this aspect of the City Centre to complement commercial investment. Pedestrians should be able to more easily permeate the collar provided by the ring road to encourage use of the centre and connections to the commercial areas at Festival Park/Heights and the greenspaces at Central Forest Park and Hanley Park.

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5.80 Planning permission exists for completion of the Potteries Way as part of the requirements of neighbouring commercial development. The City Centre Development Framework identified the strategic advantages arising from the creation of the Business District and University Boulevards to better link areas of regeneration and connections to the city centre. These concepts are taken forward in this strategy.

5.81 Improving the quality of built design which respects local sensitivities will be particularly important in the City Centre because of the number of people using the centre, and for many residents and visitors it will provide a lasting impression of how the plan area is changing for the better.

Implementation

5.82 The City Centre Development Framework set out a prospectus to develop the City Centre and was complemented by an Investment Strategy. This forms the basis for the preparation of the North Staffordshire Regeneration Partnerships' Business Plan to take forward key regeneration projects. Subject to detailed appraisals there are no known insurmountable physical constraints to implementation of the strategy set out above, as set out within the Strategic Infrastructure Planning and Delivery Document which forms part of the Local Development Framework Core Spatial Strategy evidence base.

5.83 There is active developer and landowner interest seeking to bring forward retail aspirations in a measured manner which will complement the regeneration aspirations of the city centre. We all share a common aim to see the city centre prosper in accordance with the parameters set out in strategic planning policy.

5.84 A joint venture partnership has been established between the City Council and private developers to bring forward the East and West Precincts mixed use regeneration proposals as a short term priority including the provision of the replacement bus station and strategic car parking facilities in the south eastern sector of the City Centre. Potential exists for beneficial dialogue with developers to then bring forward mixed use regeneration and expansion of the northern part of the primary shopping area including strategic car parking provision. Planning permission exists for the relocation of the Tesco store and creation of new Retail and Leisure Park off Waterloo Road incorporating provision of the missing links of the Potteries Way and site preparation has commenced.

5.85 The Partnership is also working to produce detailed investment strategies and masterplans to secure the development of the Cultural Quarter to stimulate the production and consumption of high quality creative services linked to the Business District and Primary Shopping Area. This will help facilitate a stronger twilight economy enhancing the appeal of the centre in the evening and at night.

5.86 The embryonic business district is in multiple ownership. The Partnership is working to develop viable proposals to secure the comprehensive mixed use regeneration of the south western sector of the City Centre incorporating office and strategic car parking provision.

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5.87 There is active developer interest in respect of residential development and detailed schemes are being worked up for examination by the planning authority.

5.88 Land, particularly to the south of the Etruria Road corridor has latent development potential and is being assembled by developer interests to progressively bring forward a package including investment in essential infrastructure, all in accordance with this strategy.

5.89 Investment in the transport infrastructure of the city centre will be derived from a cocktail of funds including developer contributions. A preliminary city centre transport study has been completed and will form the basis of detailed schemes and investment programmes, in full consultation with stakeholders and interested parties. Of particular importance will be investment in the public realm of the city centre. Following an international design competition consultants have been appointed to remodel the public realm in the core area and investigate the connectivity to neighbouring areas.

5.90 High standards of urban design will be expected for the city centre. Steps are being taken to provide more detailed design guidance for the whole of the plan area and to inform city and town centre design. Consideration is also being given to the extension of the existing City Centre conservation area to strengthen design considerations.

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Stoke-on-Trent Inner Urban Core Area Spatial Strategy

5.91 The Inner Urban Core (excluding the City Centre), extends from Burslem in the north to Stoke-upon-Trent in the south; and from the A500 and City Council administrative boundary in the west to the valley of the River Trent and Fenton Manor in the east. It contains the historic heart of the conurbation, the town centres of Burslem and Stoke-upon-Trent and includes the seats of higher education in the City.

Vision

5.92 ***"To create attractive, vibrant and sustainable communities in the heart of the City. The Strategy will provide for increased vitality and vibrancy of Burslem and Stoke-upon-Trent town centres and improve accessibility and availability of modern local facilities. Housing growth will be focused to address specific regeneration priorities at general densities of 50 dwellings per hectare, and the creation of new employment opportunities through major new development will maximise economic potential. The towns of Burslem and Stoke-upon-Trent will re-establish their distinctive roles within the hierarchy of town centres. Burslem town centre will be developed as a centre for cultural and creative enterprise and be recognised as a prime example in the West Midlands of heritage led regeneration. Stoke-upon-Trent town centre will retain its role as an administrative centre, a University town and a nationally important destination for ceramics factory shopping. Surrounding areas, including Middleport, Cobridge, City Waterside, Northwood, Shelton and Stoke, will have a fusion of different uses, including residential, commercial, and industrial and community facilities enhanced by a welcoming and inviting high quality built and natural environment."***

5.93 This vision for the future of the Inner Urban Core will be achieved through the strategy outlined below as illustrated on Plan 5 and amplified through the Inner Urban Core Area Action Plan.

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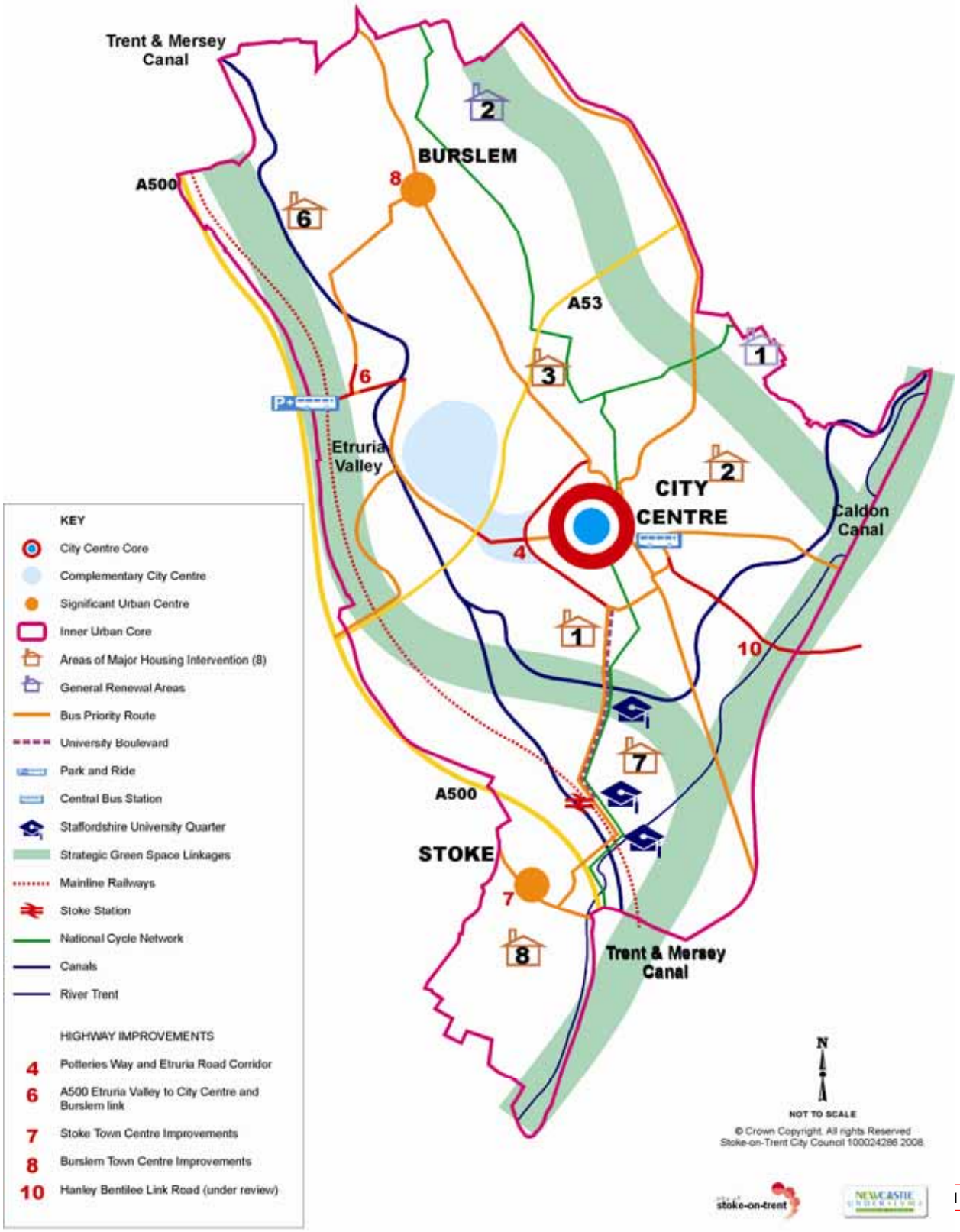
Plan 5 - City Centre and Inner Urban Core Spatial Strategy



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Area Spatial Policies

ASP2 – Stoke-on-Trent Inner Urban Core Area Spatial Policy

1. For the plan period 2006-2026, delivery of a minimum of 5,800 dwellings (net) where they will best support renewal of the local housing market, communities and town centres.

2. The creation of more sustainable communities based on a programme of progressive urban renewal providing improvements to the urban fabric and building stock and taking advantage of the area's proximity to services, greenspace, watercourses and topography.

3. Appraisal of detailed proposals to determine their impacts and appropriate contributions to infrastructure provision.

4. Investment in health and education, possibly including higher level school facilities.

5. Further investment in sports, leisure facilities and greenspace where shortfalls are identified.

6. Bus priority measures along radial routes.

7. Cycleway improvements.

8. The Hanley-Bentilee link road remains under review.

9. Bus Priority measures will be further developed including the following routes

- Longton – Fenton – City Centre;
- Fenton – Stoke – Newcastle;
- Stoke - Stoke Station – City Centre;
- City Centre - Bucknall – Bentilee;
- City Centre – Burslem – Tunstall;
- City Centre – Smallthorne – Sneyd Green; and
- City Centre – Etruria Valley – Burslem.

10. It is proposed to develop the following transport infrastructure proposals:

- Etruria Valley Park and Ride Facility;
- Cycleway improvements;
- Canal enhancements;
- Etruria Valley to City Centre and Burslem Link;
- Stoke Town Centre highway improvements including the Inner Relief Road;
- Burslem Town Centre highway improvements.

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ASP2 Continued:

11. Burslem providing opportunities for a wide range of housing, bringing vacant land and buildings into new uses. Accessibility and connections to surrounding communities will be improved and highway improvements carried out in the town centre. The town's image will be enhanced by high standards of conservation, improvements to the public realm and design and innovation in the ceramics industry will be supported. Sustainable mixed use schemes will provide for some 2,000m2 of additional retail development.

12. Middleport having a range of housing types, including significant amounts of family housing. Access and circulation will be improved for vehicles, cyclists and pedestrians, including provision for public transport services and linkages.

13. Etruria Valley being a major mixed use area for employment in the south and housing in the north. Improved sustainable transport facilities will be used as a catalyst for a major inward investment offer. A new link from the A500 to the city centre and Burslem plus park and ride facilities will be a critical element.

14. City Centre North West becoming a gateway to the city centre with high quality and well connected residential neighbourhoods, employment, community infrastructure and open spaces.

15. City Centre East (Northwood) having improved connections, particularly for pedestrians, to the city centre and Northwood Park. There may be opportunities for selective infill or small scale development.

16. City Centre South providing attractive waterside developments at City Waterside and Etruria. Linkages to key hubs such as the city centre, city approaches, railway station and university quarter will be strengthened. Opening up the Caldon Canal offers a key opportunity to provide a sustainable and well connected neighbourhood led by a range of good quality market housing with strong pedestrian linkages to the city centre.

17. South Shelton (University Quarter) providing integrated education-led development with both local and sub regional impact. Enhancement of the University Boulevard (College Road) to provide a quality strategic link between the railway station, University Quarter and city centre. The quality of existing housing environment will be raised and new housing will respond to the potential attraction of the area to younger residents, higher income households and the needs of local black and minority ethnic communities.

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ASP2 Continued:

18. Stoke being a focus for regeneration led by employment and services with housing in a supporting role. At least 4,000m2 net retail floorspace will be brought forward. There is an opportunity to create high quality mixed use including a commercial residential boulevard linking a regenerated town centre to its surroundings. Access problems will need to be resolved including an inner relief road.

19. Burslem Park and Smallthorne having minor development opportunities and environmental enhancement to support further stabilization of the housing market.

Reasoned Justification

5.94 The transformation of the Inner Urban Core of the City is a regeneration priority of the North Staffordshire Regeneration Partnership. The historic heart of the conurbation has suffered marked decline over recent years with the loss of population and employment opportunities. Turning the area around for the benefit of existing and future residents will be critical to the health and well being of the conurbation.

5.96 Investment is required to create more sustainable communities based on a programme of progressive urban renewal providing improvements to the urban fabric and building stock and taking advantage of the areas proximity to services, greenspace, watercourses and topography.

5.97 The strategy aims to take full advantage of the canals and watercourse including the River Trent and Fowlea Brook threading through the area and enhance the strategic green space corridors flowing north east to south west and north west to south east through the area.

5.98 RENEW North Staffordshire's aspirations support the creation of mixed communities by encouraging developments with a mix of housing sizes, types and tenures and if possible the diversification of existing housing areas. There are Areas of Major Housing Intervention at City Centre South, Hanley East and North West, Middleport, Burslem and Etruria Valley, South Shelton and Stoke-upon-Trent. These areas will be subject to progressive renewal by a cocktail of new development, redevelopment and improvement having regard to area specific circumstances. The Housing Market Renewal programme has advanced Area Regeneration Frameworks (ARF) which have been the subject of stakeholder consultation and helped determine investment streams.

5.99 A minimum of 5,800[5] homes will be built in this area in the period up to 2026, where they best support renewal of the local housing market, communities and town centres. Detailed proposals will be subject to appraisal to determine their impacts and appropriate contribution to infrastructure provision.

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5.100 The primary school system in the City has been subject to substantial investment in new and improved facilities and consideration is being given to investment in higher level school facilities taking into account the wider regeneration strategy.

5.101 Investment is also required in the primary health care system in the Inner Urban Core to ensure that new provision is informed by the Core Spatial Strategy.

5.102 An audit has been carried out of existing sports and greenspace facilities in the area to determine projected shortfalls and to support the case for further investment in sports and leisure facilities and greenspace to complement the Core Spatial Strategy.

Burslem/Middleport

5.103 Historically Burslem has been characterised by a town centre surrounded by a ring of industry surrounded, in turn, by an area of residential areas. Due to economic changes the ring of industry has significantly declined in terms of its size and level of industrial activity. This has left a number of unattractive areas which do however, provide opportunities for future development. In recognition of shifting economic patterns and sustainability aspirations, the area adjoining the town centre will include significant new areas of housing. Employment uses will remain on a number of sites to ensure the provision of some locally accessible jobs.

5.104 Burslem town centre is important in the retail hierarchy as an historic town centre and has a vibrant cultural quality. It has limited comparison shopping but provides an important local convenience and service role and serves as a magnet for visitors to Stoke-on-Trent. Planned developments through the Housing Pathfinder Initiative to develop and enhance the local housing market will create an increased demand for retail provision. Such provision can be accommodated within sustainable mixed use schemes for approximately 2,000 square metres of additional retail development. Burslem contains many relics of the past but it is a living community that needs to develop as a focus for modern living, service provision and employment. Measures will be introduced to improve traffic circulation around the town centre so as to enhance the centre's attraction to visitors and residents alike.

5.105 Burslem town centre and its surrounding area provides an opportunity for a wide range of housing opportunities. In addition a masterplan has already been prepared for Burslem Town Centre, which seeks to

- develop the town as a housing destination of choice;
- manage it to high standards of conservation;
- reconnect the town with its surrounding communities and facilities;
- increase accessibility by a range of modes of transport;
- improve the public realm;
- bring vacant land and buildings into new uses;
- support design and innovation in the ceramics industry and
- enhance the town's image to developers.

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5.106 Middleport is currently characterised as a series of residential communities, and in many cases situated adjacent to industrial businesses still in operation or now vacant and derelict. The area will be predominantly residential, with some employment and local retail and community uses. It will provide a range of housing types, including significant amounts of family housing. In this area it will be fundamentally important to stitch new forms of residential development into the existing residential area, to rationalise the relationship with business uses and storage/industrial activities and to improve access and circulation arrangements for vehicles, cycles and pedestrians, including adequate provision for public transport services and linkages.

Burslem Park and Smallthorne General Renewal Areas (GRAs)

5.107 The Burslem Park and Smallthorne General Renewal Areas to the east of Burslem Town Centre currently accommodate a range of residential properties, mainly older terraced family housing; the overall feel is one of defined traditional residential areas. Although there may be some minor development opportunities and opportunities for environmental enhancement to support further stabilisation of the housing market, most of these two GRA areas are not the subject of major proposals.

Etruria Valley

5.108 The future of the previously developed land at Etruria Valley, a major area of 39 hectares of land sitting in close proximity to the City Centre and Burslem, needs to be resolved and properly integrated with the rest of the conurbation. The North Staffordshire Regeneration Partnership wants to see this area developed as a major mixed use area for employment (in the south), housing (in the north) and improved sustainable transport facilities which will be used as a catalyst for a major inward investment offer. It is also important to provide jobs for local people and to help them access these jobs through up-skilling. Critical to the development of this area will be provision of improved connections from the A500 to both the City Centre and Burslem with provision for park and ride and sustainable transport.

5.109 The Etruria Road Corridor and Festival Park / Heights will continue to complement the traditional City Centre core of Stoke-on-Trent and the Etruria Road transport links upgraded.

City Centre North West (CCNW)

5.110 The CCNW area will become a popular and diverse area comprising high quality, connected and sustainable residential neighbourhoods supported by thriving employment uses, attractive open spaces and excellent community infrastructure. It will act as a gateway to the City Centre and embrace its heritage and setting, preserving and enhancing architecture of merit and strength through quality design and development. As opportunities arise there will be attention to improving the Waterloo Road Corridor and Cobridge Lights junction to allow enhanced provision for this important north-south public transport corridor.

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City Centre East (Northwood)

5.111 No substantial new developments are planned for this area, although there may be opportunities for selective infill and smaller-scale redevelopment, especially closer to the City Centre. Fundamental to the future of Northwood will be reconnecting it to the City Centre which should include improved pedestrian linkages, ensuring safe quality routes accessible to all. There is recognition that the gateways and hubs facing the City Centre should be a priority for future investment to improve the poor quality environment adjacent to the ring road. In addition Northwood Park is the 'green heart' of the neighbourhood, where improving accessibility and linkages will be important.

City Centre South

5.112 There is an opportunity to make the most of potentially attractive waterside locations to the east (City Waterside) and west (Etruria) of the area to ensure quality residential environments. It will be important to strengthen linkages to the key hubs such as the City Centre, City Approaches, University Quarter and the Railway Station. A key area within this AMI is City Waterside, a flagship regeneration area offering opportunities to open up the Caldon Canal and to provide a sustainable and well connected neighbourhood led by a range of good quality market housing with strong pedestrian linkages back to the City Centre.

5.113 The vision responds to the distinct qualities that exist in the Hanley area; the heritage streets and buildings, the dramatic hillside topography and the canal are integrated into the masterplan, alongside the need for different types of homes within walking distance to local schools, crèches, medical centres, greenspaces and convenience stores. The mix of housing here will reflect its location close to the City centre, with higher densities to the canal and family homes elsewhere. The balance of accommodation will need to be carefully managed to avoid oversupply of particular types and sizes of accommodation.

5.114 A truly sustainable residential neighbourhood will be provided featuring a high quality and mixed tenure urban living environment close to the Caldon Canal and the University Quarter that will provide a safe and sustainable community for residents, including attracting new knowledge workers to Stoke-on-Trent.

South Shelton (University Quarter)

5.115 The main driver for this area will be the education led University Quarter, which will have a local as well as a sub-regional impact. Key to supporting this will be the enhancement of the College Road Boulevard, creating and maximising the potential of a quality strategic link between the Train Station / University Quarter and the City Centre. The opportunity for significant new build housing development is limited but investment in the existing housing environs to raise the quality of the wider environment will be essential. Access improvements and environmental quality will need careful attention and the relationship to the regeneration of Stoke Town Centre will also be developed as more detailed work is brought forward for these adjoining areas. The types of housing will respond to the potential attraction of the area to younger residents and to higher income households using public transport for access to work and to the City Centre. Attention will also be given to the

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range of BME community requirements – especially in the local communities living in the west and south of the area.

5.116 The University, Stoke College and Sixth Form College make a major contribution to the life of North Staffordshire. Facilities need to be modernised in a way which maximises the integrated development of the educational establishments and assist wider regeneration of neighbouring communities. The University Quarter is an integrated project that aims to generate a thriving knowledge economy that is globally connected, leading to sustainable prosperity and an ambitious and dynamic community. It will create an integrated learning experience, focused upon creativity, skills and employability, promoting participation and progression.

5.117 Proposals for the University Quarter (UQ) will incorporate a comprehensive regeneration of an extensive area of the City around the main railway station, College Road and Leek Road. The University Quarter development framework has the common theme of a high quality living environment for all and centre for employment and specifically includes the creation of new shared education floor space as part of the Knowledge Hub and Media Place development; complementary commercial floorspace and focus for new residential development.

5.118 The role of Fenton Manor is subject to ongoing investigation to determine the degree to which land or premises should remain in education use and the scope to extend the strategic sports and leisure focus of the area.

5.119 The connections between the City Centre and the University Quarter, Stoke railway station and Stoke town centre by means of the University Boulevard will be improved by creating new direct links and improving the existing highway.

Stoke

5.120 Stoke provides an opportunity to significantly enhance the Town Centre, giving the centre a distinctive identity which does not compete with the City Centre. The focus will be on employment and services led regeneration with housing providing a supporting role. However the opportunity does exist to create a high quality mixed use including a commercial residential boulevard linking a regenerated town centre to the surrounding areas. Access improvements will be required and the relationship to adjoining areas will need to be considered as part of the access studies to be completed.

