

LOCAL DEVELOPMENT FRAMEWORK

NORTH STAFFORDSHIRE CORE SPATIAL STRATEGY

Revised Preferred Options
“Draft Spatial Options”



PLAN 1

NORTH STAFFORDSHIRE Core Spatial Strategy Area



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**CITY OF STOKE-ON-TRENT
and
NEWCASTLE-UNDER-LYME BOROUGH
COUNCILS**

LOCAL DEVELOPMENT FRAMEWORK

**North Staffordshire Core Spatial Strategy
(SOT/NUL/LDD/1)**

Revised Preferred Options
“Draft Spatial Options”

March 2007

North Staffordshire Core Spatial Strategy Revised Preferred Options

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Summary

- 1 Nothing ever remains the same. Change over time and/or place is the norm. We can either be the victims of chance and circumstance or we can try to manage change to create a better place for the benefit of this and future generations to follow.
- 2 The Government has introduced a new system of planning called 'Local Development Frameworks' or the LDF for short. The way in which we must produce the new plans is set out in national regulations, guidance and best practice. The system is untested so local authorities have to adapt their approach to plan making as Government's requirements become clearer and to conform to national and regional policies unless a different local solution can be justified.
- 3 Basically the new plan making process is simple with four key steps as set out below but, as ever, the devil lies in the detail:

- The Challenge – Where are we now?
- The Vision – Where do we want to be in the future?
- Options for Change – What realistic choices are available to us?
- Preferred Option – Which route do we wish to travel?

We need to take a long term view. Currently Regional Spatial Strategy is being revised to cover the period 2001-2026. We need to take a similar time perspective.

- 4 We need your help to shape and refine our plans for the future. The key steps set out above are expanded further.

The Challenge

- 5 On the basis of best available information we need to understand the key problems and issues that face us and projected needs for new homes, jobs, and a whole range of facilities and conditions critical to our quality of life.
- 6 We also need to recognise the national, regional and local context in which we live and operate. This indicates a general direction which we must consider as well as constraining our ability to do our own thing.

The Vision

- 7 The LDF introduced the concept of spatial planning to this country. This means making choices, sometimes difficult choices, between competing demands for change. The guiding principle is to achieve sustainable development where our current needs are not delivered at the expense of the interests of our children and our children's children.
- 8 We need to establish a distinctive, long term vision for the form, function and character of our area. This will draw on national and regional policy, best estimates of future needs and local aspirations for change as set out in Community Strategies. We cannot be too prescriptive because these too are likely to change but we need to adopt principles to set an agreed direction. How we adapt these principles to accommodate site and time specific circumstances will be where we will exercise flexibility. To advance principles which can mean all things to all people, whilst superficially attractive, is meaningless in the long term.

Options for Change (Plural)

- 9 The first option we must always consider is to change nothing or business as usual. But following the path we have already trod is unlikely to significantly change our area in all respects. In some cases at least there must be a better way.

- 10 Ideas for change can come from all sorts of directions. We need to harness that creativity; identify choices that are realistic and capable of delivery and address the good, bad and sometimes neutral implications of these options before us.
- 11 At this stage of plan making we need your help and want to hear your views on the options set out in this document (or indeed others we have not thought about).

Preferred Option (Singular)

- 12 Nothing set out in this document is written in tablets of stone. Technically we could stop at the stage set out above but we believe that local government should offer leadership and clearly set out the implications arising from adoption of a preferred option. On the basis of available information we set out what we believe may be the best way forward or Preferred Option. But this view may change in the light of your views and comments. Everything is yet to be played for.

What Happens Next?

- 13 This document will be reviewed in the light of your comments and taking account of any other matters which may be drawn to our attention. The revised document will be submitted to Government. This too will be made available for public scrutiny and comment.
- 14 The submission will then be examined by an independent Government Inspector to test its soundness. His/her report will be binding on the local authorities and the plan will be moved forward to adoption.
- 15 Plan making does not stand still. Change and development will be regularly monitored and where necessary the plan will be reviewed, once again with your assistance.

Draft Proposals

- 16 We are some way away from the finished product but to give you a flavour of where we are going a brief summary of the emerging plan is set out below.
- At least 15,000 new homes in Stoke and 7,200 in Newcastle to be provided by 2026, helping to reverse recent population decline and provide much needed affordable housing
 - Six spatial priorities for economic regeneration: the City Centre, Newcastle under Lyme Town Centre, Staffordshire University Quarter, Keele University and Science Park, University Hospital of North Staffordshire, Chatterley Valley;
 - Additional 190 Hectares of employment land, to help sustain the growth of North Staffordshire's economy, including provision for major inward investment opportunities
 - Boost the City Centre as the major sub regional shopping destination and to improve access to shops and other town centre activities throughout the urban area
 - The creation of regenerated urban villages including a mix of uses for residential, local shops, community facilities at a number of key locations e.g. City Waterside
 - The provision of major transport improvements including new park and ride facilities and improved City Centre interchange. High quality public transit services to and between key destinations such as the City Centre and Newcastle Town Centre and surrounding centres.

1. Introduction

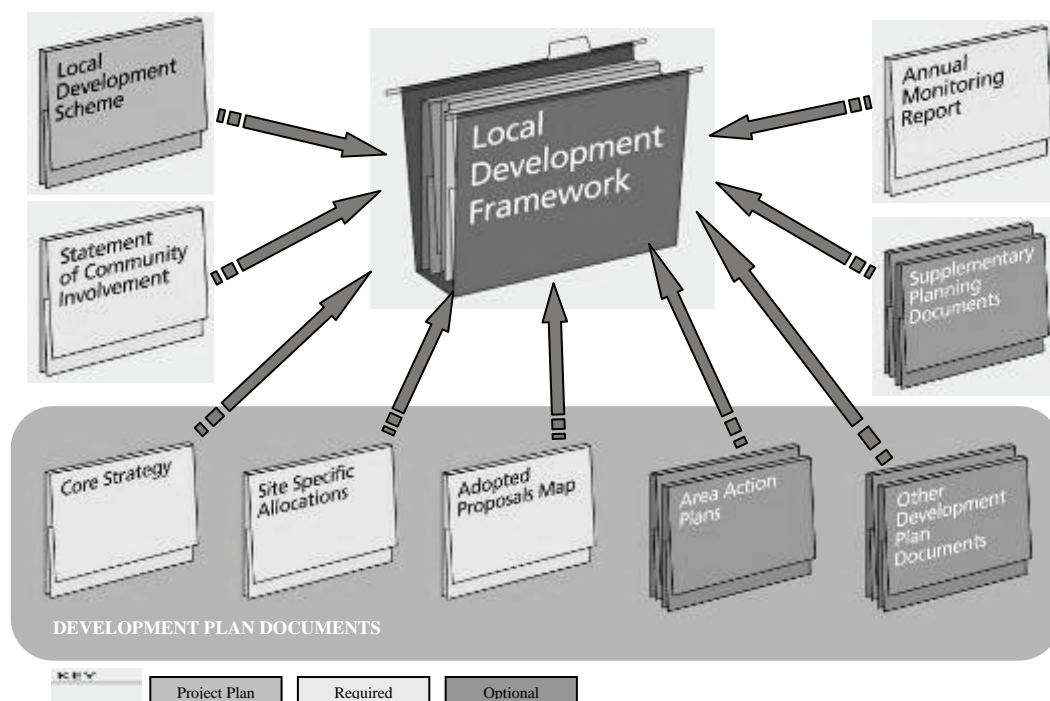
2. The Plan Making Process

Purpose of this Preferred Options Report

- 1.1 This document has been jointly produced by Stoke-on-Trent City Council and Newcastle under Lyme Borough Council. It is the basis for participation on a revised second stage (preferred options) of preparing the North Staffordshire Core Spatial Strategy. It is a key element of the Local Development Framework.

What is a Local Development Framework?

- 1.2 A Local Development Framework consists of a number of planning policy documents known as Local Development Documents. These will replace the adopted Staffordshire and Stoke-on-Trent Structure Plan and Local Plans covering the City of Stoke-on-Trent and Newcastle under Lyme Borough. They are being prepared under the terms of the Planning and Compulsory Purchase Act 2004 and will provide a spatial planning framework for the City and Borough. The West Midlands Regional Spatial Strategy and emerging North Staffordshire Core Spatial Strategy provides a strategic planning framework for long term change. The adopted Local Development Framework together with the West Midlands Regional Spatial Strategy will form the statutory Development Plan for the City and Borough.
- 1.3 Local Development Frameworks are made up of a portfolio of documents each with a different role to perform. They include a Core Spatial Strategy and other Development Plan Documents (DPDs) which set out more detailed policies and proposals for implementing the Core Strategy, (See the diagram below)
- 1.4 The new planning system is seen as a real opportunity to provide a comprehensive approach to guiding development locally. The Local Development Framework will also provide an integrated approach which informs, takes account of and helps to deliver a wide range of initiatives and is not confined to land use. It will be based on a real expectation of improving the quality of people's lives in a way that truly reflects the aspirations of local communities.



1. 5 At the heart of the Local Development Frameworks will be the overall aim of promoting sustainable development - seeking to integrate and balance environmental, economic and social aspirations.

What is a 'Preferred Options Report'?

- 1.6 Preferred Options Reports must be published for each statutory Local Development Document. They set out, for consultation, the Councils' proposed policy directions and highlight alternatives that have been considered where appropriate.
- 1.7 This report sets out the Preferred Options for consultation in relation to the North Staffordshire Core Spatial Strategy. This will be made available on the websites of Stoke-on-Trent City Council www.stoke.gov.uk/ldf and Newcastle-under-Lyme Borough Council www.newcastle-staffs.gov.uk/ldf.asp with paper copies available at Council offices, local libraries and local centres.

What consultation has already been carried out?

1. 8 Preparation of the North Staffordshire Core Spatial Strategy commenced in March 2005 through production of an Issues Paper. The Issue paper was sent to each statutory and general consultation body identified on the LDF Database. The list of consultees included individuals and interest groups identified from previous consultation exercises and known interest groups. Over 800 letters and leaflets were initially sent to groups and individuals.
- 1.9 The Issues Paper was also publicised on the City and Borough Councils dedicated LDF websites – www.stoke.gov.uk/ldf and www.newcastle-staffs.gov.uk/ldf.asp and was available at the Council offices and copies were available at all libraries and local centres.
1. 10 Between the 5th April 2005 and 28th April 2005 a series of workshop events and public exhibitions were held.
1. 11 The Preferred Options Report follows comments, discussions and representations made on the issues and options. Some of the issues considered include for example:
- How do we make North Staffordshire a more exciting and attractive place to live and work?
 - How do we ensure our centres remain lively and attractive enough in the future to support shops, leisure, office, community facilities as well as supporting a quality urban living experience?;
 - How and where should we provide attractive locations for jobs and new businesses?
 - How do we make sure accessibility to and between all our main centres is improved in the future?
 - What needs to be done to ensure we are not too dependant on the car and have a good quality public transport system?, and
 - How can we improve the overall image of North Staffordshire environment to encourage future investment and to reduce outward migration from the area?
- 1.12 The Issues Paper set out the Issues and Options for a number of strategic themes: including regeneration, sustainable communities and housing market renewal, our natural and built environment, future economic prosperity, high quality design and changing the way we travel.

1st Draft Preferred Options Report

- 1.13 The City and Borough Councils published a 1st Draft Preferred Options report for consultation in June 2006. Over 925 representations were received. Appendix 1 sets out the key issues arising.
- 1.14 During 2006 Government's detailed expectations of the requirements of Local Development Framework documents became clearer both locally and nationally. This suggested the need for change in the style, form and content of the Core Spatial Strategy. To press on regardless would be to risk that this important planning document was found to be 'unsound' at public examination. This is a fate which has befallen neighbouring authorities and which requires the whole process to start again.
- 1.15 Consequently the document was comprehensively rewritten and this critical stage is now repeated drawing, where appropriate on the issues and comments made in respect of the 1st Draft. In addition the plan making horizon has been rolled forward to 2026 to mirror that of the revision to the Regional Spatial Strategy.

Soundness and Policy Linkage

- 1.16 The preferred policy approaches need to take into account national planning policies and policy must also be in 'general conformity' with the West Midlands Regional Spatial Strategy 2021 and take account of the partial revision of the Regional Spatial Strategy currently being undertaken by the Regional Planning Body. The North Staffordshire Core Spatial Strategy sets out the emerging local strategic policies and indicates the key policy linkages to relevant national, regional and local sources that have been drawn upon.
- 1.17 The content of the Core Strategy reflects the local Community Strategies. Each policy area is considered in relation to the relevant Community Strategies and in terms of a broad range of options. Reasoned justification is provided and a monitoring regime proposed to measure progress in relation to delivery of development plan aims.

Sustainability Appraisal

- 1.18 A separate Sustainability Appraisal has been undertaken on the various options put forward within the document. This has helped inform the development of this document. The Sustainability Appraisal is therefore part of the preparation of the Core Strategy

How can I get involved?

- 1.19 You may already have been involved through earlier stages of the consultation process. The North Staffordshire Core Spatial Strategy builds on work done in developing planning strategies over several years. This includes the Issues and Options consultations in Spring 2005 and May 2006, sub-regional study work in North Staffordshire to inform the Regional Spatial Strategy revision and various other regeneration strategies and investment programmes including the work Housing Market Pathfinder, RENEW North Staffordshire and the North Staffordshire Regeneration Zone.
- 1.20 A statutory minimum period of 6 weeks will be given for people and organisations to make formal representations on this Preferred Options Report.
- 1.21 Representations should be made on the official form and within the prescribed timescale. This can be found on the websites of both Stoke-on-Trent City Council and Newcastle under Lyme Borough Council. They are also available at the Civic Centre, local libraries and local centres across North Staffordshire.
- 1.22 We hope to speed up the plan making process by being able to record all representations electronically. The representation form on our website can be

completed electronically and returned as a pdf document in line with emerging national best practice.

What happens next?

- 1.23 The City and Borough Councils will consider carefully all representations received. This document will then be amended, amplified and formally “submitted” to Government.
- 1.24 The submitted documents will be made available for another statutory six week period during which formal representations can be made.
- 1.25 If necessary an Examination will be held to consider the representations received during that second submission period. This would be conducted by an independent Government Inspector who will test the ‘soundness’ of the plan. The Inspector’s report will be ‘binding’ on both Councils, which means that we must amend the document in the way instructed.

Jargon Buster

- 1.26 The new planning system is full of jargon but we have tried to translate this into plain English wherever possible. Nevertheless, sometimes technical terms have to be used because words have precise meanings and we must avoid creating loopholes which can be exploited at a future date. To assist your understanding we have included a basic glossary of technical terms as Appendix 2 to this document.
- 1.27 Let us know if you want to see words added to the list. In this way the document can be receptive to your needs.

Further Information

- 1.28 For further information:

City of Stoke-on-Trent: www.stoke.gov.uk/ldf or contact the Development Plan Team - PO Box 630 Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1RF (tel. 01782 232302)

Borough of Newcastle under Lyme: www.newcastle-staffs.gov.uk or contact Regeneration services – Civic Offices, Merrial Street, Newcastle, ST15 2AG (tel. 01782 742452)

2. Planning Policy Context

Planning Policy Context

- 2.1 This revised document has not been prepared in isolation. Rather it sits within an established and emerging hierarchy of national, regional and local planning policy. Set out below is a summary of some of the most important policy influences which have been taken into account in preparing the Revised Preferred Options Core Spatial Strategy document.

National Policy

Planning Policy Statement 1 – Delivering Sustainable Development

- 2.2 PPS1 sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. The core principle of the statement is 'sustainable development', which is defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.
- 2.3 The Government's four aims for sustainable development are:
- Social progress which recognises the needs of everyone;
 - Effective protection of the environment;
 - The prudent use of natural resources; and
 - The maintenance of high and stable levels of economic growth and employment.
- 2.4 The guidance goes on to state that planning should facilitate and promote sustainable development:
- Making suitable land available for development in line with economic, social and environmental objectives;
 - Contributing to sustainable economic development;
 - Protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities;
 - Ensuring high quality development through good and inclusive design and the efficient use of resources; and
 - Ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.
- 2.5 Sustainable development must be treated in an integrated way within Local Development Frameworks. In particular consideration should be given to the interrelationship between social inclusion, protecting and enhancing the environment, prudent use of natural resources and economic development for example the recognition that economic development, if properly planned, can have positive social and environmental benefits.
- 2.6 PPS1 also emphasises the importance of achieving good design as well as the need to achieve effective community involvement.

The Communities Plan

- 2.7 The Deputy Prime Minister launched the Communities Plan (Sustainable Communities : Building for the Future) on 5 February 2003. The Plan sets out a long-term programme of action for delivering sustainable communities in both urban and rural areas.

- 2.8 'Sustainable' communities are characterised by factors such as a strong local economy, effective engagement of local people, a safe and healthy environment, good public transport, a well integrated mix of decent homes, good quality local public services, diverse local culture and a sense of place.
- 2.9 Key elements of the Communities Plan include the need to address housing shortages, protecting the countryside, the provision of more 'decent' homes, addressing low demand and abandonment and the importance of improving the local environment of all communities (referred to as 'liveability').

Securing the Future – UK Sustainable Development Strategy (2005)

- 2.10 'Securing the Future' is the updated Sustainable Development Strategy for the UK and replaces the previous 1999 Strategy 'A Better Quality of Life' discussed above. It seeks to take into account developments that have taken place since 1999. A full copy of the document can be viewed online at: www.sustainabledevelopment.gov.uk
- 2.11 The strategy sets out 5 key guiding principles:
- Living Within Environmental Limits
 - Ensuring a Strong, Healthy and Just Society
 - Achieving a Sustainable Economy
 - Promoting Good Governance
 - Using Sound Science Responsibly
- 2.12 The intention is that these five principles form the underlying basis for all policy making in the UK.

Regional Policy

West Midlands Regional Spatial Strategy (RSS)

- 2.13 *Regional Spatial Strategy for the West Midlands (RSS) provides the strategic spatial strategy for regional development in the period to 2021 including strategic transportation considerations. The purpose of RSS is to guide the preparation of local authority development plans and transport plans.*

Urban and Rural Renaissance

- 2.14 *Its fundamental aim is to focus major development and investment back into the Major Urban Areas (MUA's) of the West Midlands rather than allowing a continued outward migration of people and jobs to the surrounding areas. Ultimately the aim of the Spatial Strategy is for each part of the Region to meet its own needs in a sustainable way.*
- 2.15 This is of significance for the North Staffordshire Core Strategy area (Stoke-on-Trent and Newcastle-under-Lyme) as it is identified as one such MUA. The intention is to create more development opportunities in order to retain and attract people and investment mainly by:
- Supporting market renewal
 - Tackling deprivation and creating employment in the Regeneration Zone
 - Enhancing and protecting the quality of the urban environment
 - Supporting / regenerating existing town and city centres as a focus for retail, leisure and office development

- Resisting peripheral housing expansion but allowing strategic employment development which supports urban renaissance
- Improving the quality of the transport network

- 2.16 It is envisaged that the economic and social roles of the MUA's as service centres and the focus for culture and historic heritage will be developed – in the case of North Staffordshire this means building on the ceramics and engineering base but realising its potential as an accessible location with good links to adjoining regions.

Centres

- 2.17 A key part of RSS is to promote the renaissance of accessible, high quality towns and cities. Revitalising city and town centres is a critical element of attracting people back into urban areas. Their role in not only providing services but also in providing people with a sense of place is highlighted. This is particularly pertinent in North Staffordshire which was formed by the merging of towns and where people still strongly identify with their local town. The aim is to create a distinctive role for all centres (both the City Centre and Newcastle are identified within the group of 25 strategic centres across the Region). Specifically the City Centre is recognised as the sub-regional focus for major retail, office, leisure, cultural, and tourism development.

Communities for the Future

- 2.18 The Spatial Strategy of RPG requires a change in the distribution of housing in the Region so that more is being built within the MUA's compared to the areas outside. The aim is to stem decentralisation by providing only for essential local housing needs away from the MUA's or other designated growth points. This reverses the tack of the previous Regional Planning Guidance which catered for development within a 'Central Crescent' of towns (including Stafford) to meet the needs of those working in the West Midlands Conurbation. The new RSS emphasis lies on optimising the use of previously developed land, protecting greenspace and creating a quality environment in order to attract and retain people.
- 2.19 Significant action and investment, including where appropriate large-scale redevelopment, is to be targeted where the housing market is particularly weak – this includes the market renewal area of Stoke-on-Trent/ Newcastle-under-Lyme. The Housing Market Pathfinder, RENEW North Staffordshire initiative will need to be reflected in local development plans, which are to provide the framework for proposed rehabilitation and redevelopment.
- 2.20 A housing completion rate of a minimum of 600 dwellings per annum is proposed for Stoke-on-Trent throughout the plan period to 2021. The corresponding rate for the rest of Staffordshire (including Newcastle Borough) is a reducing rate of a maximum of 2,900 dwellings per annum to the year 2007, 2,500 in the period 2007-2011 and 1,600 in the period 2011-2021.
- 2.21 It is assumed that 500 dwellings per annum will be demolished in Stoke-on-Trent and the target rate for development on previously developed land is 84%. It is recognised that the actual requirement for housing provision will vary with the level of demolitions and the replacement rates achieved – if demolition rates were to be higher there is flexibility to allow additional new build. In their development plans local authorities are required to clearly define additional housing provision, and specify demolition, replacement and vacancy rate assumptions.

Prosperity for All

- 2.22 In order to reverse the processes of economic decline in the MUA's it is proposed that the policies and programmes of local authorities, AWM, local economic partnerships and other agencies should focus investment within the Urban Regeneration Zones (URZ's), including the North Staffordshire Regeneration Zone.
- 2.23 A range of sustainably located employment sites is to be provided in the Region. The portfolio includes:
- Regional Investment Sites (RIS) linked to each URZ - North Staffordshire is considered to be currently adequately served by sites at Trentham Lakes, Blythe Bridge and Chatterley Valley;
 - Major Investment Sites (MIS) to accommodate very large scale investment by single users – the need for an MIS in North Staffordshire is to be reassessed
 - Regional Logistic Sites (RLS) to provide opportunities for the concentrated development of warehousing and distribution uses – priority is given to bringing forward such a site on previously developed land in North Staffordshire.
- 2.24 Other economic priorities of relevance to North Staffordshire concern the development of the skills and abilities of the workforce and the development of higher education institutions and research facilities (one of the 'growth clusters' identified in AWM's Regional Economic Strategy).
- 2.25 The further development of tourism and culture is seen as a key element in the diversification of the rural economy and the LDF should include appropriate policies to support and further develop the assets of the area including those related to ceramics and pottery heritage.

Environment

- 2.26 Environmental improvement is a key component of the Regional Spatial Strategy in order to underpin the overall quality of life in the Region and to support wider economic and social objectives. The underlying philosophy is that although the environment may constrain some types of development, overall it should be regarded as a major asset and a key component in regeneration.
- 2.27 Emphasis is placed on bringing derelict land and buildings back into use, conserving existing environmental assets and creating a high quality built and natural environment particularly within the MUA's. It is policy to raise the standard of design, as it contributes to sustainable regeneration and it is recognised that good design can contribute to creating high quality environments where more people want to live, work and invest. The creation of high quality built environments should be promoted in development plans and other strategies, as should the creation and enhancement of urban greenspace networks and recreational assets.
- 2.28 Strategic river corridors (including the River Trent) and canals are recognised for their historic significance; and Areas of Enhancement are proposed in relation to bio-diversity. A range of policies to protect and enhance land, air, water, biodiversity and the woodland resource are also set out. The contribution that tree planting can make to health, recreation and regeneration is highlighted.

Transport

- 2.29 The need to improve accessibility and mobility and to provide high quality public transport in the MUA's is recognised in the Spatial Strategy. Reducing the need to travel is seen as key to achieving sustainable development. The priority for transport investment is within MUA's and specific transportation proposals of direct relevance to North Staffordshire are the improvements to the West Coast Mainline, improved traffic management of the M6 and junction improvements on the A500 at City Road and Stoke Road and on the A50 at Trentham Lakes. With the exception of the M6, all of these improvements have now been completed.