5.121 The prospects of Stoke-upon-Trent, the centre of civic administration, have been considerably enhanced following completion of the A500 trunk road scheme. Stoke-upon-Trent is a small town centre, principally serving local convenience shopping needs in a subordinate role to the larger neighbouring strategic centres. It has developed as a centre for administration over the last few years. In order to reflect the opportunity to improve retail provision within Stoke town centre and to improve the character, appearance and attractiveness of the centre provision for at least 4,000 square metres net retail floorspace should be brought forward. Stoke town centre will be subject to traffic improvements including delivery of the Stoke Inner Relief Road.

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5.122 This strategy is in general conformity with emerging Regional Spatial Strategy (RSS). It links to strategic aims SA1 - 6 inclusive, 8, 10 and 12 -18 inclusive and takes forward the adopted Community Strategy and the NSRP Business Plan.

5.123 Comprehensive and sustained regeneration of the Inner Urban Core is wholly consistent with adopted Regional Spatial Strategy and the approved housing market renewal and regeneration zone strategy and programme. Maximising the contribution of the Inner Urban Core as the focus for housing development will go a long way towards stabilising the local housing market. If the Inner Urban Core continues to fail then this will drag down the rest of the major urban area. The prospect of additional public regeneration funding coming forward outside of these designated areas is remote.

5.124 This strategy provides the focus for the integration of investment programmes to breathe new life into our education; health care; community, sports, leisure, greenspace and transportation systems and improve healthy urban living. The aim is to maximise sustainable residential development within the Inner Urban Core without undermining its continued economic function. The Strategy supports initiatives to help reduce health inequalities and promote higher educational attainment.

Implementation

5.125 An Area Action Plan is being prepared to cover the Inner Urban Core which will provide a co-ordinated and more detailed delivery framework to:

- Support planning applications which bring about positive and high quality development to support delivery of the strategy;
- Assemble land by voluntary agreement or failing that compulsion in justified circumstances;
- Secure community benefits through section 106 agreements;
- Integrate with transport investment programmes;
- Manage in a positive and innovative fashion public sector land assets to facilitate development which supports the strategy;
- Work in partnership with the private sector and the North Staffordshire Regeneration Partnership to develop and deliver a better future.

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5.126 The NSRP Business Plan co-ordinates the sustained regeneration of the area. The sustainable communities' strategy is underpinned by the Housing Market Renewal Programme which is regularly reviewed and rolled forward by Government. This is complemented by the City Council and Health Authorities schools and health facilities programmes. Working in partnership with the development industry is central to the development of viable proposals. For example control of Etruria Valley is held by Stoke-on-Trent Regeneration Company a partnership venture between the City Council and lead developers, St Modwens. Development partnerships have also been established for each of the housing intervention areas identified in the Housing Market Renewal Programme.

5.127 A specific partnership arrangement and steering group was formed to guide the development of the vision for the University Quarter and its eventual implementation. The partners involved include Staffordshire University,

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Stoke-on-Trent College of Further Education, City of Stoke-on-Trent 6th Form College, Advantage West Midlands and North Staffordshire Learning and Skills Council. An agreed detailed investment programme is being developed to translate partners' aspirations into reality. The Core Spatial Strategy will provide the statutory planning framework to support the agreed investment strategy in schools and healthcare.

5.128 It is recognised that each of the towns in North Staffordshire has a distinction of function and place which can add more to the economic up-lift of the economy. To achieve this, a regeneration company has already been established for Burslem. Consideration is being given to setting similar arrangements in place for Stoke-upon-Trent. This will focus on prioritising the nature and scale of investment that will be required.

5.129 There are no known insurmountable infrastructural limitations to delivery of the aspirations set out in this strategy as set out within the Strategic Infrastructure Planning and Delivery Document which forms part of the LDF Core Spatial Strategy Evidence Base. The City Council, as both highway and planning authority will carry out detailed transport modelling to ensure maximisation of the contribution of the green travel agenda and fair apportionment of public and private investment in transport infrastructure.

5.130 The detailed planning of the area will benefit from the detailed design guidance being jointly prepared by the City and Borough Council for the whole of the plan area.

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Stoke Outer Urban Area Spatial Strategy

5.131 The Stoke Outer Urban Area comprises the rest of the City beyond the Inner Urban Core boundary. The Outer Urban Area includes the historic townships of Tunstall, Fenton and Longton and suburban Stoke-on-Trent including large social housing estates built after the Second World War and the pocket of rural green belt.

Vision

5.132 ***"The Strategy will provide for increased vitality and vibrancy of Longton, Tunstall, Fenton town and Meir centres and improve accessibility and availability of modern local facilities. Housing growth will be focused to address specific regeneration priorities at general densities of 50 dwellings per hectare, and the creation of new employment opportunities through major new development will maximise economic potential. Regeneration of the Outer Urban Areas will create sustainable communities, which complements the major growth planned for the City Centre and Inner Urban Core. Tunstall and Longton will continue to provide important district centre facilities serving the north and south of the City. Fenton and Meir remain as important centres in their own right. The character form and function of older residential areas will be improved and steps taken to improve and diversify the tenure of many social housing estates built in the suburbs of the City."***

5.133 This vision for the future of the Outer Urban Area will be achieved through the strategy outlined below, illustrated on Plan 6 and amplified through the Development Portfolio Development Plan Document and the Meir Area Action Plan.

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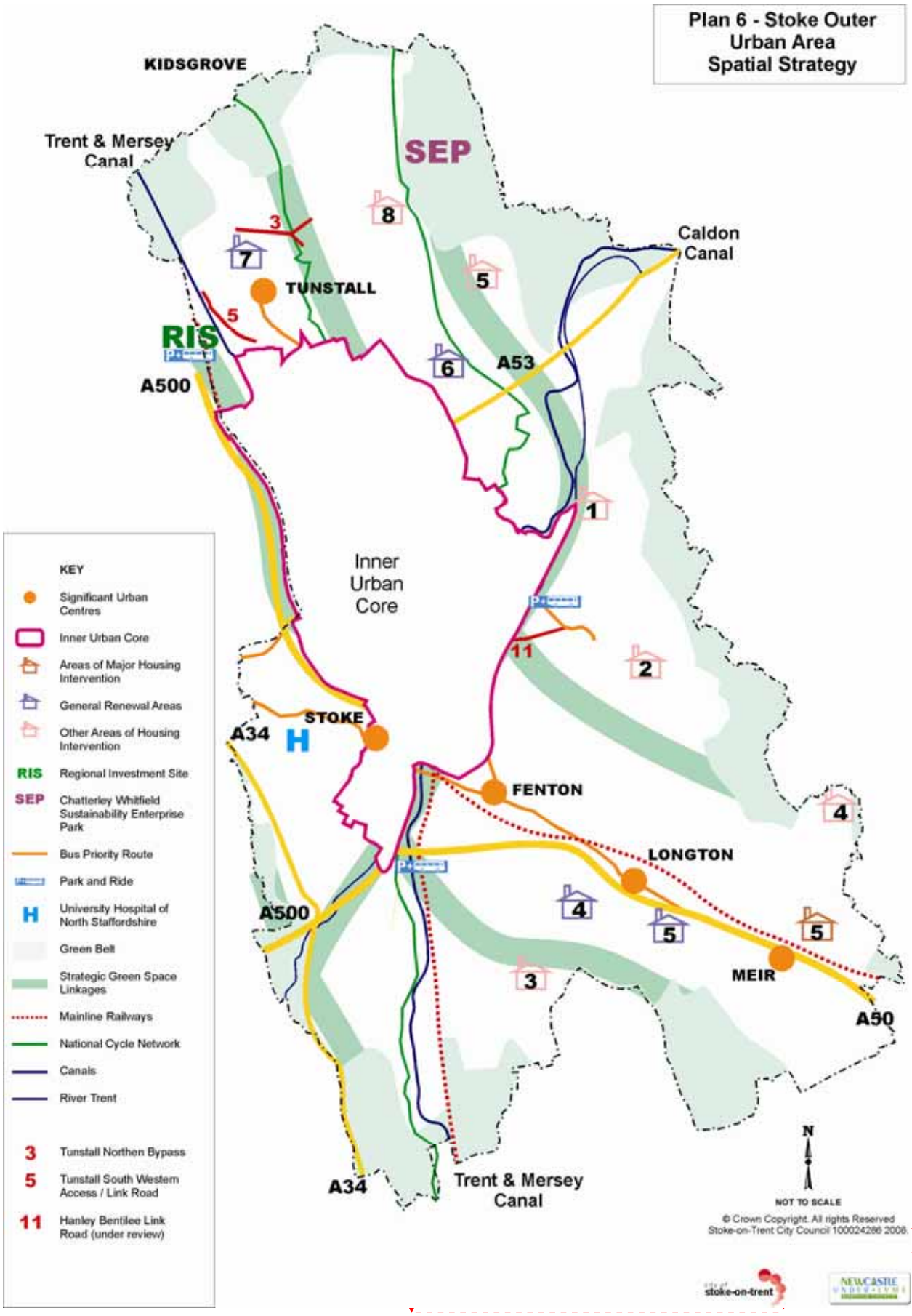
Plan 6 - Stoke Outer Urban Area Spatial Strategy
KIDSGROVE
Trent & Mersey Canal
SEP
Caldon Canal
TUNSTALL
RIS
A500
A53
Inner Urban Core
STOKE
A34
H
FENTON
LONGTON
MEIR
A50
A500
A34
Trent & Mersey Canal
KEY
Significant Urban Centres
Inner Urban Core
Areas of Major Housing Intervention
General Renewal Areas
Other Areas of Housing Intervention
RIS Regional Investment Site
SEP Chatterley Whitfield Sustainability Enterprise Park
Bus Priority Route
Park and Ride
H University Hospital of North Staffordshire
Green Belt
Strategic Green Space Linkages
Mainline Railways
National Cycle Network
Canals
River Trent
3 Tunstall Northen Bypass
5 Tunstall South Western Access / Link Road
11 Hanley Bentilee Link Road (under review)
N
NOT TO SCALE
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ASP3 – Stoke-on-Trent Outer Urban Area Spatial Policy

1. For the period 2006-2026, a minimum of 5,100 dwellings (net) will be built in the Outer Urban Area subject to the outcome of the Regional Spatial Strategy (RSS) Revision as referred to in paragraph 2.11. Such development will be located where this best supports the renewal of the local housing market, communities and town centres, and will seek to address the imbalances caused by a predominance of social housing, and generally improve the quality of the housing stock.

2. The Outer Urban Area must be allowed to grow in a manner which meets local needs but which does not prejudice the sustainable regeneration of the Inner Urban Core. During the plan period, development within the Outer Urban Area should complement the growth planned for the Inner Urban Core. This will be achieved as follows.

- Longton is the third largest retail centre in North Staffordshire and principally serves the southern part of the City. There is scope for additional retail development in the region of 11,000m² within the existing town centre to 2021.

- Tunstall serves a local catchment in the northern part of the City and has the potential to accommodate a further 8000m² of retail floorspace within the town centre by 2021 in a manner which can support the core of the centre. Work is progressing to complete the Tunstall Northern Bypass and provision is made for the south western access road to release substantial areas of development land to the south west of the centre.

- Fenton – has limited existing retail provision and has scope for an additional 500m² of retail development, to serve a local catchment only. Fenton also serves as a sport and leisure focus for the City.

- Meir – provides the eastern gateway to the City and serves a localised catchment. There is potential to accommodate a modest additional 500m2 of retail floorspace.

3. Housing development in the outer parts of the City will play a part in meeting local needs and delivering the national housing growth agenda having regard to local circumstances. Specific housing development will be focused in the following regeneration priority areas:

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- the Meir 'Area of Major Intervention' (AMI) - The overarching objective for Meir is to establish the area as a strong sustainable neighbourhood that retains the existing community and attracts new residents to help establish a critical mass of population that can help to support the regeneration of the housing stock and sustain an improved range of local shops and services.

- 'General Renewal Areas' (GRA's) at: Birches Head, Dresden, Normacot, Smallthorne and Tunstall; There is no identified need for large scale redevelopment in Birches Head. It is intended the focus should be on strengthening routes, creating gateways: enhancing key routes through the neighbourhood, and improving the quality of key gateway locations. The future investment in other GRAs is under review.

- 'Suburban Estates' at: Abbey Hulton, Bentilee, Blurton, Coalville, Fegg Hayes and Norton. The aspiration for the suburban estates is to provide high quality affordable family housing that should not compete with the Inner Urban Core.

4. Of the total allocation for the sub area about 300 dwellings and 900 dwellings respectively are reserved for the transformation of the Meir Area of Major Intervention and other areas of housing intervention including general renewal areas and suburban estates.

5. Diversification of the economy will be achieved through focused major employment development, including Chatterley Whitfield Sustainable Enterprise Park and the Chatterley Valley Regional Investment Site.

6. The ongoing redevelopment and expansion of the University Hospital of North Staffordshire will be supported, for both health and education purposes including better public transport connections to Newcastle and the town centres of Stoke-on-Trent.

7. Improved connectivity between the various communities and the wider plan area will be achieved by introduction of further bus priority measures including the following routes:

- Longton – Fenton – City Centre;
- Fenton – Stoke – Newcastle - Keele;
- City Centre - Bucknall – Bentilee;
- City Centre – Burslem – Tunstall;
- City Centre – Smallthorne – Sneyd Green.

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The following transport infrastructure proposals will be promoted:

- **Sideway Park and Ride Area of Search**
- **Bucknall Park and Ride Area of Search**
- **Chatterley Valley Park and Ride Area of Search**
- **Cycleway improvements**
- **Canal enhancements**

8. The detailed investigation of park and ride provision is a key component of changing travel behaviour to complement development of alternative sustainable solutions to avoid reliance on the use of the private car. This first generation will be supplemented by additional provision dependent on progress.

9. The availability of, and access to modernised local facilities e.g. health facilities, shopping, education, sport and recreation, leisure, transport and employment will be improved.

10. The enhancement of the built and natural environment, together with increased access to greenspace and watercourses will be supported and guidance produced to improve design and address issues such as crime and the fear of crime.

11. The realisation of brownfield development opportunities alongside strategic transport corridors should be supported, where this does not prejudice the sustained regeneration of the Inner Urban Core and City Centre.

Reasoned Justification

5.134 The above Strategy is in general conformity with the emerging Regional Spatial Strategy (RSS) and the adopted Community Strategy. It links to Strategic Aims SA1 - 6 inclusive and 8 – 18 inclusive and takes forward the adopted Community Strategy and the NSRP Business Plan.

5.135 The Strategy is supportive of Housing Market Renewal objectives in terms of taking a targeted approach to new housing development in priority regeneration areas (AMI's, GRA's and Suburban Estates), in order to address problems of a low demand housing market and widen the range of available accommodation. In the event that strategic housing development targets are raised during the process of RSS Phase 2 Revision then additional capacity can be released in this sub area during the latter half of the plan period to ensure that such development does not prejudice regeneration of the Inner Urban Core.

5.136 This strategy provides the focus for the integration of investment programmes to breathe new life into our education; health care; community, sports, leisure, greenspace and transportation systems and improve healthy urban living. The Strategy supports initiatives to help reduce health inequalities and promote higher educational attainment.

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5.137 The promotion of major employment developments at Chatterley Valley accords with proposals set out in the Regional Economic Strategy (RES).

5.138 The strategy supports the sustained regeneration of the complex of listed buildings and scheduled ancient monument at Chatterley Whitfield.

5.139 The Strategy aims to comply with general sustainability objectives as set out in planning policy at all levels. For example, the focusing of new development in sustainable locations including existing centres, improving accessibility to local facilities/services to reduce the need to travel, prioritisation of brownfield land and protection of natural assets.

Implementation

5.140 At present the development of detailed planning policy for the Outer Urban Area is being progressed through the preparation of an Area Action Plan for the delivery of the Meir Area of Major Intervention (AMI) and a Development Portfolio Development Plan Document for the remainder of the sub-area. These will provide the planning framework for the delivery of the detailed regeneration programmes as set out above. Any development within the North Staffordshire Green Belt will be in accordance with policies set out in national planning policy – PPG2 and local development plan policy.

5.141 Within the Outer Urban Area, development will be primarily private-sector led, with the exception of public sector intervention in the Housing Market Renewal priority regeneration areas.

5.142 Development of the Chatterley Valley Regional Investment Site is led by Advantage West Midlands and is high in the NSRP Business Plan priorities.

5.143 Practical and financial support for the Chatterley Whitfield Sustainable Enterprise Project is provided by English Heritage.

5.144 It is recognised that each of the towns in North Staffordshire has a distinction of function and place which can add more to the up-lift of the economy and takes account of existing planning permissions. To achieve this consideration is being given to establishing a regeneration focus for Longton and Tunstall to help focus on prioritising the nature and scale of investment that will be required.

5.145 There are no known insurmountable infrastructural limitations to delivery of the aspirations set out in this strategy, as set out within the Strategic Infrastructure Planning and Delivery Document, which forms part of the LDF Core Spatial Strategy Evidence Base (see Appendix 2). The City Council, as both highway and planning authority will carry out detailed transport modelling to ensure maximisation of the contribution of the green travel agenda and fair apportionment of public and private investment in transport infrastructure.

5.146 The detailed planning of the area will benefit from the detailed design guidance being jointly prepared by the City and Borough Council for the whole of the plan area.

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Newcastle Town Centre Area Spatial Strategy

5.147 This area includes the Primary Shopping Area, bounded by the inner ring road, and the complementary areas adjoining it.

Vision

5.148 ***"Newcastle-under-Lyme is a University town and its Town Centre will be a place recognised not only for this, but in its own right for its attractive heritage townscape, its high quality new developments, its vibrant public realm, its public open air market and its high quality shops, services and businesses. It will be a focal point for the economy of the Borough, and a place where people want to spend their time and money. Employment opportunities will be sustained and improved and the emerging residential market will be strengthened. The environment will be pedestrian-friendly and welcoming for all those who live, work and visit the Town Centre. Action will have been taken to address any damage done to the town's historic character in the twentieth century, to create a more appealing historic Town Centre where the quality of the environment and its heritage is a key selling point. New development in particular, will be well managed and sensitive to the best traditions of historic development in the town. New opportunities will have been grasped to enhance the historic heart of the town and to regenerate areas where sites and land are underused or otherwise detract from the image and identity of the town. Major gateways and the town's public face will be improved, with environmental assets such as the Lyme Brook adding to local distinctiveness."***

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Area Spatial Policies[6]

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ASP4 – Newcastle Town Centre Area Spatial Policy

1. **Over the plan period (2006-2026) proposals will provide for -**

   - **25,000m² of additional gross comparison retail floorspace to 2021 and a further 10,000m² to 2026; this will be appropriate in terms of the role of the Town Centre and capable of meeting the needs of Town Centre users.**

   - **60,000m² of additional gross office floorspace within, or on the edge of the town centre, to accommodate new employment of a type in keeping with the role of the Town Centre.**

2. **Opportunities will be taken to maximise the potential for Town Centre living. This will be achieved primarily as part of high density, mixed use schemes designed to contribute positively to the character, vibrancy and sustainability of the Town Centre.**

3. **As one of the two strategic centres in the conurbation, the Town Centre will continue to develop in a balanced way as a complementary service centre to the City Centre with a strong retail offer, a strengthened financial and professional sector, and as a focus for new leisure and residential opportunities, all accommodated within mixed development wherever practicable.**

4. **The Town Centre's unique market town character and ambience will be enhanced through directing public investment and developer contributions towards enhancing the attractiveness and viability of the Open Market and the Town Centre's award winning public realm and open spaces. A greater mix and intensity of Town Centre uses will be encouraged to create a stronger gateway to the Town Centre from the north and north west and to capitalise on natural features such as the Lyme Brook, so long as the main function of the primary shopping area is maintained and enhanced.**

5. **A spatial framework will be formulated, identifying distinct zones both within the primary shopping area and beyond, aimed at maintaining their distinctive characters and helping to break through the perceived barrier of the inner ring road.**

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ASP4 Continued

6. **All development within the Town Centre will work with the topography and be required to meet the high quality design standards set out in supplementary planning documents and in keeping with the Town Centre's distinctive market town character, and will enhance the vitality and viability of the Town Centre by contributing towards the existing vibrant mix of retail, nightlife, leisure, employment and residential uses. New development will recognise the importance of landmark sites and work to improve connections to and within the Town Centre and particularly the need to overcome the severance created by the inner ring road.**

7. **The Borough Council will work with partners to help to secure a new leisure complex on land within or adjacent to the Town Centre.**

8. **Links with Keele University and Science Park, the University Hospital of North Staffordshire and Newcastle College of Further Education will play a key role in marketing the town as a university town and place for research and learning.**

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Reasoned Justification

5.149 Newcastle Town Centre is the borough's largest employment area, with excellent connections to Keele University and the University Hospital of North Staffordshire. This cluster of prestigious, high value medical technologies and research industries makes a major contribution to the social and economic character of the town. Its role and status is further enhanced by it being the base for local government in the Borough, the location for the district's cinemas and for the Borough's main college of further education affording quick links between shopping, business, cultural and leisure facilities. The daily historic market and the parks and open spaces in and around the Town Centre are also an essential part of its life and character. It is essential to capitalise on these assets to realise the full social and economic potential of the plan area.

5.150 This strategy will ensure locally expressed needs as defined within the Sustainable Community Strategy for Newcastle-under-Lyme 2008 to 2020 are met. The need to create stronger neighbourhoods with a greater sense of community pride is a clear priority together with the need to address anti social behaviour; improving the quality of the borough's public open spaces; and improving access to education and training.

5.151 This approach is in line with the Sustainability Appraisal which indicates that focusing development in identified priority areas is by far the most effective strategic option for achieving sustainability objectives such as meeting housing needs, enhancing the vitality and viability of town centres, reducing the need to travel and conserving natural resources.

5.152 The North Staffordshire Retail and Leisure Study 2005-21 identifies the potential, and the need, for future growth to consolidate the town centre's position within the local hierarchy of centres and its ability to provide a complementary and supporting role to the City Centre. The Study identifies a capacity for approximately 16,000 – 19,000m² of additional net, non retail floor space to 2021 within the Town centre.