West Midlands Regional Spatial Strategy Phase 2 Revision (RSS Revision)

- 2.30 Adopted Regional Spatial Strategy is being reviewed in three stages Phases 1 and 2 have commenced – Phase 1 Revision relates to the preparation of a sub regional planning framework for the Black Country. This has no direct bearing on the North Staffordshire Core Spatial Strategy.
- 2.31 Phase 2 Revision deals with strategic housing, employment, centres, waste and transportation policies. The regional planning horizon has been rolled forward to 2026. Draft Spatial Options have been published for consultation purposes. This will lead to preparation of a Draft Preferred Options for submission to and consideration by the Secretary of State probably in 2008/09.
- 2.32 For the time being preparation of the North Staffordshire Core Spatial Strategy must be in general conformity with the adopted Regional Spatial Strategy. It should also take account of likely changes in strategic policy direction so that it can accommodate such new strategic policy imperatives, as and when they are adopted by the Secretary of State.

Other Regional Policy Documents

- 2.33 A variety of other documents are prepared or reviewed from time to time which may be relevant to the Core Spatial Strategy. Of particular note is the Regional Economic Strategy for the West Midlands (RES) and the West Midlands.
- 2.34 The Regional Spatial Strategy is a sister document to the Regional Economic Strategy for the West Midlands (RES) which provides the framework for sustainable economic growth based on developing a diverse and dynamic business base; promoting a learning and skilful region; creating conditions for growth and regenerating communities. It is not part of the Development Plan but it is an important strategic policy document.
- 2.35 The West Midlands Regional Sustainability Development Framework is a tool to help policy-makers incorporate sustainability principles into strategies, plans and projects. The Framework sets out sustainable development objectives for the West Midlands and a process by which policy-makers can incorporate these objectives into their work. In this way all policy areas will be working towards a sustainable future for the West Midlands. The Framework was reviewed in the light of national and regional policy developments, including the UK Government's 2005 Sustainable Development Strategy, "Securing the Future", and relaunched in July 2006.

Sub Regional Policy and Material Considerations

- 2.36 Two key regeneration drivers in North Staffordshire are the North Staffordshire Regeneration Zone Board and RENEW North Staffordshire North Staffordshire Board.

Their regeneration aspirations are set out in the Zone Implementation Plan (ZIP) and the Renew Prospectus as amended by the Scheme Update (2005) respectively. The former relates solely to the City of Stoke on Trent and Newcastle-under-Lyme Borough. The latter also includes Biddulph East within Staffordshire Moorlands. The Core Spatial Strategy and Area Action Plans will be key mechanisms to facilitate delivery of Regeneration Zone and RENEW priorities. Development of the Core Spatial Strategy has been carried out in full consultation with the Regeneration Zone and RENEW teams. The LDF Statement of Community Involvement will set out the minimum requirements for active participation in statutory planning which will be supplemented by additional arrangements as regeneration proposals are refined and developed.

North Staffordshire Regeneration Zone

2.37 The North Staffordshire Regeneration Zone aims to ensure that 'North Staffordshire is a successful and rewarding place in which to work and invest, an exciting place to visit with an increased quality of life for all'. These are addressed through a series of priority actions set out in the Zone Implementation Plan 2005 – 08:

- To develop new growth clusters/sectors that will form the basis of new economic activity
- To address the low level of business start-ups
- To improve the level of innovation amongst the business base
- To improve substantially the image as a place to invest, "do business", live and visit
- To develop a University Quarter which provides a focus for educational progression
- To ensure that employers have the right skills to support the success of their business and individuals have the skills to be employed.
- To respond to the 'Knowledge Revolution' through the enhancement of the broadband infrastructure, providing access to all households and businesses within the urban conurbation.
- To raise the individual aspirations of the people of North Staffordshire to build for the future economic growth and prosperity.
- Create a strong and vibrant City Centre
- Physically develop the Medical Technology Cluster, maximising the potential benefits of the new hospital
- Develop the strategic employment site at Chatterley Valley
- The regeneration of Burslem Town Centre
- To ensure the planned new hospital project and investment in the healthcare sector benefits local people.
- To remove barriers to employment and training, faced by disadvantaged groups
- Building the capacity of our communities - develop employee opportunities through joint working with employers, voluntary and community organisations to deliver employment and training.
- Promote and support social enterprises
- Undertake the North Staffordshire Marketing Communications Programme that is core to the regeneration process.
- Raise the design standard in company product development and the built environment
- Create a high quality environment through the exploitation of the sub-regions green assets.

- 2.38 The Zone Implementation Plan has been endorsed by the West Midlands Regional Development Agency, Advantage West Midlands. It is thus a material consideration for the future planning of North Staffordshire. It is currently being updated

RENEW North Staffordshire Housing Market Pathfinder

- 2.39 The North Staffordshire Housing Renewal Pathfinder Initiative – RENEW North Staffs – has been established to address housing market failure, obsolescent housing stock and mismatch between housing supply and demand. The Pathfinder area includes most of Stoke on Trent, parts of Newcastle-under-Lyme Borough and a small part of Staffordshire Moorlands. Progression of housing market renewal is critically linked to creation of higher value employment, a more diverse and aspirational housing stock and radical improvement of the urban environment and infrastructure. In addition to investment in economic development, planning and transport, targets for sponsored clearance, refurbishment and new build are currently being reviewed. The Scheme Update Summary is included as Appendix 4. Neighbourhood based interventions will be an important tool for the RENEW process based on the principles of:

- Regeneration of the Core of the Conurbation;
- Promotion of Town and City Centre Living;
- Support for Vulnerable Neighbourhoods and
- Restructuring the Social Sector.

- 2.40 The RENEW Prospectus and Scheme Update has been accepted by the Secretary of State and form the basis upon which public regeneration funds have been approved to secure the sustained regeneration of North Staffordshire.

North Staffordshire Integrated Transport Study (NSITS)

- 2.41 Work has now been completed on the production of the North Staffordshire Integrated Transport Study (NSITS). This sets out a clear and robust transportation strategy for the North Staffordshire conurbation and drawing on the wider travel to work area. It pays due regard to the ZIP and Prospectus. The NSITS feeds into the new style LDFs and North Staffordshire Local Transport Plan. A Summary copy of the NSITS is provided at Appendix 5.

North Staffordshire Integrated Economic Development Strategy (NSIEDS)

- 2.42 Work has been completed on the North Staffordshire Integrated Economic Development Strategy (NSIEDS) drawing on the RES, ZIP and Renew Prospectus. This is a sustainable economic strategy that identifies priority sectors/markets/clusters and other initiatives for the future development of the North Staffordshire conurbation. The Strategy has informed the preparation of LDFs, LTP and other non spatial policy initiatives. A Summary copy of the NSIEDS is provided at Appendix 6.

North Staffordshire Retail Study (NSRS)

- 2.43 Work has also been completed on the North Staffordshire Retail Study of the quantitative need for retail floorspace, qualitative deficiencies in provision and how these needs can be accommodated in a manner consistent with the sustainable regeneration of the City. A Summary copy of the NSRS is provided at Appendix 7.

Local Policy

Community Strategies

- 2.44 The LDF provides the primary means of delivering the spatial elements of the Community Strategy (Stoke on Trent Community Strategy and Newcastle Borough Community Strategy) that are relevant to North Staffordshire. Community Strategy and the Local Development Framework share a commitment to the development of objectives through community consultation and stakeholder involvement.

City of Stoke on Trent Community Strategy

- 2.45 The City of Stoke on Trent Community Strategy: Our City, Our Future 2004 – 2014 provides the overarching vision and general direction for the City. It has been produced by public, private and community partners forming the Local Strategic Partnership. Accordingly, the Core Strategy builds on the Strategy's vision for the City:

'Stoke on Trent will be a thriving and diverse City where people want to live, work and study.'

- 2.46 More specifically the Core Strategy will assist in the delivery of the Community Strategy priorities which support the above vision both through the overall Spatial Strategy and in the specific Spatial Policies listed in table 1 below.

Table 1 – Delivery of the Community Strategy

Community Strategy Priority	Core Spatial Policy
A Healthier City where communities live longer in a caring environment and enjoy a better quality of life.	Sustainable Development (CP1) Infrastructure Provision (CP2) Open Space, Sport and Recreation (CP28) Regeneration of the Urban Area (CP3)
A Safer City where individuals and communities feel safe and neighbourhoods are increasingly free from crime.	Sustainable Development (CP1) Infrastructure Provision (CP2) Design and the Built Environment (CP30)
A Learning City where people are continually learning and developing their skills not only to take advantage of new, better paid jobs but also to improve their quality of life.	Sustainable Development (CP1) Infrastructure Provision (CP2) Economic Opportunities (CP15)
A Wealthier City that provides good quality housing with good job prospects and good wage levels. Where existing businesses are supported and new ones are attracted to provide a diverse economy.	Sustainable Development (CP1) Infrastructure Provision (CP2) Regeneration of the Urban Area (CP3) Infrastructure Provision (CP2) Economic Opportunities (CP15) Meeting Employment Needs (CP16) Housing Land Supply (CP9) Housing Distribution (CP10) Phasing of Housing Developments (CP11) Affordable Housing (CP13) Strategic Employment Sites (CP17) Land Take Up (CP18) Industrial Areas (CP19) Economic Development Portfolio (CP20) Offices Development (CP21) Vitality and Viability of Centres (CP4) Rural Housing (CP5) Rural Economy (CP6)
A Green City that provides well maintained open spaces, good quality play facilities for our children and a quality environment for future generations.	Sustainable Development (CP1) Infrastructure Provision (CP2) Open Space, Sport and Recreation (CP28) Green Space Network (CP29) Natural Assets (CP26) Environmental Sustainability and Climate Change (CP27) Transport and Accessibility (CP31) Green Belt (CP8) Countryside Protection (CP7) Design and the Built Environment (CP30)
A City with a Strong sense of Community with equal opportunities for all where diversity is celebrated. Providing good quality services and the opportunity for all people to take part in community life and influence the regeneration of their neighbourhoods and the City.	Leisure, Culture and Tourism (CP24) Infrastructure Provision (CP2) Sustainable Development (CP1)

Newcastle under Lyme Community Strategy

2.47 The Community Strategy for the Borough of Newcastle under Lyme was adopted in 2003. It was the culmination of over a year's work in consulting the community after the setting up of the Newcastle LSP in April 2002. The Strategy had a strong community focus and is set out in terms of a vision, six priorities and sets of outcomes for each priority area that would define the result if the vision were to be achieved. The Strategy is to be comprehensively reviewed during 2007. This will provide an opportunity to link the community consultation exercise to that of the Core Spatial Strategy and ensure that aims and actions are closely aligned.

2.48 The current vision is as follows:

The many strengths of the Borough will be built on through partnership working to sustain it as a place where people want to live and work. Together we will strive for sustainable development, better employment opportunities, safer communities, higher educational aspirations, a high quality built and natural environment, improved health facilities and a diverse cultural life, all of which will promote confidence and optimism within our different and diverse communities

Table 2 – Delivery of the Community Strategy

Community Strategy priority	Core Spatial Policy or Policies
Safer communities should experience less crime and fear of crime, where vulnerable people are protected and the stigma attached to perceived high crime areas is reduced	Sustainable Development (CP1) Infrastructure Provision (CP2) Design and the Built Environment (CP30)
Everyone should have equal access to good education, learning and cultural opportunities that will enable them to fully contribute to a thriving economy and benefit from increased prosperity	Sustainable Development (CP1) Infrastructure Provision (CP2) Economic Opportunities (CP15)
Communities should be fully engaged and involved in planning and decision making, resource allocation and service development and delivery	Leisure, Culture and Tourism (CP24) Infrastructure Provision (CP2) Sustainable Development (CP1) (The main vehicle for this priority area will be the process of preparing the plan - in accordance with the Council's adopted Statement of Community Involvement)
Services, information and advice should be more accessible, integrated and responsive to the needs of local neighbourhoods	Leisure, Culture and Tourism (CP24) Infrastructure Provision (CP2) Sustainable Development (CP1)
Everyone should have an equal opportunity and the necessary resources to improve their health, well being and quality of life	Economic opportunitiesCP15 Open Space, Sport and Recreation (CP28) Green Space Network (CP29)
Every resident in the Borough should have an affordable home suitable to his or her needs and live in a high quality environment	Housing land supply (CP9) Housing distribution (CP10) Phasing of housing developments (CP11) New residential development requirements (CP12) Affordable housing (CP13)

Local Transport Plan

- 2.49 A Local Transport Plan for North Staffordshire 2006/7 - 2010/11 was submitted in March 2006 to ensure that detailed transportation policies and investment streams complement regeneration initiatives. A Summary copy of the provisional LTP is provided at Appendix 8. The Secretary of State assessed the LTP as being 'good', meaning that a standard of transport planning equivalent to the top end of last year's 'promising' category had been evidenced. The 2007-08 settlement will allow further work to take place on creating the right conditions to tackle congestion and improve accessibility.

Sources of further information

- 2.50 You may by now appreciate that national, regional and local policies are in a constant state of flux. If we provided a list of those in force today, the document and the list would rapidly become dated. Relevant policy documents that are in force at any point in time can be found from:

- 2.51 Department of Communities and Local Government web site ref: www.dclg.gov.uk
West Midlands Regional Asembly web site ref: www.wmra.gov.uk
Stoke Local Development Framework DF web site ref: www.stoke.gov.uk/ldf
Newcastle Local Development Framework web site ref: www.newcastle-staffs.gov.uk/ldf

3. North Staffordshire - A Spatial Portrait

Spatial Portrait

- 3.1 North Staffordshire is a microcosm of the West Midlands and is formed from the combined communities of the City of Stoke-on-Trent and Borough of Newcastle-under-Lyme. The plan area is characterised by one distinctive City Centre and a collection of large towns and urban villages, as well as, attractive countryside and dispersed rural communities lying largely to the west of the market town of Newcastle (combined population 362,676 and 30,345 hectares). The plan area is shown on Plan 1 inside the front cover. The location of the plan area and its relationship to neighbouring administrative areas and to the North Staffordshire Regeneration Zone and Housing Market Pathfinder, RENEW North Staffordshire is shown on Plan 2.
- 3.2 North Staffordshire is centrally located midway between Manchester and Birmingham. Its zone of influence extends across the West Midlands and North West Regions. Its distinctive feature is its multi centred character. Diversity and choice is one of its key strengths. The conurbation sits on the doorsteps of some of the finest countryside that England has to offer and because of its historic urban development few parts of the built environment are far from open green space. Many of the ingredients are now in place to secure the sustained development of this industrial conurbation into a modern metropolis meeting the demands of the 21st century. The North Staffordshire Core Spatial Strategy is one of the tools to be used to facilitate regeneration.

Regeneration of Stoke on Trent - Issues and Challenges

- 3.3 Stoke-on-Trent forms the core of the North Staffordshire conurbation and is strategically placed between the regional centres of Birmingham and Manchester. It is recognised within the West Midlands Regional Spatial Strategy (RSS) as a Major Urban Area.
- 3.4 The City of Stoke-on-Trent was formed in 1910 and its polycentric nature is a distinctive feature.

Plan 2

CHESHIRE

STAFFORDSHIRE

SHROPSHIRE

STAFFORDSHIRE MOORLANDS

STOKE

NEWCASTLE

STAFFORD

RENEW

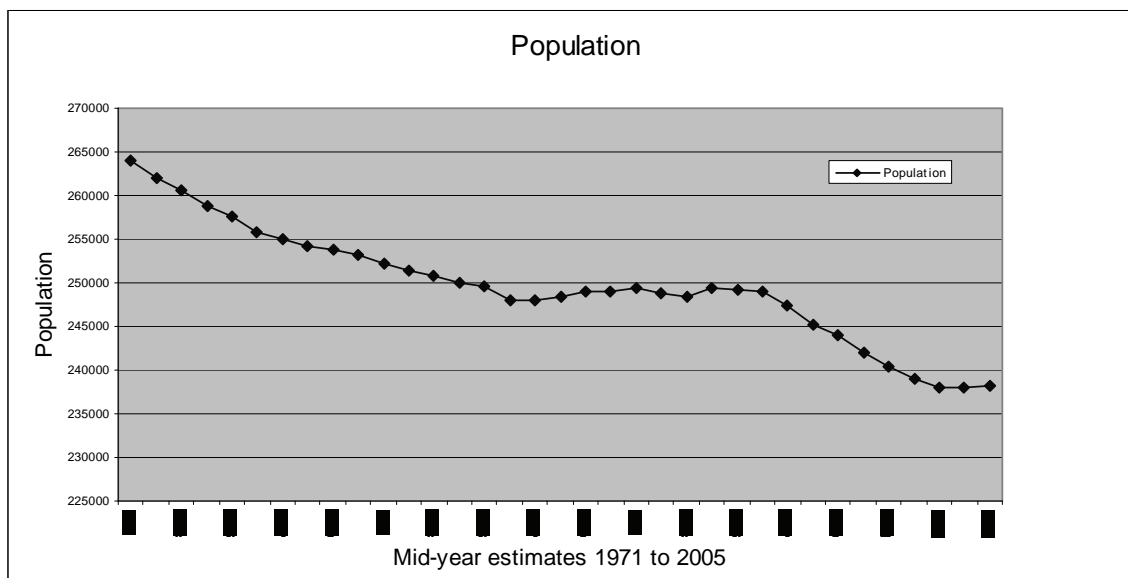
Regeneration Zone

N

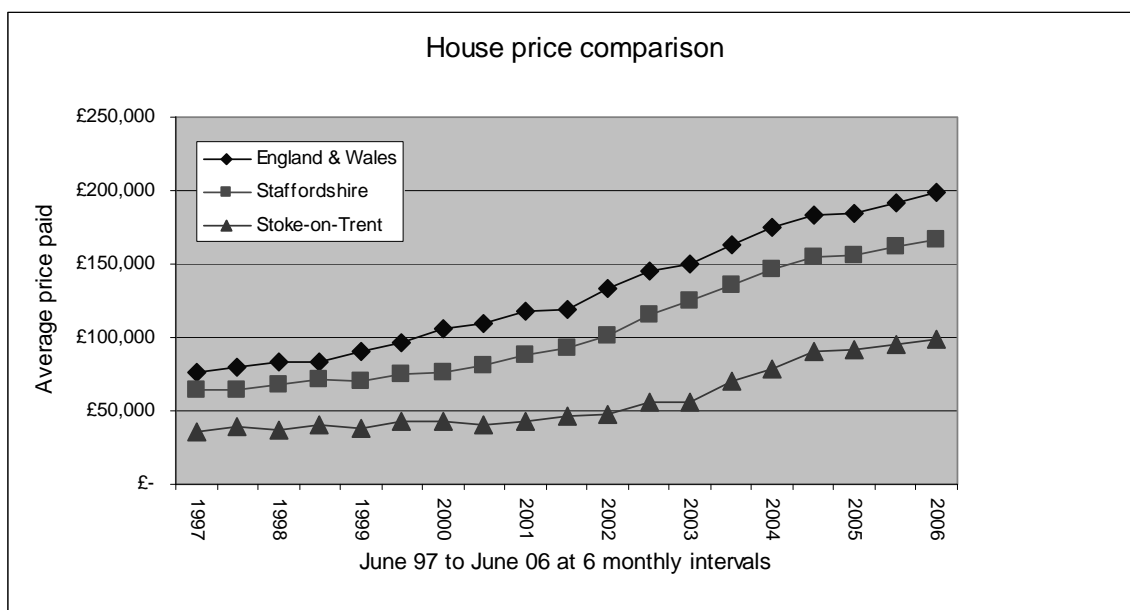
NOT TO SCALE

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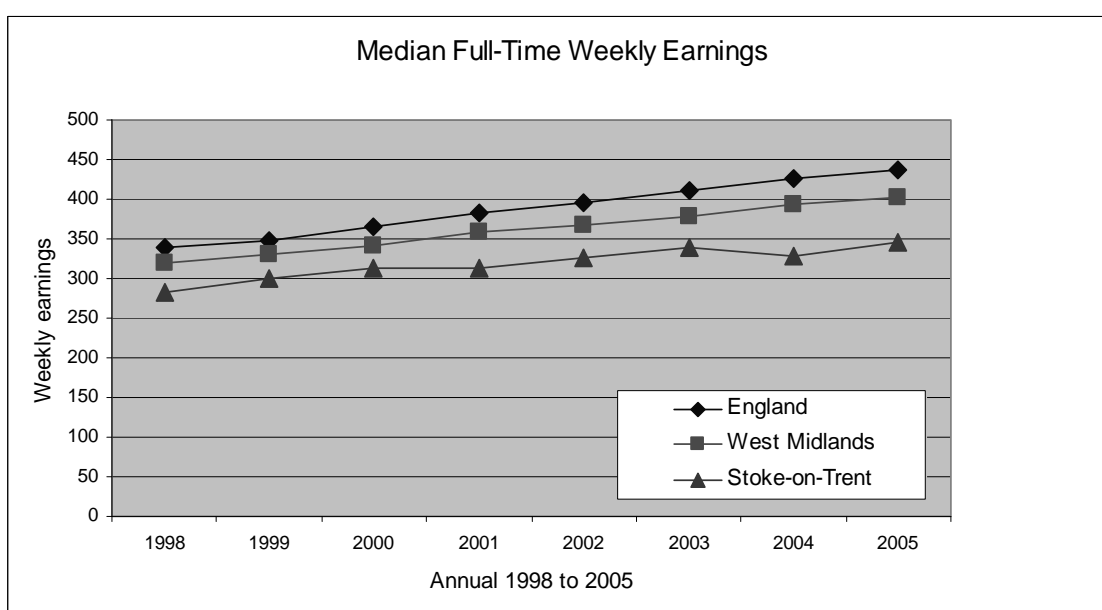
- 3.5 The city is home to 238,300 people (2005 mid-year estimate), living in 103,199 households (2001 census). For a good many years the population of the city has steadily declined. Recently this trend has reversed and regeneration strategies focus upon attracting people back into the urban area. The city is ranked as the 18th most deprived local authority district in England (2004 indices of deprivation).



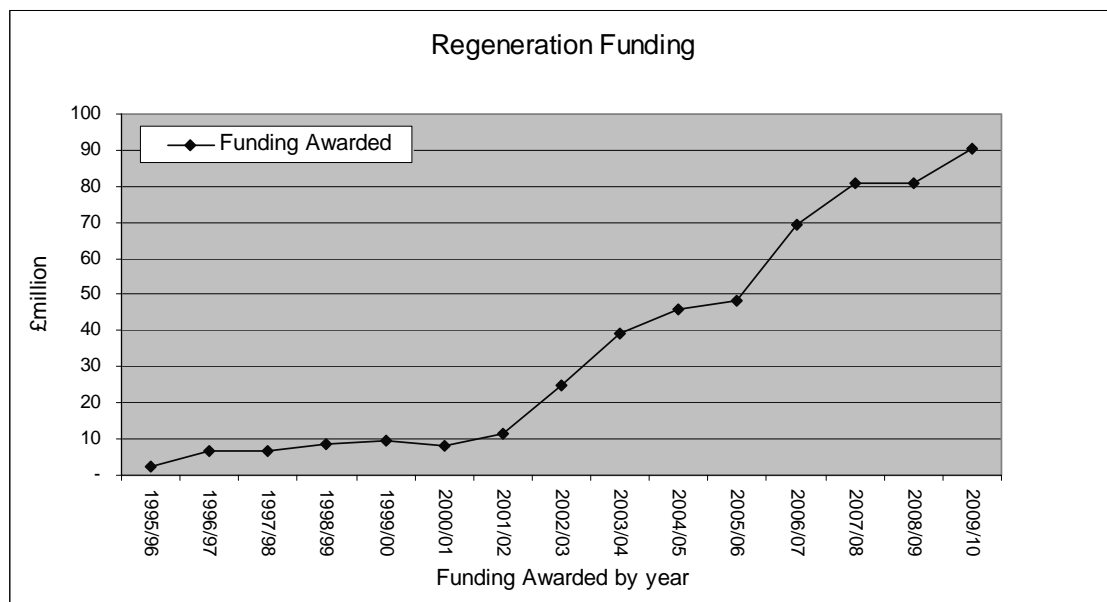
- 3.6 Over one third of the City's area is devoted to green space with a legacy of high quality Victorian parks, reclaimed brownfield sites and canals running through the area. Previous industrial activity has left the City with ground instability problems as well as worn out infrastructure.
- 3.7 The housing stock condition survey of 2004 indicates that 37% of City Council stock is non-decent. Private sector unfitness in the City is 11.5% which is significantly higher than the national average. House values are amongst the lowest in the country with 94% of stock falling into Council Tax bands A-C compared to 66% nationally (Valuation Office Agency 2004). The general rise in prices nationally is reflected in a proportionate rise locally, the average price in Stoke-on-Trent being 50% of the England and Wales average (Land Registry figures).