5.153 The scale of retail development targets in this strategy reflects guidance in the West Midlands RSS Phase Two Revision which establishes the amount of retail and employment space for which provision should be made within the Town Centre. The RSS Phase Two Revision states that additional gross comparison retail floor space should be phased as follows: 25,000m² to 2021 and a further 10,000m² to 2026. The scale proposed seeks to maintain, at the very least, the Town Centre's existing retail offer, whilst at the same time provide a climate for new retail opportunities to come forward to support Newcastle's continued role as a market and university town and as the borough's largest employment area (approximately 8,500 jobs).

5.154 Within the Town Centre there is a distinct and successful geographical concentration of financial and professional services. A significant proportion of these businesses are located within, or close to the town centre, particularly in areas such as the Brampton, Queen St, King St, and Marsh Parade. The North Staffordshire Integrated Economic Development Strategy 2005 identifies Newcastle's Professional and Financial Services sector as a locally and sub regionally important cluster and a key driver for the future economic growth and prosperity of the borough.

5.155 The importance of the office sector and the attractiveness of the Town Centre for this industry sector are reflected in the ambitious targets for additional office floor space set in the RSS Phase Two Revision.

5.156 One of the main objectives of the Core Spatial Strategy is to secure a vibrant housing market catering for a mixed income community with diverse needs. Much of the Town

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Centre is located within what RENEW North Staffordshire has identified as the 'Area of Intervention'. RENEW has identified the Town Centre as having the potential to 'accommodate a vibrant housing market which caters for a mixed income community'. The notion of high quality Town Centre living is recognised as being an important component of a vibrant, sustainable urban environment.

5.157 Current information from the SHLAA indicates a capacity for over 700 new dwelling units in the Town Centre, but this could easily be exceeded if the housing market returns to the level at the beginning of the century. The affordable housing requirement of 25% (see Policy CSP6 – Affordable Housing), will be applied as in other parts of the plan area. The North Housing Market Area Strategic Housing Market Assessment 2007 will form the basis of key evidence to identify the appropriate mix of housing types, sizes and tenures.

5.158 Protecting the heritage assets and promoting high quality design to create distinctive places is a major objective of the Core Strategy. In accordance with Policies CSP1 Design Quality and CSP2 Historic Environment, the design of all development will be a significant concern in all proposals. The market town character and visual quality of Newcastle Town Centre is central to its vitality and viability and efforts need to be made to ensure it does not lose its character. This is consistent with community views that have been expressed.

5.159 The Newcastle Town Centre Public Realm Strategy 2004 provides a highly detailed analysis of the potential for significant improvements to the public realm. Public funding and developer contributions is being directed towards a number of the strategy's recommendations, in particular – the upgrading and enhancement of the subways that provide essential pedestrian routes across the ring road, the upgrading of the Midway car park, and the planned refurbishment of the Open Market.

5.160 These physical improvements, combined with the plan to provide a new sporting and leisure complex in close proximity to the town centre, a vibrant retail core and strong evening economy, will make a major contribution to providing a modern environment which will work to retain young people, employees and graduates, encourage the growth of high value business clusters and professional services, and attract people to chose the town centre as a place for living. The sports village will also assist the wider regeneration of neighbouring communities.

5.161 The strategy outlined above conforms to the broad objectives of the Local Transport Plan by concentrating development in the most accessible locations, encouraging the production of travel plans and by seeking developer contributions towards the delivery of the key objectives of the LTP.

Implementation

5.162 The strategy requires mixed use development throughout the Town Centre, and this should be instrumental in increasing the amount of new office development. It is intended that office development will be achieved through a combination of planning policy, direct provision and joint venture agreements with the private sector as well as marketing and public realm enhancement aimed at raising the profile of the Town Centre and its attractiveness.

5.163 The adopted Borough Council Developer Contributions SPD sets out the guidelines for the circumstances in which Section 106 contributions will be sought for the provision of affordable housing, transport infrastructure, open space, education, and

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public safety measures. Public investment and developer contributions in the Town Centre will be directed towards: addressing congestion; enhancing access to public transport and opportunities for walking and cycling; and ensuring the public safety of the Town Centre's residents and visitors. As part of the evidence base for the preparation of the Core Spatial Strategy the Councils have prepared a comprehensive Strategic Infrastructure Planning and Delivery Document which forms part of the LDF Core Spatial Strategy Evidence Base (see Appendix 2).

5.164 The Borough Council has prepared a Supplementary Planning Document for Newcastle Town Centre. This document sets out details of the spatial framework with design guidance specific to the Town Centre. Further detailed guidance will be included in the North Staffordshire Design Guidance SPD and the relevant Conservation Area Appraisals and Management Plans. The SPD will also provide guidance for private investment and for public investment in the Town Centre's public realm. The document will be an invaluable tool for the Council to achieve its vision for the future of the Town Centre and will set the high standards of development which will be required.

5.165 Together with any appropriate identification of specific sites in a Sites Allocations and Policies Development Plan Document, the SPD will help to encourage appropriate development in accordance with the strategy set out above.

5.166 The Newcastle Urban Transport and Development Strategy 2008/09 – 2012/13 produced by Staffordshire County Council will balance the aims of the North Staffordshire Local Transport Plan 2006 -2011 with the transport infrastructure requirements of future development in the borough. Initiatives and actions arising from this strategy are likely to include – measures to deliver a parking strategy for the town centre; improvements to passenger facilities; bus priority and traffic management measures to improve pedestrian safety; addressing the severance for pedestrians and cyclists from the primary shopping area by the ring road. Developer contributions will play a significant role in funding the various actions and initiatives of this Transport Strategy.

5.167 The development of high tech sectors and research facilities at Keele combined with a highly performing higher and further education sector can encourage the provision of high quality housing and facilitate the image of the Town Centre as a dynamic university and market town. The North Staffordshire Integrated Economic Development Strategy provides a specific and robust approach to planning for employment growth and together with the North Staffordshire Regeneration Partnership will work to attract strategic funding to help realise the full potential and spread the benefits of these internationally and sub regionally significant institutions. This will include targeting investment to improving the quality of the Town Centre to provide an environment commensurate with its status as a university town. The Borough Council will continue to work in association with InStaffs (UK) Limited, the inward investment agency for Stoke-on-Trent and North Staffordshire to market Newcastle Town Centre to new investors and facilitate links between education and business.

5.168 The provision of a sport village complex as part of the planned move of Newcastle College to a brand new campus has been the subject of discussions between Newcastle-under-Lyme Borough Council, and the College. Should the development of a sports village on the college campus ultimately prove not to be feasible, the Borough Council will look at alternative means of provision. Newcastle College has already obtained planning permission to build its own sports facilities as part of its 52 million pound campus redevelopment, to be opened in 2010.

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5.169 The North Staffordshire Green Space Strategy 2007 will set out the strategic framework for improving the quality of greenspace resources.

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Newcastle and Kidsgrove Urban Neighbourhoods Area Spatial Strategy

5.170 This part of the urban area of Newcastle, consists of the former coalfield and brick manufacturing communities of Silverdale, Chesterton, Knutton and Cross Heath and widespread suburban areas, some of which grew extensively in the 70's and 90's. The town of Kidsgrove is located to the north, which, although physically part of the conurbation, linked via the canals and the A50 to the northern towns of Stoke-on-Trent, is geographically separate from Newcastle town. The area spatial strategy is illustrated on Plan 7.

Vision

5.171 ***"By 2026 the prosperity of the Urban Neighbourhoods of Newcastle and Kidsgrove will be significantly enhanced through sustained investment to create a strong and stable local economy which will provide access to a wide range of high value jobs. This will be sustained by; a high achieving education sector; increased opportunities for life long learning; a broad skills base and an attractive portfolio of readily available employment land.***

There will be a balanced housing market catering for a mixed income community with diverse needs, within a sustainable environment where people are easily able to access countryside amenities, and an attractive network of parks and open spaces. Together these will work to support thriving, safe and well connected neighbourhoods. Knutton, Cross Heath, Silverdale, Chesterton, and poor quality areas in Kidsgrove, will be transformed into confident communities where the local needs and aspirations of all residents are fulfilled regardless of background, income or age. In Kidsgrove this will play a key role in strengthening its vitality as a district centre serving the north part of the conurbation.

The environment will be well maintained and characterised by high quality, environmentally sensitive buildings, which have a positive impact on streets and public spaces and which are themselves inspiring and contribute to a strong sense of well being.

Residents will have greater access to high performing local services including access to excellent modern sporting and leisure facilities enabling them to enjoy higher levels of physical activity and live independent healthy lives. Journeys to these services and other destinations will be safer, less congested and will increasingly be made by public transport, walking and cycling.

The quality of life will be significantly enhanced by vibrant local centres and the close proximity to: - a thriving Market Town Centre providing a key focal point for civic, cultural, leisure and retail activities; employment; and a revitalised City Centre."

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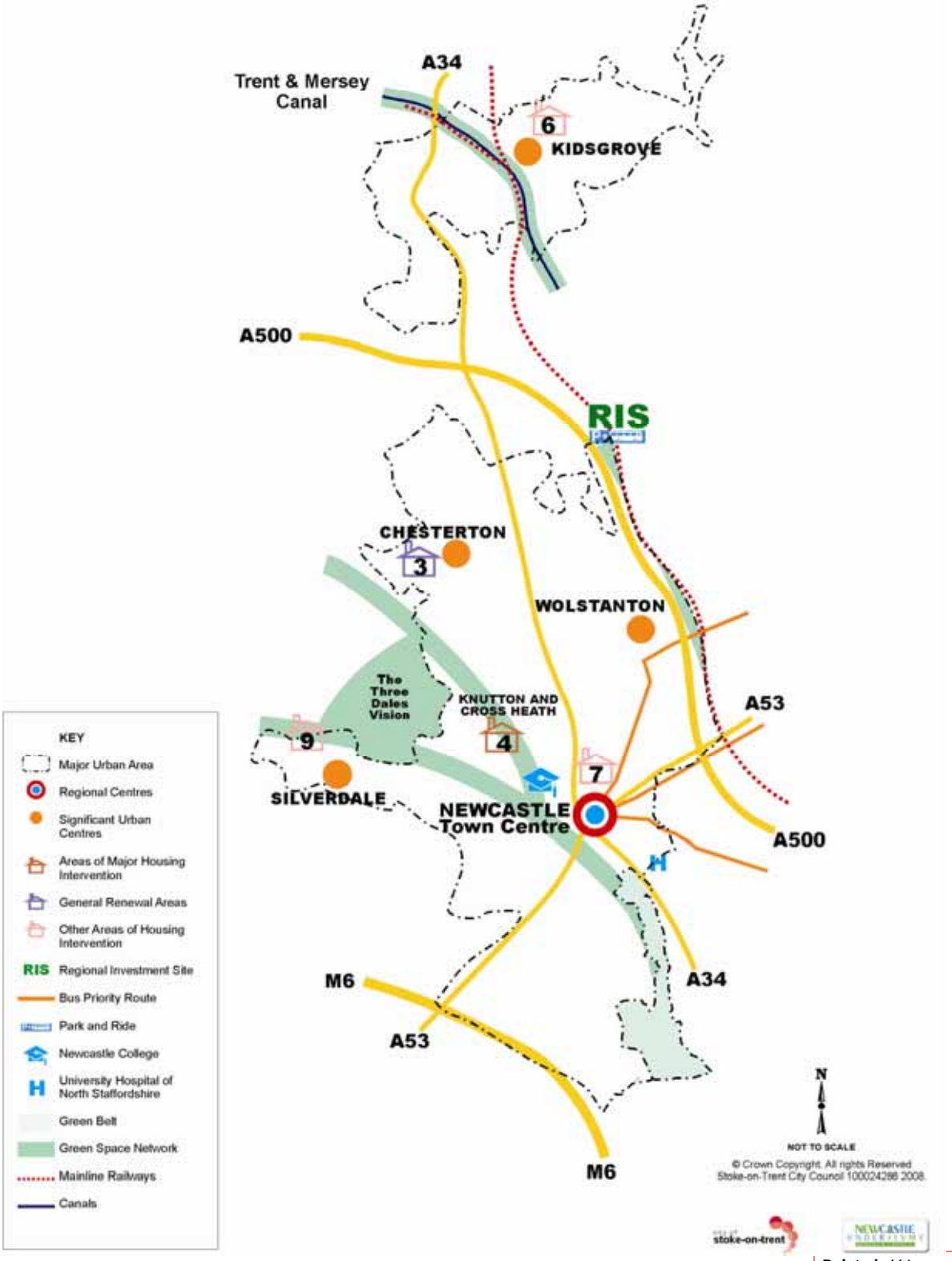
Plan 7 - Newcastle and Kidsgrove Urban Neighbourhoods Areas Spatial Stategy



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Area Spatial Policies[6]

ASP5 – Newcastle and Kidsgrove Urban Neighbourhoods Area Spatial Policy

1. **For the period 2006 – 2026, a minimum of 4,800 net additional dwellings will be provided within the urban area subject to the outcome of the Regional Spatial Strategy (RSS) Revision as referred to in paragraph 2.11, of which approximately 25% will be affordable. These figures are purely indicative and will be adjusted further through subsequent Development Plan Documents. The figure for 'Newcastle Urban Central' comprises the communities within the Renew Pathfinder boundary. As such it includes development in the Town Centre, which is addressed separately in the Newcastle Town Centre Area Spatial Strategy.**

Kidsgrove - 600

Newcastle Urban Central (including Silverdale, Thistleberry, Knutton, Cross Heath, Chesterton and the Town Centre) – 3,200

Newcastle Urban South and East (including Clayton, Westlands, Seabridge, May Bank, Wolstanton, Porthill and Bradwell) – 1,000

2. **Retail development outside of Newcastle Town Centre will be of a nature and scale appropriate to the role of each local centre and will primarily be to meet identified local requirements.**

3. **A minimum of 104ha of employment land will be brought forward over the plan period.**

4. **Close partnership working between the Council, RENEW North Staffordshire, Staffordshire County Council, local RSLs, and the private sector, will create an urban community that boasts a number of distinctive, attractive and vibrant residential neighbourhoods offering a greater choice of housing types, tenures and prices.**

5. **The density of new development will balance the need to make the most efficient use of land and the need to provide a wide range of housing types, tenures, sizes and prices. In some areas it may be appropriate to plan for lower densities where there is an identified need for higher value housing.**

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ASP5 Continued:

6. **The Chatterley Valley site currently being brought forward by Advantage West Midlands will provide a significant volume of high value added employment opportunities in accordance with its identified role as the plan area's Regional Investment Site.**

7. **Significant qualitative improvements will be made to the Borough's green spaces and sports facilities in accordance with the Urban North Staffordshire Green Space Strategy and the Newcastle-under-Lyme Leisure Needs Assessment and Playing Pitch Strategy.**

8. **The Council will work with partners, including the North Staffordshire Regeneration Zone, to link the most disadvantaged communities with new employment and learning, particularly in the further and higher education sectors, in order to promote social cohesion and create a modern labour market.**

9. **In accordance with the North Staffs Local Transport Plan actions will be taken to improve accessibility, road safety, and to promote sustainable modes of travel.**

7

Reasoned Justification

5.172 The structural transformation of the borough's economic base in the latter part of the 20th century has had, in common with the City, a significant impact upon social and environmental conditions within the borough's urban areas, with some communities suffering from significant socio-economic deprivation, poor health, limited access to employment opportunities, and weak housing markets.

5.173 In accordance with the WMRSS Phase Two Revision this spatial strategy aims to concentrate new housing development primarily within those areas identified as priorities for intervention through the Housing Market Renewal programme. The Sustainability Appraisal of the Core Strategy Revised Preferred Option Report indicated that focusing development in these identified priority areas is by far the most effective strategic option for achieving sustainability objectives such as meeting local housing needs, enhancing the vitality and viability of the key centres, reducing the need to travel, improving access to employment and educational opportunities, improving health and conserving natural resources.

5.174 The communities of Knutton and Cross Heath, where housing market failure is particularly severe, have been designated as an 'Area of Major Intervention' (AMI) by RENEW North Staffordshire. The first phase of this intervention will involve – the development of new high quality housing (including a significant proportion of affordable housing) on former industrial land; the clearance and high quality re-development of part of the Lower Milehouse Estate; qualitative improvements to the neighbourhood's green spaces and play areas; and improvements to the transport network to create greater connectivity to the rest of the conurbation. In addition planning permission has been granted for an 'extra care' retirement village on a site

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adjacent to Lower Milehouse Lane comprising a state-of-the-art health centre and 60 one and two bedroom apartments for rent or part ownership. The design, layout, access and densities of all new development within the AMI will be guided by the Knutton and Cross Heath Development Sites Supplementary Planning Document.

5.175 As part of the Renew programme Chesterton has been identified as a 'General Renewal Area', with intervention limited to environmental improvements to raise the appearance and perceptions of the area. Similar interventions are also taking place within the AMI in Knutton and Cross Heath.

5.176 Silverdale, although within the Renew HMR Pathfinder area, is not a current focus for intervention by Renew. However, the English Partnerships led redevelopment of the former Silverdale Colliery will be instrumental in transforming the area. This development will comprise approximately 300 high quality dwellings, community facilities and new public green space on a 100ha brownfield site and is anticipated to act as a catalyst for increased investor confidence in the area.

5.177 The Council is continuing to work closely with Renew, a preferred developer, and local RSLs to identify an appropriate approach towards achieving genuinely transformational change in the Galleys Bank area of Kidsgrove. A significant proportion of the housing in this area has been classified as defective, and the difficulties in obtaining mortgage finance on these properties has led to:- an over representation of private rented accommodation, a decline in the condition of many properties, depressed property values, and a relatively high proportion of transient residents. It is anticipated that the strategic approach taken will also involve significant improvements to Kidsgrove Town Centre, the public realm and the local transport network.

5.178 This strategy clearly aims to concentrate residential development within specific priority areas. However it must be recognised that the neighbourhoods outside of these priority areas such as May Bank, Wolstanton, Porthill and Bradwell to the north of the town centre; and Clayton and the Westlands to the south, provide highly sustainable locations for additional residential development. These neighbourhoods do not require the level of direct intervention needed elsewhere in the conurbation, as they provide excellent access to essential services, the Town and City Centres, major employment areas and support diverse and vibrant local service centres. As such, a degree of managed growth within these neighbourhoods must be accommodated to support their continued vitality and sustainability. Not to allow these neighbourhoods to continue to grow and prosper could place them at risk of suffering from an ageing population, a decline in the vitality and viability of local shopping facilities and key services and would fail to make optimum use of the borough's brownfield assets. The targets for housing in these neighbourhoods reflect both this need and the need to complement and support the revitalization of the housing markets within the priority areas.

5.179 The Strategic Housing Market Assessment 2007, along with the Development Viability Impacts of Affordable Housing Policy Proposals 2008 study, provides the evidence base for determining local affordable housing requirements and for identifying the appropriate mix of housing types, sizes and tenures to be delivered.

5.180 In accordance with national and emerging regional planning policy the density of new residential development will ensure the efficient use of available brownfield land. The appropriate density for residential development will be determined on a site by site basis, taking account of the existing built form, the nature of the development to be provided and the need to provide a wide range of housing types, tenures, sizes and prices. Therefore it may be appropriate in certain circumstances to plan for

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development at lower densities where there is an identified need for a higher value housing offer.

5.181 The RSS Phase Two Revision sets a target for the provision of 112ha of additional employment land within the Borough for the period 2006 - 2026. Current commitments and permissions within the urban area accounts for approximately 80ha (a further 8/9ha will be brought forward at Keele University and Science Park which, although closely linked to the conurbation, is geographically part of the rural area).

5.182 Additional sites will need to be identified and brought forward towards the end of the plan period to ensure a continual reservoir of deliverable employment sites. Whilst priority will be given to brownfield land, it is recognised that with the immediate priority of making the optimum use of our finite supply of brownfield sites for housing, greenfield sites in sustainable locations may need to be identified and allocated for employment uses.

5.183 The Borough Council is working closely with Staffordshire County Council to ensure that this strategy and the North Staffordshire Local Transport Plan conform to, and complement each other. The LTP provides a detailed evidence base regarding transport problems and opportunities which is informing the LDF process, for example, detailed congestion analysis, accessibility planning and road casualty analysis. The North Staffs LTP pays particular attention to identifying schemes that both support regeneration and are informed by this evidence base.

5.184 In accordance with the North Staffs LTP actions to improve accessibility road safety and promote sustainable modes of travel will include –

- traffic management measures in strategic/local centres
- pedestrian accessibility to local facilities
- cycle routes between regeneration areas and Newcastle town centre
- safer routes to school schemes
- local safety schemes
- bus stop and bus information improvements

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5.185 The Strategy supports initiatives to help reduce health inequalities and promote higher educational attainment.

Implementation

5.186 Within the urban neighbourhoods of Newcastle and Kidsgrove, development will be primarily private-sector led, with the exception of public sector intervention in the Housing Market Renewal priority regeneration areas.

5.187 Development of the Chatterley Valley Regional Investment Site is led by Advantage West Midlands and is high in the NSRP Business Plan priorities.

5.188 There are no known insurmountable infrastructural limitations to delivery of the aspirations set out in this strategy, as set out within the Strategic Infrastructure Planning and Delivery Document which forms part of the LDF Core Spatial Strategy Evidence Base (see Appendix 2). The County Council, as the highway authority in partnership with the Borough Council will carry out detailed transport modelling to ensure maximisation of the contribution of the green travel agenda and fair apportionment of public and private investment in transport infrastructure. The framework for matching developer contributions to the capital programme for the

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delivery of the North Staffs LTP will be set out in the Newcastle Urban Transport and Development Strategy 2008.

5.189 The provision of high quality parks, green spaces and recreational facilities is central to the creation of genuinely sustainable urban neighbourhoods. The Urban North Staffordshire Green Space Strategy 2007 (and the associated action plans) and the Newcastle-under-Lyme Leisure Needs Assessment and Playing Pitch Strategy provide the key evidence base and the strategic framework for the provision of additional greenspace and leisure facilities as well as improvements to existing resources. Public investment and developer contributions will be directed towards - ensuring the public safety of the borough's residents; qualitative and quantitative improvements to the quality of the area's green space assets; and the provision of essential community facilities.

5.190 The Newcastle Local Strategic Partnership will continue to work with the Staffordshire Strategic Partnership (SSP) in order to collectively deliver the Sustainable Communities Action Plan and Local Area Agreements as part of the promotion of the economic, social and environmental well being of the Borough. The Sustainable Communities' Strategy is underpinned by the Housing Market Renewal Programme which is regularly reviewed and rolled forward by Government. This is complemented by the County Council and Health Authorities schools and health facilities programmes.

5.191 The North Staffordshire Regeneration Partnership including RENEW North Staffordshire will work to ensure finite funding resources are used effectively to deliver this strategy and that the agreed targets and outcomes are achieved. Renew has advanced Area Regeneration Frameworks which have been the subject of stakeholder consultation and are helping to determine investment streams.

5.192 The Site Allocations and Policies Development Plan Document will identify and allocate suitable sites for additional housing and employment development to meet the projected plan period targets.

5.193 The design of all development will be in accordance with guidelines set out in the North Staffordshire Generic Design Guidance SPD and, where appropriate, the Conservation and Heritage Guidance SPD and the relevant Conservation Area Appraisals and Management Plans.

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Rural Area Spatial Strategy

5.194 The Rural Areas Spatial Strategy applies to the rural area of Newcastle Borough. The Newcastle-under-Lyme rural area consists of:-

- Areas covered by the Green Belt.
- Villages surrounded by, though excluded from, the Green Belt: Madeley Heath, Audley, Bignall End, Wood Lane, Miles Green, Alsagers Bank, Halmerend, Betley and Mow Cop, but not the large area excluded from the Green Belt containing Talke, Butt Lane, Kidsgrove and Newchapel.
- Areas beyond the Green Belt - i.e. west of the Crewe-London railway line but including Baldwins Gate and Madeley.'

Vision

5. 195 ***"The rural quality of life will be characterised by the attractiveness, diversity, vitality and sustainability of its landscapes and communities. Focused growth, combined with investment in a safe and more sustainable transport network, will support the provision of and access to essential local services and help to ensure a diverse range of local housing needs and employment opportunities are catered for.***

The rich built heritage will be further protected and enhanced by sensitive new developments, which make efficient use of resources and respect existing settlement patterns. Where appropriate, innovative buildings will be part of the distinctive landscape. The special quality of the countryside, its canals, network of rights of way and bridleways, its built heritage and historic environment, will sustain an attractive setting for village life and work to maintain a high quality, well resourced, and attractive tourist and leisure destination, which not only raises the image of the conurbation, but also promotes the vitality of rural businesses and enterprise."

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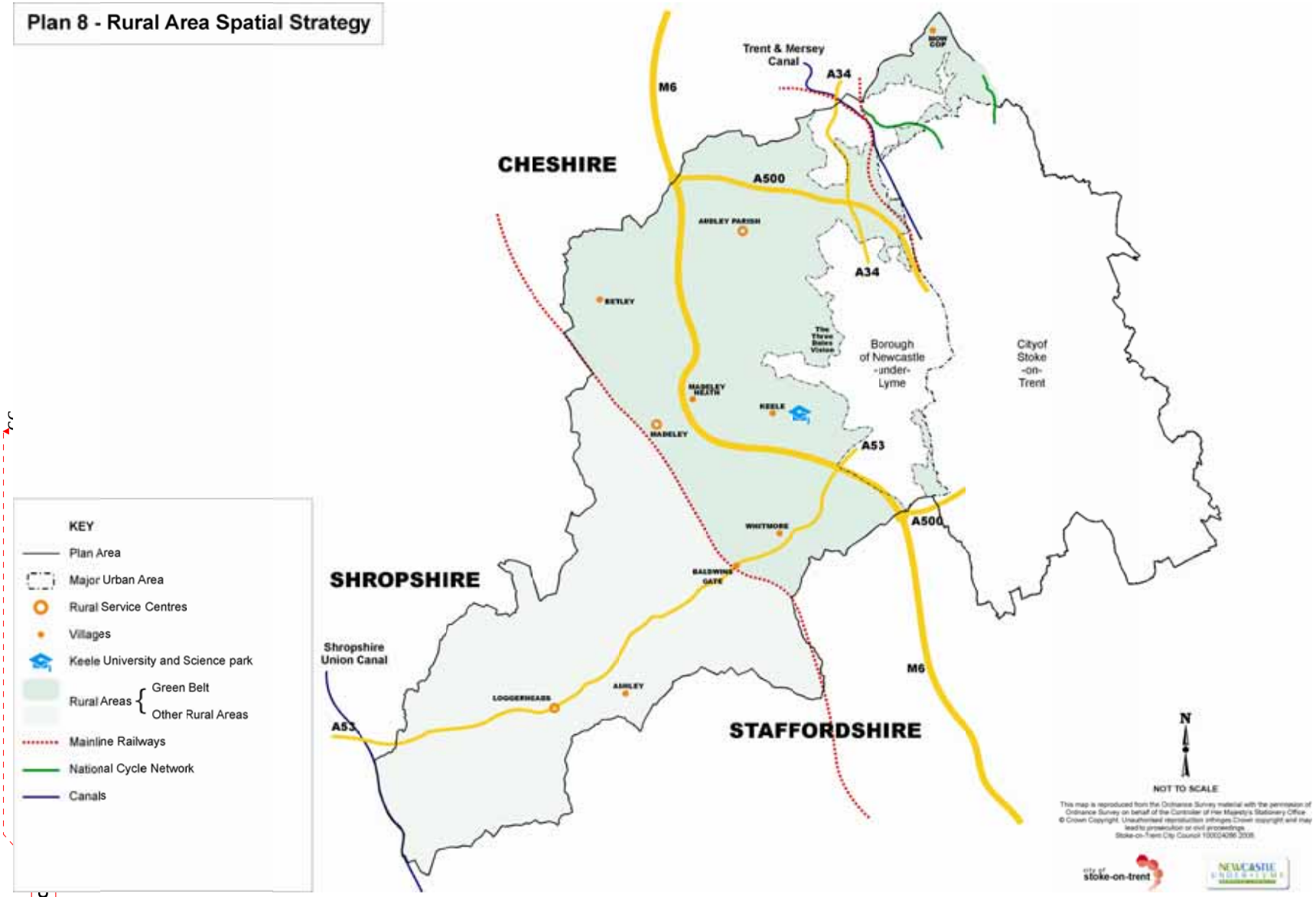
Plan 8 - Rural Area Spatial Strategy



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ASP6 – Rural Area Spatial Policy

1. **There will be a maximum of 900 net additional dwellings of high design quality primarily located on sustainable brownfield land within the village envelopes of the key rural service centres (see Key Diagram), namely - Loggerheads, Madeley and the villages of Audley Parish, to meet identified local requirements – in particular, the need for affordable housing.**

2. **The Council will take a positive approach towards rural enterprise relating to the availability of the local workforce. In particular opportunities will be sought to encourage:**

   - **The sensitive and sustainable diversification of traditional rural economies**
   - **A positive contribution towards enhancing local landscape and biodiversity**
   - **Appropriate re-use, conversion, or replacement of existing buildings in sustainable locations**
   - **Provision of essential rural services**

3. **Investment in Keele University and Science Park will be fostered to help strengthen the local knowledge and skills base and facilitate the growth and competitiveness of high value business development, thereby increasing local job opportunities in these sectors.**

4. **A positive approach will be taken towards development for supported and special needs housing where it supports the Housing Strategy for Newcastle Borough.**

5. **The quality of the village and canal conservation areas will be preserved and enhanced through the completion of a rolling programme of conservation area appraisals and management plans by 2012.**

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ASP6 Continued:

6. **All new development will need to reflect the following policies: Design Quality, Built Heritage, and Natural Assets.**

7. **The implementation of the Rights of Way Improvement Plan for Staffordshire will work to facilitate the improved provision of off road routes for horses and cyclists and its integration with an enhanced public network.**

8. **The strategic location of Apedale Community Country Park will continue to be exploited to provide a key leisure and recreation resource with wide visitor appeal and will act as a catalyst for a new Community Park in the Lower Apedale Valley and other community recreational facilities, thereby affording excellent access to the countryside for walkers, cyclists, horse riders and those with mobility impairments.**

9. **In accordance with the Staffordshire Local Transport Plan a positive approach will be taken towards practical measures to improve accessibility by public transport. Such measures could include:**

   - **Subsidised bus services**
   - **Community transport schemes**
   - **Developing practical transport solutions to assist members of the community in special need to access employment opportunities**

8

Reasoned Justification

5.196 Rural Newcastle-under-Lyme, whilst dominating the borough in spatial terms is home to just 21% of the borough's population. However, the importance of the rural area to the communities and economy of the plan area as a whole should not be underestimated. Its diverse range of rural economic activities; the distinctive rural landscape; the wealth of international, national and locally designated wildlife sites and nature reserves; and distinctive and attractive villages are all central to the image of the plan area as a pleasant and attractive location for both, people and inward investment as well as bringing both social and economic benefits to its communities.

5.197 This strategy is intended to ensure that local rural housing needs are adequately met; the rural economy can continue to diversify, grow and prosper; access to essential services and facilities such as doctors, schools, shops and community facilities is maximised; and the area's distinctive landscapes and natural resources are preserved.

5.198 The level of new housing development required to enable North Staffordshire to continue to grow and prosper could easily be accommodated on existing brownfield sites within the urban area. However to achieve genuinely sustainable rural communities and economies, it will be necessary to enable limited new housing to meet the needs of people working within the rural areas. Not to do so would result in a static and ageing population, increasing social exclusion, increased pressure upon social and health services, and economic stagnation. However, the strategy is clear

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that there is no scope for development of a scale beyond that required for natural growth and in locations where there are very few local services.

5.199 The Sustainability Appraisal clearly demonstrated that limiting rural growth to meet identified local requirements will provide the most effective approach towards minimising any undesirable impacts upon international, national and local designated wildlife habitats and geological features. In addition, the Sustainability Appraisal clearly identifies the spatial strategy as the most effective and sustainable approach towards supporting the regeneration of the Major Urban Area whilst simultaneously reducing the need to travel and preserving the borough's finite natural resources.

5.200 The Borough's Rural Services Survey (2007) has identified Loggerheads, Madeley and the villages of Audley Parish as providing the most comprehensive provision of essential local services. These villages all have relatively good access to the conurbation by public transport. It should also be noted that the villages to the northwest of the borough are well linked to cross - border centres of employment and consumption i.e. Crewe and Nantwich.

5.201 This strategy conforms to policy RR1 – Rural Renaissance in the Regional Spatial Strategy Phase Two Revision. This highlights the need for identifying and establishing a sustainable network of rural services centres and states that the provision of new housing should generally be restricted to meeting local housing requirements and to support local services.

5.202 The disparity between household incomes and house prices is, with the exception of the villages of Audley Parish, most pronounced in the Borough's rural settlements, therefore the identification and provision of appropriate levels of affordable housing is a key strategic priority. The Strategic Housing Market Assessment (2008) provides a detailed picture of the housing market and affordability within the plan area and provides the primary evidence base for identifying affordable housing needs. The rolling five year programme of parish needs assessments provides further, locally specific evidence for identifying current and likely future housing requirements within the rural area – including the provision for affordable housing.

5.203 In accordance with Policy CSP6 Affordable Housing, where evidence highlights a local need not capable of being met through normal housing provision policy, sites may be released as Rural Exception Sites – as defined in PPS3. If such a site cannot be accommodated within an existing village, then a site immediately adjoining the village may be deemed appropriate. Housing on these sites will remain affordable in perpetuity. The delivery of such a scheme will require close partnership working between the Council, the Housing Corporation and relevant RSLs.

5.204 Whilst the priority is to make the maximum use of brownfield land, it is recognised that it may be necessary to identify greenfield sites to meet the area's housing requirements later in the plan period and if necessary the boundaries of village envelopes will be reviewed as part of the preparation of the Site Allocations and Policies Development Plan Document.

5.205 In accordance with PPS7: Sustainable Development in Rural areas, it is recognised that the re-use of existing buildings in appropriate locations, for economic, community or residential uses can make a significant contribution towards the sustainability of rural areas. As such, it is anticipated that sustainable windfall developments will play a considerable part in meeting local development requirements.

5.206 The West Midlands Economic Dimensions (2007) report commissioned by the West Midlands Rural Accord and West Midlands Rural Affairs Forum highlights the

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predominance of low value added/low wage employment opportunities in the rural areas as a key issue to be addressed, in order to create genuinely sustainable rural communities. The Science Park, which once fully developed, will have the capacity to accommodate up to 2500 employees: will make a significant contribution towards providing access to high quality jobs in the rural areas and throughout the plan area. It will also make a major contribution to transforming the skills base, attracting inward investment, particularly in the development of research facilities and businesses reliant on and complementary to such research processes and encouraging the provision of high quality housing.

Implementation

5.207 The delivery of affordable housing in the rural areas will involve close partnership working between both local authorities, Parish Councils, land owners, developers, the Housing Corporation and local RSLs. The Strategic Housing Land Availability Assessment will identify suitable sites for housing and will inform the allocation of housing land in the forthcoming Site Allocations and Policies Development Plan Document.

5.208 Both Councils will support rural development that contributes towards the delivery of the Actions Plans produced by Advantage West Midlands to deliver the Rural Development Programme in the West Midlands.

5.209 The planned Phase 3 expansion of the Keele University and Science Park is being led by the University with support from the Borough Council, Staffordshire County Council, Advantage West Midlands and the North Staffordshire Regeneration Zone. It will provide approximately 16ha of new development on an attractively landscaped 28ha site. Approximately 8ha will be for academic and employment uses related to the University. The Science Park will build upon its location, environment and linkages to the University to attract highly skilled employees.

5.210 Development of the higher education sector and knowledge based industries as a means of fostering growth will be further facilitated by: strengthening the infrastructure links between the universities, other educational and training institutions and the Regional Investment Site; the maintenance of a balanced portfolio of employment land and pubic investment in the quality of the environment across the plan area.

5.211 Public investment and developer contributions will be directed towards – the provision of affordable housing, improvements to the public realm, the management and delivery of key community facilities and services, including community transport schemes and subsidised bus services, and improving safety through junction improvements and traffic management schemes in villages. The adopted Developer Contributions SPD sets out detailed guidelines in respect of this. Further guidance on the Borough Councils requirements for affordable housing can be found in its Affordable Housing SPD. As part of the evidence base for the preparation of the Core Spatial Strategy the Councils have prepared a comprehensive Strategic Infrastructure Planning and Delivery Document which forms part of the LDF Core Spatial Strategy Evidence Base (see Appendix 2).

5.212 Any development within the North Staffordshire Green Belt will be in accordance with policies set out in national planning policy - PPG2 and local development plan policy.

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5.213 The completion of a rolling programme of conservation area appraisals and management plans will put in place a series of measures to preserve and enhance the built heritage and historic environment.

5.214 The implementation of the Rights of Way Improvement Plan for Staffordshire 2008 will be taken forward by Staffordshire County Council in partnership with the joint Local Access Forum, user groups, parish councils, the Borough Council and landowners.

5.215 As part of The Three Dales Vision, Staffordshire County is committed to sustained investment in Apedale Community Country Park. This investment will provide new visitor facilities, including the development of state of the art eco facilities at the Apedale Energy Station, complementing the existing Heritage Centre and Museum. An arrangement exists between English Partnerships and the Land Restoration Trust to ensure the long term management of the void and disposal area at the former Silverdale Colliery site once they have been restored. This will work to extend the sphere of influence of Apedale by forming a new Community Country Park significantly enhancing community access to the countryside.

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6. Core Strategic Policies

Comment [I5]: To be reformatted and become policies (see Annex 1 of the Schedule of Changes).

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¶
City Centre of Stoke-on-Trent Area Spatial Strategy¶
¶
5.66 This area includes the core, traditional city centre bounded by the Potteries Way ring road and the complementary Etruria Road Corridor. The complementary Festival Park / Festival Heights forms part of the Stoke-on-Trent Inner Urban Core.¶
¶
¶
Vision¶
¶
5.67 ***"To create a thriving, diverse and nationally recognised highly performing City Centre. By 2026 the City Centre will have an expanded core retail shopping area, a new business district, a distinct cultural quarter and provide for a range of City Centre living opportunities not currently available. These developments and others in the private, public and voluntary sector will be set within a network of accessible, attractive, safe and largely traffic free open spaces well served by all forms of public transport. Linkages to and from the City Centre to outlying areas will be capitalised upon through the creation of specific boulevards and welcoming gateways. Mixed use employment, commercial enterprise and residential accommodation not readily able to locate within a completed Potteries Way will be accommodated to the west of the Potteries Way. Destined to grow the City Centre will serve the needs and aspirations of all its user groups."***¶
¶
5.68 This vision for the future of the City Centre will be achieved through the strategy outlined below and amplified through the City Centre and Etruria Road Corridor Area Action Plan.¶
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¶
Strategic Principles¶
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5.69 The City Centre of Stoke-on-Trent is the lar ... [9]

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6. Core Strategic Policies

6.1 These are intended to complement and help deliver the area spatial strategies.

CSP1 Design Quality
CSP2 Historic Environment
CSP3 Sustainability and Climate Change
CSP4 Natural Assets
CSP5 Open Space/Sport/Recreation
CSP6 Affordable Housing
CSP7 Gypsy and Travellers
CSP8 Minerals

6.2 They complement relevant national and regional planning policy and guidance.

Design Quality

6.3 Over the past decade the issue of the quality of design in the built environment has been moving higher up the national agenda. Following the report of the Urban Task Force, Towards an Urban Renaissance, and the establishment of the Commission for Architecture and the Built Environment in 1999, a series of national policy initiatives aimed at embedding higher design standards in new development have been rolled out. CABE has been highly proactive in extending the influence of national design policy into all aspects of the development process through the publication of a great number of advisory and explanatory documents.

6.4 National Planning Policy Guidance sets the statutory context for the Development Plan and Development Control processes and Planning Policy Statement 1: Delivering Sustainable Development 2005 recognises that "good design is indivisible from good planning". The Statement contains a whole section devoted to design and in paragraphs 33 to 35 it states that "Good design ensures attractive, usable, durable and adaptive places and is a key element in achieving sustainable development", and also, "High quality and inclusive design should be the aim of all those involved in the development process".

6.5 These national initiatives have been reflected at regional and local level.

- The West Midlands Regional Spatial Strategy emphasises the vital role of good design in successful physical and economic regeneration.
- Advantage West Midlands has established a regional forum, Designed Environment West Midlands (DEWM), to promote good practice amongst a range of professional bodies across the region.
- AWM sponsors architecture and built environment centres in Birmingham and North Staffordshire as local delivery vehicles for this.
- RENEW North Staffordshire, the housing pathfinder, recognises in its Prospectus Scheme Update that the delivery of well designed new housing is essential for market renewal.
- Similarly the North Staffordshire Regeneration Zone Implementation Plan 2006-09 recognises that economic regeneration has to be underpinned by high quality

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design, if it is to be visible and marketable to prospective investors, visitors and residents.

- A Manifesto for Better Architecture and Urban Design has been endorsed by all North Staffordshire's local authorities, by RENEW, and by the North Staffordshire Regeneration Zone.

- A Design and Heritage Group for North Staffordshire jointly chaired by CABE and English Heritage has been established to co-ordinate the work of all bodies involved with design in the sub-region.

- Both Councils have identified lead members to "champion good design and the preservation and enhancement of the built and historic environment of the City and Borough".

6.6 The scale of public and private sector investment in the physical regeneration of Newcastle and Stoke-on-Trent over the next 20 years will be considerable. The success of this investment will depend on how well the developments, both individually and collectively, transform the area's physical environment: how effectively it functions, whether it is truly sustainable, and how positively it is regarded by investors, visitors and residents. These factors - functionality, sustainability and image – are essential for economic prosperity, a strong housing market, good health and education facilities, and the vitality and viability of the city centre and town centres. They can only be physically delivered through good architecture and urban design and a strategy to define and promote key spatial considerations at sub-regional level which facilitate and guide this transformation and influence the shape of the urban environment at local level.

6.7 The unique heritage of the plan area arises from its wealth of historic sites and buildings and the manner in which these are grouped forming attractive townscapes and landscapes. It is recognised that heritage features should be preserved and, where appropriate, restored and enhanced for their value to present and future generations. These principles are fundamental to National Planning Guidance, for instance PPG15: Planning and the Historic Environment (1994) and PPG16: Archaeology and Planning (1990). Paragraphs 1.4 and 1.5 recognise the complementarities of conservation and prosperity, the key role that conservation has in promoting economic prosperity and the particular importance of the historic environment for tourism and leisure.

6.8 Developments are responsible for shaping more than the physical character of our towns and villages. The culture and the people are also heavily influenced by where they live. In the past as change has taken place there has frequently been a loss of local distinctiveness and cultural identity. To reduce the risk of this happening there is a need to understand what we have already before designing new developments. North Staffordshire has pioneered the analytical technique of urban characterisation to assess the heritage value of town centres, quarters and neighbourhoods, and the results have been published in the Assessment of the Historical Significance of the North Staffordshire Conurbation).

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6.9 Core spatial policies 1-3 will seek to deliver the following key principles:-

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- The promotion and procurement of design excellence will be at the heart of the creation of a healthy and safe, vibrant and distinctive centres, neighbourhoods and rural communities and integral to the development of a new image and identity which fosters civic pride, stimulates investor confidence, and has strong visitor appeal.