- 3.8 There have been significant improvements in people's health in the City over the last 10 years. However, while life expectancy increased and death rates for some of the major diseases fell, we still face challenges to make Stoke-on-Trent a fit city. Life expectancy at birth is 73.2 for males and 78.7 for females, compared to 76.55 and 80.91 nationally (National Statistics July 03).
- 3.9 The City suffers from a low wage, low aspiration economy, having the lowest business start up rate per person in the West Midlands. Job prospects are limited and wage levels hover around 18% below the national average. Whilst the proportion of the population of working age (aged 16-74) is identical to the national average at 62.1%, the proportion of those classed as economically active is only 73.9% compared to 78.4% nationally. The city has an unemployment rate of 5.6% compared to 4.9% nationally. (National Statistics 2005 survey).



- 3.10 Outcomes at Key Stage 3 and GCSE have improved in recent years and since 2001 at double the national rate. However, the improvement at GCSE masks poor average levels of attainment across the City for higher grades in English and Maths. Despite improved attainment and 'staying on' rates, the proportion of young people dropping out of education and training post-16 remains above the national average. The proportion of the population with qualifications at NVQ level 4 and above is 14.8% locally compared to 26.5% nationally. Conversely the proportion of the population having no formal qualifications is 23% locally and 14.3% nationally. Education remains a priority with a major programme of school rebuilding / refurbishment covering both the primary and secondary sectors. Exciting initiatives are being progressed in the further / higher education sectors through the 'University Quarter'.
- 3.11 Actual levels of recorded crime in the City have reduced, however, in line with national trends, fear of crime has increased.
- 3.12 Regeneration came late to Stoke-on-Trent. Since 1992, the City has been awarded over £210 million of regeneration funding. This investment continues a further £410m forecast to be spent over the next 5 years. The transformation of the City includes more than 1,000 hectares of previously derelict land being brought back into beneficial use.



- 3.13 Stoke on Trent has a strong and well-founded reputation for partnership working. It has a highly regarded Local Strategic Partnership, which will derive new impetus through the additional opportunities and focus presented by the granting of a Local Area Agreement in June 2005.
- 3.14 Strong, coherent and evidence-based integrated strategies provide the City with the ability to deliver the most comprehensive and exciting regeneration programmes in the UK. The Local Development Framework will have a key role to play in this regard. Historic public sector under-investment in the City is being corrected through the North Staffordshire Regeneration Zone and other funding streams. This is bringing much needed support to the economic prospects of the region, with a £70 million programme over the next couple of years. Similarly the North Staffordshire Housing Market Pathfinder RENEW programme has an ambitious strategy to transform the urban form and the local housing market leveraging £2.3 billion of investment over a 15 year period. These arrangements capture the commitment of key public sector investors to the area,

which include English Partnerships, Advantage West Midlands and Government Office West Midlands. (Update)

Regeneration of Newcastle under Lyme - Issues and Challenges

- 3.15 The Borough of Newcastle-under-Lyme is one of eight second tier districts within Staffordshire, occupying the county's north western corner. It covers an area of 210 sq km, or 8% of the total area of Staffordshire.
- 3.16 The Borough's urban area consists of Newcastle town (including district centres and suburban areas), which immediately adjoins the City of Stoke-on-Trent and forms the western part of the North Staffordshire conurbation, and the town of Kidsgrove to the north, which, although physically part of the conurbation, linked along the A50 to the northern towns of the City, is geographically separate from Newcastle town. Under the RSS, Newcastle shares the same "Major Urban Area" as the City, though this clearly refers only to its urban parts.
- 3.17 The Borough's rural area, which dominates in terms of area, stretches from the north east border with Staffordshire Moorlands district, to the south west, bordering Shropshire. Very significantly, its north-west border is with Cheshire, where the influence of the North Staffordshire conurbation meets that of Crewe. The area stretching westward from the urban area to the West Coast Mainline, which bisects the Borough along with the M6, is designated as Green belt. A significant number of sites within the rural area are subject to environmental designations, highlighting its importance in terms of biodiversity and the natural environment generally.
- 3.18 According to the 2001 Census, the Borough had a population of 122,030 (revised to a 2003 mid-year estimate of 122,600). This equates to approximately 15% of the total population of Staffordshire, making it the most populous district within the county, and approximately half the size of the City. Although forecasts made during the 1990s envisaged a population decline by the turn of the century, the population actually rose slightly to 2001. Subsequent mid-year estimates for 2003 and 2005 indicated a continued rise to 122,600 and 123,400 respectively.
- 3.19 According to the 2001 Census, 96,089 (or 79% of the Borough's population) people live within the Borough's urban area. Of these, 73,944 live within the settlement of Newcastle and 22,145 live within Kidsgrove. This makes Newcastle the second largest town within Staffordshire (being marginally smaller than Tamworth) and Kidsgrove the ninth largest. The remaining 21% of the Borough's population live within the rural area, being distributed among a number of villages.
- 3.20 The Borough is categorised as 'Urban Fringe' by the Office for National Statistics, and falls into the 'Established Manufacturing Fringe' profile group, which is a subset of this. As a result, the Borough is subject to the following definition:
- 3.21 "Geographic location: authorities are generally on the edges of main urban centres and most are within England. Key characteristics: this group of authorities falls most closely to the Great Britain average for the range of socio-economic and demographic variables used in the classification. *Established Manufacturing Fringe* has an employment profile characterised by mining and production and manufacturing" (ONS, 2001, *Geographic Variations in Health*, Stationery Office (London), p.58).
- 3.22 Economic activity rates within the Borough are marginally below those for the West Midlands but higher than those for the City. The ONS classification is borne out by the fact that a slightly higher proportion of employees work in manufacturing or retail than is the case regionally, with less working in professional or 'white collar' occupations. Such employment types have tended

to assume the role previously occupied by traditional industries such as mining, upon which the Borough was once partially reliant.

- 3.33 However, socio-economic conditions as a whole are generally similar with those at the regional level. This suggests that the Borough does not represent an extraordinary case, especially in comparison to larger centres of population that were more dependent upon traditional industries, and more heavily affected by their decline and the subsequent transition to a 'post-industrial' economy.
- 3.34 An examination of the Borough's key characteristics provides an indication of the main issues, challenges and opportunities faced. The Borough's urban area is largely subject to those issues facing the North Staffordshire conurbation as a whole. These include the difficulties of economic transition as mentioned above. Although clearly challenging, such a situation also presents an opportunity for North Staffordshire, and the Borough as a constituent part of it, to remarket and re-establish itself on a regional and national scale. The key elements of this are an increased emphasis on the 'knowledge economy', including a heightened prominence for the two universities, and the growth of the commercial and 'hi-tech' sectors.
- 3.35 The problems of a weak local economy, (which, although more Stoke-centred, certainly affect the Borough) inevitably impact upon social conditions. In particular, the Borough's urban area, in common with the City, suffers from a particularly weak local housing market. The programme of Renew, referred to above, also involves part of the Borough. The communities of Knutton and Cross Heath, where housing market failure is particularly severe, have been designated as one of the eight 'Areas of Major Intervention' in the conurbation, and Chesterton is a General Renewal Area. Galley's Bank in Kidsgrove is also the subject of intervention by Renew, largely to deal with issues arising from non-traditional housing construction.
- 3.36 The rural area is subject to its own concerns, which are different in nature, although not unrelated, to those of the urban area. Many rural parts of the Borough are subject to development pressure, particularly regarding residential development. Some new development is needed where it improves the long-term economic, social and environmental prospects of existing rural settlements (in other words, sustainable development), and there are issues of affordability in some settlements. However, this has to be addressed whilst ensuring that such development does not impinge upon the requirements of the urban area by attracting investment away from where it is needed most. Achieving this balance is one of the reasons for joint working between the two authorities.

4. The Vision

Introduction

- 4.1 North Staffordshire is home to over 360,000 people. It is made up of many different communities and environments, each the product of the interaction of social, economic and environmental forces over time.
- 4.2 Just what sort of place do we want North Staffordshire to be in 2026? How do we briefly describe the challenge in front of us?

The Choices

- 4.3 The principal priorities for the Plan Area will be to halt and reverse population loss, restructure its housing market, enable improvements to existing services to all residents, realise North Staffordshire's strong potential for economic growth and to ensure that all parts of the area are linked through an excellent public transport system. The challenge for the Core Spatial Strategy will be to promote and enable this change while maintaining and improving the quality of North Staffordshire's built and natural environment, controlling traffic congestion, and making a real contribution to tackling carbon emissions and climate change.
- 4.4 Taking into account the key issues identified we can start to develop a joint vision for North Staffordshire that captures the direction that future development should take in the period up to 2026.
- 4.5 This means developing a concise statement that sets out what we want to achieve in North Staffordshire in physical, economic and environmental terms over the next twenty years.
- 4.6 So what might this vision look like? Set out below are a number of different options or choices.

Option 1

- 4.7 This incorporates the vision from Stoke-on-Trent City Council's First Deposit Draft City Local Plan 2011 which is:

“encourage a healthy and safe community that enjoys a productive and prosperous economy in a welcoming quality environment”

- 4.8 Although this plan relates only to Stoke on Trent and has been formally withdrawn the vision received just one objection when it was formally published in February 2002.

Option 2

- 4.9 A second option would be to adopt Newcastle under Lyme Borough's Local Plan vision statement for the period up to 2011:

“To help the Borough develop, in a sustainable way, to meet the needs and aspirations of its residents and businesses and improve the quality of life for all”

Option 3

- 4.10 The Integrated Economic Development Strategy for North Staffordshire also identified the following vision:

“North Staffordshire will become the City Region of Choice for over 1 million people by 2021”

- 4.11 This was the vision put forward by both Council’s during the previous consultation stage on the 1st Draft Preferred Options.

Option 4

- 4.12 A fourth option would be to adopt the visions contained within the Stoke and Newcastle Community Strategies.

- 4.13 In the case of Stoke the vision is:

“By 2014 Stoke on Trent will be a thriving and diverse city where people want to live, work and study”

- 4.14 Key priorities include:

- **A Healthier City** - where people live longer and have a better quality of life
- **A Safer City** - where individuals and communities feel safe and neighbourhoods are increasingly free from crime
- **A Learning City** - where people are continually learning and developing their skills not only to take advantage of new, better paid jobs but also to improve their quality of life
- **A Wealthier City** - that provides good quality housing and good job prospects and good wage levels where businesses are supported and new businesses are attracted to provide a diverse economy
- **A Green City** - that provides well maintained open spaces, good quality play facilities for our children and a quality environment for future generations
- **A City with a strong sense of community** - with equal opportunities for all where diversity is celebrated, providing good quality services and the opportunity for all people to take part in community life and influence regeneration of their neighbourhoods and the city

- 4.15 For Newcastle the vision is:

“The many strengths of the Borough will be built on through partnership working to sustain it as a place where people want to live and work. Together we will strive for sustainable development, better employment opportunities, safer communities, higher educational aspirations, a high quality built and natural environment, improved health facilities and a diverse cultural life, all of which will promote confidence and optimism within our different and diverse communities.”

- 4.16 Key priorities are:

- Safer communities should experience less crime and fear of crime, where vulnerable people are protected and the stigma attached to perceived high crime areas is reduced

- Everyone should have equal access to good education, learning and cultural opportunities that will enable them to fully contribute to a thriving economy and benefit from increased prosperity
- Communities should be fully engaged and involved in planning and decision making, resource allocation and service development and delivery
- Services, information and advice should be more accessible, integrated and responsive to the needs of local neighbourhoods
- Everyone should have an equal opportunity and the necessary resources to improve their health, well being and quality of life
- Every resident in the Borough should have an affordable home suitable to his or her needs and live in a high quality environment

The Preferred Vision

4.17 From the above it is clear that there is no shortage of opinions on which direction we should be travelling. However, to be both effective and efficient we need to develop one agreed vision based it is suggested on the following principles:

- to celebrate our diversity and choices we offer;
- to regenerate or breathe new life into our social, physical and economic fabric and institutions;
- to capitalise on our locational advantages on the doorstep of the West Midlands and North West Regions and with convenient access to the East Midlands and Wales, and
- whilst respecting our heritage, to be forward looking and realistic.

4.18 The way in which we live our lives does not respect administrative boundaries. Adopted Regional Spatial Strategy identifies the North Staffordshire Conurbation as a Major Urban Area. Neither of these terms flow lightly off the tongue. It is suggested that a mutli area, sub regional working concept offers the best model. This is a voluntary partnership of urban and rural communities, local authorities and business, all working together to improve our quality of life and create a better future.

4.19 Since the Core Strategy is a mechanism for delivering the spatial elements of the plans referred to above, it is logical for the Core Strategy vision to build on their aims and priorities. The preferred vision draws upon comments made at the previous preferred options consultation together with aspirations identified through evidence gathering work. The preferred vision is more focussed on and clear in terms of what kind of place North Staffordshire needs to become in the future and how the Core Spatial Strategy can strive to help deliver that vision:

The Vision for North Staffordshire

“North Staffordshire will be a sub-region of choice by 2026. It will be an area transformed into an attractive, safe, healthy and better place to live, work, visit and do business with”.

- 4.20 In broad terms this can be delivered through regeneration of the City centre and neighbourhoods of its urban core; supporting Newcastle's role as a regional centre and creating stronger centres in the outer urban area and rural villages to the west of Newcastle; encouraging a vibrant mix of urban and rural communities; and conserving its valuable built and natural environment. Thus a distinctive and prosperous area will have been developed as a microcosm of the West Midlands region.
- 4.21 North Staffordshire will steadily and consistently build on its strengths to be:
- A sub-regional destination of choice which is vibrant once again and which attracts residents; is made up of attractive, healthy and safe communities with an excellent quality of life, environment and local services; a strong and sustainable housing market which provides affordable housing for everyone.
 - A sub-region with a healthy heart and vibrant Inner Urban Core of unique character with high quality built and historic environments and public realm; excellent design, accessibility and user friendly developments; and attractive, accessible, safe and well maintained parks and open spaces and canalside environments.
 - A sub-region which fulfils local needs and aspirations of all residents regardless of background, income or age; enables them to feel part of a diverse community; helps them to live independent lives; provides high standards of life long learning; and promotes health, well being; and freedom from crime and disorder.
 - A sub-region with a strong, sustainable, flexible and competitive economy offering a highly desirable place in which to do business; good labour markets with high levels of skill and adaptability; a central role for our schools, colleges and universities; and excellent communications.
 - A sub-region which respects our natural environment and which recognises the need to reconcile competing demands between development and our natural and built environment.
 - A sub-region which makes an important contribution locally to reducing carbon emissions and their harmful impact on climate change.
 - A highly accessible sub-region with a sustainable transport network which keeps road congestion under control; offers real opportunities to travel without a car through high quality public transport and facilities for cycling and walking.
 - An enjoyable sub-region which welcomes visitors for business, learning, shopping, leisure and culture.
- 4.22 This we feel is the best way forward. But do you agree? Can you suggest any improvements

5. Strategic Aims

Introduction

- 5.1 The main challenge of the next 15-20 years will be to deliver the necessary housing, employment, shopping and community facilities in a sustainable manner, whilst ensuring North Staffordshire's valuable assets including both its natural environment and built heritage, are not compromised.
- 5.2 Development should also take account of the people of North Staffordshire and the changing challenges and opportunities of a population that is ageing and with an increasing number of smaller households.

Strategic Aims

- 5.3 The Core Spatial Strategy must reflect the key elements of the North Staffordshire vision. A number of strategic aims are suggested below which have been drawn up based on the key issues identified. These objectives will be implemented through the Spatial Strategy and Core Policies. The Strategic Aims (SA) are not set out in any particular order of preference.

SA1	To meet the overall development requirements for the sub-region in the period to 2026 as defined by the West Midlands Regional Spatial Strategy and taking account the emerging revisions to the Regional Spatial Strategy.
SA2	Enhance and reinforce North Staffordshire's role as a key regional gateway; with Stoke-on-Trent City Centre enhancing it's existing role as the primary commercial focus; Newcastle-under-Lyme continuing to thrive as a strategic Town Centre; both within a balanced and strong North Staffordshire economy.
SA3	To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport other than the private car.
SA4	To prioritise appropriate development in rural areas on brownfield sites within designated villages to reduce the need to travel and to protect the rural environment.
SA5	To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of a more healthy urban city living environment.
SA6	To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.
SA7	Renewal of the urban and rural areas to enable people to live close to their work and leisure and community facilities, and to benefit from the best of urban and rural living including high density, mixed use development near the city centre, Newcastle town centre and other centres and in areas that are accessible by public transport.

SA8	To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new homes are affordable.
SA9	To ensure that new residential development makes adequate provision for community facilities including health care, education and leisure and that existing facilities are retained and enhanced where they provide for the needs of existing communities.
SA10	To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.
SA11	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.
SA12	To prioritise large scale office, retail and town centre developments within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.
SA13	Create vital, vibrant and distinctive town centres with complementary roles to play.
SA14	To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.
SA15	To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.
SA16	To safeguard the North-Staffordshire Green Belt and open countryside and protect it from inappropriate development.
SA17	Create a greener North Staffordshire by maintaining and improving its network of canals, green spaces and parks to provide the landscape setting for high quality development of homes, employment and leisure opportunities and to foster a more sustainable way of life.
SA18	To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.
SA19	To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.
SA20	To promote the use of renewable energy sources, green construction methods and energy conservation and move towards zero carbon growth.
SA21	To reduce the risk of flooding, pollution, and adverse environmental impacts in all new developments.

SA22	Improve accessibility and linkages throughout North Staffordshire for local residents and visitors.
SA23	To provide a sustainable framework for the winning and working of minerals in Stoke-on-Trent.
SA24	To provide a framework for the consideration of planning applications for the development of waste management facilities or other forms of development with significant waste implications in Stoke-on-Trent.

5.4 The linkage between the strategic aims and the Stoke and Newcastle Community Strategies as identified in paragraphs 2.44 and 2.47 are set out in the table below.

5.5 Are our aims clear? Can you suggest any improvements?

	Core Strategy Aim	Community Strategy Aims and Priorities
SA1	To meet the overall development requirements for the sub-region in the period to 2026 as defined by the West Midlands Regional Spatial Strategy and taking account the emerging revisions to the Regional Spatial Strategy.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement
SA2	Enhance and reinforce North Staffordshire's role as a key regional gateway; with Stoke-on-Trent City Centre enhancing it's existing role as the primary commercial focus; Newcastle-under-Lyme continuing to thrive as a strategic Town Centre; both within a balanced and strong North Staffordshire economy.	<ul style="list-style-type: none"> • To create a culture of enterprise and innovation and make Stoke on Trent a good place to do business • To make Stoke on Trent an investment location
SA3	To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport other than the private car.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement
SA4	To prioritise appropriate development in rural areas on brownfield sites within designated villages to reduce the need to travel and to protect the rural environment.	tbc
SA5	To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of a more healthy urban city living environment.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement • To develop an environmentally aware City • To create a cleaner City • To promote safer communities
SA6	To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement
SA7	Renewal of the urban and rural areas to enable people to live close to their work and leisure and community facilities, and to benefit from the best of urban and rural living including high density, mixed use development near the city centre, Newcastle town centre and other centres and in areas that are accessible by public transport.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement • To ensure everyone has access to service

SA8	To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new homes are affordable.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement • To address the underlying causes of ill health
SA9	To ensure that new residential development makes adequate provision for community facilities including health care, education and leisure and that existing facilities are retained and enhanced where they provide for the needs of existing communities.	<ul style="list-style-type: none"> • To promote safer communities • To ensure everyone has access to service
SA10	To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.	<ul style="list-style-type: none"> • To create a culture of enterprise and innovation and make Stoke on Trent a good place to do business • To make Stoke on Trent an investment location • To provide new quality jobs for our communities
SA11	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.	<ul style="list-style-type: none"> • To raise aspirations • To raise achievement • To develop an inclusive City / raising skills • To increase participation
SA12	To prioritise large scale office, retail and town centre developments within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement
SA13	Create vital, vibrant and distinctive town centres with complementary roles to play.	<ul style="list-style-type: none"> • To make Stoke on Trent an investment location • To develop the physical infrastructure to drive economic improvement
SA14	To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.	<ul style="list-style-type: none"> • To develop the physical infrastructure to drive economic improvement • To make Stoke on Trent an investment location
SA15	To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.	<ul style="list-style-type: none"> • To provide good quality pedestrian and cycle routes • To develop the physical infrastructure to drive economic improvement
SA16	To safeguard the North-Staffordshire Green Belt and open countryside and protect it from inappropriate development.	<ul style="list-style-type: none"> • To provide a landscape to be proud of

SA17	Create a greener North Staffordshire by maintaining and improving its network of canals, green spaces and parks to provide the landscape setting for high quality development of homes, employment and leisure opportunities and to foster a more sustainable way of life	<ul style="list-style-type: none"> • To provide a landscape to be proud of • To provide well used, well maintained parks • To make Stoke on Trent an investment location • To protect our natural heritage
SA18	To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.	<ul style="list-style-type: none"> • To develop the physical infrastructure to drive economic improvement • To provide a landscape to be proud of • To protect our natural heritage
SA19	To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.	<ul style="list-style-type: none"> • To develop cultural activity for all • To develop the physical infrastructure to drive economic improvement
SA20	To promote the use of renewable energy sources, green construction methods and energy conservation and move towards zero carbon growth.	<ul style="list-style-type: none"> • To develop an environmentally aware City • To improve energy efficiency across the City
SA21	To reduce the risk of flooding, pollution, and adverse environmental impacts in all new developments.	<ul style="list-style-type: none"> • To develop a cleaner City • To develop an environmentally aware City
SA22	Improve accessibility and linkages throughout North Staffordshire for local residents and visitors.	<ul style="list-style-type: none"> • To develop the physical infrastructure to drive economic improvement • To provide good quality pedestrian and cycle routes
SA23	To provide a sustainable framework for the winning and working of minerals in Stoke-on-Trent.	<ul style="list-style-type: none"> • To develop the physical infrastructure to drive economic improvement
SA24	To provide a framework for the consideration of planning applications for the development of waste management facilities or other forms of development with significant waste implications in Stoke-on-Trent.	<ul style="list-style-type: none"> • To develop an environmentally aware City • To create a cleaner City

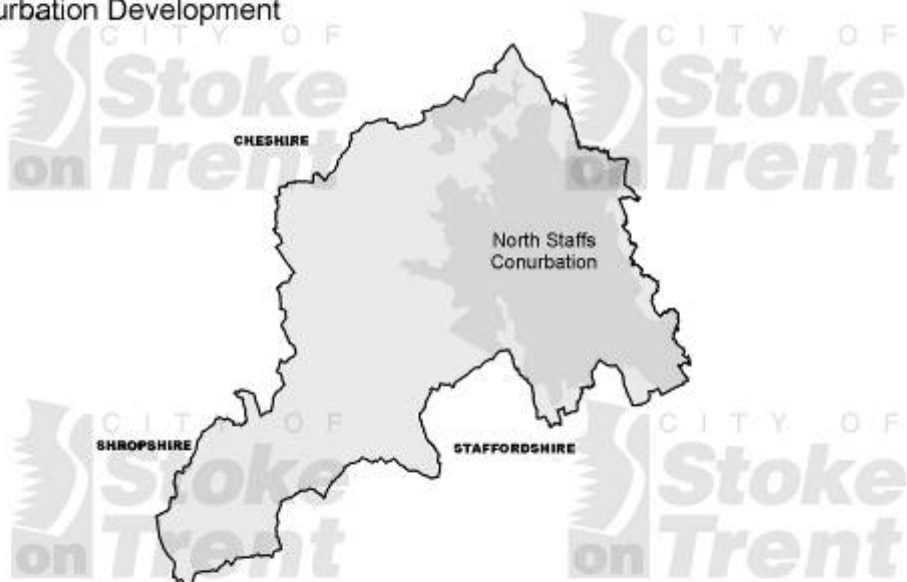
6. Draft Spatial Strategy Options

Core Spatial Strategy Options - Conceptual Models

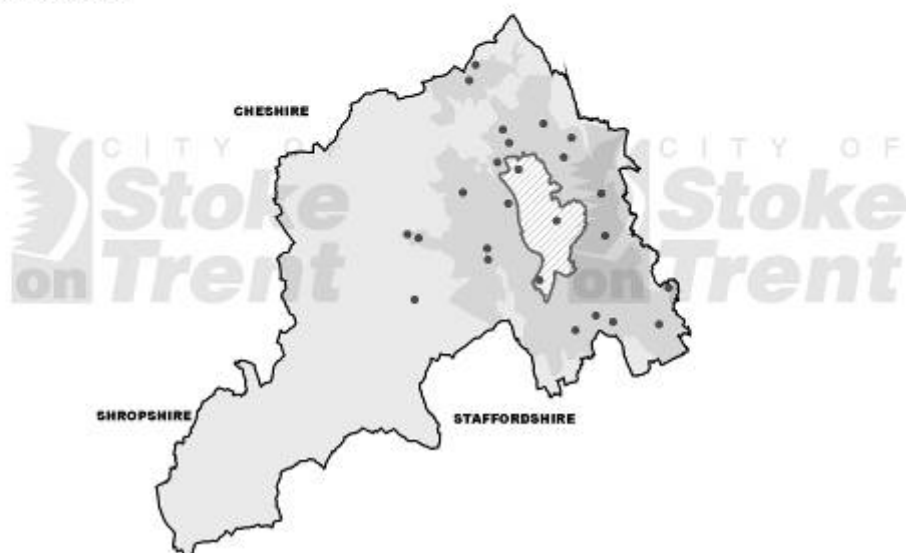
A - Rural Dispersal



B - Uniform Conurbation Development



C - Targeted Regeneration



Introduction

- 6.1 This stage of plan making is an important stepping stone towards development of an agreed North Staffordshire Core Spatial Strategy and 'Preferred Option'. This will be worked up into a strategy for submission later in the year. In terms of an holistic spatial strategy three spatial options have been considered and illustrated on diagram 5.

The Vision

- 6.2 The Core Strategy sets out a Spatial Vision for North Staffordshire as follows:

North Staffordshire will be a sub region of choice by 2026. It will be an area transformed into an attractive, safe healthy and better place to live, work and visit and do business with.'

The Options

- 6.3 Three options for achieving the vision have been considered. These are:

- a) **Rural Dispersal** - the progressive urbanisation of the North Staffordshire countryside in the form of expanded villages, new settlements and peripheral expansion of the conurbation into the surrounding Green Belt.
- b) **Uniform Conurbation Development** - the finite development jam would be spread uniformly across the conurbation in response to expediency
- c) **Targeted Regeneration** – focussing regeneration within specified areas with investment being directed towards rejuvenation of our centres, priority intervention areas and bringing forward strategic development opportunities.

What do you think?

- 6.4 We would welcome your views on the following:

- Do you agree with the Council view that Targeted Regeneration is the best strategy for managing development and to realise the North Staffordshire vision?
- Do you consider the documents would be more sound, and its vision more effectively delivered, if one of the other options were adopted and if so why?
- Are there options which have not been put forward which would result in a more sound strategy and which would more effectively deliver the North Staffordshire vision?

The Evaluation

- 6.5 The advantages and disadvantages for each option are set out and they have been evaluated against the following set of considerations:
- a) RSS Conformity – whether the proposed options are in conformity with the Regional Spatial Strategy for the West Midlands (the current RSS was adopted in 2004 and is currently undergoing a Partial Review).
 - b) Regeneration Strategy – Whether the proposed options conform to plans and strategies for regeneration for North Staffordshire including the Housing Market Renewal Pathfinder.
 - c) Sustainability Appraisal - how the proposed options perform against the sustainability appraisal process by which options and policies are scrutinised to ensure they are as sustainable as possible and to identify the most sustainable option. A sustainability appraisal report will be published separately.
 - d) Community Strategy - how the proposed options fit with the Stoke and Newcastle Community Strategies prepared by the Local Strategic Partnerships
 - e) Deliverability – whether the proposed option can be implemented and monitored
 - f) Flexibility - whether the proposed options are flexible enough to deal with changing circumstances

Optional Strategy A – Rural Dispersal

Description

- 6.6 This would mean the progressive urbanisation of the North Staffordshire countryside in the form of expanded villages, new settlements and peripheral expansion of the conurbation into the surrounding Green Belt.
- 6.7 This approach would be contrary to national planning policy and approved Regional Spatial Strategy. It would mean effective abandonment of the conurbation and completely change the character of the North Staffordshire rural area and communities. This approach is rejected. Do you agree?

Advantages

- 6.8 The main advantages of this option are that:
- a) The expansion of villages would relieve development pressure on the urban areas and help them to remain compact;
 - b) Growing rural settlements will make them more able to support village school, shops and facilities;
 - c) Major residential development in rural areas will provide additional affordable housing;
 - d) Development takes place in locations which are easy to drive to and therefore the associated traffic impacts are spread across a wider area;
 - e) Greenfield sites are easier to develop and are not constrained by contamination and reclamation difficulties;
 - f) More development land will reduce competition for sites;

Disadvantages

- 6.9 The main disadvantages of this option are:
- a) There is very little previously developed land available in rural villages which means development would be mainly greenfield;
 - b) Major housing development on the edges of rural settlements could be detrimental to the rural character and could result in amalgamation of villages;
 - c) This option will almost certainly necessitate changes to the Green Belt;
 - d) Expansion of villages in and adjacent to Areas of Outstanding Natural Beauty could have a harmful effect on landscapes of national importance;
 - e) Development would take place where public transport is poor and difficult to improve and where travel distances are a strong deterrent to walking and cycling;
 - f) Dispersed settlement patterns mean long journeys to school, work, shops and for leisure;

- g) Car dependant development and long journey to work distances will result in higher emissions from traffic than would otherwise be the case;
- h) The dispersal of population and economic activity would divert investment away from our town centres and have a negative effect on their vitality and viability;
- i) Out-migration will exacerbate the situation of housing market failure across the conurbation and reinforce the spiral of decline in our most deprived neighbourhoods within the Inner Urban Core;
- j) The ready availability of green field sites would make previously developed land unattractive by comparison and regeneration of the urban area;
- k) Low density dispersed development would represent an inefficient use of land

Policy appraisal

- 6.10 This option could contribute to meeting overall housing numbers required by the Regional Spatial Strategy. It would also help to achieve meeting access to housing, employment and services in rural areas and thereby contribute to achieving rural renaissance. There are major areas of conflict including drawing investment away from strategic town and city centres. This option fails to make the most efficient use of land and has a negative impact on climate change. It would divert resources and developer interest from regeneration of the Inner Urban Core and Areas of Housing Intervention. The target of around 75% of residential completions on previously used land would be massively undershot. There are also major concerns about the impact of this option on the North Staffordshire countryside, Green Belt and rural landscapes.

Sustainability Appraisal

- 6.11 The sustainability appraisal has concluded that this option does not conform to sustainable development objectives. If it were to be taken forward, the degree of mitigation necessary would be such as to fundamentally change the Strategy.

Community Strategy

- 6.12 This option would have a positive impact on some aspects of the Community Strategy. It would ensure that people have access to a decent home, it would strengthen service provision in rural North Staffordshire and low densities would allow for development of urban green space networks. However it runs counter to the overarching principle of sustainable development. In dispersing development across North Staffordshire, it will detract from our efforts to regenerate deprived communities. It would detract from the objectives of developing an integrated transport network and promoting meaningful business and school green travel plans and reducing traffic pollution. It could not be described as using resources wisely – it would represent the inefficient use of land, would worsen CO2 emissions and detract from the objective of planning positively to develop brownfield sites, protect the Green Belt and the North Staffordshire countryside and to protect the conurbations town centres.

Implementation

- 6.13 Although green field sites are relatively straight forward to develop, there is a concern that dispersed development in rural areas may not be able to be accommodated by existing water, sewerage and electrical systems.

Flexibility

- 6.14 A dispersed pattern of development may lead to future problems in the event of increase in energy costs, associated increases in the cost of travel by car and increased social exclusion suffered by non-drivers and people on low incomes in areas with poor public transport.

Optional Strategy B – Uniform Conurbation Development

Description

- 6.15 This would mean that the finite development jam would be uniformly spread across the North Staffordshire conurbation.
- 6.16 This approach would broadly accord with the approved regional spatial strategy in terms of contributing towards housing numbers. However, it does not reflect the fact that the need for change indicated in terms of deprivation, dilapidation and decay and opportunities for beneficial change are not uniformly spread about the conurbation. There is a real danger that the development jam would be spread so thin in response to expediency that the transformational change which North Staffordshire so badly needs would not be delivered. Achieving a balanced strategy beneficial to all areas is important, however, this strategic approach is not sophisticated enough to meet the real and present issues and challenges that North Staffordshire faces. What do you think? You may have a different view.

Advantages

- 6.17 The main advantages of this option are that:
- a) There is flexibility to accommodate development proposals as and when they arise;
 - b) There are no local strategic constraints to development;

Disadvantages

- 6.18 The main disadvantages of this option are:
- a) The potential for excessive concentration of new homes and jobs in the urban areas to cause town cramming - overcrowding, friction and neighbourhood tensions and social problems;
 - b) The risk of pressure on urban greenspaces and urban sites with nature conservation importance;
 - c) Pressure in existing schools and social facilities and limited scope for developers to fund improvements;
 - d) Risk of making congestion problems worse and limited ability to deliver public transport improvements;
 - e) Limited scope to permit development to sustain rural communities and provide the population to support rural facilities.

Policy appraisal

- 6.19 This option would contribute to meeting the overall housing numbers of the RSS. It would also help to link new development to the provision of services and provide a framework by which a significant amount of affordable housing could be provided across the conurbation. There are however some areas of conflict with the regional strategy. It would draw investment away from the key regional towns and cities i.e. the City Centre and Newcastle Town Centre. It would divert resources and hamper developer interest from the regeneration of, and housing renewal in Areas of Major Intervention. It would have a negative impact on quality of life of non-drivers. It would be an inefficient use of land and buildings. Encouraging car dependency and dispersed services across the conurbation would impact on climate change. It would result in development that does not have a meaningful relationship with historic character.

Sustainability Appraisal

- 6.20 Although this option scores well in economic terms, the benefits of spreading development across the whole of the conurbation were not sufficiently strong to outweigh very significant negative social and environmental impacts.

Community Strategy

- 6.21 This option would raise major conflicts with the Community Strategy. It would counter to the central commitment to sustainable development and community cohesion. Its car dependant urban form would have a negative effect on equity, accessibility, inclusivity, access to services and the most importantly to the disadvantaged communities of North Staffordshire. The neglect of areas with local problems would have a harmful effect on crime rates, vandalism and antisocial behaviour. It would, in time, render the pursuit of integrated transport impossible. It would be wasteful of resources, damage to habitats, maximise CO2 emissions and limit the prospects of reclaiming derelict land.

Implementation

- 6.22 Implementability is the key strength of this option. Focusing on those sites which are unconstrained which are attractive to developers could enable development to take place very quickly in popular suburban locations. The key constraint is availability of water and sewerage services which could be a serious constraint in the rural areas of North Staffordshire.

Flexibility

- 6.23 This option is relatively flexible offering a large number of alternative locations. There are long term concerns that car dependant urban forms may be vulnerable to future increases in energy costs, increases in the cost of travel by car and increased social exclusion suffered by non-car drivers and people on low incomes in areas with poor public transport.

Optional Strategy C – Targeted Regeneration

Description

- 6.24 In response to the spatial variation of need and opportunity, an approach which seeks to focus regeneration within specified areas accords both with the approved regional spatial strategy and North Staffordshire regeneration partners investment strategies and streams. This means that for the short and medium term regeneration investment would be directed towards rejuvenation of our centres, priority intervention areas and bringing forward strategic development opportunities as indicated in red on the diagram to transform the prospects of North Staffordshire. This would not preclude meeting local needs in the locality wherever this is compatible with the overall strategy.
- 6.25 Optional Strategy C forms the basis for the development of the North Staffordshire Core Spatial Strategy. Is this the correct approach? What do you think?

Advantages

- 6.26 The main advantages of this option are that:
- a) New development would be harnessed to provide jobs, homes, services and environmental improvements in North Staffordshire's areas of greatest need;
 - b) This optional strategy would safeguard the North Staffordshire countryside and Green Belt and the character of natural and built heritage;
 - c) Development would predominantly involve previously developed land;
 - d) Development could have a positive effect on areas which are currently declining or derelict

Disadvantages

- 6.27 The main disadvantages of this option are:
- e) It would limit the choice of location to developers seeking to create employment and wealth in North Staffordshire;
 - f) Beneficial development may be deterred from locating in North Staffordshire if the choice of locations is constrained;
 - g) The strategy would limit the scope to accommodate employment generating development with North Staffordshire wide benefits in areas other than the regeneration priority areas and existing centres.

Policy appraisal

- 6.28 Option C has no major policy conflicts with either the adopted or emerging RSS. This option enhances the roles of the City and town centres of Stoke on Trent and Newcastle under Lyme in particular (Policy PA11) and supports both urban and rural renaissance (Policy UR1 and RR1). It would make the most efficient use of land and buildings and ensure quality in new development (Policy QE2). It would also focus on the areas identified in the Regional Spatial Strategy for Housing Market Renewal (Policy CF1). It would focus on development on previously developed land and help to secure the regeneration of deprived communities both in the Inner Urban Core and in peripheral

areas. It will help to implement the North Staffordshire Regeneration Zone (Policy PA2) and Keele University and Science Park, University Hospital and Staffordshire University developments will contribute to delivery of Higher/Further Education and Research Establishment (Policy PA4). However, there are issues about over reliance on areas of low market demand to meet housing needs for North Staffordshire as a whole. There are concerns about the availability of major public infrastructure needed to support the necessary step change in perceptions of the Inner Urban Core in particular.

Sustainability Appraisal

- 6.29 The main conclusion from the Sustainability Appraisal was that Targeted Regeneration was the most sustainable option of the three. It scored strongly on transport, town centres and the conservation and reuse of built heritage and did not raise any major sustainability concerns.

Community Strategy

- 6.30 As has been demonstrated through the Sustainability Appraisal there are no obvious areas of conflict with the Community Strategy.

Implementation

- 6.31 This option is readily implemented allowing for the use of existing infrastructure to be maximised. The main constraints will be the need for some clearance and remediation of sites although this should assist the phasing of development. There are still questions about over reliance on areas of low market demand to meet housing needs and aspirations. There are also questions about the availability of public infrastructure investment needed to achieve the transformation of the Inner Urban Core in particular.

Flexibility

- 6.32 The approach of concentrated regeneration offers a range of investment opportunities and a choice of sites and locations. There is a significant quantity of brownfield land the release of which needs to be managed in a sequential way. Accordingly there is every reason to believe that this strategy is robust enough to endure for many years to come.

Reason for selection of Preferred Option

- 6.33 It can be seen that option A (Rural Dispersal) and option B (Uniform Conurbation Development) fail the basic tests of sustainability and soundness. They performed poorly in sustainability appraisal, raised major and irreconcilable conflicts with national and regional planning policies and do not address the real and present regeneration issues and challenges facing North Staffordshire.
- 6.34 This leaves option C (Targeted Regeneration). Sustainability appraisal has concluded that this to be the most sustainable as well as being the most deliverable, flexible and least risky within the overall context of North Staffordshire's emerging regeneration strategy. This option was the most aligned to Regional Spatial Strategy and Housing Market Renewal priorities. In terms of compatibility with Community Strategy options A and B raise serious concerns.
- 6.35 For all of the above reasons, sustainability, regional policy, compatibility with community strategy, implementability and flexibility all weigh in favour of Option C and the justification for selection as this option as the preferred option.

Option	Rural Dispersal	Uniform Conurbation Development	Targeted Regeneration
Regional Conformity			
Sustainability outcome			
Compatibility with Community Strategy			
Deliverability			
Flexibility to change			

	Broadly in conformity
	Some areas of conflict
	Major areas of conflict

Other 'Big' Issues

6.36 Development will provide new homes, new jobs and a whole range of other much needed facilities. Some strategic development targets are provided by the Regional Spatial Strategy. For example, the level of housing growth in Stoke and Newcastle in the period 2001-2026. However, there are other strategic issues which need to be developed and resolved at the sub regional level and upon which other complementary core spatial policies will be based.

6.37 The following other 'big' issues have therefore been identified:

Strategic Issue 1 – Housing Distribution – The broad distribution of new housing development in Stoke and Newcastle.

Strategic Issue 2 – The Centres Strategy – The relationship between the many centres which make up the defining characteristic of North Staffordshire.

Strategic Issue 3 – Stoke on Trent City Centre – The relationship between the traditional City Centre at Hanley, Festival Park and Etruria Valley.

Strategic Issue 4 – Economic Strategy – How we can help commerce to achieve greater economic prosperity, and create quality jobs in North Staffordshire.

6.38 These are not the only important issues but important choices or alternatives lie in front of us. Other important strategic issues provide a menu of actions we can pursue. They are not mutually exclusive. These are the other key strategic issues.

Strategic Issue 5 – Transport – How do we develop sustainable transport solutions and improve accessibility for all?

Strategic Issue 6 – Heritage – How do we protect and enhance those aspects of our natural and built heritage which we value and

Strategic Issue 7 – Design – How do we raise the quality of North Staffordshire's design in all respects so we can be proud of the legacy we leave others to follow?

6.39 Core Strategic Policies have been developed to assist delivery of these strategic imperatives. These are set out in the next section of the report.

6.40 The alternative options are also assessed specifically against sustainability criteria in a 'Sustainability Appraisal' which is contained in a separate document. The sustainability appraisal is a statutory requirement, and needs to be carried out at this stage to ensure that courses of action are not embarked upon that will later be seen to have undesirable effects.

Strategic Issue 1 – Housing Distribution

Linkages

6.41 Linked to the following Strategic Aims: SA1, SA2, SA3, SA4, SA5, SA6, SA7, and SA8.

Context

- 6.42 Regional Spatial Strategy Revision suggests that we should make provision for at least 15,000 dwellings in Stoke and 7,200 dwellings in Newcastle in the period 2001-2026. The precise level has yet to be determined as part of the RSS Revision process but current thinking suggests that an upper option may be as much as a 40% increase for Stoke and 4% increase for Newcastle. For the time being the Revised Preferred Option makes provision for at least 22,200 dwellings in total.
- 6.43 Some argue that it is for the market to decide where and when new housing should be built. Certainly if we are to produce realistic plans then market forces need to be taken into account. However, notwithstanding the increased importance attached to the market, we still operate in a development plan led system and approved Regional Spatial Strategy places emphasis on guiding development to the North Staffordshire Conurbation. Indeed it has been convincingly argued that operation of free market forces has failed certain areas and housing sectors in North Staffordshire and hence the need for planned intervention by Government through the Housing Market Renewal programme supported by approved Regional Spatial Strategy.

Housing Distribution Strategy

- 6.44 North Staffordshire can be divided into an urban and rural area. The former is defined by the North Staffordshire Green Belt. The latter comprises both Green Belt and other Rural Areas to the west. The Major Urban Area is subdivided between Stoke and Newcastle. Historically housing demand in Stoke on Trent has been met by housing growth in surrounding local authorities or by the expansion of the City's urban form outwards from the traditional urban core. This process together with continued restructuring of the local economy has hollowed out the Inner Urban Core of the Conurbation, wholly within the City of Stoke on Trent. This has left a legacy of decay, deprivation and despair. All these areas are shown on the Core Spatial Strategy Diagram. In terms of housing distribution strategy three spatial options are in front of us in terms of setting a ceiling (maximum level of housing development) or a floor (minimum level of housing development) as illustrated in the Strategic Options Housing Distribution diagram and summarised in the table below.

	Inner Urban Core	Outer Urban Area	Rural Area
Option 1	Floor – minimum	Ceiling - maximum	Ceiling - maximum
Option 2	Floor – minimum	Floor – minimum	Ceiling - maximum
Option 3	Floor – minimum	Floor – minimum	Floor – minimum

- 6.45 Although there may be pressure for residential development in the countryside, this Core Spatial Strategy holds no brief to promote the creeping suburbanisation of our rural areas which is both unsustainable and contrary to approved national policy and regional strategy. Thus residential development within the North Staffordshire rural areas should be limited to proven local need. The majority of such development would be within Newcastle Borough. The scope for such residential development within the Green Belt within Stoke will be minimal and would require exceptional justification. Overall it is

considered that the target for rural development should be set at a maximum level (Options 1 or 2)

- 6.46 Within Newcastle Borough Revised Regional Spatial Strategy will establish strategic housing development targets. These will be accommodated within the Borough although the option of providing for development pressure on sustainable brownfield sites in Stoke in preference to unsustainable greenfield sites in the Borough should not be discounted.
- 6.47 The City of Stoke on Trent will also be provided with strategic housing development targets through Regional Spatial Strategy Revision. There is over 500 hectares of brownfield land with development potential in the City. This is far in excess of likely development requirements. In the case of Stoke it is not just a question brownfield first, greenfield second. It is often an issue of which brownfield first.
- 6.48 We are faced with two stark choices either to continue as before or allow residential development anywhere within the major Urban Area provided it does not give rise to insurmountable site specific problems. The alternative is to capitalise on the once in a lifetime opportunity afforded by the time limited regeneration funding to better manage the housing development market. This would prioritise finite development in favour of the inherently more sustainable Inner Urban Core as shown on Core Spatial Diagram, thus positively supporting area based regeneration programmes. We choose this latter approach.
- 6.49 Under the circumstances there needs to be a strong encouragement towards development in the Inner Urban Core, whilst at the same time recognising the need for organic growth of communities in the remainder of the Major Urban Area. Thus for the foreseeable future Option 2 setting a floor target for development within the Inner Urban Core and a ceiling target within the remainder of the area presents the best spatial option.
- 6.50 This is our preliminary appraisal of the situation. It may not be welcome news to all, particularly those who wish to realise assets in non priority areas. What do you think?

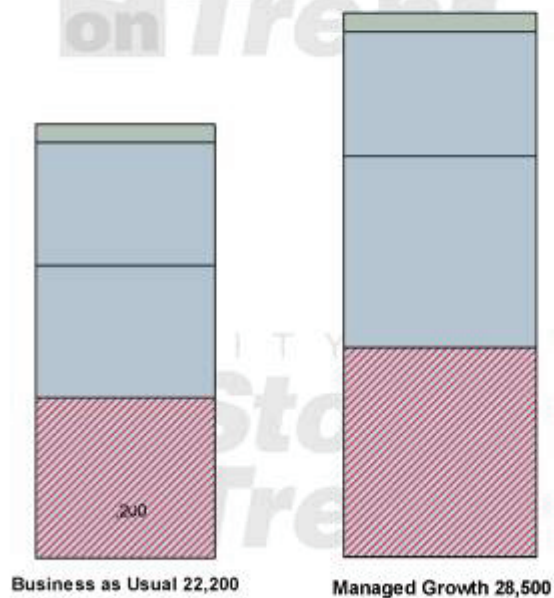
Translation to Policy

- 6.51 The preferred strategy set out above can now be developed as Core Spatial Policies. In particular CP10, CP11 and CP12. Together they will form the basis for preparation of other development plan documents as set out in the Local Development Scheme.