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- To help to maintain distinctiveness and foster interest in and concern for the heritage of the area.
- To protect and, where possible, enhance all valuable elements of the built environment.
- To preserve and enhance the character and appearance of buildings and areas of special architectural or historic interest.
- New developments must integrate appropriate aspects of sustainability within their design and reflect their compatibility with and contribution to the delivery of sustainable development.
- As far as is practical, designs will be encouraged, which future-proof developments in respect of climate change adaptation and mitigation, recycling and energy efficiency.

6.10 Both Councils will seek to ensure that all development takes proper care to respond positively to its surroundings and users. Policies within the LDF will be focused on designing successful places for people which are fit for purpose, embrace the best of sustainable design and creativity and provide value for money.

Policy CSP1 – Design Quality

New development should be well designed to respect the character, identity and context of Newcastle and Stoke-on-Trent's unique townscape and landscape and in particular, the built heritage, its historic environment, its rural setting and the settlement pattern created by the hierarchy of centres.

New development should also:

1. Promote the image and distinctive identity of Newcastle and Stoke-on-Trent through the enhancement of strategic and local gateway locations and key transport corridors.

2. Be based on an understanding and respect for Newcastle's and Stoke-on-Trent's built, natural and social heritage.

3. Protect important and longer distance views of historic landmarks and rural vistas.

4. Contribute positively to an areas identity and heritage (both natural and built) in terms of scale, density, layout, use of appropriate vernacular materials for buildings and surfaces and access.

5. Be easy to get to and to move through and around, providing recognisable routes and interchanges and landmarks that are well connected to public transport, community facilities, the services of individual communities and neighbourhoods across the whole plan area.

6. Have public and private spaces that are safe, attractive, easily distinguished, accessible, complement the built form and foster civic pride.

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Policy CSP1 continued

7. **Ensure a balanced mix of uses that work together and encourage sustainable living in the use of water, energy and re-use of materials and minimises the impact on climatic change.**

8. **Provide active ground floor frontages where located in the City Centre, Newcastle Town centre, local or district centres.**

10. **Be accessible to all users.**

11. **Be safe uncluttered, varied and attractive.**

12. **Contribute positively to healthy lifestyles.**

13. **Support and foster innovative management and service delivery.**

6.11 The policy seeks to ensure that all development has regard to key design principles in support of the strategic vision to create an area of choice for businesses, visitors and residents as well as the successful delivery of each individual area spatial strategy vision. It recognises that design is not just about the architecture of a building. It is also about the spaces within which the development sits, the quality of the relationships between the development and surrounding areas, the appropriateness of the function of the building in its context and the stewardship of the historic environment.

6.12 More detailed practical advice and guidance on the approach to be taken to delivering the transformation of the plan area into a place recognised for its quality will be set out in a separate design Supplementary Planning Document (SPD) covering both local authority areas. RENEW North Staffordshire, Stoke-on-Trent City Council, and Newcastle-under-Lyme Borough Council are working in partnership to produce this SPD. Through its enabling team CABE is acting in a supporting and advisory role. Urban Vision North Staffordshire, the architecture and urban design centre, has been appointed by the partners to project manage its production and consultants have been commissioned to carry out the work.

6.13 A collaborative approach will improve consistency and compatibility in the way design guidance is prepared and implemented across the sub region. It will also provide the basis for a more comprehensive and effective approach to achieving better design quality in the sub-region. It will give commissioning and controlling bodies the means to deliver good design, and will help establish the critical contextual conditions, such as improved design skills, clarity of vision, understanding, and new procurement priorities, essential for high quality design. It will help reinvigorate the civic pride that historically created many areas of fine townscape in the conurbation.

6.14 Urban Vision North Staffordshire also plays a key role in ensuring the highest levels of design quality through the assessment of most major applications and Local Development Documents by their Design Review Panel.

6.15 Both Councils are producing a series of Conservation Area Appraisals and Management Plans, in accordance with the programme outlined in Local Area Agreements.

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6.16 Newcastle-under-Lyme Borough Council will be preparing a Conservation and Heritage Guidance Supplementary Planning Document. This document will be informed by the relevant Conservation Area Appraisals and Management Plans and will expand and provide further guidance on the historic environment policy in this Core Spatial Strategy.

6.17 To ensure that development proposals meet this policy requirement:

- Each Local Planning Authority will continue to use the Urban Vision North Staffordshire Design Review Panel to provide specialist advice on major planning applications.

- Planning applications should be accompanied by a Design and Access Statement in accordance with the guidance set out in the Department of Communities and Local Government Circular 01/2006, Guidance on Changes to the Development Control System and CABE guidance on Design and Access Statements. Further advice and guidance on the content of these statements will be set out in the joint Design SPD. This will set out the design quality standards that we expect from development.

- Development proposals involving redesigning and reforming areas, both in non protected areas as well as in protected areas within the urban core should pay regard to the Assessment of the Historical Significance of the North Staffordshire Conurbation, July 2006 and where necessary commission further intensive studies (or detailed level of analysis) to ensure informed change takes place that makes the most of the areas' historic character and cultural value.

- The Local List identifying buildings of local architectural and historic interest for Stoke-on-Trent will be revised and updated and a Local List for Newcastle-under-Lyme will be prepared.

- Both authorities have a statutory duty to formulate and publish proposals for the preservation and enhancement of conservation areas and will continue with their respective programmes for the production of Conservation Area Appraisals and Management Plans. Both authorities will designate new conservation areas as appropriate.

- Both Councils will be committed to ensuring that the promotion and procurement of design excellence will be at the heart of commissions for major infrastructure and public realm projects.

- The NSRP will work to create quality places by coordinating activity and funding sources to maximise leverage, foster joined up working and provide flexibility within funding.

- Masterplans will be commissioned for particularly large scale developments or where the development is to be phased over a number of years to inform Area Action Plans and the preparation of more locally specific design guidance.

6.18 Design has a key role to play in delivering sustainable neighbourhoods in respect of landscape protection, bio and geo diversity, natural resource use, energy efficiency, flood risk and pollution. The design of development proposals will therefore need to also reflect the following policies: Natural Assets, Climate Change and Minerals. Further guidance will be set out in the joint Design SPD.

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Historic Environment

Policy CSP2 – Historic Environment

Both Councils will seek to preserve and enhance the character and appearance of the historic heritage of the City and the Borough including buildings, monuments, sites and areas of special archaeological, architectural or historic interest.

6.19 This policy seeks to ensure that sites and areas of particular heritage value are safeguarded for the future and enhanced both for their own heritage merits and as part of wider heritage regeneration proposals. Conservation areas and building that are statutorily listed have some protection under the Planning Acts and National Planning Policy guidance to ensure preservation. However, sites and areas of heritage importance, including buildings in a local list, are not so protected and the design guidance to be set out through the Design SPD will seek to preserve their local architectural or historic interest through the Development Control process.

6.20 This policy will be implemented in the following ways:

- Through the application of the Newcastle Conservation and Heritage Guidance SPD.
- Through the production of Conservation Area Appraisals and Management Plans.
- Through the up to date record of historic assets and a list of locally listed buildings for each respective local authority area
- Each Council will make financial provision to help conserve its historic heritage through an annual allocation to its Conservation and Heritage Fund for grants to repair and restore historic buildings.
- The compilation and maintenance of a "Buildings at Risk" Register, which will highlight priorities for action for buildings of special architectural or historic interest or unlisted buildings in a conservation area. Where such buildings are at risk each Council will seek to help owners to use and maintain their property through a combination of advice, grant assistance and, if necessary, take action to ensure repairs/urgent works are undertaken under Section 48 and 54 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Sustainability and Climate Change

6.21 The Stern Review on the Economics of Climate Change commissioned by the Government in 2006 clearly identified the impact that human activity is having upon the global climate and highlights the urgency for producing policies that support the development of a range of low – carbon and energy efficiency technologies.

6.22 The supplement to Planning Policy Statement 1 – 'Planning and Climate Change' states that to deliver sustainable development a full and appropriate response to climate change is required. The guidance states that local planning authorities should consider the opportunities in the core spatial strategy to amplify policies and proposals as set out in Regional Spatial Strategy.

6.23 The guidance contained within the West Midlands Regional Spatial Strategy Phase 2 Revision proposes a dual approach to addressing climate change by enabling and

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promoting measures to reduce emissions, and ensuring new developments are adaptable to the changing climatic conditions likely to be experienced during their lifetime.

6.24 Renewable energy generation and the increased energy efficiency of new development have an important role to play in reducing CO^2 emissions and addressing global warming and they are directly linked to strategic aim SA17.

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Policy CSP3 – Sustainability and Climate Change

Development which positively addresses the impacts of climate change and delivers a sustainable approach will be encouraged.

The highest standards of energy and natural resource efficiency will be achieved by: -

1. **Requiring all proposals for non-residential developments of 1,000m^2 or more, and new residential development of 10 or more dwellings, to incorporate on site renewable energy production to off – set at least 10% of predicted carbon emissions. This percentage will be subject to review – if future evidence suggests that higher percentages can be achieved without impacting upon the viability of development, then the minimum requirement may be increased;**

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2. **Requiring that all new development reduces energy consumption by ensuring that all new homes meet at least level 3 of the Code for Sustainable Homes and considering the potential for securing higher standards of energy efficiency for new homes at level 4 before 2013 and zero carbon level 6 before 2016. Offices and other non-domestic buildings should aim for 10% below the target emission rate of the current Building Regulations by 2016;**

3. **Requiring the use of construction methods which minimise the use of non – renewable resources and which maximise the use of recycled and locally sourced materials;**

4. **Requiring that all development meets the highest standards of water efficiency and conservation by ensuring all new homes meet or exceed the water conservation standards in level 4 of the Code for Sustainable Homes, that offices meet the BREEAM offices scale, and that other buildings achieve efficiency savings of at least 25%;**

5. **Requiring all proposals for non-residential developments of 1,000m^2 or more, and new residential development of 10 or more dwellings to incorporate the use of Sustainable Urban Drainage Schemes (SUDS), unless it can be demonstrated that it is not practicable to do so;**

6. **Developing habitat systems which are resilient to climate change in accordance with latest best practice;**

7. **Supporting local initiatives to address climate change such as the North Staffordshire Warm Zone and other initiatives that may emerge;**

8. **Implementing such other best practice standards as may emerge.**

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6.25 Whilst the level of new development is relatively small in comparison to the level of existing development, this approach will make a significant contribution towards meeting national targets on increasing energy efficiency and reducing carbon emissions.

6.26 This approach conforms to both national guidance in Planning Policy Statement 22 – Renewable Energy, and emerging policies in the West Midlands Regional Spatial Strategy Phase 2 Revision.

6.27 The proposed review of the level of on site generation will ensure that in the early stages of the plan period, the financial burden upon new developers will not be excessively onerous. It is envisaged that increased public awareness, technological advances and economies of scale will enable higher targets to be set in the latter parts of the plan period without impacting upon the economic viability of most development.

6.28 This provides the overarching strategic spatial planning policy for sustainability and climate change and further guidance will be provided by both authorities in Development Control Policy documents and supplementary guidance.

Natural Assets

6.29 The plan area's natural assets are valuable and as a result require sensitive handling and in some cases a high level of protection. The assets make a significant contribution to the area's distinctive local identity and support a wide variety of local, regional and national biodiversity. They provide an attractive environment with the ability to attract inward investment and contribute towards the general health, well being and quality of life for the plan area's residents, all in accordance with the Community Strategies.

6.30 A diverse range of natural assets exist in the plan area including sites of international, national and local areas of wildlife and ecological value such as 2 Ramsar sites, 7 Sites of Special Scientific Interest (SSSIs), 23 Natural Heritage Sites (Stoke), 65 Grade I County Sites of Biological Importance (Newcastle), a number of Local Nature Reserves (9 in Stoke, 2 in Newcastle) and a Biodiversity Enhancement Area (Stoke).

6.31 The importance of these natural assets is reflected in Strategic Aims 13, 15 and 18.

Policy CSP4 – Natural Assets

The quality and quantity of the plan area's natural assets will be protected, maintained and enhanced through the following measures –

1. Working with relevant partners to enhance the plan area's natural habitats and biodiversity to achieve the outcomes and targets set out in UK Biodiversity Action Plan, the Staffordshire Biodiversity Action Plan and the Staffordshire Geodiversity Action Plan;

2. Working with relevant partners to achieve significant improvements to the condition of the plan area's internationally designated Ramsar sites, nationally designated Sites of Special Scientific Interest (SSSI), locally designated Sites of Biological Importance (SBI), and Local Wildlife Sites, Regionally Important Geological/Geomorphological Sites (RIGS) and Local Nature Reserves;

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Policy CSP4 Continued

3. **Ensuring that the location, scale and nature of all development planned and delivered through this Core Spatial Strategy avoids and mitigates adverse impacts, and wherever possible enhances, the plan area's distinctive natural assets, landscape character, waterways, network of urban green corridors and priority species and habitats identified in the UK Biodiversity Action Plan and the Staffordshire Biodiversity Action Plan;**

4. **Ensuring that the value of previously developed land as a source of biodiversity is recognised and appropriate measures are taken to reduce the negative impact of development upon this resource and wherever possible to achieve an enhancement.**

5. **Development that is likely to contribute additional nutrients to Black Firs and Cranberry Bog will not be permitted.**

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6.32 The loss of irreplaceable natural assets will not be accepted. Development will provide a net gain to natural assets and adequately mitigate and compensate for the unavoidable loss of replaceable natural assets. Development proposals will avoid fragmentation or severance of habitats and will contribute, where possible, to strengthening natural assets that sustain biodiversity.

6.33 Climate change is having a detrimental impact upon biodiversity. Small increases in average temperatures and changing weather patterns are having substantial impacts upon the natural environment in terms of ecosystem disruption and species extinction. It is important to act now and plan positively for the conservation and enhancement of the plan area's natural assets, bearing in mind that the impacts of climate change are likely to become greater in the future. For instance, the network of urban green corridors will need to be maintained as a major impact of climate change will be to shift the distribution of ecosystems and species. The maintenance of the corridors will enable the movement of species to new locations as they follow the shifting climate.

6.34 Articles 6(3) and 6(4) of the Habitats Directive (92/43/EEC) states that an assessment must be carried out of the impact of a plan (or project) upon any European site to assess whether there would be any significant effects upon the site's integrity. A screening exercise was carried out to identify any potential significant effects and therefore the need to carry out a full Appropriate Assessment of the Core Spatial Strategy. As a result of this exercise, it was determined, in consultation with Natural England, that a full Appropriate Assessment of the Core Spatial Strategy was not necessary. The process and outcomes of this exercise are set out in the Screening Report for Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (July 2008). The Black Firs and Cranberry Bog Ramsar site in the western part of the borough is already considered to be in an unfavourable conservation condition due in part to the cumulative effect of excess nutrient levels derived from non –sewer connected built development and agricultural sources in the local area, and there is a concern that any additional built development in the hydrological catchment area of the site which mostly encompasses the Balterley Heath settlement, may add to and exacerbate the situation. To address this issue, the Borough Council will investigate the potential for establishing a partnership with Crewe Borough Council, the Parish Council, the Environment Agency, United Utilities, and Natural England to investigate the best options for improving and eliminating SSSI water quality impacts from existing and future development, including the extension of the mains sewerage network to

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connect properties in Balterley Heath. In considering developments in the area of this SSSI the Borough Council will seek opportunities to extend the foul sewerage network (approximately 1km away) to new and existing properties as a means of remedying the pollution affecting the site.

6.35 The Staffordshire Biodiversity Action Plan (SBAP) was produced in 1998 and identifies priority habitats and species within the County and sets targets for their conservation and details the mechanisms for the implementation of the Action Plan. SBAP is funded and implemented through a partnership consisting of Natural England, the Environment Agency, Staffordshire Wildlife Trust, Staffordshire County Council, the relevant local authorities and numerous other partners.

6.36 The strategy outlined above conforms to national planning policy as set out in PPS9: 'Planning for Biodiversity and Geological Conservation' and the West Midlands Regional Spatial Strategy. The strategy is sufficiently flexible to accommodate any changes emerging in subsequent phases of revision of the Regional Spatial Strategy.

6.37 The identification of specific natural assets – SSSIs, SBIs, Local Nature Reserves etc, and detailed criteria based policies for their protection, will be included in future Development Plan Documents, and Proposals Maps. Further details are available in each authority's Local Development Scheme.

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Open Space/Sport/Recreation

6.38 Both Stoke-on-Trent's adopted Community Strategy and Newcastle's Sustainable Community Strategy identify a clear link between the provision of high quality public open spaces and recreational facilities, and the health and well being of the community.

6.39 The provision of good quality parks and green space is an essential element in creating sustainable communities. The development of good quality parks and green space should be recognised as having a significant contribution in attaining wider environmental, economic and social regeneration ambitions:

- Environmental benefits: by promoting biodiversity, improving environmental quality and responding to the need to adapt to, and mitigate the effects of, climate change
- Economic regeneration: by creating attractive settings for inward investment and elevating housing market values
- Social benefits: by providing space for recreation, play, exercise and relaxation, by providing health benefits, by creating safer environments and reducing crime, by presenting opportunities to experience and learn at first hand about our natural environment and by providing a community focus and common ground where people can come together to demonstrate and celebrate diversity

6.40 PPG17: Planning for open space, sport and recreation states that, local planning authorities should establish their own local standards. These standards should include

- Quantitative targets for setting how much provision is needed
- Qualitative targets for improving the existing provision

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- Guidelines for ensuring that facilities should be accessible to all parts of the community

6.41 The Urban North Staffordshire Green Space Strategy (2007) has been prepared to accord with these guidelines. The overarching vision of the Green Space Strategy is to

"Create and promote a balanced network of community – focused, valued, safe, sustainable, accessible, interesting and well – managed green spaces that enhance the quality of life, local identity and economic prosperity within urban North Staffordshire"

6.42 Both authorities are drafting Green Space Strategy Action Plans, outlining how and when the recommendations of the Strategy will be implemented.

The key elements of these Action Plans are outlined below:-

- A programme of qualitative improvements to all the plan area's greenspace assets
- The identification of alternative uses for greenspaces identified as surplus to requirements
- The development and implementation of Bio – Diversity Action Plans for all non – strategic semi natural green spaces and local nature reserves
- The provision of a new Sports Village at Cross Heath, Newcastle
- Additional Local Nature Reserves will be designated in accordance with the Green Space Strategy
- Additional District and Neighbourhood Parks will be created to meet identified local needs
- The plan area's network of greenways/green routes will be improved and extended
- Additional LEAPS will be created to meet identified needs

6.43 The Newcastle-under-Lyme – Leisure Needs Assessment and Playing Pitch Strategy (2006) was produced in accordance with guidance in Assessing Needs and Opportunities: A Companion Guide to PPG17. The key aim of the report was to identify local needs for provision, and opportunities for enhancement, development or replacement of current facilities. Likewise, a Sport and Physical Activity Strategy is being undertaken on behalf of Stoke-on-Trent City Council. Phase 1 of the strategy provides a number of key strategic objectives to deliver increased participation in sport and active recreation in the city. These objectives, amongst other things, highlight the importance of improving the range, quality and accessibility of built facilities and encourage more use of local facilities by placing a greater emphasis on programmes and initiatives at a local level. Phase 2 of the study, upon completion, will provide more detailed policies and analysis and identify sites to meet community needs for sport and active recreation. The findings will be taken forward through future Development Plan Documents as set out in each authority's Local Development Scheme. Parish Plans and other similar studies will help to provide a more detailed picture of specific community need and demand in the rural area, and help towards the identification of local standards. Studies will continue to be undertaken to update and refine existing data to ensure a comprehensive picture of need and demand is maintained.

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Policy CSP5 - Open Space/Sport/Recreation

The plan area's open space, sports and leisure assets will be enhanced, maintained and protected through the following measures -

1. **Close partnership working to deliver the key elements of the Urban North Staffordshire Green Space Strategy**

2. **Close partnership working to deliver improved quality and accessibility and additional sports and leisure facilities will be developed to meet local needs identified in Newcastle's Leisure Needs and Playing Pitch Strategy and Stoke's Sport and Physical Activity Strategy and any approved revisions or replacement strategies**

3. **Ensuring that all new residential development will be linked to existing and new open spaces and sport and recreation facilities through a series of well defined safe routes/streets, incorporating pedestrian friendly routes and cycle ways**

4. **Ensuring that the plan area's network of open spaces, sports and leisure assets are interlinked and accessible to all, secure, and provide quality leisure and amenity facilities**

5. **Developer contributions will be sought to provide a key funding source to meet the needs of new residents and for the delivery of Newcastle's Leisure Needs and Playing Pitch Strategy, Stoke's Sport and Physical Activity Strategy and the Urban North Staffordshire Green Space Strategy and any approved revisions or replacement strategies**

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6.44 This approach will make a significant contribution towards both authorities achieving key aims of their respective Community Strategies - Key aims of the Community Strategy for the City of Stoke-on-Trent include to create a 'Healthier City' and a 'Greener City'. Similarly, the Newcastle-under-Lyme Sustainable Community Strategy highlights the importance of good quality open space for - the community's health and well being; the creation of a genuine sense of community pride; and the attractiveness of the Borough for inward investment.

6.45 More detailed guidance on open space, sport and recreation standards and the use of planning obligations to achieve appropriate levels of provision and maintenance for the benefit of the wider community will be provided in future Development Plan Documents and in the case of Newcastle, the Developer Contributions Supplementary Planning Document. We will identify sites to meet these community needs for sport, recreation and play through site specific allocations development plan documents and Area Action Plans. In particular, the proposal for new facilities at Fenton Manor will be set out in the Inner Urban Core Area Action Plan.

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Affordable Housing

6.46 Until relatively recently affordability was not a significant issue within the North Staffordshire conurbation due to the availability of public sector, registered social landlord and low cost market housing. However, the gap between house prices and incomes has widened. Over the 5 years to June 2006 prices of terraced properties in North Staffordshire rose on average by just over 200%. Over the same period average

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earnings have risen by approximately 20%. Furthermore, the availability of housing stock has been reduced due to the 'Right to Buy' scheme. This together with problems of affordability in rural areas where housing has been purchased by incomers has put house prices beyond the reach of local communities. To address these problems, and accommodate the Housing Market Renewal (HMR) process, requires us to provide both statutory new affordable housing as well as improve the condition of the existing housing stock. The national emphasis on provision of Key Worker accommodation is not significant in Newcastle-under-Lyme and Stoke-on-Trent.