Strategic Options Housing Distribution

Diagram 2

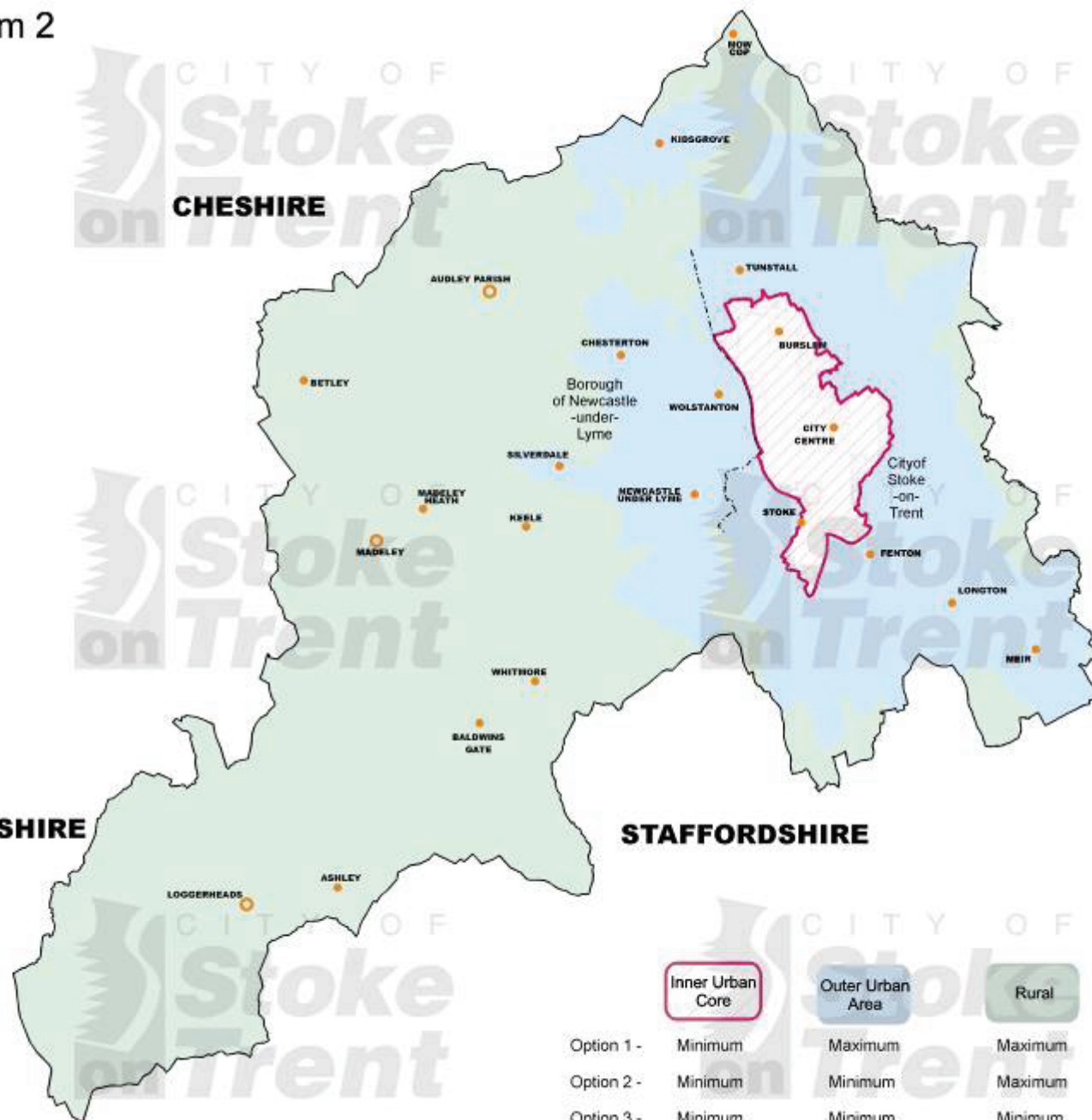
Housing Apportionments



SHROPSHIRE

CHESHIRE

STAFFORDSHIRE



KEY

- North Staffordshire Boundary
- Rural Service Centres
- Centres
- Stoke-on-Trent/Newcastle-under-Lyme Boundary

Inner Urban
Core

Outer Urban
Area

Rural

Option 1 -	Minimum	Maximum	Maximum
Option 2 -	Minimum	Minimum	Maximum
Option 3 -	Minimum	Minimum	Minimum

Strategic Issue 2 – The Centres Strategy

Linkages

- 6.52 Linked to the following Strategic Aims SA1, SA2, SA3, SA4, SA5, SA6, SA7, SA12, and SA13.

Context

- 6.53 A retail strategy has an important role to play in supporting the principle of sustainable development as the location of retail activities and the type and scale of activities proposed needs to be able to join up with where people live, work, and socialise and the environment in which this takes place.
- 6.54 In accordance with national and regional planning policy the Core Spatial Strategy must provide a framework for securing sustainable development and actively promote growth and manage change in centres. This will help to support and develop thriving, safer and inclusive communities.
- 6.55 In considering the best approach we need to look at how North Staffordshire, as a retail destination, fits in with the approved Regional Spatial Strategy. We must also consider how things may change in the future – looking beyond current RSS and addressing how the Core Spatial Strategy can be flexible and address likely changes to the regional strategy looking forward to 2026.
- 6.56 The government sees the new planning system as having an important role in revitalising centres. This Core Spatial Strategy sets out a spatial vision and strategic aims which in terms of retail seek to address the following issues:
- a) develop the individual character of each of the towns within the hierarchy of towns within North Staffordshire
 - b) create a strategy which addresses the need to maintain appropriate roles for all our centres,
 - c) focus retail development within centres – location of development, particularly large scale development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre
 - d) provide for balanced growth for each of the other centres in a manner which respects and enhances their distinctive character; and
 - e) increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.
- 6.57 These are the strategic issues that need to be clarified before core policies can be worked up.

The Centres Strategy

- 6.58 The makeup of North Staffordshire in terms of its centres is unique. The area is characterised by a distinctive Stoke-on-Trent City Centre, the thriving market town of Newcastle-under-Lyme and a collection of other large town and urban local centres and rural villages.
- 6.59 Planning Policy Guidance Note 6: Planning for Town Centres sets out the need to define a network and a hierarchy of centres each performing their appropriate role to meet the needs of their catchments.

- 6.60 How this can be achieved in North Staffordshire can be looked at through various alternative options.
- 6.61 Approved Regional Spatial Strategy designates both Stoke on Trent City Centre and Newcastle Town Centre as Regional Centres.
- 6.62 How we can define a hierarchy of centres fit for purpose for the next twenty years can be looked at through a number of options as set out in the paragraphs below.
- 6.63 **Option 1 – No Change** - This would allow us to continue with the adopted Structure Plan hierarchy. This has the advantages of familiarity but would need to be reviewed in the light of changing regional spatial policy and projected needs.
- 6.64 **Option 2 – Re-classify Centres** - This would enable us to elevate or demote centres in the adopted Structure Plan hierarchy but maintains a rigid and artificial hierarchical structure which does not easily accommodate the individual and distinctive character and role of each significant centre.
- 6.65 **Option 3 – Simplify the Hierarchy** – This allows us to produce individual strategies for each significant centre best suited to local circumstances but maintains a hierarchical structure as required by national policy.
- 6.66 Option 3 appears to offer the best way forward. There could be three tiers to the hierarchy:
- Regional Centres;
 - Significant Urban Centres;
 - Local Urban Centres and Village Service Centres.
- 6.67 These are illustrated on the Core Spatial Strategy Diagram 1 with the exception of local urban centres which are too numerous to mark on the diagram and therefore have been listed in Appendix 9. Basic information regarding the larger urban centres is provided in Core Policy CP4.
- 6.68 Do you agree with this approach? If not, what alternative would you suggest?

Translation to Policy

- 6.69 The preferred strategy set out above can now be developed as Core Spatial Policies. In particular CP4, CP21 and CP22. Together they will form the basis for preparation of other development plan documents as set out in the Local Development Scheme.

Strategic Issue 3 – Stoke on Trent City Centre

Linkages

- 6.70 Linked to the following Strategic Aims SA2, SA12, and SA13 as set out at paragraph 5.3.

Context

- 6.71 One of the key issues in determining the location of development in the City Centre is the size and extent of the city centre itself. Representations have been made at the 1st draft Preferred Options stage asking what the relationship should be between the traditional City Centre and surrounding areas such as Etruria Road – the principal road route to the west of the city centre joining Trinity Street to A53 at the junction with Festival Park entrance; Festival Park - a successful retail warehouse park between the traditional city centre and the A500 and Etruria Valley a large area of former industrial/warehousing adjacent to the A500.
- 6.72 In determining the relationship between these areas a number of alternative options can be considered. The preferred option on this strategic issue will help inform the sequential test to site selection and the type of uses appropriate in such areas.
- 6.73 The four spatial options as illustrated on the City Centre Spatial Options diagram 3 are set out below:

Option 1 – Traditional City Centre – This would include the whole of the area bounded by the completed Potteries Way

Option 2 – Option 1 plus Octagon Park, Festival Park and Festival Heights – This would include the area to the north of Etruria Road and west of Etruria Road and Cobridge Road.

Option 3 – Options 1 and 2 plus land to the south of Etruria Road – This would include the former Etruria Road Corridor included in adopted City Local Plan 2001.

Option 4 – Options 1, 2 and 3 plus land to the west of the Trent and Mersey Canal – This would include land between the canal and the mainline railway and A500.

The City Centre Strategy

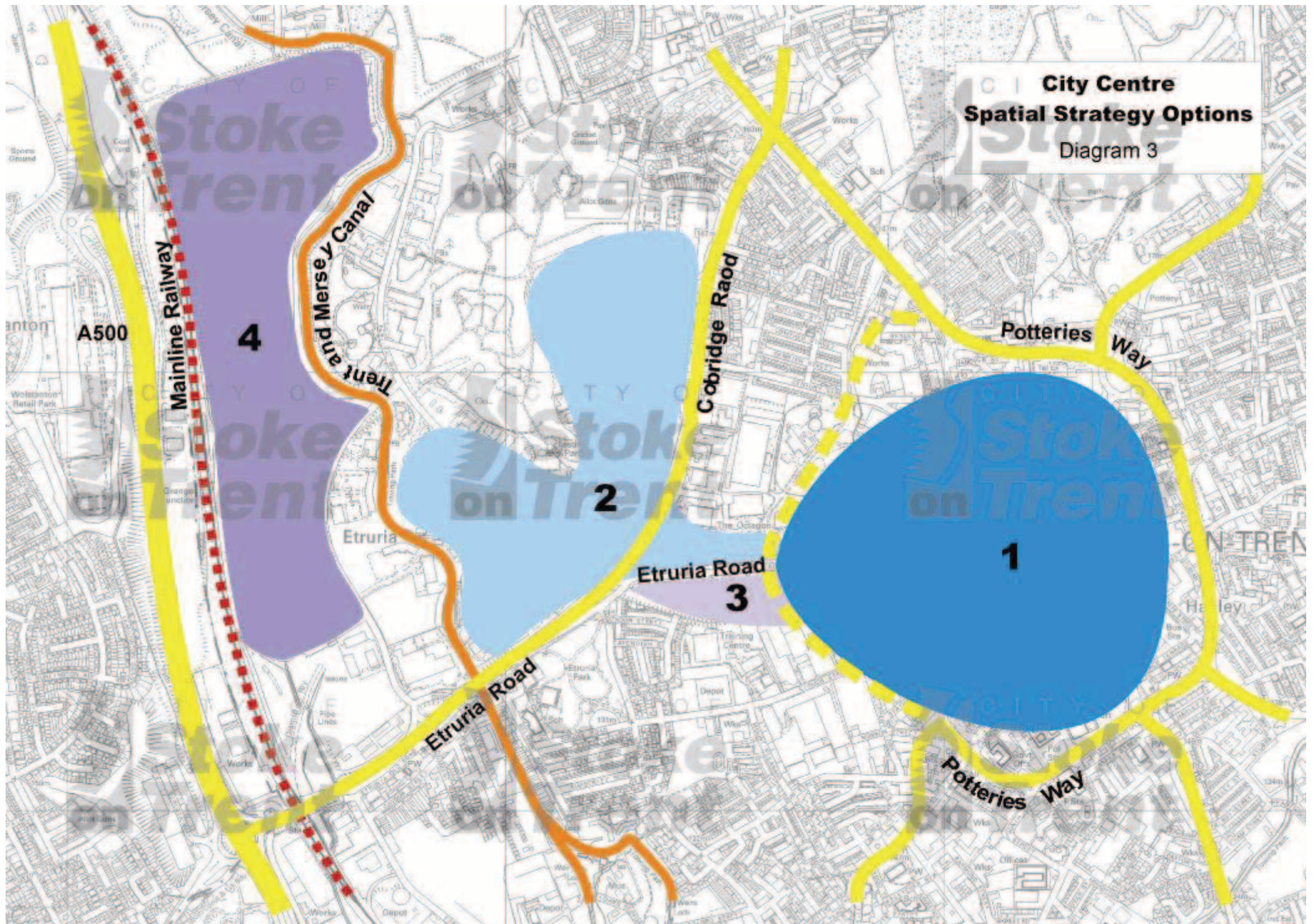
- 6.74 Option 1 provides a clear city centre area, based on the historical pattern of development, within the completed ring road. However, it doesn't address pockets of retail operations already outside this boundary.
- 6.75 Option 2 has the advantage of providing a clear city centre area but recognises existing out-of-centre retail, office and leisure areas. It does not, however, provide for further development within the period up to 2026. Our ability to control existing operations is constrained by existing planning permissions. Any further development would need to be strictly controlled to accommodate uses which cannot reasonably be accommodated within the traditional City Centre to support that centre notwithstanding the loopholes that may exist in the existing planning regime. To do otherwise could prejudice the vitality and viability of the traditional City Centre. Incorporation of additional areas within the designated City Centre would provide clear spatial planning policy to support that complementary relationship to the traditional City Centre area.
- 6.76 Option 3 provides further development opportunities for retail, office and leisure areas along the main road between the traditional city centre and the existing out-of-centre retail park at Festival Park. Any such development must be fully compliant with national and local planning policy having regard to the circumstances that apply at the time of application. Best available information suggests that there is no immediate planning need at present for expansion of retail into such areas given city centre development opportunity sites.

- 6.77 Option 4 would provide for inclusion of vacant former industrial land as development opportunity for retail, office and leisure areas. This would, however, allow even greater spread of town centre uses away from traditional city centre and existing out-of-centre retail warehouse locations. Available retail capacity information does not prove a need for such expansion. Furthermore, consideration of any other town centre uses within the additional area would be subject to sequential testing.
- 6.78 Stoke on Trent City Centre is small by comparison with many other cities of a similar scale and character. Our priority remains to sustain and enhance the vitality and viability of the traditional centre but we must also offer practical solutions to the challenges that face us now. Festival Park and the areas between exist and provide for a different town centre experience, clearly appreciated by the many people who use them. Option 3 appears to offer the best way forward for the long term planning of the area although key questions relating to the scale, nature and timing of development require to be subject to strict control if strategic aims are to be achieved.
- 6.79 What do you think of this approach? You may have a different point of view.

Translation to Policy

- 6.80 The preferred strategy set out above can now be developed as Core Spatial Policies. In particular CP20, CP21 and CP24. Together they will form the basis for preparation of other development plan documents as set out in the Local Development Scheme, particularly through the City Centre and Etruria Road Corridor Area Action Plan and Inner Urban Core Area Action Plan.

**City Centre
Spatial Strategy Options**
Diagram 3



Strategic Issue 4 – Economic Strategy

Linkages

- 6.81 Linked to the following Strategic Aims SA1, SA10, SA11 and SA 14.

Context

- 6.82 Economic prosperity affects North Staffordshire's quality of life. Compared with the UK and West Midlands, we are relatively impoverished. Historically, the most affluent and skilled people have left the Major Urban Area. We need to help provide better quality, better paid jobs to reduce, and hopefully reverse, out migration and provide a better future for all our residents.
- 6.83 Both the City centre and Newcastle town centre have considerable economic development potential. There are two universities (one with a medical school and associated science park) and the parks and open spaces make the North Staffordshire urban area one of the greenest in the UK. North Staffordshire has much to offer as a tourist destination. There is a wealth of industrial heritage including ceramics and three magnificent canals, the Trent and Mersey, the Shropshire Union and the Caldon. Alton Towers and the Peak District, both of national importance are in close proximity and enhance the attractiveness of North Staffordshire to visitors and residents. All these assets, together with our competitive locational position in UK plc at a strategic transportation hub, can be promoted through a planned strategy to enhance economic prosperity within North Staffordshire over the next 20 years and beyond.
- 6.84 The Regional Spatial Strategy sets out several key considerations which must be taken forward by the policies contained within our Local development Frameworks. By complying with these considerations, any such policies will also be in conformity with the Regional Economic Strategy, ensuring that North Staffordshire will be making a positive contribution to the economic growth of the West Midlands as a whole, as we take forward the process of creating a stronger and more sustainable local economy.
- 6.85 North Staffordshire's economic prosperity depends upon the vitality and attractiveness of the urban area. A network of strong, interdependent local economies that combine to create a more healthy and vibrant urban area, will act as a catalyst for the future development of North Staffordshire on all fronts.
- 6.86 The Government encourages the promotion of a strong, stable, productive and competitive economy and sees the planning system as having an important role in delivering this. Through the Local Development Framework, planning authorities should have regard to the importance of encouraging industrial, commercial and retail development if the urban and rural economy is to prosper and provide for improved productivity, choice and competition, particularly when the requirements of modern business are changing rapidly.
- 6.87 One of the Government's key aims is to encourage continued economic development in a way which is compatible with its stated environmental objectives and that up to date and relevant plans are essential if the needs of commerce and industry are to be met and reconciled with demands for other forms of development and for the protection of the environment.
- 6.88 The economic aspects of the North Staffordshire Core Spatial Strategy needs to address two interrelated themes which impinge upon rates of economic growth, investment and confidence and are dealt with below.

- How does spatial planning impact upon business operations, and
- What opportunities are there for growth through a developing employment land portfolio?

Impact of Spatial Planning

- 6.89.1 Spatial planning will influence the business operational environment in many ways. If you have got this far you will already have some idea of the benefits arising from the Core Spatial Strategy including for example investment in physical change as well as social change such as learning and skills and addressing cross cutting issues such as traffic congestion. Creating the climate for economic prosperity is important but not at all costs. A sustainable quality of life is our principal concern. We would argue that the net effect of spatial planning is beneficial and where additional costs are incurred and restraints imposed these are wholly reasonable.

Employment Land Provision

- 6.90 A wide range of factors will influence rates of economic growth. From a spatial planning perspective, one contributory factor will be the degree to which planning controls may constrain or facilitate entrepreneurial activities. The Core Spatial Strategy does not allocate development sites but sets the basis upon which sites will be brought forward through other development plan documents or through the grant of planning permission. Three broad options are available to us in terms of employment land allocations

Option 1 – No Planning Restrictions – Place no restrictions on the use of allocated land for business, general industrial, storage and warehousing or other employment uses.

Option 2 – Specified Employment Land Portfolio – Thus land would be identified solely for business, general industrial, storage and warehousing uses.

Option 3 – A Mixed Use Employment Land Portfolio – This would provide the minimum of planning interference with the economic development market.

- 6.91 Option 1 would provide for maximum flexibility for the market to come forward with development schemes. This reactive approach would not, however, provide a planning lead for regeneration aspirations such as promoting high value added sectors e.g. offices sadly lacking in North Staffordshire to date. Such an approach could also undermine delivery of other strategic aims such as the promotion of urban centres by encouraging relocations from town centres to less restrictive out of centre locations.
- 6.92 Option 2 would provide a more focussed development portfolio but success would depend upon our ability to accurately predict requirements and adapt to changing market requirements.
- 6.93 Option 3 would offer a more flexible approach but site specific proposals would need to be subject to sequential testing to ensure that a proposal would not be permitted which would undermine achievement of strategic regeneration objectives. Each case would be tested on its merits. We think that Option 3 is the most sensible way to proceed and this would underpin subsequent development plan document production. Can you think of a better way?

Regional Investment Sites

- 6.94 Adopted RSS identifies Regional Investment Sites. These are intended to help diversify and modernise the local economy. The characteristics of these sites include:
- a) Between 25 – 50 hectares;
 - b) High quality sites attractive to national and international investors;
 - c) Served or capable of being served by multi modal facilities and broadband IT;
 - d) Well related to motorway and trunk road network;
 - e) Located within or close to the areas of greatest need; and
 - f) Accessible to effective education and training opportunities.

Regional Investment Sites

- 6.95 At least one Regional Investment Site is required for North Staffordshire. Development within such site is to be strictly controlled to resist large scale speculative development which can more appropriately be located within town centres and warehousing only type developments. Chatterley Valley (Option 1) and Trentham Lakes (Option 2) and are identified in adopted RSS as potential candidates for Regional Investment Site designation. A further option might be Etruria Valley (Option 3). Chatterley Valley meets all the necessary criteria and its development is being actively promoted by North Staffordshire partners.
- 6.96 Trentham Lakes now has planning permission and much of the site built out. Those areas still to be developed fall below the threshold area for Regional Investment Site designation as set out in RSS.
- 6.97 Designation of Etruria Valley as a Regional Investment Site could constrain its ability to contribute effectively to the priority regeneration of the Inner Urban Core.
- 6.98 On balance we believe that Chatterley Valley should be allocated as North Staffordshire's Regional Investment Site.
- 6.99 Do you have a better alternative to offer?
- 6.100 Adopted RSS also requires North Staffordshire authorities to explore the potential to allocate a Major Investment Site (50+ hectares) to accommodate very large scale investment by a single user and Regional Logistics Site (50+ hectares) to be dedicated for warehousing and distribution uses. In both cases no suitable land is available to accommodate such designations.
- 6.101 Lets us know if we have missed anything?

Translation to Policy

- 6.102 The preferred strategy set out above can now be developed as Core Spatial Policies. In particular CP15, CP16, CP17, CP18, CP19, and CP20.

7. Core Policies

Schedule of Core Policies

Core policy 1	Sustainable development
Core policy 2	Planning agreements or obligations
Core policy 3	Regeneration of the Major Urban Area
Core policy 4	Vitality and viability of centres
Core policy 5	Rural housing
Core policy 6	Rural economy
Core policy 7	Countryside protection
Core policy 8	Green Belt
Core policy 9	Housing land supply
Core policy 10	Housing distribution
Core policy 11	Phasing of housing developments
Core policy 12	New residential development requirements
Core policy 13	Affordable housing
Core policy 14	Gypsy and traveller sites
Core policy 15	Economic opportunities
Core policy 16	Meeting employment needs
Core policy 17	Strategic employment sites
Core policy 18	Land take up
Core policy 19	Industrial areas
Core policy 20	Office development
Core policy 21	Strategic and district centres
Core policy 22	Edge-of-centre and out-of-centre developments
Core Policy 23	Local Centres
Core policy 24	Leisure, culture and tourism
Core policy 25	Historic environment
Core policy 26	Natural assets
Core policy 27	Environmental sustainability and climate change
Core policy 28	Open space, sport and recreation
Core policy 29	Green space network
Core Policy 30	Design and the Built Environment
Core policy 31	Transport and accessibility
Core policy 32	Mineral resources (Stoke only)
Core policy 33	Waste management (Stoke only)
Core policy 34	Integrated approach to delivery

Introduction

- 7.1 The core policies in the Core Strategy provide the overarching strategic policies for the Local Development Framework in North Staffordshire to 2026. The draft policies outlined below set out the preferred approach for North Staffordshire's Core Strategy. These policies seek to achieve the Vision and Strategic Aims and should be interpreted within the context of the Core Spatial Strategy. In addition to the spatial policies, a range of policy options have also been proposed for the purposes of consultation and sustainability appraisal.
- 7.2 The draft core policies will be further refined in the light of public consultation, the sustainability appraisal, and consideration of the policy options, to form part of the final submission of the Core Strategy.
- 7.3 Spatial policies set out in the 1st Draft Preferred Core Spatial Strategy have been reviewed in the light of comments received and changed circumstances. Some policies, for example, the treatment of previously development land and property have been dropped because it adds little to the existing powers available to planning authorities to tackle situations where landowners fail to manage their assets and problems are experienced by the wider community. Other policies have been refined in the light of comments received. A line has now been drawn under the 1st Draft Core Policies and the details of Revised Draft Core Policies will follow.
- 7.4 A monitoring regime is being put in place to measure the impact of core planning policies. The full details are set out in Section 8 but detailed linkages to specific policies are included in the text to follow.

CP1 – Sustainable Development

Sustainable Development

- 7.5 Sustainable development has the capacity to make a real difference to the quality of people's lives. By joining up and improving the integration between social, economic and environmental components, many benefits can be enjoyed by communities now and in the future.
- 7.6 The decline of local industries has left a legacy of economic and social problems across the sub-region, with the associated environmental degradation often experienced by those communities who experience deprivation.
- 7.7 This leads to a tendency to accept development for its immediate, often short-term, benefits rather than looking at its wider impacts and the longer-term impacts on receiving communities. This poses a challenge to delivering sustainable development.
- 7.8 In North Staffordshire it will be essential to manage short-term demands and development conflicts to secure the best outcome for the immediate area in the long term whilst ensuring that measures are imposed to minimise or eliminate the adverse local and global impacts.

Linkages

- 7.9 This is a cross cutting theme which links to all strategic aims.

Policy CP1

In developing detailed spatial planning policies and guidance and in determining planning applications for any type of development in North Staffordshire, regard will be had to the likely effect of the development on the general aim of moving towards increased sustainability.

In broad terms, higher density and mixed use development will be encouraged at the most accessible locations generally within the Inner Urban Core and other identified regeneration areas, in or adjacent to existing centres and along main transit corridors as illustrated on the key diagram. The scale and type of development shall reflect the accessibility of the location. Development in these areas shall be designed to provide inclusive and high quality environments for people to live, work and relax.

These locations will focus development on accessible and previously developed land, and therefore protect the countryside and other important green spaces.