6.47 The Regional Spatial Strategy Phase Two Revision Preferred Option (December 2007) identifies the need for gross indicative minima targets of 500 affordable housing units per annum in the West Midlands North Housing Market Area.

Policy CSP6 – Affordable Housing

All development involving housing above the following size thresholds must make provision for an element of affordable housing to meet identified need in the latest published evidence of need.

1. **New residential development within the urban area, on sites or parts of sites proposed to, or capable of, accommodating 15 or more dwellings will be required to contribute towards affordable housing at a rate equivalent to a target of 25% of the total dwellings to be provided.**

2. **New residential development within the rural areas, on sites of 5 dwellings or more will be required to contribute towards affordable housing at a rate equivalent to a target of 25% of the total dwellings to be provided.**

3. **In some areas the local need for affordable housing may be for less than 25%. In this case a financial contribution to off site affordable housing provision will be required at the equivalent rate to meet priority needs elsewhere.**

4. **Housing developments within the identified City Centre boundary will not be required to provide affordable housing to assist promotion of this new housing market sector and ensure increased investment in the quality of adjacent public spaces.**

5. **In other areas, particularly within Areas of Major Intervention, a higher level of affordable provision will be accommodated on the site if demonstrated by local needs surveys. Increased provision will be funded from a cocktail of sources including developer contributions.**

6. **Within the plan area the affordable housing mix will be negotiated on a site by site basis to reflect the nature of development and local needs. Generally, affordable housing types will be expected to reflect that of the site as a whole.**

7. **Affordable housing units should be fully integrated with the market housing, be built to the same design, quality and space standards and should not be visually distinguishable from other development on site. It should be assumed that affordable housing will be required to be provided without subsidy.**

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8. **Within the rural area, where published evidence of need highlights a local need not capable of being met through normal housing provision policy, sites may be released as Rural Exception Sites – as defined in PPS3. If such a site cannot be accommodated within an existing village, then a site immediately adjoining the village may be deemed appropriate. The scale of development should not exceed the level of need identified. Schemes should be able to be afforded by local people identified as having housing need and will remain affordable in perpetuity.**

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6.48 The approach outlined above is wholly consistent with national and regional planning policy and national, regional and local housing strategies. Both authorities are producing or have programmed to produce, Affordable Housing – Supplementary Planning Documents. These documents will expand on the approach outlined above.

6.49 Evidence suggests that the need for affordable housing within the areas identified by RENEW North Staffordshire HMR programme as 'Areas of Major Intervention' may be higher than 25%. If the burden of affordable provision were to fall solely within areas of greatest need this would provide a perverse incentive to locate residential development where there is less need. This strategic policy which accords with the local housing strategy objectives; is justified in relation to local needs guidance and spreads the burden across the plan area whilst recognising the need for higher levels of provision in some areas, particularly within the Inner Urban Core, is more equitable and would not prejudice delivery of the strategic priorities of urban and rural renaissance.

6.50 Historically, the City Centre has not benefited from a vibrant, high quality housing market. There is an aspiration to realise the full potential for regenerating the City Centre through the development of high quality, sustainable housing. As such it is believed that at present, seeking contributions towards affordable housing in the City Centre may be a considerable disincentive to investing in such an untested market.

6.51 The identification of local housing needs within the rural areas will primarily be informed through the rolling programme of Parish Housing Needs Surveys.

Gypsy and Travellers

6.52 All local authorities have a statutory duty to provide for the accommodation needs of the Gypsy and Traveller communities. At present Newcastle provides approximately 22 pitches (including 3 at currently unauthorised sites) and an estimated 10 Gypsy and Traveller households in bricks and mortar accommodation. Stoke-on-Trent provides approximately 48 pitches and in addition to this there are an estimated 40 Gypsy and Traveller households in bricks and mortar accommodation. This figure reflects the families known to the Citizens Advice Bureau in the city and is probably a significant underestimate of actual numbers.

6.53 National Planning Policy outlined in PPS1 and PPS3 emphasise the importance of taking a proactive approach towards addressing the specific housing needs of all members of the community in order to create genuinely sustainable communities.

6.54 The RSS Phase 3 Revision – Draft Project Plan (November 2007), sets out the proposed regional policy approach to the provision of Gypsy and Traveller

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accommodation. Once adopted, this revision will include Local Authority targets for the provision of pitches, based upon evidence from the relevant needs assessments. Prior to any emerging RSS targets, the phasing outlined below will be used to plan for future provision within the plan area.

6.55 The North Housing Market Area Gypsy and Traveller Accommodation Needs Assessment 2007 estimates the following additional future requirements –

Newcastle-under-Lyme	2007 - 2012	2012 - 2016	2016 -2021	2021 - 2026
Residential pitches	15	4	6	7
Transit pitches	5	-	-	-
Travelling show - people pitches	5	-	-	-
Stoke-on-Trent	**2007 - 2012**	**2012 - 2016**	**2016 -2021**	**2021 - 2026**
Residential pitches	29 (this figure includes plots for travelling show people)	9	13	15
Transit pitches	10	-	-	-
Travelling show - people pitches	-	-	-	-

6.56 Sites will be identified in future Development Plan Documents, as set out in each authority's Local Development Scheme, that satisfy the criteria set out below –

Policy CSP7 – Gypsy and Travellers

Additional pitches will be located on sites which –

1. **Provide good access to shops, education, healthcare facilities and other essentials services**
2. **Provide good access to public transport and the highway network**
3. **Have the capacity to incorporate all necessary on - site infrastructure e.g. parking, storage, waste disposal, play and residential amenity space.**
4. **Minimize any negative impacts upon local landscapes, environments and neighbouring communities.**

6.57 The delivery of suitable sites will involve extensive community consultation and close partnership working between the local authorities and the relevant RSLs. Where necessary additional sites will be identified in future Development Plan Documents that include site allocations. Further details can be found in each authority's Local Development Scheme.

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6.58 In line with the recommendations of the Accommodation Assessment 2007 residential and transit site design will be approached in a creative and innovative manner. Preferences and aspirations of Gypsies and Travellers will be taken into consideration and existing statutory guidelines and emerging good practice will be used in relation to site design, management and health and safety issues.

6.59 The principles and methods used by the authorities and local RSLs to promote affordable accommodation to members of the non-Traveller communities will be adapted to the accommodation used by members of Gypsy and Traveller communities.

Minerals

6.60 Stoke-on-Trent City Council is a mineral and waste planning authority. Responsibility for mineral and waste planning in the Borough of Newcastle-under-Lyme rests with Staffordshire County Council. It was originally intended that minerals and waste core spatial policies for the City of Stoke-on-Trent alone would be dealt with in this core spatial strategy. Minerals and waste spatial policies for the Borough were to be dealt with in the minerals and waste core spatial strategies being prepared by Staffordshire County Council. Emerging regional spatial strategy provides more detailed and demanding guidance on minerals and waste matters. Furthermore, national advice indicates that minerals and waste core spatial policies must be locally distinctive and more specific. Accordingly, the approach to the preparation of minerals and waste core spatial policies has been reviewed. Waste core spatial policies, including secondary aggregates production will now be dealt with in the Staffordshire and Stoke-on-Trent Waste Core Spatial Strategy being jointly prepared by the City Council and Staffordshire County Council.

6.61 The City of Stoke-on-Trent is underlain by coal and clay reserves but active mineral operations are limited. Permitted clay working is located at Bankeyfield, Tunstall and Copshurst Quarry, Lightwood. Further information can be found in the accompanying background paper: "Minerals in the City of Stoke-on-Trent", produced by Stoke-on-Trent City Council. Core spatial policy is advanced below with the strategic aim of safeguarding economic mineral resources (SA9).

CSP8 – Minerals in Stoke-on-Trent

Scarce Etruria Marl resources and reserves are located within the mineral safeguard areas and permitted clay workings shown on Plan 9. All reasonable steps should be taken to avoid sterilisation of the mineral.

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6.62 Mineral production from primary resources in the City is a shadow of its former self. Reserves have been worked out and modern mineral operations are constrained by the urban form and amenity considerations. What little new development may emerge in the future will be guided by national and regional mineral planning policy. However, the City of Stoke-on-Trent does include nationally scarce resources of Etruria Marls. Where such reserves are believed to exist as shown on Plan 9 and sterilisation is threatened by built development in accordance with national policy then special measures need to be put in place to confirm the existence of viable reserves and take steps to recover them prior to built development.

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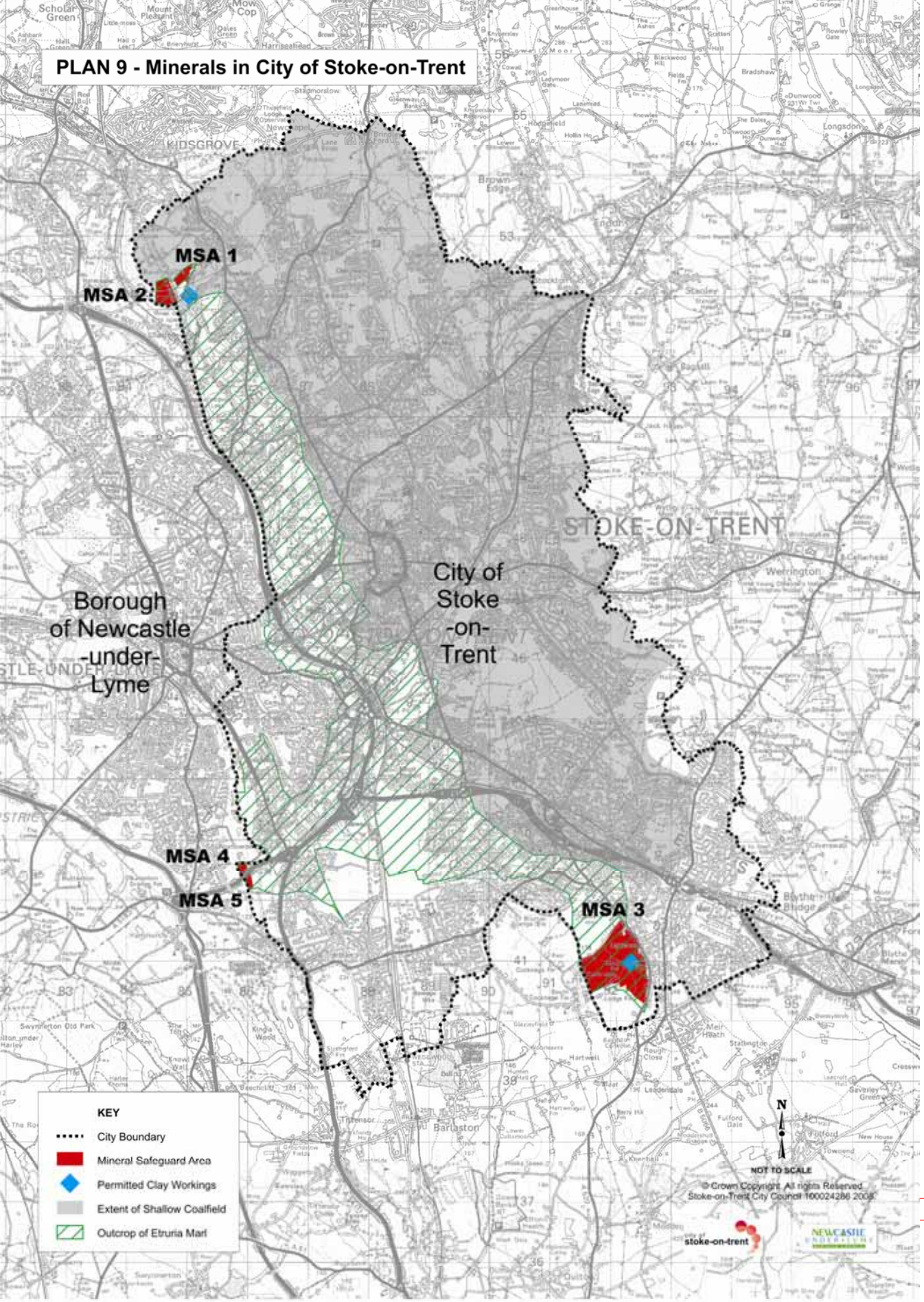
PLAN 9 - Minerals in City of Stoke-on-Trent
MSA 1
MSA 2
MSA 3
MSA 4
MSA 5
Borough of Newcastle -under- Lyme
City of Stoke -on- Trent
STOKE-ON-TRENT
KEY
City Boundary
Mineral Safeguard Area
Permitted Clay Workings
Extent of Shallow Coalfield
Outcrop of Etruria Marl
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NOT TO SCALE
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Stoke-on-Trent City Council 100024286 2008

7. Implementation

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7. Implementation

7.1 We are not interested in producing paper plans which will gather dust on a shelf. We want the Core Spatial Strategy to help make a real difference in Newcastle-under-Lyme and Stoke-on-Trent and together other LDF documents will set out the standards for the development we require. No one individual or organisation will bring about all the change that we need. All of us, individuals or organisations; public, private and voluntary sectors and urban and rural communities must work together to make sure we are all pulling in the same direction. Detailed implementation programmes will be set out in future Development Plan Documents that include site allocations. Further details are provided in each authority's Local Development Scheme. As part of the evidence base for the preparation of the Core Spatial Strategy the Councils have prepared a comprehensive Strategic Infrastructure Planning and Delivery Document which forms part of the LDF Core Spatial Strategy Evidence Base (see Appendix 2). This schedule examines the accessibility and transportation infrastructure, social infrastructure and physical/utility infrastructure required to support the strategy.

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7.2 Effective regeneration depends upon taking an integrated, rather than piecemeal, approach to delivering change both in time and space.

7.3 This targeted approach to regenerating relatively large areas of the urban area, including poor quality housing and suffering from multiple forms of deprivation, has proved a more cost effective than piecemeal improvements and raises people's perceptions and expectations, creating greater confidence in the local community. This approach has operated by the designation of Areas of Major Intervention, General Renewal Areas and Suburban Social Estates meriting housing intervention and will also apply in city and town centre regeneration strategies.

Policy CSP9 - Comprehensive Area Regeneration

A comprehensive, area-based approach will be taken to the design and implementation of regeneration proposals using all reasonable means available. Development proposals that would prejudice an integrated and comprehensive approach will not be permitted.

Partnership working will be prioritised towards:

1. **Developing integrated renewal strategies for the most deprived communities;**
2. **Housing market improvements combined with improved local services;**
3. **Concentrated action within identified housing market renewal areas and the regeneration zone, including business support, skills training, access improvements, land assembly and environmental improvement;**
4. **Developing strategies for employment growth and the creation of new residential environments in areas of opportunity;**
5. **Identification of the complementary roles and identities of each of the centres within the plan area as catalysts for regeneration, and**
6. **Delivering high quality development within the plan area.**

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7.4 Both Councils working through local partnerships will have a key role in integrating and co-ordinating land use and investment decisions with the development of major services and facilities.

7.5 This will involve, when resources permit and circumstances are appropriate, actively seeking to encourage the take up development land by:

- supporting public acquisition of key development sites and preparing and marketing them for development;
- considering acquisition of derelict sites and preparing them for development through reclamation;
- working with the external groups and organisations at a regional and sub-regional level to promote joint ventures between the public and private sectors in assembling and developing employment sites; and seeking to promote the carrying out in employment improvement areas a programme of infrastructural and environmental improvements to improve their appearance and attractiveness for further investment;
- promoting the city as a sound location for investment, and/or
- directly or jointly assisting in the marketing and publicising of development sites.

7.6 This sets out a positive approach to development land promotion and the identification of ways in which sites will be brought forward for development, within the constraints of available resources.

7.7 Although public sector investment programmes have a role to play, we cannot make a substantive change without the buy in of the private sector. One of the tools available to local planning authorities to bring on beneficial change, within lawful constraints, is planning agreements or Section 106 agreements. The core spatial planning policy set out below will provide the springboard for development of more detailed policies and guidance.

7.8 To most people the term Section 106 planning agreement or obligations means little. To some it may be understood only loosely, or rather misunderstood, as a means by which developers, as a result of being granted planning permission for their proposed developments, have to pay the Council for things it cannot otherwise afford to provide. Whilst it is true that Section 106 Agreements, or lack of them, can have an impact on the lives of communities and the long term prospects of their local area their negotiation, preparation and compliance are constrained in law and can only bring benefits that are related in scale and type to the development proposals for which they have been negotiated.

7.9 Development can place additional demands upon physical infrastructure and social facilities, as well as having impacts upon the environment. In many cases developers will be required to enter into planning obligations so that provision is made for the necessary improvements to services and facilities, or to secure compensatory provision for any loss or damage created (e.g. a loss of valued open space). Obligations may also be necessary for wider planning objectives to be secured: for example, the provision of affordable housing where this is reasonable and justified. Failure to make such provision would lead to the refusal of planning permission.

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Policy CSP10 - Planning Obligations

Developers are expected to have regard to the consequences that may arise from development. Development proposals should, therefore, include provision for necessary on site and off site infrastructure, community facilities and/or mitigation measures where this is necessary to ensure comprehensive planning and to avoid placing an additional burden on the existing community and area. These may include:

1. **Transport measures, facilities or improvements;**
2. **Utility services and/or improvements;**
3. **Affordable housing;**
4. **Education and community facilities;**
5. **Open spaces; sports and recreation facilities;**
6. **Environmental improvements and/or mitigation measures**
7. **Or such other requirements which may be considered reasonable having regard to all material considerations**

Where appropriate, the local authority will consider entering into joint development schemes, assisting with site assembly, using powers of compulsory purchase or using other means available under its planning and associated powers, including planning conditions or planning obligations, in order to implement policies and proposals in this Strategy, or to obtain mitigation measures where necessary.

7.10 The preferred policy highlights the general principle that infrastructure will be required where necessary in planning terms and indicates the broad range of matters that may need to be addressed. Responsibility shall be placed at the door of those who will carry out the development. Section 106 agreements are a product of negotiation. The detailed requirements will comply with the tests set out in Government guidance and legislation (or their successors).

7.11 Developers are encouraged to make use of pre application discussions to identify likely requirements at an early stage. It is our intention to carry out negotiations in respect of such agreements in an open and transparent manner.

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8. Monitoring Framework

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8. Monitoring Framework

8.1 Monitoring is about measuring progress on the journey towards our vision. Our vision is that;

'The Borough of Newcastle-under-Lyme and the City of Stoke-on-Trent will be a prosperous, vibrant and successful area of choice for businesses, visitors and residents in the period up to 2026

8.2 Government guidance suggests that performance of the Local Development Framework should be monitored through a series of indicators. These consist of:

- **Contextual indicators.** These measure changes in the wider social, economic and environmental background against which policies operate. The LDF has no direct control over these but, over time, they will reflect the impact of LDF polices alongside the impact of other strategies such as the community strategy. A baseline will be established for these indicators and they will be monitored regularly. Targets, milestones or other performance measures are not appropriate in the LDF and have not been set for these indicators.
- **Core output indicators.** These are defined by government to achieve a consistent data set for all Local Authorities. A baseline will be established for these indicators and most will be monitored on an annual basis. In most cases targets, milestones or other performance measures will be set in the appropriate LDF document.
- **Local output indicators.** These are additional indicators, identified through the LDF process, as being relevant to the assessment of whether an objective or policy is meeting its target. A baseline will be established for these indicators and most will be monitored on an annual basis. In most cases targets, milestones or other performance measures will be set in the appropriate LDF document.
- **Significant effects indicators.** These measure the significant effects of the Local Development Framework policies on sustainability and have been identified by the Strategic Environmental Assessment/ Sustainability Appraisal of the Local Development Framework. A baseline will be established for these indicators and they will be monitored regularly. Where appropriate, targets, milestones or other performance measures will be set in the relevant LDF document.

8.3 The table below shows the range of indicators identified. The list will be reviewed regularly to ensure that it remains relevant and comprehensive.

8.4 Indicators have been identified which relate to the Strategic Aims and Core Strategic Policies. The purpose of the monitoring framework is to assess performance against these and therefore the achievement, or otherwise, of the aims of the policy. Progress will be reported in the Annual Monitoring Report and, where necessary, any actions necessary to review the policy or indicators will be discussed. The Core Spatial Strategic Infrastructure Planning and Delivery Document will be subject to annual monitoring and review through the Local Development Framework Annual Monitoring Report (AMR).

8.5 It should be noted that not every indicator will be reported every year. Throughout the process a key aim has been to avoid duplication of effort. Wherever possible existing data and surveys (in-house or external) will be used to derive the indicator data e.g. use of land registry data to monitor house prices. In some cases this may lead to compromise, such as surveys being carried out less frequent than annually, or surveys based on a calendar year rather than the standard monitoring year, or based on a slightly different geographical basis e.g. postcode boundaries which do not exactly replicate local authority boundaries. In order to assist independent analysis of

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the data the monitoring framework indicates the source of the data, the frequency of reporting and any commentary relevant to the method of data collection.

8.6 The Annual Monitoring Report will be published on both Councils LDF website (www.stoke.gov.uk/ldf and www.newcastle-staffs.gov.uk/LDF).