In the period 2001-2026 within Stoke on Trent at least 85% of new residential development will be built on previously developed land and in Newcastle under Lyme the equivalent policy target will be at least 75%.

Accordingly development should:

- a) make the most efficient use of land and existing infrastructure**
- b) conserve energy by being well located to in relation to existing neighbourhoods, employment, services and infrastructure;**
- c) be within close proximity of an existing centre and be accessible by public transport, walking or cycling;**
- d) occupy previously developed sites (or buildings or reuse or conversion) in preference to greenfield sites except where sustainability considerations, or other material constraints suggest otherwise.**
- e) conserve buildings, sites and areas of architectural or historic importance**

Additionally all proposals for development in North Staffordshire which:

- f) address climate change by reducing green house gas emissions;**
- g) improve energy efficiency and conservation;**
- h) include Sustainable Drainage Systems (SUDs);**
- i) include water conservation measures and ensure no adverse impact on water resources and flood risk;**
- j) produce energy from renewable resources;**
- k) reduce waste and increase recycling;**
- l) safeguard existing sources of local employment and increase opportunities for new locally accessible employment; and**
- m) Seek to source and use locally produced materials**

will be supported where they can be implemented without causing harmful environmental or health impacts.

Reasoned Justification

- 7.10 The pursuit of sustainable development is a statutory obligation for the planning system. Failure to include sustainable development principles into all development will lead to a long-term decline in the social, economic and environmental fabric of the area and would undermine Government policy.
- 7.11 Planning for the locations of future development is important to:
- accommodate required housing and employment development requirements;
 - ensure that new communities have easy access to parks, shops and schools etc;
 - protect sensitive areas from inappropriate development;
 - minimise adverse impacts on the local community;
 - promote sustainable travel behaviour
- 7.12 There is considerable brownfield development capacity within North Staffordshire which can make a useful contribution towards accommodating projected housing growth in a sustainable manner. For example, in Stoke on Trent there is estimated to be at least 550 hectares of potential brownfield urban development capacity.
- 7.13 The policy sets out local priorities for the promotion of sustainable development and provides the spring board against which more detailed planning policy and guidance may be developed in due course.

Implementation

- 7.14 This policy will be implemented
- Through close working with other agencies and the local community to deliver change and regeneration in North Staffordshire
 - Through site allocation and development control policies in other Local Development Documents
 - Through supplementary planning documents on locally distinctive sustainability themes as appropriate
 - Through the development control process
- 7.15 This overarching policy applies to all development. The Core policies that follow provide a framework for its delivery.

Monitoring

- 7.16 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.17 Have we got our approach to sustainable development about right? Please let us know.

CP2 – Planning Agreements or Obligations

Planning Agreements or Obligations

- 7.18 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.
- 7.19 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.

Linkages

- 7.20 Linked to the following Strategic Aims: SA7

Policy CP2

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:

- a) Transport measures, facilities or improvements;**
- b) Utility services and/or improvements;**
- c) Affordable housing;**
- d) Education and community facilities;**
- e) Open spaces;**
- f) Environmental improvements and/or mitigation measures**
- g) 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.

Reasoned Justification

- 7.21 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).
- 7.22 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.

Implementation

- 7.23 The policy will be implemented:
- Through negotiation in the development control process
 - Through more detailed advice in a 'Planning Contributions Supplementary Planning Document'
 - Through involvement in the community planning process to understand local needs
 - By working closely with local agencies providing community facilities

Monitoring

- 7.24 Details of how this policy will be monitored are set in section 8.

What Do You Think?

- 7.25 This sets out our strategic approach to the creation and implementation of planning agreements. Do you think it's reasonable?

CP3 – Regeneration of the Major Urban Area

Regeneration of the Major Urban Area

- 7.26 The North Staffordshire conurbation is one of four Major Urban Areas identified in the adopted West Midlands Regional Spatial Strategy (RSS) which are to be the focus for 'urban renaissance' in the Region with the aim of reversing the processes of out-migration and economic decline.

Linkages

- 7.27 Linked to the following Strategic Aims: SA1, SA2, SA5.

Policy CP3

Development, other than local needs, will generally be guided towards the North Staffordshire Major Urban Area.

Within the sub region efforts will be targeted to secure comprehensive, area based regeneration in a timely manner to create more sustainable communities; promote economic prosperity and bring about environmental improvements. A rolling programme of priority regeneration and renewal in the following areas, all as shown on the Core Spatial Strategy Diagram, will be supported by sustainable spatial planning policies sensitive to the needs of local communities and environments:

- a) The Inner Urban Core of the North Staffordshire Conurbation;**
- b) Stoke on Trent City Centre;**
- c) Newcastle Town Centre;**
- d) Significant Urban Centres;**
- e) The Staffordshire University Quarter**
- f) The Chatterley Valley Regional Investment Site**
- g) The University Hospital of North Staffordshire**

h) Areas of Major Housing Intervention:

(1) City Centre South; (2) Hanley East; (3) Hanley North West; (4) Knutton and Cross Heath; (5) Meir; (6) Middleport, Burslem and Etruria Valley; (7) South Shelton and (8) Stoke.

i) General Renewal Areas:

(1) Birches Head; (2) Burslem Park; (3) Chesterton; (4) Dresden; (5) Normacot; (6) Smallthorne and (7) Tunstall

j) Other Areas of Housing Intervention:

(1) Abbey Hulton; (2) Bentilee; (3) Blurton (4) Coalville; (5) Fegg Hayes; (6) Kidsgrove; (7) Newcastle Town Centre; (8) Norton; and (9) Silverdale

Outside of the North Staffordshire Major Urban Area priority will also be afforded to the sustainable development of Keele University and Science Park and the Chatterley Whitfield Sustainable Enterprise Park.

Reasoned Justification

- 7.28 Sustainable development is an important tool to secure the regeneration of North Staffordshire. However, the scale of the regeneration challenge in front of us is immense; there is considerable potential development capacity and if development is dissipated across the sub region there is a real risk that this would fail to deliver and could prejudice delivery of sustainable regeneration in areas of greatest need. There is only a finite development market. Effective change will only be achieved by an integration of resources to address the challenges. This means making choices and identifying priorities.
- 7.29 Section 6 of this report sets out the case for spatial strategy options which underpin production of the core policies. These priorities are reflected in the above policy.
- 7.30 RENEW North Staffordshire, the housing market renewal pathfinder initiative for Stoke-on-Trent and Newcastle-under-Lyme, targets priority areas for action and investment. The North Staffordshire Regeneration Zone also has set out its spatial priorities for development and these are accommodated within this policy framework.
- 7.31 To be effective, the regeneration of the conurbation will need to be coherent and consistent and will require partnership working across many agencies and service providers. It will involve not only providing new employment opportunities and a variety of new housing, but also creating high quality environments both through upgrading existing environments and raising design standards in new development; improving the distinctiveness of the sub-region's many centres and providing adequate services (education, health, community safety, leisure and environmental services etc) and sustainable transport networks.
- 7.32 The creation of a higher quality environment is a key component to underpin overall quality of life and support wider economic and social objectives. The upgrading of existing environments and the requirement for higher quality design in all new developments will assist in meeting this objective.
- 7.33 Centres are the focus of commercial and community life and the multi-centred 'family of centres' is a distinguishing feature of the North Staffordshire Conurbation. Maintaining the health of our centres must be a high priority and is wholly in accordance with national policy.
- 7.34 The preferred policy is consistent with the West Midlands Regional Spatial Strategy and prioritises action and investment in the areas of the conurbation that suffer from the highest levels of socio-economic deprivation. Development in other areas could exacerbate the low demand situation which the Housing Market Pathfinder seeks to address by diverting investment away from priority areas which are most difficult to deal with. The prospect of further public sector area based regeneration initiatives being funded outside those areas is remote.

Implementation

- 7.35 There are sufficient development needs to support the sustained regeneration of North Staffordshire.

7.36 Delivery of area based regeneration schemes are underpinned by the North Staffordshire regeneration programme. Development in other areas which risk harming delivery of the regeneration priorities set out in the policy will not be permitted.

7.37 The policy will be implemented:

- Through close working with other agencies and the local community to deliver change and regeneration in North Staffordshire
- Through Area Action Plans, site allocation and development control policies and other Local Development Documents
- Through the development control process

Monitoring

7.38 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.39 We will not make a substantial change to the prospects of North Staffordshire if we continue in the piecemeal way in which the area has developed over many decades. Do you think that we have got our regeneration priorities right. Please let us know.

CP4 – Vitality and Viability of Centres

Vitality and Viability of Centres

- 7.40 North Staffordshire has a network of existing centres of different sizes. They act as a focus for civic and commercial life and our approach is to seek a balanced development of all centres so that they can continue to co-exist in a harmony.

Linkages

- 7.41 Linked to the following Strategic Aims: SA1, SA2, SA3, SA12 and SA13

Policy CP4

The vitality and viability of all centres will be sustained and enhanced. Appropriate town centre uses include: retail; leisure; entertainment facilities; recreation; offices; arts, culture and tourism, and residential.

The hierarchy of centres, as identified on the key diagram, is as follows:

- | | |
|--|---|
| a) Regional Centre | Stoke-on-Trent City Centre and Newcastle-under-Lyme |
| b) Significant Urban Centres | Longton, Tunstall, Stoke-upon-Trent Kidsgrove, Burslem, and Fenton Town centres and Meir, Chesterton, Wolstanton and Silverdale centres. |
| c) Local centres in the urban area and villages within the rural area, as identified on the Core Spatial Strategy Diagram | |

Development proposals of a nature and scale appropriate to the centres to which they relate will be encouraged provided that the interests of other centres is not compromised and that they contribute towards urban and rural renaissance.

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 and promote sustainability.

Reasoned Justification

- 7.42 An attempt has been made to simplify the centres hierarchy in North Staffordshire to avoid sterile debates on the relative scale of town centres. The relative position in the hierarchy has been determined having regard to adopted RSS, the scale of the existing centres, the role of each centre and its regeneration prospects. This is supplemented by the provision of detailed guidance on the character, role and needs of each significant centre.
- 7.43 The preferred policy is consistent with the West Midlands Regional Spatial Strategy and places priority on major new retail, leisure and commercial development being located within Stoke-on-Trent City Centre or Newcastle- under-Lyme town centre. The proposed hierarchy and accompanying Table 1 illustrates the character, roles and future needs of

the various centres and supports the scale and character of existing centres all within a network of complementary centres in the North Staffordshire conurbation

- 7.44 The policy particular supports a balance of facilities across all town centres and the vitality and viability of all centres will be sustained and enhanced.
- 7.45 Table 1 identifies the future needs of those centres which can accommodate growth. The identified capacity is taken from the North Staffordshire Retail and Leisure Study 2005. These individual centre strategies provide a pen portrait of the centres now and where development has recently taken place and sets out where future growth areas are and provides the mechanism in which any new development within these centres should take place.
- 7.46 Future detailed policy guidance with regard to the location of development is set out in policies CP21 and CP22 of the Core Spatial Strategy.

Table 1 – Centres

Status	Location	Role
Regional Centre	Stoke-on-Trent City Centre	<p>Sub Regional Commercial centre for North Staffordshire and South Cheshire</p> <p>Stoke-on-Trent City Centre is a regional centre and 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 preferred 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 sub region fulfilling a complementary rather than competitive role recognising the individuality of the other centres within the hierarchy. The ambition for the city centre is to create two retail magnets of attraction to the north and south of the primary shopping area.</p> <p>On the basis of available information the North Staffs Retail Study projected the potential growth in retail demand for the centre to be in the order of 123,000 square metres by 2021.</p> <p>Improving design standards in the city centre is important in the regeneration of the city centre.</p>
	Newcastle under Lyme	<p>Market Town, University Town and Administrative Centre</p> <p>Categorised as a 'strategic centre' in regional terms by the West Midlands Regional Spatial Strategy, along with Stoke-on-Trent City Centre. It possesses a vibrant retail sector which complements that offered by the City Centre, and performs strongly in terms of entertainment, particularly with regard to its evening economy. Its professional services sector performs well, particularly in comparison to those of other centres within the sub-region.</p> <p>A healthy mix of retail, commercial and entertainment development is located within the town centre area. Retail is the dominant sector within the principal shopping area comprising High Street, the Roebuck Centre (off High Street), Ironmarket and</p>

		<p>CastleWalk. There are a number of national named stores and large space users as well as more smaller independent stores and food and drink operators.</p> <p>On the basis of available information the North Staffs Retail Study projected the potential growth in retail demand for the centre to be in the order of 30,000 square metres by 2021.</p>
Significant Urban Centre	Longton Town Centre	<p>District Centre serving the southern part of Stoke-on-Trent</p> <p>Longton town centre is the third largest retail centre in North Staffordshire serving the southern part of Stoke-on-Trent and performs an important role for services and convenience shopping in the south of the Stoke-on-Trent area, supporting the retail offer of the two larger centres of Stoke-on-Trent City Centre and Newcastle-under-Lyme to its north and north-west. The town has seen a number of successful developments which increase its attractiveness as a local shopping destination with the redevelopment of the Bus Station and opening of Tesco Extra Store, Argos and Next stores. The principal shopping area remains the Longton Exchange, which links the new developments to the west and with two further shopping streets, The Strand to the north side of the town and Market Street and new Wilkinson development to the east.</p> <p>Through recent retail developments and schemes which have the benefit of planning permission there is no further need for retailing in edge of or out-of-centre locations in the period to 2011. Thereafter on the basis of available information the North Staffs Retail Study projected the potential growth in retail demand for the centre to be in the order of 10,700 square metres by 2021.</p>
	Tunstall Town Centre	<p>District Centre serving the northern part of Stoke-on-Trent</p> <p>Tunstall town centre, serving a wide local catchment to the north of the urban area, is a linear centre, with a number of recently built and approved retail developments located to the east and south of the town centre these new developments comprise a large-format Asda Store, a Matalan clothing store, Argos and Next and on Brownhills Road/High Street a retail park and large format DIY store. The town centre is of a scale relative to Longton and subordinate in nature to the two large centres to its south and south-west, a number of initiatives and projects to create a</p>

Significant Urban Centre		<p>better environment for visitors including shoppers, businesses, residents and tourists is continuing and consolidation of the town centre to incorporate new development proposals emphasises its importance as the principle town centre destination for local shopping in the north of the Stoke-on-Trent area.</p> <p>The town has a mix of primary and quality secondary retail frontage and thriving town centre market at its heart. Through recent retail developments and schemes which have the benefit of planning permission there is no further need for retailing in edge of or out-of-centre locations in the period to 2011. Thereafter on the basis of available information the North Staffs Retail Study projected the potential growth in retail demand for the centre to be in the order of 8,000 square metres by 2021</p>
	Stoke upon Trent	<p>University Town and Administrative Centre</p> <p>Stoke-Upon-Trent – the namesake for the six towns that makeup the city of Stoke-on-Trent – is the city’s administrative centre and university town. Stoke-Upon-Trent is a small town centre, serving principally local convenience shopping needs in a subordinate role to the larger neighbouring centres. It has an important historic market square and has developed as a centre for administration over the last few years with the Councils Civic Offices located at its heart. Stoke-Upon-Trent has a unique role to play in the hierarchy of towns in terms of a location for factory shopping in connection with the potteries industries of Spode and Portmerion. The town also serves in supporting as an administrative function, complementary to Stoke-on-Trent City Centre and provides important linkages to Stoke-on-Trent railway station and to the University Quarter which can be further enhanced.</p> <p>Although retaining a presence within the town Spode are rationalising their manufacturing and storage processes within Stoke and wish to enhance the factory shopping aspect of the site. As a key development opportunity for improvement and enhancement of the market place there is also the potential to improve upon the existing retail offer through modest new retailing, office development and local services within the existing market place area. To reflect the opportunity to improve retail provision within Stoke town centre and to improve the character, appearance and attractiveness of the centre for local residents and visitors provision for around 4,000sq net retail floorspace should be brought forward in the Inner Urban core AAP.</p>

Significant Urban Centre		The completion of the Stoke Relief Road remains an important project for Stoke Town and new development within Stoke should help secure its development.
	Kidsgrove Town centre	<p>Smaller District Centre serving the northern part of Newcastle under Lyme.</p> <p>Kidsgrove is a small retail centre meeting principally local food shopping and service needs in the northern area of Newcastle under Lyme Borough. The centre has 72 units, 8 of which are vacant (March 2005). The units comprise primarily independent retailers and a number of service uses. The former Kwiksaver foodstore within the town centre has recently been taken over by Home Bargains and there is a Tesco superstore just outside the town centre. An Aldi foodstore to the south of the centre is now open and trading.</p> <p>Overall findings of the North Staffordshire Retail and Leisure Study (2005) suggest that Kidsgrove is performing fairly well but that the area would benefit from environmental improvements and maintenance. Retailers considered that measures such as more specialist stores, better car parking, environment improvements and greater control of out-of-centre shopping would have favourable impact on Kidsgrove. Through recent retail developments and schemes there is no requirement to identify additional sites for food retail development and any proposals for food retail floorspace outside the primary shopping area should be resisted. There are no current planning permission outstanding for additional non-food floorspace in Kidsgrove accordingly there is a need for modest expansion of non-food retailing. There are a number of vacant units in Kidsgrove and this space should be re-used or redeveloped before any development or redevelopment on non-retail sites is considered. Thereafter on the basis of available information the North Staffs Retail Study projected the potential growth in retail demand for the centre to be in the order of 1,500 square metres by 2021</p>
	Burslem Town Centre	<p>Industrial and cultural heritage capital' who's role is developing as a centre for cultural and creative enterprise and an exemplar in heritage-led regeneration.</p> <p>Burslem town centre is important in the retail hierarchy as an historic town centre and has a vibrant cultural quality. The town centre performs a subordinate role to larger nearby town centres. It has limited comparison shopping but provides an important local convenience and service role and importantly serves as an historic magnet for visitors to Stoke-on-Trent. The principal shopping streets are Waterloo Road/Swan Square, Moorland Road, Queen Street and Market Place/Fountain</p>

		<p>Place, although, in some of these locations ongoing regeneration initiatives will bring back into use the currently high proportion of vacant premises. The centre is almost exclusively occupied by independent retailers, although multiple retailers in larger units include Woolworth's and Mark One clothing.</p> <p>Although Burslem is positioned centrally within the retail hierarchy the town is performing poorly in terms of its retail offer. 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 around 2,000 sq metres of additional retail development. New retail development within Burslem should be brought forward in accordance with PPS6 guidance and with emerging LDF policies through the Inner Urban Core AAP.</p>
	Fenton Town Centre	<p>Sports and Leisure focus for Stoke-on-Trent</p> <p>Fenton is one of the Six Stoke-on-Trent Towns and is located between Stoke-Upon-Trent and Longton. Fenton derives its town centre designation because of its historical role, rather than its retailing offer which is more characteristic of a local centre and provides a Sports and Leisure focus for Stoke-on-Trent.</p> <p>The principal shopping area is to the north side of City Road. There is a separate Fenton Local Centre (with some 35 commercial units) on Victoria Road. North of the Fenton Local Centre is the Ravenside Retail Park and other free-standing retail uses, which is classed as an out of centre and free-standing retail park.</p> <p>In order to improve upon the local shopping offer of Fenton there is the potential for modest additional retail – 500 sq metres net, to serve a local catchment which could be brought forward as part of a windfall mixed use scheme, as appropriate.</p>
	Meir	<p>Eastern Gateway to Stoke-on-Trent</p> <p>Meir provides the eastern gateway of Stoke-on-Trent as it lies in the south east corner of Stoke-on-Trent, just over a mile from Longton, and serves a small localised catchment in the surrounding communities. Retail development is concentrated principally on Weston Road and a small shopping parade, off Uttoxeter Way and although it is not one of the traditional 'six towns' centres, it functions as small scale focal point of community life.</p>

		Enhancement of the existing retail provision within Meir centre is an important consideration. There is potential in the short to medium term for modest additional retail floorspace – around 500sq m which could be brought forward as part of a windfall mixed use scheme, as appropriate.
	Wolstanton	Provides local general shopping provision. Consolidation and upgrading of retail units and retention of a range of important local facilities is central to maintaining this as an important small district centre.
	Chesterton	Provides local general shopping provision. Consolidation and upgrading of retail units and retention of a range of important local facilities is central to maintaining this as an important small district centre.
	Silverdale	Provides local general shopping provision. Consolidation and upgrading of retail units and retention of a range of important local facilities is central to maintaining this as an important small district centre.
Urban Local Centres and Villages	Various	Local Convenience Centres

Implementation

- 7.47 There are sufficient development needs to support the sustained regeneration of North Staffordshire.
- 7.48 Delivery of area based regeneration schemes are underpinned by the North Staffordshire regeneration programme. Development in other areas which risk harming delivery of the regeneration priorities set out in the policy will not be permitted.
- 7.49 The policy will be implemented through
- Through more detailed guidance in Area Action Plans, Site Allocations DPDs, generic Development Control Policies DPDs, Supplementary Planning Documents
 - Through the development control process
 - Through working with key business organisations

Monitoring

- 7.50 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.51 We will not make a substantial change to the prospects of North Staffordshire if we continue in the piecemeal way in which the area has developed over many decades. Do you think that we have got our regeneration priorities right. Please let us know.

CP5 – Rural Housing

Rural Housing

- 7.52 The Regional Spatial Strategy sets out the approach to the provision of rural housing. In the rural areas of North Staffordshire the provision of new housing should generally be restricted to meeting local housing needs and to support local services, with priority being given to the reuse of previously developed land and buildings within existing villages enhancing their character wherever possible.

Linkages

- 7.53 Linked to the following Strategic Aim: SA14

Policy CP5

The provision of housing in rural areas will be supported as follows:

- a) Sites will only be allocated where there is demonstrable local need within the defined envelope of rural service centres. A needs assessment would be required to demonstrate local need;**
- b) Housing on small sites outside but adjacent to an existing village settlement will be supported on an 'exceptional' basis only where there is a proven need for affordable housing. Consideration will be given to development which relates to agriculture, forestry or rural diversification;**
- c) On the basis that the above provision does not increase the need to travel and is not of a scale or design that would adversely impact on the rural setting and on biodiversity.**

Reasoned Justification

- 7.54 The approach to providing rural housing is on the basis of need to support the renaissance of rural villages without eroding the local identity created by the built character and countryside of North Staffordshire. This allows local people with a demonstrable need to live in rural areas but could equally be accommodated in attractive and green urban areas with access to open space, but also the full range of services and facilities such as health and education, as well as, shops, without the need to drive. Priority will be to direct local needs housing, including special needs housing, to brownfield sites that maximise accessibility to facilities such as doctors, schools, shops and community facilities, namely the settlements of Loggerheads, Madeley and Audley Parish, which all provide a range of facilities and act as rural service centres in the south west, centre and north west of the rural area. These provide the most sustainable and therefore appropriate locations for housing development. Conversely this approach will also help to ensure that these settlements remain sustainable locations where people live and work without putting too much pressure on local services. Giving priority to small scale new housing on previously developed land accords with the new National Brownfield Strategy which would help to safeguard the North Staffordshire Green Belt and open countryside and protect it from inappropriate development. In considering the appropriateness of any brown field site regard will be paid to the need for good design which support the conservation and enhancement of local countryside character and distinctiveness and does not compromise the future use of land for rural employment.

- 7.55 In order to meet demonstrated local housing needs in rural areas that cannot be accommodated in any other way consideration should be given to proposals for affordable housing in rural areas where there is a presumption against general housing. Similarly, single housing schemes for those permanently employed in agriculture, forestry or a business supporting may be permitted to support rural production and rural diversification in order to contribute to the long term social well being and economic prosperity of the rural area.

Implementation

- 7.56 Details of rural housing sites will be informed by ongoing Parish needs assessments which will identify current and likely future housing requirements. In the interim, the level of rural housing in Newcastle's rural area in 2001 is estimated at about 25% of existing commitments. It is envisaged that this figure would reduce as follows: 20% in 2007-2011 and 15% in 2011-2026.
- 7.57 This policy will be implemented through
- Close working with local parishes, other agencies and the local community deliver rural regeneration
 - Through site allocation policies in other LDDs
 - Through the Development Control Process.

Monitoring

- 7.58 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.59 This sets out our approach to the provision of rural housing. Do you agree?