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Ref No	Indicator & Measure	Target	Relevant Strategic Aim (SA) or Core Strategic Policy (CSP)	Indicator Type	Frequency of collection	Source
	EMPLOYMENT					
1.	Amount of completed employment development • Floorspace completed • Site area completed	Monitor Monitor against RSS expectations (Stoke 11ha pa, Newcastle 5.6ha pa)		Core (1a) Local	Annually	Annual Monitoring Report
2.	Location of completed employment development • Proportion which is in the regeneration zone • Proportion which is on brownfield land • Amount which is in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)	Monitor Monitor To achieve the amounts identified in each ASP	SA3, SA10, SA12, SA13, CS9	Core (1b) Core (1c) Local	Annually	Annual Monitoring Report
3.	Future employment development • Area of land allocated in DPD's / with planning permission for employment development	To meet anticipated RSS requirements (5 year reservoir for Stoke 55ha and Newcastle 28ha)		Core (1d)	Annually	Employment Land Review
4.	Progress in development of sites allocated in DPD's • Progress on employment allocations in terms of planning status and physical development	Monitor		Local	Annually	Annual Monitoring Report
5.	Windfall development • Number / proportion of employment developments not on allocated sites in terms of planning status and physical development	Monitor - expected to decline as allocations are made in DPD'		Local	Annually	Annual Monitoring Report
6.	Losses of employment land to non-employment uses • Amount of land lost • Proportion which is in the regeneration zone • Use of 'lost' land by Use Class	Monitor Monitor Monitor		Core (1e) Core (1e) Core (1f)	Annually	Annual Monitoring Report
7.	Economic Activity • Overall employment rate • Number of people on out of work benefits	Monitor – increase desired Monitor – reduction desired		NI 151 NI 152	Annually Quarterly	ONS (APS) Jobcentre Plus
8.	Average earnings • Median earnings of employees by workplace	Monitor – narrowing of gap between local and region / national figures desired		NI 166	Annually	ONS (ASHE)
9.	New businesses • New business registration rate	Monitor	SA5	NI 171	Annually	ONS
10.	Employment profile • Number / Proportion of businesses in target sectors • Number / Proportion employed in target sectors	Monitor – increase desired Monitor – increase desired	SA5, SA6	Contextual	Annually	ONS
11.	Workforce Skills • Working age population qualified to at least Level 2 or higher • Achievement of 5 or more A*-C grades at GCSE • Skills gaps in the workforce	Monitor – narrowing of gap between local and regional / national desired Monitor – narrowing of gap between local and regional / national desired Monitor – narrowing of gap between local and regional / national desired	SA5, SA6	NI 163 NI 75 NI 174	Annually Annually Two yearly	ONS (APS) DCSF LSC (NESS)

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	HOUSING					
12.	Housing trajectory • Number of dwellings completed each year (net) • Number of dwellings forecast to be built in future years • Analysis of progress against agreed housing targets in RSS / Core Spatial Strategy	To meet anticipated RSS requirements and trajectory shown in Core Spatial Strategy (Stoke 11,400 and Newcastle 5,700 net over plan period)	SA4	Core (2a) / NI 154	Annually	Annual Monitoring Report
13.	Location of completed dwellings • Proportion which are on brownfield land • Number which are in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)	Stoke and Newcastle urban area 90% To achieve the numbers identified in each ASP	SA3, SA4, SA10, SA11, SA12, SA13, CS9	Core (2b) Local	Annually	Annual Monitoring Report
14.	Future housing development • Area of land allocated in DPD's / with planning permission for residential development	To meet PPS3 requirements (5 and 15 year supply) Monitor		NI 159	Annually	Annual Monitoring Report
15.	Progress in development of sites allocated in DPD's • Progress on housing allocations in terms of planning status and physical development	Monitor		Local	Annually	Annual Monitoring Report
16.	Windfall development • Number / proportion of housing developments not on allocated sites in terms of planning status and physical development	Monitor – expected to decline as allocations are made in DPD'		Local	Annually	Annual Monitoring Report
17.	Density of residential development • Number / proportion built at less than 30, between 30 and 50 and more than 50 per hectare	Monitor – expected to remain around 50/ha	SA4	Core (2c)	Annually	Annual Monitoring Report
18.	Dwelling Types • Type and size of dwellings constructed	Monitor	SA4	Local	Annually	Annual Monitoring Report
19.	Affordable housing trajectory • Number of affordable dwellings completed • Number of dwellings forecast to be built in future years • Analysis of progress against agreed affordable housing targets in RSS / Core Spatial Strategy	To meet RSS requirements (Stoke 3,000 and Newcastle 1,200 over plan period (Stoke 150 pa and Newcastle 60 pa)	SA4, CS6	Core (2d) / NI 155	Annual	Annual Monitoring Report / CLG
20.	Analysis of affordable dwellings provided: • By type (social rented / intermediate)	Stoke split 50/50, Newcastle 60/40 split	CS6	Local	Annually	Annual Monitoring Report
21.	Housing conditions • Tenure and number of homes failing decent homes standard	Monitor – anticipated to fall	SA4	Contextual	Occasional	House Condition survey
22.	Housing tenure • Number / percentage of dwellings and their tenure	Monitor		Contextual	Annually	Annual Monitoring Report
23.	House Prices • Average sale price for all house types • Number of sales • Average sale price for individual house types	Monitor - Monitor Monitor – narrowing of gap between local and region / national figures desired	CS6	Contextual Contextual Contextual	Annually in March (available monthly /	Land Registry

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24.	Gypsy & Traveller sites • Number of pitches provided	To progress towards meeting 100% of identified need by 2026 as identified in the local Gypsy and Traveller Accommodation Needs Assessment	CS7	Local	Annually	Annual Monitoring Report
	TRANSPORT AND ACCESSIBILITY					
25.	Parking standards • Completed non-residential development complying with LDF parking standards	100%		core (3a)	Annually	Annual Monitoring Report
26.	Accessibility of new dwellings to key local facilities • Number / proportion within 30 minutes public transport travel time of a GP surgery, hospital, primary school, secondary school, employment opportunities and a major retail centre	Stoke and Newcastle urban area 95%.	SA2, SA3, SA4, SA7, SA10, SA12, SA18	Core (3b) / NI 175	Annually	Annual Monitoring Report / LTP monitoring report
27.	Accessibility of completed major developments • Proportion of population living within 30 minutes travel time by sustainable transport of completed major developments	Stoke and Newcastle urban area 95%.	SA2, SA3, SA4, SA7, SA10, SA12, SA18	Local	Annually	Annual Monitoring Report
28.	Transport infrastructure • Progress in implementing transport schemes identified in the Core Spatial Strategy and Local Transport Plan (park and ride, bus priority corridors, city centre bus station, cycle and pedestrian networks)	To meet milestones set out in the Local Transport Plan	SA3, SA7, SA10	Local	Annually	LTP monitoring report
	RETAIL					
29.	Amount of completed retail development • Floorspace completed • Site area completed	In accordance with RSS (City Centre 120,000sqm and Newcastle 35,000sqm). Other centres in line with Core Spatial Strategy. Monitor	SA7	Core (4a) Local	Annually	Annual Monitoring Report
30.	Location of completed retail floorspace; • Proportion which is on brownfield land • Proportion which is 'in town' • Amount which is in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)	Monitor 100% of comparison floorspace to be in Strategic and Significant Urban Centres to achieve the proportions identified in the strategy To achieve the amounts identified in each ASP	SA3, SA7, SA10, SA12, SA13, CS9	Local Core (4b) Local	Annual	Annual Monitoring Report
31.	Future retail development • Area of land allocated in DPD's / with planning permission for each type of development	Monitor		Local	Annually	Annual Monitoring Report
32.	Progress in development of sites allocated in DPD's • Progress on allocations in terms of planning status and physical development	Monitor		Local	Annually	Annual Monitoring Report
33.	Windfall development • Number / proportion of developments not on allocated sites in terms of planning status and physical development	Monitor - expected to decline as allocations are made in DPD'		Local	Annually	Annual Monitoring Report
34.	Ranking of regional centres • National ranking of the city centre and Newcastle	To at least maintain their respective positions	SA7	Contextual	Two yearly	Experian

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	town centre					
	OFFICE					
35.	Amount of completed office development • Floorspace completed Site area completed	In accordance with RSS (City Centre 85,000sqm and Newcastle 60,000sqm). Monitor	SA3, SA5, SA7	Core (4a) Local	Annually	Annual Monitoring Report
36.	Location of completed office floorspace; • Proportion which is on brownfield land • Proportion which is 'in town' • Amount which is in each of the identified Area spatial Strategy areas (city centre, inner urban core etc)	Monitor To be primarily within or adjacent to the City Centre or Newcastle town centre. To achieve the amounts identified in each ASP	SA7, SA10, SA12, SA13, CS9	Local Core (4b) Local	Annual	Annual Monitoring Report
37.	Future office development • Area of land allocated in DPD's / with planning permission	Monitor		Local	Annually	Annual Monitoring Report
38.	Progress in development of sites allocated in DPD's • Progress on allocations in terms of planning status and physical development	Monitor		Local	Annually	Annual Monitoring Report
39.	Windfall development • Number / proportion of developments not on allocated sites in terms of planning status and physical development	Monitor - expected to decline as allocations are made in DPD'		Local	Annually	Annual Monitoring Report
	LEISURE					
40.	Amount of completed leisure development • Floorspace completed • Site area completed	Monitor Monitor	CS5	Core (4a) Local	Annually	Annual Monitoring Report
41.	Location of completed leisure floorspace; • Proportion which is on brownfield land • Proportion which is 'in town' • Amount which is in each of the identified Area spatial Strategy areas (city centre, inner urban core etc)	Monitor Monitor Monitor	SA3, SA7, SA10, SA12, SA13, CS5, CS9	Local Core (4b) Local	Annual	Annual Monitoring Report
42.	Future leisure development • Area of land allocated in DPD's / with planning permission	Monitor	CS5	Local	Annually	Annual Monitoring Report
43.	Progress in development of sites allocated in DPD's • Progress on allocations in terms of planning status and physical development	Monitor	CS5	Local	Annually	Annual Monitoring Report
44.	Windfall development • Number / proportion of developments not on allocated sites in terms of planning status and physical development	Monitor - expected to decline as allocations are made in DPD'	CS5	Local	Annually	Annual Monitoring Report
45.	Participation • Adult participation in sport and active recreation	Monitor	SA2, SA13, SP3, CSP5	NI 8	Annually	DCMS (APS)
	RURAL SERVICES AND DEVELOPMENT					
46.	Loss of local facilities • Number of facilities in villages and local centres	Monitor	SA2, SA3, SA11,	Local	Annually	Annual Monitoring

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	lost to other uses		SA15			Report
47.	Amount of development (any use) permitted in the greenbelt • Number of planning applications approved and type of development approved	Monitor - No Target as exceptional circumstances only	SA15	Local	Annually	Annual Monitoring Report
48.	Development in the open countryside (any use) • Number of planning applications approved and type of development approved	Monitor - No Target as exceptional circumstances only	SA15	Local	Annually	Annual Monitoring Report
	ENVIRONMENT					
49.	Open Spaces • Amount and condition of open spaces • Percentage of open space maintained to Green Flag standards • Open space lost and not replaced in accordance with policy • Investments in improvements in open spaces, showing change over time	Monitor Monitor – increase desired 0% Monitor	SA13, CS5	Local Core (4c) Local Local	Occasional	Greenspace Strategy
50.	Amount of brownfield land • Previously developed land that has been vacant or derelict for more than 5 years	Monitor – reduction desired	CS9	NI 170	Annually	CLG
51.	Minerals • Mineral deposits safeguarded through formal processes	100%	SA9, CS8	Local	Occasional	In-house surveys
52.	Waste management • Capacity of new waste management facility by type • Amount and management of municipal waste	Monitor In line with national requirements		Core (6a) Core (6b) / NI 191/23	Annually	Annual Monitoring Report DEFRA (WDF)
53.	Flood Risk • Number of planning permissions granted contrary to the advice of the Environment Agency on either flood defence grounds or water quality.	0% including where mitigation measures implemented		Core (7)	Annually	Annual Monitoring Report
54.	Biodiversity • Change in areas and populations of biodiversity importance	No decline	SA15, CS4	Core (8) / NI 197	Occasional / Annually	Annual Monitoring Report / Local Sites Partnership
55.	Renewable energy • Planning applications approved for installation of renewable energy capacity • Renewable energy capacity installed by type • Proportion of applicable development meeting the policy target (10%)	Monitor – increase desired Monitor – increase desired 100% of applicable development	SA17, CS3	Local Core (9) Local	Annually	Annual Monitoring Report
56.	Energy efficiency • Investment / initiatives in energy efficiency e.g. warm homes	Monitor	SA17, CS3	Contextual	Annually	In house surveys
57.	Design standards • Quality of design of major development schemes • Design excellence for major infrastructure and public realm projects	Monitor – increase desired Monitor - Masterplans commissioned	SA16, CS1	Local Local	Annually	Annual Report by Urban Vision North Staffordshire

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						Design Review Panel
58.	Heritage Environment • Conservation Areas • Locally important buildings list • Number of classification of designated heritage (Listed Buildings, Schedule of Ancient Monuments, Register of Parks and Gardens, Register of historic Battlefields, Conservation Areas, World Heritage Sites, Protected Shipwrecks) • Condition of designated heritage (Listed Buildings, Schedule of Ancient Monuments, Register of Parks and Gardens, Register of historic Battlefields, Conservation Areas, World Heritage Sites, Protected Shipwrecks)	Monitor – completion of conservation area appraisals and management of plans Reviewed (stoke), prepared (Newcastle) Monitor – No losses or reduction in classification Monitor – Reduction in numbers identified / severity of risk on "Heritage at Risk" register	SA12, SA13, SA14, CS1, CS2	Local Local Local Local	Occasional Occasional Annually Occasional	In house surveys In house surveys In house surveys English Heritage Heritage at Risk register
	MISCELLANAEOUS					
59.	Population • Total population • Age structure • Number / Proportion BME population • Household size and composition of households • Analysis of migration patterns	Annual increase Monitor Monitor Monitor Monitor	SA1	Contextual Contextual Contextual Contextual Contextual	Annually for total population. Occasional for other	ONS Mid Year Estimates Census
60.	Provision of community facilities • Number of facilities secured through either planning agreements (section 106) or Community Infrastructure Levy and their financial value.	75% of needs identified through major planning applications to be secured.	SA2, SA3, SA12, SA13, CS5, CS10	Local	Annual	In-house surveys
61.	Further and higher education facilities • University Quarter • Keele University and science Park	To meet the milestones set out in each respective strategy	SA6, SA10	Local	Annually	In-house surveys
62.	Tourism • Number of visitor attractions and visits made to them • Number of visitors to the city	Monitor – increase desired Monitor – increase desired	SA8	Contextual Contextual	Occasional	In-house surveys
63.	Regeneration funding • Amount of regeneration funding awarded per year	Monitor		Contextual	Annually	Annual Monitoring Report
64.	Deprivation • National ranking of city (Indices of Deprivation) • Areas of the city included and their ranking • Number of income support claimants • JSA claimant rate	Monitor Monitor Monitor Monitor		Contextual Contextual Contextual Contextual	2007	CLG Index of deprivation 2007
65.	Health • All age mortality rate	Monitor		NI 120	Annually	ONS (DRP)

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Glossary

Core (xx) – indicates a Core Output Indicator, defined by central government (Communities and Local Government). Details of definitions etc can be found on their website.

NI xx – indicates a National Indicator for local Authorities, defined by central government (Communities and Local Government). Details of definitions etc can be found on their website.

CLG – Communities and Local Government
DCSF – Department for Children, Schools and Families
DCMS (APS) – Department for Culture, Media and Sport – Active People Survey
DEFRA (WDF) – Department for Environment, Food and Rural Affairs – WasteDataFlow
DPD – Development Plan Document
LDF – Local Development Framework
LSC (NESS) – Learnings and Skills Council – National Employers Skills Survey
LTP – Local Transport Plan
ONS (DRP) – Office for National Statistics – death registrations and population statistics
ONS (APS) – Office for National Statistics – Annual Population Survey
ONS (ASHE) – Office for National Statistics – Annual Survey of Hours and Earnings
PPS3 – Planning Policy Statement 3: Housing
RSS – Regional Spatial Strategy

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Appendices

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9. Next Steps¶

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¶

<#>The Councils are required to publish the Submission Draft Core Spatial Strategy and Sustainability Appraisal Report and receive formal representations on the strategy.¶

¶

<#>For administrative convenience formal representations should be made on the standard form and sent by email to stoke.ldf@stoke.gov.uk or in writing to:¶

¶

Planning Policy Team,¶
Directorate of Regeneration,¶
PO Box 630,¶
Civic Centre,¶
Glebe Street,¶
Stoke-on-Trent.¶
ST4 1RF¶

¶

9.3 Duly made representations must be received by the date indicated on the representation form.¶

¶

9.4 Please note that all responses will be made publicly available.¶

¶

9.5 The Councils are allowed to review the Submission Draft Core Spatial Strategy to enable changes to be made prior to submission in the event that something unexpected arises at this late stage in the plan preparation process that ought to be dealt with in the document.¶

¶

9.6 The Core Spatial Strategy will be submitted to the independent Planning Inspectorate for public examination and testing of its soundness. This examination is currently anticipated to be within four months of submission and the Inspector will produce a report which will be binding on both Councils before the strategy is taken forward to adoption.¶

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Appendix 1

Section 1 – Introduction

Glossary

(Note: terms in *italics* are explained elsewhere in the glossary)

Annual Monitoring Report (AMR): annual report which assesses the implementation of the *Local Development Scheme* and the extent to which policies in *Local Development Documents* are being successfully implemented.

Area Action Plans (AAP): provide a planning framework for areas of change and areas of conservation.

Brownfield Land (Previously-Developed Land): Is land is that which is, or was, occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development and includes defence buildings and land used for mineral extraction and waste disposal where provision for restoration has not been made through development control procedures. The definition excludes land and buildings that are currently in use for agricultural or forestry purposes, and land in built-up areas which has not been developed previously (e.g. parks, recreation grounds, and allotments - even though these areas may contain certain urban features such as paths, pavilions and other buildings). Also excluded is land that was previously developed but where the remains of any structure or activity have blended into the landscape in the process of time to the extent that it can reasonably be considered as part of the natural surroundings.

Core Output Indicators: a set of indicators specified centrally against which performance against policies can be measured. They provide consistent data across local authorities which feed into regional monitoring arrangements and allows comparisons between authorities.

Core Spatial Strategy: sets out the long-term spatial vision for Stoke-on-Trent and Newcastle-under-Lyme, the spatial objectives and strategic policies and proposals to deliver that vision.

Derelict Land: Land so damaged by previous industrial or other development that it is incapable of beneficial use without treatment, where treatment includes any of the following: demolition, clearing of fixed structures or foundations and levelling. Also abandoned and unoccupied buildings in an advanced state of disrepair i.e. with unsound roof(s). The definition excludes land damaged by development which has been or is being restored for agriculture, forestry, woodland or other open countryside use. Also excluded is land that was previously developed but where the remains of any structure or activity have blended into the landscape in the process of time to the extent that it can reasonably be considered as part of the natural surroundings and where there is a clear reason that could outweigh the re-use of the site - such as its contribution to nature conservation - or it has subsequently been put to an amenity use and cannot be regarded as requiring redevelopment.

Development Plan Documents (DPD's): are spatial planning documents prepared by the City and Borough Councils. These are subject to independent examination and there is a right for those making representations to be heard at the independent examination. DPD's are the *Core Spatial Strategy*, *Site Specific Allocations of land*, *Area Action Plans* and *Generic Development Control Policies*. They will all be shown geographically on a *Proposals Map*. The timetable for the production of each individual Development Plan Document is set out in the *Local Development Scheme* for each authority.

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Employment Generating Uses: All business use classes, as defined under the Use Class Order (B1: Business, B2: General Industrial and B8: Storage and Distribution), and closely related sui generis uses are considered to be employment generating uses. Other use classes such as B1a): Office; A1: Retail and D2: Assembly and Leisure are also employment generating but in locational terms should be considered in the context of appropriate policy guidance relating to these town centre uses'

Generic Development Control Policies: a suite of criteria based policies which are required to ensure that all development within the area meets the spatial vision and objectives set out in the *Core Spatial Strategy*.

Greenfield Land: Land that has not previously been developed *(see entry for Brownfield Land)*. This includes land currently or last used for agriculture and forestry.

Land Management: The process of managing the use of land across a range of land use types from open space to countryside areas, to maintain its character – landscape, biodiversity, woodland cover and cultural heritage. Land management regimes may vary from 'do nothing' to complex schemes of intervention subject to site specific circumstances and the approved policy approach.

Local Development Framework (LDF): the name for the portfolio of *Local Development Documents*. It consists of *Development Plan Documents*, *Supplementary Planning Documents*, a *Statement of Community Involvement*, the *Local Development Scheme* and *Annual Monitoring Reports*. Taken together these documents provide the framework for delivering the spatial planning strategy for Stoke-on-Trent and Newcastle-under-Lyme.

Local Development Scheme (LDS): sets out the timetable for the production of each individual *Development Plan Document*.

Proposals Map: illustrates, on an Ordnance Survey based map, all the policies contained in *Development Plan Documents* together with any *saved policies*.

Saved policies: Transitional arrangements allow for existing adopted plans and policies to be saved for three years until September 2007 (and longer by direction of the Secretary of State). A list of currently saved policies is shown on the dedicated LDF website of both authorities.

Sequential Test: A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites.

Site Specific Allocations of land: allocations of sites for specific or mixed uses or development contained in DPDs. Policies will identify any specific requirements for individual proposals.

Spatial Planning: The process of guiding those forces which influence the character, form and function of places.

Statement of Community Involvement (SCI): sets out the standards which the City and Borough Councils intend to achieve in relation to involving the community in the preparation, alteration and continuing review of all *local development documents* and in significant development control decisions, and also how they intend to achieve those standards. The SCI will not be a *development plan document* but will be subject to independent examination.

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A consultation statement showing how the authorities have complied with its statement of community involvement will be required for all *local development documents*.

Strategic Environmental Assessment (SEA): An assessment of the potential impacts of policies and proposals on the environment, to include proposals for the mitigation of impacts.

Supplementary Planning Documents (SPD's): will cover a wide range of issues on which the Councils wish to issue supplementary guidance in respect of the policies and proposals in *Development Plan Documents*. They will not form part of the *development plan* or be subject to independent examination.

Sustainability Appraisal (SA): An appraisal of the impacts of policies and proposals on economic, social and environmental issues.

The Development Plan: comprises the *West Midlands Regional Spatial Strategy* (RSS) and *Local Development Documents* (LDDs) contained within the City of Stoke-on-Trent and Newcastle-under-Lyme Borough Councils *Local Development Framework* (LDF).

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The West Midlands Regional Spatial Strategy (RSS): prepared by the West Midlands Regional Assembly, RSS sets out the policies in relation to the development and use of land in the West Midlands. It guides the preparation of local authority development plans and local transport plans. *Local Development Documents* must be in general conformity with RSS.

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Appendix 2

LDF Core Spatial Strategy Evidence Base

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- City of Stoke-on-Trent Adopted Affordable Housing Supplementary Planning Document 2008
- City of Stoke-on-Trent Adopted Inclusive Design Supplementary Planning Document 2008
- City of Stoke-on-Trent Adopted Statement of Community Involvement 2007
- City of Stoke-on-Trent Annual Monitoring Report 2007
- City of Stoke-on-Trent Local Development Scheme 2007
- City of Stoke-on-Trent Local Plan 2001 'Saved' Policies
- City of Stoke-on-Trent Sports and Physical Activity Strategy Phase 1

- Director of Public Health Report (2006/07)

- MapInfo-Oxford Economic Forecasting Information Brief 05-2
- Minerals in Stoke-on-Trent Background Paper 2008

- Newcastle-under-Lyme - Knutton and Cross Heath Design Supplementary Planning Document Draft 2008
- Newcastle-under-Lyme Annual Monitoring Reports 2005-2006-2007
- Newcastle-under-Lyme Borough Council Direction Letter for 'Saved' Policies
- Newcastle-under-Lyme Borough Council Local Plan 2011 'Saved' Policies
- Newcastle-under-Lyme Development Contributions Supplementary Planning Document 2007
- Newcastle-under-Lyme Housing Strategy 2005-10

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- Newcastle-under-Lyme Leisure Needs Assessment and Playing Pitch Strategy 2006
- Newcastle-under-Lyme Leisure Needs Assessment and Playing Pitch Strategy - Executive Summary 21.6.06
- Newcastle-under-Lyme Local Development Scheme 2007
- Newcastle-under-Lyme Statement of Community Involvement 2006
- Newcastle-under-Lyme Sustainable Community Strategy 2008
- Newcastle-under-Lyme Transport and Development Strategy 2008-09 - 2012-13

- North Housing Market Area Gypsy Traveller Accommodation Needs Assessment 2007
- North Staffordshire Conurbation - Assessment of Historical Significance
- North Staffordshire Greenspace Strategy (2007)
- North Staffordshire Integrated Economic Development Strategy 2005
- North Staffordshire Integrated Economic Development Strategy - Companion Document
- North Staffordshire Integrated Economic Development Strategy - Future Implications
- North Staffordshire Integrated Economic Development Strategy - November 2007 Update
- North Staffordshire Integrated Transport Study 2005
- North Staffs Retail and Leisure Study 2005
- North Staffs Retail and Leisure Study 2005 - Update Tables

- Office Locations Study 2007

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- RENEW North Staffordshire - Area Regeneration Framework for North Stoke
- RENEW North Staffordshire - Area Regeneration Framework for South Stoke
- RENEW North Staffordshire -Area Regeneration Framework and Masterplan for City Centre North West
- RENEW North Staffordshire - Area Regeneration Framework for Meir
- RENEW North Staffordshire Area Regeneration Framework for Knutton and Cross Heath
- RENEW North Staffordshire Business Plan 2008-11 (Nov 2007)

- Rights of Way Improvement Plan 2008

- Rural Services Survey (2007)

- Staffordshire Biodiversity Action Plan

- Stoke-on-Trent Annual Report 06-07 of the Director of Public Health
- Stoke-on-Trent City Centre Development Framework and Investment Study
- Stoke-on-Trent Community Strategy 2004-14
- Stoke-on-Trent Hotel Futures 2006
- Stoke-on-Trent Local Transport Plan 2006-7 - 210-11

- Study to Examine the Interface between Housing and the Economy in the West Midlands Region 2007

- West Midlands Economic Rural Dimensions Report 2007
- West Midlands North Sub-Regional Housing Market Area - Strategic Housing Market Assessment 2007
- West Midlands Regional Centres Study
- West Midlands Regional Centres Study Update - Final Report 2007 and Regional Centres Appendix
- West Midlands Regional Logistics Study Stage 2 - Final Report
- West Midlands Regional Spatial Strategy 2008

- Work Foundation Study - Transforming North Staffordshire

- Central Business District Development Framework – Traffic and Transport Study*
- Newcastle-under-Lyme Town Centre Supplementary Planning Document *
- Newcastle-under-Lyme Draft Transport and Development Strategy 2008/09 – 2012/13*
- North Staffordshire Regeneration Partnership Business Plan*
- North Staffordshire Strategic Flood Risk Assessment (Level 1 – 2008)*
- Stoke-on-Trent City Centre Car Parking Study and Policy Brief*
- Strategic Housing Land Availability Assessment*

* These documents are still in the preparation stage

The above excludes unpublished datasets held by both Councils as such as Land Availability Surveys and LDF Consultation representations.

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Appendix 3

Core Spatial Strategy Links with Other Strategies

Regional Spatial Strategy for the West Midlands	North Staffordshire Core Spatial Strategy	'Our City, Our Future' Community Strategy (Stoke)	Sustainable Community Strategy (Newcastle)
Strategy/Theme	**Strategy Aim/Theme**	**Vision**	**Priorities**
Urban Renaissance	Strategic Aims 1, 2, 4, 7, 10, 18 Core Strategic Policy 1, 6 All Urban Area Spatial Strategies	A Healthier City A Safer City A Learning City A Wealthier City A Green City A City with a Strong Sense of Community	**PL01** To improve the facilities and infrastructure across the borough. **PL02** To build stronger neighbourhoods enabling communities to actively participate and influence service delivery. **PL03** To build community pride through the provision of cleaner, safer neighbourhoods. **PL04** To improve opportunities to recycle and encourage more people and businesses participate. **PL05** To raise awareness of environmental issues and encourage action using a think global, act local approach to enable more people to lead sustainable lifestyles. **PR01** To provide opportunities for up-skilling the working age population. **PR02** Enabling young people to achieve their potential and encourage their investment in the local economy. **PR03** To transform the perception of Newcastle and the North Staffordshire region. **PR04** To maximise the benefits of investment coming to the borough for businesses and local people.

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Rural Renaissance	Strategic Aims 11, 12, 15 Core Strategic Policy 4 Newcastle Rural Area Spatial Strategy		**PL01** To improve the facilities and infrastructure across the borough. **PL02** To build stronger neighbourhoods enabling communities to actively participate and influence service delivery. **PL03** To build community pride through the provision of cleaner, safer neighbourhoods. **PR01** To provide opportunities for up-skilling the working age population. **PR02** Enabling young people to achieve their potential and encourage their investment in the local economy. **PR03** To transform the perception of Newcastle and the North Staffordshire region. **PR04** To maximise the benefits of investment coming to the borough for businesses and local people.
Communities for the Future	Strategic Aims 2, 4, 6, 13, 17 Core Strategic Policy 3, 5, 6, 7 All Area Spatial Strategies	A Healthier City A Safer City A Learning City A Wealthier City A Green City A City with a Strong Sense of Community	**PE02** To provide appropriate youth provision for young people of all ages. **PE03** To deter anti-social behaviour by providing support and positive diversionary activities. **PE06** To encourage parental responsibility and provide more parental support. **PE07** To reduce the number of families reliant on benefits. **PE08** To significantly increase the number of children participating in PE and OSHL (Physical Education and Out of School Hours Learning). **PE09** To increase the number of older

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			people living independent lives. **PE10** To improve the quality of life of older people. **PE11** To tackle domestic abuse. **PL02** To build stronger neighbourhoods enabling communities to actively participate and influence service delivery. **PL03** To build community pride through the provision of cleaner, safer neighbourhoods. **PL04** To improve opportunities to recycle and encourage more people and businesses participate. **PL05** To raise awareness of environmental issues and encourage action using a think global, act local approach to enable more people to lead sustainable lifestyles. **PL06** To develop and promote energy efficiency measures contributing to the global challenge of tackling climate change. **PR01** To provide opportunities for up-skilling the working age population. **PR02** Enabling young people to achieve their potential and encourage their investment in the local economy. **PR04** To maximise the benefits of investment coming to the borough for businesses and local people.

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Prosperity for All	Strategic Aims 5, 7, 8, 9, 10 Core Strategic Policy 1, 6, 8 All urban Area Spatial Strategies	A Wealthier City	**PE01** To raise the aspirations of all young people, particularly those from disadvantaged groups. **PE02** To provide appropriate youth provision for young people of all ages. **PE04** To identify NEETS (Not in education, Employment or Training) and encourage their engagement. **PE07** To reduce the number of families reliant on benefits **PE09** To increase the number of older people living independent lives. **PE10** To improve the quality of life of older people. **PL03** To build community pride through the provision of cleaner, safer neighbourhoods. **PR01** To provide opportunities for up-skilling the working age population. **PR02** Enabling young people to achieve their potential and encourage their investment in the local economy. **PR03** To transform the perception of Newcastle and the North Staffordshire region. **PR04** To maximise the benefits of investment coming to the borough for businesses and local people.

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Quality of the Environment	Strategic Aims 8, 10, 13, 14, 15, 16, 17 Core Strategic Policy 1, 2, 4 All Area Spatial Strategies	A Green City	**PL01** To improve the facilities and infrastructure across the borough. **PL03** To build community pride through the provision of cleaner, safer neighbourhoods. **PL04** To improve opportunities to recycle and encourage more people and businesses participate. **PL05** To raise awareness of environmental issues and encourage action using a think global, act local approach to enable more people to lead sustainable lifestyles. **PL06** To develop and promote energy efficiency measures contributing to the global challenge of tackling climate change. **PR03** To transform the perception of Newcastle and the North Staffordshire region.
Transport and Accessibility	Strategic Aim 3 All Area Spatial Strategies	A Green City	**PL01** To improve the facilities and infrastructure across the borough.

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Appendix 4

RENEW North Staffordshire Investment Programme

RENEW North Staffordshire is the North Staffordshire Housing Market Renewal Pathfinder covering the majority of the old six towns of Stoke-on-Trent, the large social housing estates to the south and east of Stoke-on-Trent, the social housing estates to the west of Newcastle-Under-Lyme, and the former Coal Board estates of Parksite, Crackley, Galleys Bank and Biddulph East.

RENEW's Vision is that by 2019 North Staffordshire will be a thriving and diverse conurbation where people will want to live, work and invest and study. This transformation will be evident through population retention, rising income levels and sustainable neighbourhoods. RENEW's mission is to facilitate a permanent solution to the problems of low demand and abandonment in the housing market.

In November 2007 RENEW successfully submitted its 2008-2011 business plan for Central Government approval which was received in February 2008. As part of preparing its bid RENEW commissioned a series of studies to test the validity of the Pathfinder area. The studies included Area Regeneration Frameworks, residents' surveys and an intensive analysis of the Index of Multiple Deprivation, house prices, void rates, housing turnover, and population forecasts and income levels. This was supplemented by an updated North Staffordshire Integrated Economic Development Strategy. (IEDS)

Based upon the above analysis the RENEW Business Plan sets out a number of key messages, to underpin its 2008-11 programme. These are:-

- The housing market remains weak and poses a continuing regeneration challenge, but there are good prospects for improvement.
- Continued loss of jobs in the traditional industries and weak economic growth but sound projections for future growth in the Service Sector
- Historic sustained and selective population loss, but recently halted
- Although house prices have increased, they have not closed the wide gap on national and regional thresholds
- The market in the urban core remains weak with a serious supply / demand imbalance, evidenced by the high levels of long-term vacant properties and turnover rates.
- A relatively slow new build market requires continued financial intervention from RENEW to achieve our place-changing ambitions

As part of preparing the Business Plan RENEW commissioned 5 Area Regeneration Frameworks covering the following areas: Middleport-Burslem-Etruria Valley and Smallthorn (ARF North), Cobridge (City Centre North West ARF), Birches Head, Northwood, City Centre South, South Shelton, Stoke (ARF South), Meir ARF, Knutton & Cross Heath, Chesterton and Silverdale ARF.

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Appendix 5

Local Centres

Stoke-on-Trent

1 Goldenhill, High Street
2 Great Chell, Biddulph Road
3 Chell Heath, Chell Heath Road
4 Norton, Kynpersley Road
5 Norton, Pinfold Avenue
6 Bank Top, High Lane
7 Stanfield, Haywood Road
8 Bradley, Joyce Avenue
9 Smallthorne, Ford Green Road
10 Baddeley Green, Baddeley Green Lane
11 Newford, Community Drive
12 Milton, Leek Road/Millrise Road
13 Middleport, Newcastle Street
14 Sneyd Green, Milton Road
15 Abbey Hulton, Abbots Road
16 Cobridge, Waterloo Road
17 Birches Head, Diana Road
18 Abbey Hulton, Leek Road
19 Northwood, Keelings Road
20 Bucknall, Werrington Road
21 Bucknall, Causeley Road
22 Etruria, Etruria Old Road (redeveloped)
23 Berry Hill, Twigg Street
24 Basford, Etruria Road
25 Bentilee, Beverley Drive
26 Eaton Park, Southall Way
27 Bentilee, Devonshire Square
28 Bentilee, Ford Hayes Lane
29 Hartshill, Hartshill Road
30 Shelton, Stoke Road
31 Shelton, College Road
32 Penkull, Manor Court Road
33 Fenton, Victoria Road
34 King Street
35 Sandford Hill, Heathcote Street
36 Harpfield, Woodberry Close
37 West End, London Road
38 Oakhill, London Road
39 Heron Cross, Heron Street/Grove Road
40 Meir Hay, Amison Street
41 Weston Coyney, Westonfields Drive
42 Weston Coyney, Coalville Place
43 Weston Coyney, New Kingsway
44 Hollybush, Blurton Road
45 Blurton, Nashe Drive
46 Blurton, Blurton Road
47 Dresdon, Trentham Road
48 Dresdon, Carlise Street
49 Normacot, Uttoxeter Road
50 Hanford, Mayne Street
51 Trentham, Werburgh Drive
52 Trentham, The Lea
53 Blurton, Finstock Avenue
54 Blurton, Wimbourne Avenue
55 Meir Park, Lysander Road
56 Lightwood, Belgrave Road
57 Trentham Lakes, Stanley Matthews Way
58 Norton Park, Leek New Road

Newcastle-under-Lyme

1 Harriseahead, Chapel Lane/Harriseahead Lane
2 Rookery, High Street
3 Kidsgrove, Whitehill Road
4 Butt Lane, Congleton Road
5 Waterhayes, Barbridge Road
6 Crackley, Birch House Road
7 Bradwell, Hanbridge Avenue
8 Porthill, Watlands View
9 May Bank, High Street
10 May Bank, Oxford Road
11 Parksite, Bath Road
12 High Street, Knutton Lane
13 Wolstanton, Dimsdale Parade East
14 Cross Heath, Liverpool Road
15 Newcastle, George Street (eastern end)
16 Thistleberry, Paris Avenue
17 Clayton, Windermere Avenue
18 Clayton, Tyne Way
19 Clayton, Cambridge Drive

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Appendix 6

List of 'Saved' Local Plan Policies to be replaced by the Core Spatial Strategy

The following parts of the Core Spatial Strategy, complemented by relevant national and regional planning policy, will replace specified 'saved' policies when the Core Spatial Strategy is adopted.

Stoke-on-Trent City Local Plan 2001 (Adopted September 2003)

'Saved' Local Plan Policy	**Replacement part of the Core Spatial Strategy**
HP2 Types of Demand	Policy CSP6 – Affordable Housing
HP3 Design	Policy CSP1 – Design Quality and CSP3 – Sustainability and Climate Change
GP20 Wildlife Habitats	Policy CSP4 – Natural Assets
BP3 Conservation Areas: New Development	Policy CSP2 – Historic Environment
BP6 Alterations and setting	Policy CSP2 – Historic Environment
BP10 Design of New Development	Policy CSP1 – Design Quality
CP1 Access for Disabled People	Policy CSP1 – Design Quality
IP1 Developer Contributions	Policy CSP10 – Planning Agreements

The technical appendix accompanying the adopted City Local Plan will remain a material consideration pending its replacement by more up to date detailed planning policy or supplementary planning guidance.

Newcastle-under-Lyme Local Plan 2011 (Adopted October 2003)

'Saved' Local Plan Policy	**Replacement part of the Core Spatial Strategy**
H3 Residential Development – Priority to Brownfield Sites	Strategic Principles: Targeted Regeneration and Priority to brownfield sites.
H12 Affordable Housing in Rural Area	Area Spatial Strategies: Rural Areas Spatial Strategy Policy CSP6 - Affordable Housing

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'Saved' Local Plan Policy	Replacement part of the Core Spatial Strategy
R1 Major Retail and Leisure Development – The sequential approach	Strategic Principles: Hierarchy of Centres, Targeted Regeneration, Area Spatial Strategies: Newcastle Town Centre Area Spatial Strategy, Newcastle and Kidsgrove Neighbourhoods Area Spatial Strategy
T11 Canals	Strategic Principle: Movement and Access Area Spatial Strategies: Rural Areas Spatial Strategy Policy CSP4 – Natural Assets
N7 Protection of Local Sites	Policy CSP4 – Natural Assets

Staffordshire and Stoke-on-Trent Minerals Local Plan (Adopted December 1999)

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'Saved' Local Plan Policy	Replacement part of the Core Spatial Strategy
Proposal 3 – Safeguarding Etruria Formation Resources	Policy CSP8 - Minerals

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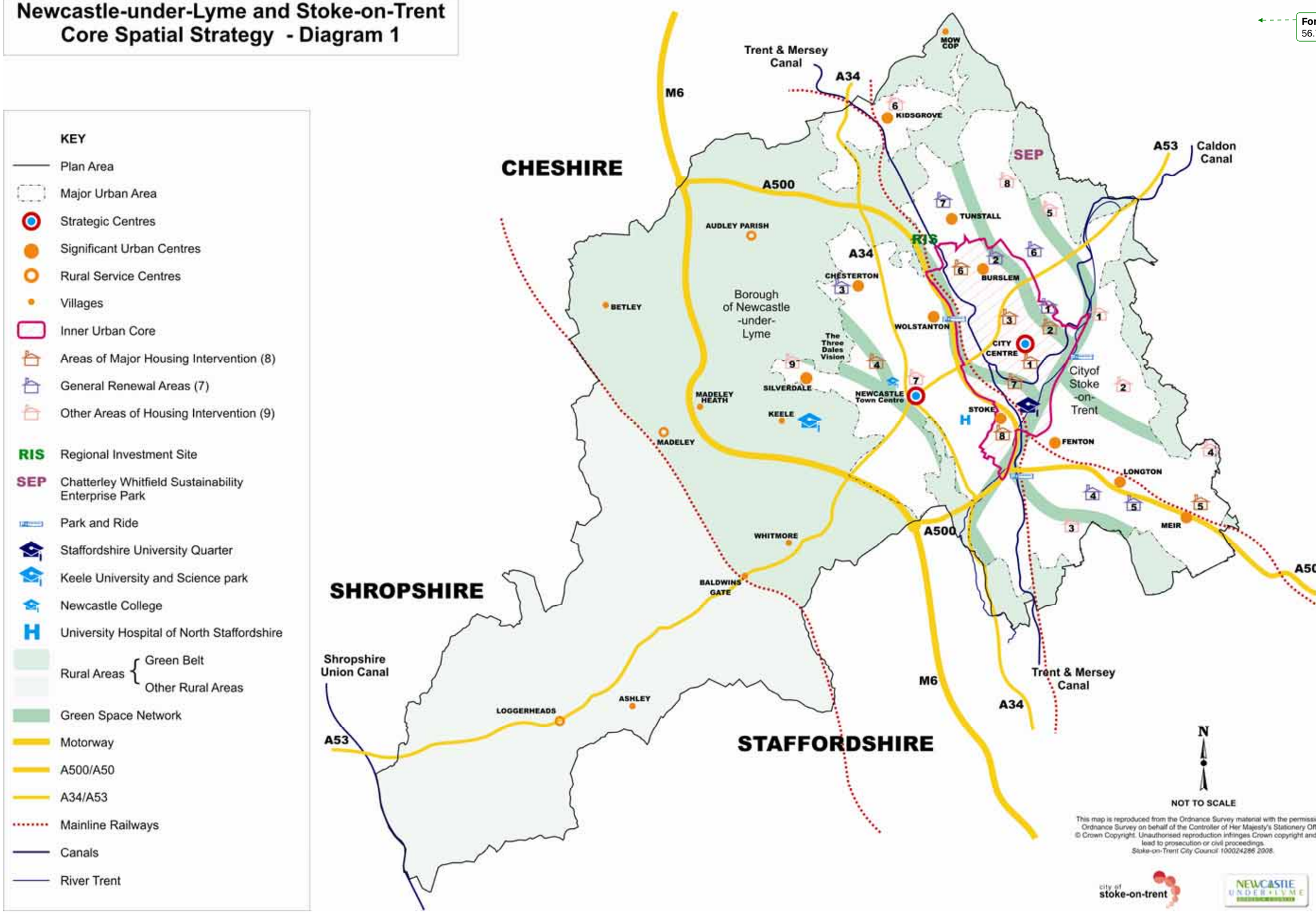
Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy - Diagram 1



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For further information on this document or on the preparation of the City of Stoke-on-Trent or Borough of Newcastle-Under-Lyme Local Development Framework, please contact a member of the Development Plan Team
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ਅਸੀਂ ਤੁਹਾਡੀ ਮੱਦਦ ਕਰਾਂਗੇ । **01782 232302**

यदि आप यह पुस्तिका नहीं पढ़ सकते तो हमें बताएं
हम आपकी सहायता करेंगे । **01782 232302**

اگر آپکو اس کتابچے (پیک) کو پڑھنے میں مشکل پیش آئے، تو ہم سے رابطہ قائم کریں،
ہم اس کیلئے آپکی مدد کر سکتے ہیں، فون نمبر **01782 232302**