CP6 – Rural Economy

Rural Economy

- 7.59 Rural areas are generally not considered suitable places for large scale employment uses. These are better located within urban areas where raw materials and a labour force are available. However, there remains a need for some employment within the rural areas. Employment in agriculture and forestry is declining and it is generally considered that rural diversification, reusing existing vacant buildings and encouraging new jobs is an effective way to promote the continued active use of the countryside and the living landscape. The creation of new jobs may be based on traditional countryside skills such as sale of produce, crafts, equestrian facilities, tourism and countryside management, or new skills which do not compromise rural tranquillity through noisy manufacture or significant traffic generation such as small scale ICT uses.

Linkages

- 7.60 Linked to the following Strategic Aims SA3, SA4, SA11 and SA15.

Policy CP6

Local economic growth opportunities in rural areas will only be encouraged where:

- a) They assist in diversifying the rural economy and underpins or improves existing rural services and community facilities and or promotes tourism and leisure in, and the enjoyment of, the North Staffordshire countryside; and either**
- b) They are contained wherever possible within suitably located buildings which are appropriate for conversion or, in the case of an established rural industrial estate, within the existing boundaries of the estate; or**
- c) They result in substantial environmental improvement and reduce the impact on the countryside particularly where, exceptionally, new or replacement buildings are involved.**

Any development in accordance with this strategy should not harm the rural character of the area by virtue of the scale of the economic activity involved and the type of traffic generated (or by other effects of such as noise and pollution).

Reasoned Justification

- 7.61 The principal purpose regarding the North Staffordshire rural economy is to ensure sustainable economic growth and to meet the social needs of people who live and work in the rural area. The aim of this policy will be to achieve a balance between the development that is necessary to sustain and ensure future economic diversity and prosperity whilst maintaining the continued protection of the countryside's environment and character in association with Core Policy CP7. By giving priority to the reuse of existing vacant buildings there will be less chance that the North Staffordshire countryside will be blighted by economically unviable employment based development. This policy approach encourages both the creation of jobs based on traditional rural skills such as the sale of produce, crafts, equestrian facilities tourism and countryside management, and new skills providing they do not undermine the sustainability of local environments or village settlements e.g. through noisy manufacture or significant traffic

generation and in this way it will facilitate the development of diverse, competitive and thriving rural enterprises and reduce the need to travel to the urban area to work.

Implementation

- 7.62 Further guidance will be developed to assist the implementation of this policy by indicating means to assess rural economic or social needs and how development might contribute to the rural economy of North Staffordshire.
- 7.63 This policy will be implemented
- Through close working with other agencies and the rural forum and local community to deliver rural renaissance
 - Through site allocation and policies in other LDDs
 - Through the Development Control process

Monitoring

- 7.64 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.65 Do you think that we have got our approach to rural economic development about right? Please let us know.

CP7 – Countryside Protection

Countryside Protection

- 7.66 The North Staffordshire countryside is a valuable asset in terms of its agriculture, landscape character, tourism, recreation, and the natural environment. The countryside provides the attractive landscape setting that defines and identifies many of the villages and rural communities of Newcastle. The Strategy seeks to protect the countryside by limiting development to that which enhances the environment, local communities and rural businesses.

Linkages

- 7.67 Linked to the following Strategic Aims: SA2, SA3

Policy CP7

Development in the countryside that requires a rural location will:

- a) Be sympathetic to landscape character and quality in accordance with a Landscape Character Assessment;**
- b) Contribute to the regeneration, restoration, enhancement, maintenance or conservation of the landscape affected;**
- c) Not cause unacceptable visual harm;**
- d) Not introduce elements which do not contribute positively to the rural landscape and / or remove those already in existence;**
- e) Maintain landscape elements that contribute to local distinctiveness;**
- f) Maintain historic elements which contribute significantly to landscape character and quality, such as field, settlement or road patterns;**
- g) Protect and manage semi-natural vegetation which is characteristic of that landscape type;**
- h) Enhance the views and condition of landscape elements and;**
- i) Maintain tranquillity.**

Reasoned Justification

- 7.68 Although there may be social or economic justification for development in rural areas, such as to enhance rural living, or to provide local jobs development must ensure that it does not compromise the attractiveness of the rural natural and cultural environment. The Staffordshire countryside has evolved as the result of interaction between natural resources, landform and man over centuries. It continues to evolve, but future changes should be respectful of the process to date and not compromise its future appeal.
- 7.69 Those elements which contribute to diversity, character and distinctiveness should be protected and enhanced since it is these which distinguish Staffordshire from other parts

of the UK. Therefore, landscapes, biodiversity and the historic environment within open countryside and rural settlements will be conserved, enhanced and restored.

- 7.70 The countryside will be safeguarded for its own sake and non-renewable and natural resources will be afforded protection. New building in the open countryside, away from areas allocated for development is contrary to the 'saved' Newcastle-under-Lyme Local Plan and will continue to be restricted in replacement DPDs. Development should protect the key character and assets of rural areas, whilst not preventing appropriate development which would contribute to the viability of rural areas.

Implementation

- 7.71 This policy will be implemented

- Through close working with countryside agencies and the local community to deliver change and regeneration in a manner which will safeguard the North Staffordshire countryside
- Through site allocation and policies in other LDDs
- Through the Development Control process

Monitoring

- 7.72 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.73 Do you think that we have got our approach to countryside protection about right? Please let us know.

CP8 – Green Belt

Green Belt

- 7.74 The purpose of the North Staffordshire Green Belt is to check urban sprawl, safeguard the countryside around the conurbation, prevent neighbouring settlements from merging and assist urban regeneration.
- 7.75 Approved Regional Spatial Strategy does not envisage major incursions into the Green Belt except for exceptional employment development.
- 7.76 This position would need to be reviewed in the event that the Regional Spatial Strategy Partial Revision identifies strategic development requirements which cannot be reasonably accommodated in exceptional circumstances without Green Belt incursion.

Linkages

- 7.77 Linked to the following Strategic Aims: SA2, SA13

Policy CP8

The general extent of the North Staffordshire Green Belt is shown on the Core Spatial Strategy Diagram. It is not envisaged that any major changes will need to be made to the boundaries of the Green Belt to accommodate the strategic development requirements of North Staffordshire. Any detailed proposed amendments to the Green Belt will be made in other relevant Development Plan Documents.

Reasoned Justification

- 7.78 Much of the rural area of North Staffordshire, including all of the rural area in Stoke-on-Trent is defined as green belt. This area is clearly shown in the existing Newcastle-under-Lyme Local Plan 2011 and the Stoke-on-Trent City Local Plan 2001 and will be taken forward in the appropriate DPDs as these supersede the existing plans.
- 7.79 In exceptional circumstances, changes may be made to the greenbelt to increase or reduce its coverage. At present, the greenbelt covers all areas east, south and north of the conurbation which are pertinent to this plan. To the west, the greenbelt extends to West Coast main railway line. It is not considered appropriate or necessary to expand the greenbelt further. This would not preclude detailed amendments to the Green Belt in exceptional circumstances.
- 7.80 There are areas of greenfield land on the urban fringe which are within the greenbelt. In the past, such areas have been deleted from the greenbelt for exceptional purposes. Some parcels of white land remain on the edges of villages which fall between the village envelope and the greenbelt. It is not thought that further land should be treated as such since there is no demonstrable need for development in the greenbelt and those existing should be considered for inclusion in the Green Belt.
- 7.81 The Green Belt is covered by national planning policies. There are no apparent overriding reasons why as a generality the Green Belt should be altered. It will therefore be protected in accordance with PPG2.

Implementation

7.82 This policy will be implemented

- Through close working with other agencies and the local community to deliver change and regeneration
- Through site allocation and policies in other LDDs
- Through the Development Control process

Monitoring

7.83 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.84 We think that the North Staffordshire Green Belt is important and can see no case for major changes at present. Do you agree? .

CP9 – Housing Land Supply

Housing Land Supply

- 7.85 There is significant variation in housing conditions in North Staffordshire with some areas experiencing development pressure whilst others are experiencing market failure.
- 7.86 Statistics relating to the condition of a significant proportion of the existing housing stock in the urban area make for grim reading. It is clear that opportunities need to be taken to regenerate this stock through a mixture of measures focusing upon improvement, adaptation and re-use of existing properties, but also including clearance and re-development where this is the best option overall. The award of Housing Market Renewal Pathfinder status is a reflection of these circumstances.
- 7.87 Ensuring that the area's existing and future housing stock meets identified housing needs is an essential part of the Councils' aim. It is important that high quality residential environments are created that help to encourage people to live in the more sustainable locations. Ideally, people would choose to live in the main urban area rather than outside it, and by preference within the Inner Urban Core itself. This will only be achieved through the hard work of many partnership agencies and organisations working to resolve some of the problems and issues facing the area.
- 7.88 It is intended that the policies set out in the Core Strategy will set out the general priorities of this approach and that further Development Plan Documents will provide the focused site based approach to put this policy into effect. Several strategic policies have to be included in this Core Spatial Strategy. The first is how many houses or other types of accommodation do we need to make land available for?

Linkages

- 7.89 Linked to the following Strategic Aims: SA1 and SA8.

Policy CP9

Sufficient land will be allocated in the Plan Area to allow for the completion of 22,200 dwellings over the period 2001-2026.

In the case of Stoke-on-Trent the building forecast assumes that there will be 6000 demolitions from 2001 to 2026. Should a level of demolition above 6,000 dwellings be likely to be achieved during this period, additional land will be made available to ensure replacement on a 1 for 1 basis. Should fewer than 6,000 demolitions be likely to be achieved, the overall level of provision will be reviewed.

Reasoned Justification

- 7.90 National planning policy for housing requires the following from planning:
- High quality housing
 - A mix of housing, both market and affordable and urban and rural.
 - A sufficient quantity of housing.
 - Housing in suitable locations and
 - A land supply which is both efficient and effective.

7.91 Regeneration partners have had a good look at our housing needs and set out the following aims:

- Balance the supply and demand for housing
- Provide a quality housing stock
- Retain and attract population
- Transform the urban form and local environment
- Promote social cohesion and meet housing needs
- Achieve sustainable neighbourhoods

7.92 The amount of housing to be built in Stoke and Newcastle will be set out in the new regional Spatial Strategy currently being prepared. This will be influenced by such factors as birth and death rates; how many houses we need to build for those which have to be demolished; how we can provide homes in the plan area and reduce the number of people who feel compelled to leave and how we can reduce the high level of vacant properties in the area to an acceptable level.

7.93 The Regional Spatial Strategy revision process is considering two levels for our patch. Option A effectively rolls forward existing regional targets from 2021 to 2026. Option B allows for the latest national projections of growth in the number of households in England and Wales.

	Option A	Option B
Stoke	15,000 dwellings	21,000 dwellings
Newcastle	7,200 dwellings	7,500 dwellings

7.94 The figures released by the Regional Planning Body are gross figures. The difference in the optional targets for Newcastle is quite small at 4%. However, the difference for Stoke is massive at 40%. One of the problems we face in Stoke is that the number of houses available, many in poor condition, exceed demand and in these circumstances we cannot risk adding to the problem by oversupply of residential land. We believe that the assumptions underpinning the regional projections rely on our dated high level projections of housing clearance. In our judgement over the plan period the level of clearance is likely to be about 6,000 dwellings in part because of lack of resources and in part because of the growing emphasis on refurbishment. By our calculations the projected level of housing demand for Stoke-on-Trent is likely to be in the order of about 15,500 dwellings. This position is likely to become a lot clearer as the Regional Spatial Strategy revision moves to its next stage. This strategic policy will be adjusted as we move to our next stage of plan making.

Implementation

7.95 The policy will be implemented through

- Through the development control process
- Through more detailed guidance in Area Action Plans, site allocations and development control policies

Monitoring

- 7.96 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.97 Getting the balance right between housing supply and demand is critical to the future of North Staffordshire. There is still some way to go before the numbers are finally settled but do you agree with our cautious approach?

CP10 – Housing Distribution

Housing Distribution

- 7.98 It is important that the Core Strategy locates new housing in sustainable locations and ensures that new housing delivers mixed use sustainable communities. National planning policy for housing seeks to locate new housing on previously developed (brownfield) land as a preference in order to avoid the loss of greenfield sites.
- 7.99 It should also recognise:
- The principles determining the location of new residential development in Policy CP12.
 - The spatial priorities of the Housing Market Renewal Pathfinder and Community Strategies and the role that new housing can play in achieving these priorities
 - The need to arrive at targets for the proportion of new housing to be built on brownfield land as set out in the Regional Spatial Strategy
 - The opportunities afforded to provide new housing, particularly as part of mixed use schemes in the Inner Urban Core and town centres
- 7.100 Section 6, paragraphs 6.41 to 6.51 considered the strategic housing distribution strategy. The purpose of this section is to put numbers to that distribution to ensure that we are able to deliver the strategic housing delivery targets set out in Policy CP9.

Linkages

- 7.101 Linked to the following Strategic Aims: SA1, SA3, SA5, SA6

Policy CP10

For the period 2001 to 2026, sufficient land will be allocated to allow for completion of dwellings in the following areas:

Within the Inner Urban Core	8,200 minimum
Urban area outside the Inner Urban Core	13,050 maximum
Rural areas	950 maximum

Within these broad targets the distribution will be broadly as indicated within Table 2a and 2b below.

Reasoned Justification

- 7.102 Whilst development in the Inner Urban Core is considered to be a priority, it is recognised that there are a significant number of existing commitments and that some development will continue, albeit at a lower level, in the rest of the urban area, notably in and adjacent to the identified town centres. There will also be some limited development in the rural area, in Newcastle-under-Lyme, where this is in line with Government policy. In line with the approach to development taken in the Regional Spatial Strategy, to ensure that development is prioritised in the most sustainable locations house building in the Inner Urban Core will be a minimum, whilst for the remaining areas the targets will be maxima. Proposed development in the rural area is intended to meet purely local

need. In order to secure the release of rural sites it will be necessary to demonstrate such need through an appropriate and up to date needs assessment.

- 7.103 Diagram 2 shows the strategic options for housing distribution. It can be seen that the vast majority of new housing will be delivered within the urban area of North Staffordshire, with the highest concentration of new development falling within the Inner Urban Core. Whilst there is an element of housing to be delivered outside the Inner Urban Core and within Stoke-on-Trent, much of this is already accounted for by existing completions and commitments. Table 1 below summarises the level of remaining housing development to be found.

Table 1 : Housing target, completions, commitments and residual

Location	Target	Completions 01/04/2001 to 31/03/2006	Commitments ¹ 01/04/2006	Residual to be Found to 2026
Inner Urban Core	8,200	871	1,607	5,722
Outer Urban Area (Stoke-on-Trent)	6,800	2,823	2,158	1,819
Outer Urban Area (Newcastle-under- Lyme)	6,250	813	1,011	4426
Rural Area	950	372	100	478
Total	22,200	4,879	4,876	12,445

Note 1 : Commitments consist of dwellings under construction and remaining dwellings with full or outline planning permission valid at 1st April 2006.

- 7.104 In addition to the overall number of houses to be provided, it is also appropriate within the Core Spatial Strategy to set out the broad distribution of housing that is considered to be appropriate having regard to local circumstances and priorities. The priority for housing development will continue to be the development and regeneration of the Inner Urban Core. This is in order to stem and reverse the migration of population to new developments around the edge of the City and the consequent loss of population in the more sustainable Inner Urban Core area.
- 7.105 There will however be some need for continued urban renewal in the area surrounding the town centres outside the Inner Urban Core – principally Newcastle, Kidsgrove, Tunstall, Longton and Fenton – but also to support regeneration in the Area Action Plan at Meir, on the peripheral Estates and GRAs and to meet local needs in the rural area. Table 2a and 2b show the broad distribution of housing anticipated within Stoke-on-Trent and Newcastle-under-Lyme respectively, taking into account existing completions and outstanding commitments.
- 7.106 It can be seen that sufficient capacity has already been provided for within the Stoke-on-Trent Outer Urban Area. There is therefore no quantitative need to release additional housing within this area. Release of further housing within this area will therefore require particularly strong justification in order to receive planning permission. The circumstances under which this may be considered are set out in Policy CP13.
- 7.107 We are also required to assess the implications of accommodating the higher levels of growth set out in the RSS Phase II Partial Revision: 21,000 dwellings for Stoke and 7,300 dwellings for Newcastle.

- 7.108 In the case of Newcastle a small proportion of the additional 300 dwellings could be accommodated within the rural area i.e. 50 dwellings and the remainder within Newcastle urban area.
- 7.109 In the case of Stoke, there remains additional potential to accommodate more dwellings within the priority regeneration area of the Inner Urban Core. Thus strategic housing target could increase from 8,200 to 11,000 dwellings. The remainder of the increase would be accommodated in the rest of the City.
- 7.110 These hypothetical scenarios are illustrated on the housing distribution diagram 2 but whether they come to pass will depend on the outcome of the regional spatial strategy revision and won't be known until next year.

Implementation

- 7.111 The policy will be implemented:

- Through close working with other agencies and the local community to deliver change and regeneration in North Staffordshire
- Through Area Action Plans, site allocation and development control policies and other Local Development Documents
- Through the development control process

Monitoring

- 7.112 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.113 Do you think that we have got the approach to the location of future housing development in North Staffordshire about right? What about the higher numbers if these come forward through the regional planning process? Please let us know.

Table 2a Stoke-on-Trent Housing Completions & Commitments at 1st April 2006 and Broad Distribution Proposals

Completions April 2001- March 2006	
Inner Urban Core	871
Remainder of City	2,823
	3,694
Commitments at 01-04-06	
Inner Urban Core	1,607
Remainder of City	2,158
	3,765
AAP Areas	
Inner Urban Core AAP	7,700 ¹
City Centre and Etruria Rd Corridor AAP	500
	5,722²
Meir AAP	450
Peripheral Estates and GRAs	600
Town Centre Organic Renewal	
Tunstall	350
Longton	350
Fenton	100
	800
Total	15,031

Note 1 : Of which 871 were completed in the year 5 years from 1 April 2001 to 31 March 2006 and 1,607 were commitments at 1st April 2006.

Note 2 : Completions and existing commitments in Note 1 above have been deducted from the AAP total to avoid double counting.

**Table 2b Newcastle-under-Lyme Housing Completions & Commitments at 1st April 2006
and Broad Distribution Proposals**

Completions April 2001- March 2006	
Town Centre	178
Knutton Cross Heath AMI	2
Urban Remainder	514
Rural Area	339
	1,033
Commitments at 01-04-06	
Town Centre	487
Knutton Cross Heath AMI	17
Urban Remainder	877
Rural Area	191
	1,572
Development Areas	
Town Centre	1,800 ¹
Knutton Cross Heath AMI	700 ²
Urban Remainder	3,600 ³
Rural Area	1,100 ⁴
Total	4,595⁵
Total	7,200

Note 1 : Of which 665 were completed or committed at 31 March 2006 leaving 1,135 remaining to be identified.

Note 2 :Of which 19 were completed or committed at 31 March 2006 leaving 681 remaining to be identified. It should be noted that this is based upon an assumption that there will be replacement of 360 demolished dwellings. Should there be a reduction in the demolitions, there will be a corresponding reduction in the level of completions required.

Note 3 : Of which 1,391 were completed or committed at 31 March 2006 leaving 2,209 remaining to be identified.

Note 4 : Of which 530 were completed or committed at 31 March 2006 leaving 570 remaining to be identified.

Note 5 : Excludes completions and commitments listed in notes 1 to 4 above to avoid double counting.

CP11 – Phasing of Housing Developments

Phasing of Housing Developments

- 7.114 Strategic planning policy and good practice suggest that it is not appropriate to release housing in an uncoordinated manner. To adopt such an approach would be to invite piecemeal development which would fail to make the best use of scarce resources or contribute to the significant improvement in the overall stock condition, particularly in the Inner Urban Core, which will be needed to deliver urban renaissance.

Linkages

- 7.115 Linked to the following Strategic Aims: SA1, SA3 and SA6

Policy CP11

Development should make provision for dwellings to be built at 5 year mean average rates specified below and phased to accord with the urban renewal programme in Areas of Major Intervention as set out in the Area Action Plans.

Period	2001- 06	2006-11	2011-16	2016- 21	2021- 26	Total
Stoke-on-Trent	3,694	3,500	3,000	2,406	2,400	15,000
Newcastle-under-Lyme Urban	813	1,400	1,470	1,300	1,267	6,250
Newcastle-under-Lyme Rural	372	200	126	126	126	950
Total	4,879	5,300	4,596	3,732	3,693	22,200

Reasoned Justification

- 7.116 Over the plan period construction of 22,200 dwellings would amount to an average build rate of 888 per annum in the Plan Area. However, what must also be taken into account is the need for replacement dwellings to facilitate the Housing Market Renewal programme, together with the level of existing completions and commitments already in the planning pipeline following a period of high demand for housing and rapidly rising prices. Consequently there is a degree of weighting towards the early years of the Plan Period.
- 7.117 Completions in the period 2001 – 2006 are now history. In accordance with the Regional Spatial Strategy the five year equivalent for Stoke is 3,000 dwellings and 1,440 dwellings for Newcastle

Implementation

- 7.118 Over and above existing planning commitments, land will be released for residential development in accordance with:
- Area Action Plans or other site allocation plans and
 - through the development control process

Monitoring

7.119 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.120 The City and Borough Councils must set out policies for the release of residential land.
Do you think our approach is reasonable?

CP12 – New Residential Development Requirements

Residential Development Requirements

7.121 Having decided how many homes need to be built and when, the next question is where they should be built. This will be largely determined in various site allocation plans to be produced and forming part of the Local Development Framework. Nevertheless, we think it would be helpful to set out here the strategic planning approach to new residential development.

Linkages

7.122 Linked to the following Strategic Aims: SA1, SA6, SA8, SA9 and SA18

Policy CP12

Residential development will:

- a) Be distributed broadly in line with the targets indicated in Table 2a for Stoke-on-Trent and Table 2b for Newcastle-under-Lyme referred to in Policy CP11**
- b) Assist wider regeneration objectives and contribute positively to the restructuring of the housing market;**
- c) Contribute to widening the housing mix and not undermine variety and choice in the existing supply;**
- d) Support the strategic and significant urban centres listed in Policy CP4**
- e) Demonstrate that existing community facilities, key services and infrastructure have the capacity to absorb the additional demand arising from the development, or where necessary be accompanied by proposals to increase such provision;**
- f) Maintain and enhance interests of acknowledged importance;**
- g) Be located on previously developed land which can reasonably be regarded as requiring redevelopment in preference to greenfield land and in accordance with the policy targets set out in Policy CP1.**

Reasoned Justification

7.123 This approach is consistent with the plan, monitor and manage approach and sustainable community agenda. and the co-ordinated release of land must be managed in accordance with the emerging regeneration strategy for North Staffordshire. It also seeks to encourage sustainable patterns of development. New housing development with easy and convenient walking access to centres, typically not more than 500m, can help to bolster these centres by providing increased footfall and activity.

7.124 There is a very high level of previously developed land within North Staffordshire which has arisen as a result of factors such as extractive and processing industries, restructuring of traditional manufacturing and housing clearance. In some instance this land has been restored, but in many instances it remains vacant and has a significant negative impact upon resident's amenity and business confidence in the area. In such circumstances it is appropriate to prioritize the redevelopment and regeneration of such

land over and above the release of greenfield sites. Whilst distinction is made between the two authorities for administrative purposes, evidence prepared at regional level, most notably by Peter Bibby at Sheffield University, North Staffordshire performs as a single housing market

- 7.125 Housing provision is not just about the overall number of dwellings provided, but must also take into account the quality of the dwellings to be delivered. As well as providing variety in the new build market it is important to retain variety and choice in the existing stock, including dwellings with large gardens. To the average member of the public looking over the fence, a garden lawn does not appear to require regeneration secured through building houses upon it in the same way as a derelict former pottery or steel works. In the context of clause Policy CP13 (g) above the gardens of domestic dwellings will not be regarded as requiring redevelopment. Whilst this is not exactly in accordance with current national policy, it is considered to be appropriate in this instance having regard to the circumstances in North Staffordshire.

Implementation

- 7.126 The policy will be implemented:

- through close working with other agencies and the local community to deliver change and regeneration in North Staffordshire, and
- through Area Action Plans, site allocation and development control policies and other Local Development Documents

Monitoring

- 7.127 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.128 The future well being of our area depends upon getting the right sort of housing development in the right place and at the right time. Do you support or object to our approach. Do you have any better ideas?

CP13 – Affordable Housing

Affordable Housing

- 7.129 We believe that everyone has the opportunity to live in decent homes. However, some may not be able to afford housing available through the general market and will require 'affordable' housing. This may include, for example, rented housing or housing where the purchase price is reduced and is only made available to those who need this type of housing. New market development provides one means by which this type of housing can be provided in discussion with developers. This policy sets out the basis upon which the City and Borough Councils would wish start negotiations.

Linkages

- 7.130 Linked to the following Strategic Aim: SA8

Policy CP13

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 housing needs survey.

New residential development will generally be required to contribute towards affordable housing at a rate equivalent to up to 25% of the dwellings to be provided. Within the urban area this will apply on sites or parts of sites proposed to, or capable of, accommodating 15 or more dwellings. In the rural villages this will apply to 5 dwellings.

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 will be required at the equivalent rate.

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.

Housing developments within the defined City Centre boundary will not be required to provide affordable housing.

Tenure will be negotiated on a site by site basis to reflect the nature of development and local needs whilst affordable tenure and type will be expected to reflect that of the site as a whole. Affordable housing units will be integrated in, and indistinguishable from, other development on site. It should be assumed that affordable housing will be required to be provided without subsidy.

Where a local housing needs survey has established a need for affordable housing that cannot be met in any other way, sites may be released for affordable housing as an exception to normal housing provision policy. Priority will be given to sites located within Newcastle's existing villages that make the best use of previously developed land or buildings, however sites which immediately adjoin the village may be 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 a housing need and will remain affordable for all subsequent occupiers.

Reasoned Justification

- 7.131 Traditionally there has been limited need for affordable housing provision to accompany new residential development in the North Staffordshire conurbation. This has in part been due to availability of public sector, registered social landlord and low cost market housing. Rising house prices relative to incomes and loss of public stock due to Right to Buy are changing this. 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 earnings rose by approximately 20%. The effects of market restructuring will also accelerate the requirement for affordable housing, particularly to accommodate displaced households.
- 7.132 Initial assessments indicate that in some Areas of Major Intervention the requirement for affordable housing could be as high as 40%. If the burden of affordable provision were to fall solely within areas of greatest need this would provide a perverse incentive to residential development where there is less need. A policy which accords with national 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.
- 7.133 In line with current national policy there will be a threshold for the provision of affordable dwellings. National guidance indicates that a threshold of 15 dwellings will generally be appropriate. Within the rural areas it is anticipated that the bulk of the housing will be provided to meet purely local need and measures will be put in place to ensure that housing remains affordable in perpetuity. In these areas provision of new dwellings will be made in accordance with appropriate needs assessments. Where proposals are brought forward in the rural area based upon the need to provide affordable housing, there will of course be no lower threshold for the provision of affordable housing.
- 7.134 Affordable Housing Supplementary Planning Documents are currently being prepared that will provide further guidance as to the way in which the need for affordable housing will be met and amplify the policy.

Implementation

- 7.135 This policy will be implemented
- Through the development control process
 - Through more detailed guidance in Affordable Housing Supplementary Planning Documents, and
 - Through partnership working with the Housing Enabling Team and key housing organisations such Registered Social Landlords and Parish Councils

Monitoring

- 7.136 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.137 Provision of affordable housing is an important component for a better quality of life in North Staffordshire. We believe our approach is reasonable. Do you?

CP14 – Gypsy and Traveller Sites

Gypsy and traveller sites

- 7.139 Government says we should include a policy in the Core Strategy dealing with the housing needs of gypsies and travellers. The Housing Act 2004 also requires the City and Borough Councils to take account of the needs of travelling people and to create strategies to meet those needs.
- 7.140 The key test alongside various environmental factors when considering the provision of facilities is whether there is a proven need for the site to meet the needs of gypsies and travellers residing in or resorting to the North Staffordshire area. At present there are two sites in North Staffordshire at Linehouses in Stoke on Trent and Cemetery Road in Newcastle under Lyme.

Linkages

- 7.141 Linked to following Strategic Aim: SA8

Policy CP14

The Council will work with neighbouring authorities to assess the accommodation needs of gypsies and travellers and will allocate sites as required to meet any identified need. The following criteria will be applied when allocating sites for gypsies and travellers, or when determining planning applications for gypsy and traveller accommodation on unallocated sites:

- **The site should have reasonable access to shops, educational, health and other essential services;**
- **The site should have satisfactory access from the local road network;**
- **The site should not adversely affect the character or appearance of the countryside;**
- **The site should not adversely affect areas of nature conservation importance or archaeological importance;**
- **The site should not result in a loss of amenity to a substantial number of dwellings;**
- **Any site or buildings should be appropriate in scale and design to the surrounding area and sites should be adequately landscaped.**

Reasoned Justification

- 7.142 The inclusion of this policy complies with Office of the Deputy Prime Minister Circular 01/2006 which provides guidance on planning for gypsy and traveller caravan sites. This states that Regional Spatial Strategy should identify the number of pitches required (but not their location) for each local planning authority. This will be informed by a gypsy and traveller accommodation assessment for each area and a strategic view of needs across the region. The Circular states that Core Strategies should set out criteria for the location of gypsy and traveller sites which will be used to guide the allocation of sites in the relevant Development Plan Document and will also be used to meet unexpected demand. The Circular states that new Gypsy and Traveller sites are normally inappropriate developments within the Green Belt and alternatives should be explored before Green Belt locations are considered. An exceptional limited alteration to the defined Green Belt boundary could be considered to meet a specific, identified need for a Gypsy and Traveller site.

Implementation

7.143 This policy will be implemented

- Through the development control process
- Through more detailed guidance in the Development Control policies DPD
- Through partnership working with the Housing Enabling Team and key housing organisations such as Registered Social Landlords and Parish Councils

Monitoring

7.144 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.145 As required by Government we have set out our approach to dealing with gypsies and travelers. We have no evidence to say that there is a need for additional facilities but in the event that needs arises this policy will set out how we will look proposals.

CP15 – Economic Opportunities

Economic Opportunities

- 7.146 For too long North Staffordshire has been locked into a spiral of economic decline but prospects have begun to materially change and we have a real chance to release our entrepreneurial spirit and capitalise on the many competitive advantages that we have in relation to location, people, costs and assets. The Core Strategy policies are designed to help deliver that potential as part of the transformation of our area and reduce the unnecessary burdens that planning may impose.

Linkages

- 7.147 Linked to following Strategic Aims: SA1, SA10, SA11, SA12, SA14, SA19

Policy CP15

The growth of the North Staffordshire's economy will be achieved through the following means:

- a) Diversification and modernisation of 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;**
- b) Development of Stoke-on-Trent City Centre 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.**
- c) 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 within the bounds of the existing planning permissions, Staffordshire University and University Hospital, and in the new growth sectors of medical and healthcare technologies and creative industries;**
- d) 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;**
- e) 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;**
- f) Capitalising on North Staffordshire's potentially strong geographical position, its people and its productive asset base.**
- g) Strategically planned land use on major brownfield sites for high value business growth identified in Policy CP17 to complement smaller scale, localised employment development elsewhere in the plan area.**

Reasoned Justification

- 7.148 North Staffordshire currently possesses a weak economic base. There has been a marked decline in the number of manufacturing jobs and even though the service sector has expanded over time, total employment has declined.
- 7.149 In general, the concentration of employment in relatively low paid activities within manufacturing and in sectors such as distribution underlines the need to increase employment in higher value jobs. 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. The risk of a Business as Usual approach would be that this trend will continue. Other options would be to focus on either population or economic stabilisation. However there is a danger that in focussing too much effort on developing one element of the strategy to the neglect of others could result in less than optimum levels of economic growth. This would lead to the continuation of a weak sub-regional economy. In turn, this would perpetuate the trend of out-migration and the existence of unsustainable communities, further exacerbating the problems of a weak local economy.
- 7.150 Contraction of the local economy, most obviously exhibited through job losses, has meant that North Staffordshire now receives special assistance from the Government. Most of the Urban Area is covered by the North Staffordshire Regeneration Zone. It has been recognised that the effective regeneration of the North Staffordshire urban area requires concerted and co-ordinated action on a number of related fronts. A strategic approach would allow the urban areas to be transformed into 'areas of opportunity'. The key 'drivers for change' identified in the North Staffordshire Integrated Economic Development Strategy (NSIEDS) comprise the business base; knowledge assets; image; the physical realm and skills and workforce. They should be taken into account in preparing the policies within the Core Strategy. These 'drivers' are consistent with the Regional Spatial Strategy particularly in terms of promoting a sub-regional focus, the need for a managed hierarchy of centres, as well as developing sustainable communities. The North Staffordshire Integrated Economic Development Strategy recommended a strategic approach of reversing past out-migration from the inner core to make it the focus of development and investment – particularly where this supports the transformation of the environment and the strengthening of the City Centre and Newcastle-under-Lyme Town Centre and diversifying and modernising these centres for new business and investment.
- 7.151 In order to maximise the potential for population growth, it is essential to deploy a range of other initiatives, such as ensuring that an appropriate mix of 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 'upskilling' 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 which can continue in an upwards spiral. 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.
- 7.152 North Staffordshire already possesses a strong cultural identity, based upon its potteries and ceramics heritage. 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' in terms of marketing itself across the region and beyond. Also, this has obvious positive implications in terms of tourism and culture. The development of facilities concerned

with these particular sectors should incorporate this distinctive identity, as well as the physical assets that currently exist e.g. the canal network, sites and buildings of historic interest and green space, gardens and natural attractions.

- 7.153 The preferred policy is consistent with the Regional Spatial Strategy and promotes a sub-regional focus and managed hierarchy of centres. The policy fits in with Housing Market Renewal Pathfinder as it promotes sustainable communities strategy and increased employment opportunities through range of initiatives. This approach will also aid the turnaround of past trends in the types of employment being developed in this area by creating a more balanced economy to capitalise and enhance upon existing assets whilst maintaining flexibility to address differing economic trends and requirements within the North Staffordshire Area.

Implementation

- 7.154 This policy will be implemented

- Through close working with other agencies such as the Regeneration Zone and local community to deliver change and regeneration;
- Through the development of Area Action Plans, masterplans, site allocation policies and policies in other Local Development Documents
- Through the development control process

Monitoring

- 7.155 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.156 We want to help support both existing employers and bring new, quality jobs into North Staffordshire. This policy sets out our general approach. Do you think it can be improved?

CP16 – Meeting Employment Needs

Meeting Employment Needs

- 7.157 One of the important elements of growing prosperity is to make sure that sufficient land is available for future employment needs. Best available local estimates deal with the period 2005 - 2021.

Linkages

- 7.158 Linked to the following Strategic Aims: SA2; SA3; SA10; SA11; SA12; SA14

Policy CP16

In order to achieve sustainable development and economic growth provision will be made for at least 190 hectares of employment land based on a programme of phased release during the period 2005 to 2021. Provision will be made for at least 90 hectares within Stoke-on-Trent; at least 45 hectares within Newcastle under Lyme and at least 56 hectares at Chatterley Valley. This excludes relocations arising from the urban renewal process.

The allocation of sites in site specific allocations plans for economic development will have regard to the following:

- a) Prioritisation of sites that are convenient to, and accessible by the residents of the North Staffordshire Regeneration Zone, by modes other than the private car, which have access to local services, and that they will not have a material impact on the trunk road network;**
- b) Promotion of office development sites capable of meeting modern occupier requirements at an appropriate scale within the City Centre, Newcastle-under-Lyme town centre and other town centres within the hierarchy of centres;**
- c) Development of the further and higher education sectors as a means of fostering economic growth, particularly Keele University and Staffordshire University, will be supported and Keele Science Park within the bounds of the existing planning permissions. Development proposed under the provisions of the policy will seek to strengthen infrastructure links between the universities, other educational and training institutions including the University Hospital of North Staffordshire and the Regional Investment Sites;**
- d) Establish and maintaining a portfolio of sustainable employment sites by ensuring a range and number of sites attractive to developers; to the type of businesses which the area is seeking to foster and which creates job opportunities in order to meet employment needs at a local level;**
- e) Support the ongoing improvement of established employment areas and businesses within North Staffordshire.**

Reasoned Justification

- 7.159 North Staffordshire has a large number of existing industrial estates and other existing employment areas, as well as large areas of previously developed (brownfield) land available for future development needs. Trends provide some guide to future land requirements: Stoke-on-Trent has seen a 5 year average take up of about 20 hectares every year of employment land, and Newcastle-under-Lyme 14 hectares every year. The amount of land taken up annually however can vary significantly from year to year. These annual figures compare with 4.4 hectares for Stoke and 4.1 hectares for Newcastle set out in the Regional Spatial Strategy Phase 2 Revision Draft Spatial Options in the period to 2026.
- 7.160 The North Staffordshire Integrated Economic Development Strategy sets out a framework to support the economic regeneration of North Staffordshire. Appendix 6 includes the projected needs for land set out in that study. In addition there will be a certain degree of regular churn in the market caused by the contraction, relocation or expansion of existing occupiers. As well as ensuring that there is an adequate supply of land for employment development, it is important to make sure there is sufficient range and choice to meet local economic needs and to find land to meet the key economic opportunities identified in policy CP15.
- 7.161 The allocation of employment land will broadly be distributed across all of the business use classes in order to ensure a balanced portfolio of employment land across North Staffordshire. The broad amount of land within each of the types of business is set out in Figure 1. This includes what is called 'sui-generis' uses which are employment uses not falling within Government defined Class B Uses and exclude other use classes such as retail.

Table – Projected Employment Land Needs by Business Sector

Growth Sector	Newcastle-under-Lyme	Stoke-on-Trent
	Land (ha)	Land (ha)
Professional Services (business park concept)	3.5	8.9
Professional Services (city / regional centre)	1.4	5.7
Distributive Trades	9.3	9.3
Office-based ICT	3.1	9.4
Government Back Offices	1.2	11.4
ICT	0.5	1.1
Meditech	4.0	0.9
High Value Added Ceramics	2.4	12.1
Other Employment Uses	18.4	30.7
Total	43.8	89.5

- 7.162 The amount of land made available through identifying and allocating sites within site specific allocations plans needs to be realistic and phased to ensure sites are brought forward or developed in line with a sustainable approach. If there is an unrealistic amount of employment land available, it is difficult to protect it for the purpose it was intended. Too much choice could weaken the strategic approach, particularly in terms of recognising that investment should contribute towards creating thriving urban centres. To have too little identified land will make it impossible to bring land forward in a managed and phased approach. Site specific policies therefore need to be specific, robust and where appropriate provide certainty in the approach to planning for employment growth that can ensure that a balance of types of uses to 2021 can be brought forward.
- 7.163 As set out within the policy the allocation of sites in site specific allocation plans will have particular regard to a number of strategic employment priorities. Development land being brought forward should seek to address these priorities in order to support the strategic growth in the economy as well as supporting the local employment population. Through the development of a balanced portfolio of employment land deficiencies in provision can be addressed whilst also providing a comprehensive land allocation approach which can be flexible to market requirements; can be developed in line with a sustainable approach and create local employment opportunities particularly in addressing the requirements of communities within North Staffordshire to access local jobs.
- 7.164 In undertaking an assessment of employment land the Regional Spatial Strategy requires local authorities to give priority to Regeneration Zones in meeting employment needs within the Region. This is consistent with an approach to ensure that accessible employment opportunities are contributing to the regeneration of identified priority areas.
- 7.165 Aligned with the above approach, one of the key economic opportunities identified within North Staffordshire Integrated Economic Development Strategy is to strengthen the vitality and viability of the urban centres to ensure that these centres within North Staffordshire's urban area will together, and individually, 'punch their weight' and be attractive as a first choice destination for residents, business and visitors. The transformation of the environment and the strengthening of the City Centre and Newcastle-under-Lyme town centre is of particular strategic importance, development in these locations needs to help make them a focus for development, investment and new business.
- 7.166 A particular need identified to aid a turn around in economic prosperity is the growth of the office market. The area suffers from a substantial under-representation of office-based private sector service activity (financial, professional and business service) that must be addressed. The strategy to encourage relocation of commercial office activity to the conurbation depends on attracting new investment in competitive commercial property. To support a strategic approach and to ensure North Staffordshire makes the most of future opportunities, the location of office development should be within the City Centre, as a first priority, and Newcastle-under-Lyme town centre and then other centres within the hierarchy for appropriately sized developments thereafter. Such an approach will ensure that policies are consistent with the Regional Spatial Strategy. By not recognising a strategic approach or the hierarchy of centres there would be a danger in providing uncertainty to the development industry and such an approach would not provide a robust and deliverable employment package for bring sites forward by 2021.
- 7.167 North Staffordshire's further and higher educational establishments have a vital role to play within this process. The planning system will act, where possible, to aid the development of such institutions, particularly the two universities. 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.

- 7.168 In achieving this there may be sites which for unforeseen circumstances come forward for development during the plan period which are un-allocated. The portfolio of employment land will be monitored on a yearly basis and reviewed regularly (i.e. every five years) to ensure there is an adequate supply of available employment land. The above policy also makes reference to those uses which in terms of the planning use class order do not readily fit within an employment/business use but are classed as sui-generis such as large format club warehouses. It is recognised that such uses can, where demonstrated as being such, are synonymous with employment generating uses and can for example support small and trade businesses and contribute to the sub-regions economy. Development such as this, where the largest percentage of the development is a business/employment use, will be considered in this context but would also need to address retail policies CP4, CP21 and CP22 in the first instance if the development includes a retail element.
- 7.169 In identifying sites for employment uses within site specific allocation plans regard will be had to various environmental and economic criteria to ensure that sites are appropriate and in the best sustainable locations. A sustainability appraisal will be carried out on a site by site basis and assessed in terms of issues including environmental quality; species/habitat protection; public transport connectivity and whether the land is previously developed. Core policies CP25, CP26, CP27 and CP31 cover environmental, natural and built heritage and transport issues and should be taken into account in considering future employment development opportunities.
- 7.170 The policy is consistent with the approved Regional Spatial Strategy and with the preferred strategy approach developed through the North Staffordshire Integrated Economic Development Strategy. The policy is consistent with Core Policy CP15 - Economic Opportunities and provides a specific and robust approach to planning for employment growth, which will ensure sites are brought forward and developed in line with sustainability objectives.

Implementation

- 7.171 This policy will be implemented
- Through close working with other agencies such as the Regeneration Zone and local community to deliver change and regeneration;
 - Through site allocation policies and policies in other Local Development Documents
 - Through the development control process

Monitoring

- 7.172 Details of how this policy will be monitored are set out in section 8. What Do You Think?
- 7.173 We want to make sure that employment growth opportunities are not frustrated through a lack of available development land. This section sets out the basis for our approach and we recognize that we need to keep matters under review to follow latest economic trends. Do you support this approach or can you offer a better way forward?

CP17 – Strategic Employment Sites

Strategic Employment Sites

7.174 The Regional Spatial Strategy requires us to investigate provision of the following employment sites of regional significance to support the diversification and modernisation of the Region's economy and in particular the development of the Region's cluster priorities:

- Regional Investment Sites (RIS) – These need to be between 25 and 50 hectares, should generally be high-quality sites attractive to national and international investors, 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 within, or close to the areas of greatest need and be accessible to effective education and training opportunities to ensure that the employment benefits are available to the local workforce.
- 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.
- Regional Logistics Sites (RLS) - Sites 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 and training opportunities; and aim to minimise compromise to the local environment.

Linkages

7.175 Linked to the following Strategic Aims: SA1; SA10 and SA14

Policy CP17

One Regional Investment Site (RIS) will be allocated within North Staffordshire at Chatterley Valley RIS, as shown on the Spatial Strategy Diagram

No Major Investment Site or Regional Logistics Site is proposed in the plan area.

Reasoned Justification

- 7.176 The Regional Spatial Strategy requires consideration of existing Premium Employment Sites (PES) in identifying Regional Investment Sites. Trentham Lakes and Chatterley Valley are identified as existing Premium Employment Sites that are capable of being Regional Investment Sites within the North Staffordshire Regeneration Zone. Trentham Lakes is largely now developed and the remaining land is subject to planning permissions. Both these sites will be key in terms of the diversification of the North Staffordshire economy, and will place particular emphasis on the development of those 'high impact' employment sectors. Strong links between these sites and the sub-region's educational and training infrastructure are necessary, in order to ensure that they are effective in terms of bringing about a step change in North Staffordshire's economy. The remaining undeveloped land at Trentham Lakes does not meet the RIS criteria. However the Chatterley Valley site adequately meets the criteria and to not identify this as a Regional Investment Site within the Regeneration Zone would be contrary to the Regional Spatial Strategy. Consideration has been given to the possible designation of Etruria Valley as a RIS but this important site at the centre of the conurbation has considerable mixed use potential and such regeneration would be compromised by RIS designation.
- 7.177 Regional Investment Sites, as with all employment development sites regard will be had in their development to various environmental and economic criteria to ensure that development proposals are appropriate and sustainable. Core Policies CP24, CP25, CP26 and CP30 cover environmental, natural and built heritage and transport issues and should be taken into account in considering detailed employment development opportunities on RIS sites.
- 7.178 Historically consideration was given during Structure Plan preparation to an MIS designation abutting the south eastern boundary of the plan area but this was rejected. There is no site available within the plan area which meets MIS criteria.
- 7.179 With regard to Regional Logistics Sites the Regional Spatial Strategy requires consideration of such sites within North Staffordshire. There are no sites within North Staffordshire which meet all the necessary criteria for a Regional Logistics site. Although Chatterley Valley would nearest meet the identified criteria, a planning application for a mix of uses on this site has recently been considered to promote quality and diversity of employment opportunities. This site, along with a number of other sites within North Staffordshire, together provide a significant amount of land capable of accommodating logistics development but North Staffordshire does not have a readily available Regional Logistics site which fits the required criteria.
- 7.180 The policy is consistent with the Regional Spatial Strategy and with the preferred strategy approach developed through the North Staffordshire Integrated Economic Development Strategy. The policy is consistent with the key economic opportunities policy and contributes to the provision of a specific and robust approach to planning for employment growth.

Implementation

7.181 This policy will be implemented

- Through close working with other agencies such as the Regeneration Zone and local community to deliver change and regeneration;
- Through site allocation policies and policies in other Local Development Documents
- Through the development control process

Monitoring

7.182 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.183 We must look for this type of strategic employment allocation in North Staffordshire. We believe that Chatterley valley fits the bill for the Regional Investment Site allocation. However, we don't believe that there is a suitable site which meets the requirements of Major Investment Regional Logistic Sites designation in Stoke and/or Newcastle in an acceptable manner. What is your opinion?

CP18 – Land Take Up

Land Take Up

- 7.184 North Staffordshire regeneration partners are making a concerted effort to bring about change in the economic prospects of our part of the world. This section sets out how we intend help turn development potential into reality.

Linkages

- 7.185 Linked to the following Strategic Aims: SA1; SA3; SA10; SA12; SA14; SA15

Policy CP18

The City and Borough Councils, in co-operation with regeneration partners, will, where resources permit, actively seek to accelerate the take-up of employment land by:

- a) where appropriate, supporting public acquisition of key development sites and preparing and marketing them for development;**
- b) where appropriate, considering acquisition of derelict sites and preparing them for development through reclamation;**
- c) where appropriate, 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;**
- d) promoting the city as a sound location for investment;**
- e) directly or jointly assisting in the marketing and publicising of employment development sites.**

Reasoned Justification

- 7.186 Historically rates of employment land take-up in North Staffordshire have been relatively low. The appearance, location and physical condition of vacant industrial land may have dissuaded potential investors in the past and so a need exists to ensure development sites are more attractive and competitive. This policy sets out a positive strategic policy approach to employment land promotion and the identification of ways in which sites will be brought forward for development, within the constraints of available resources.

Implementation

- 7.187 This policy will be implemented

- Through close working with other agencies such as the Regeneration Zone and local community to deliver change and regeneration;
- Through the development of Area Action Plans, masterplans, site allocation policies and policies in other Local Development Documents
- Through the development control process

Monitoring

7.188 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.189 We think it important that we clearly set out how we can help deliver a better economic future. Do you agree?

CP19 – Industrial Areas

Industrial Areas

- 7.190 Former industrial areas have played a large part in providing land for alternative uses and will continue to do so. However, whilst on the one hand we wish to encourage new employment development we need to make sure that we are not throwing away our existing industrial infrastructure which will continue to play a key role in our future prosperity.

Linkages

- 7.191 Linked to the following Strategic Aims: SA10; SA14

Policy CP19

The loss of (Class B) employment land will not be permitted unless it can be demonstrated that having regard to the type of land or premises; its function; its availability; and growing economic and market demand; it can be demonstrated that such loss would not be detrimental to the economic prospects of North Staffordshire.

Reasoned Justification

- 7.192 The policy aims to ensure that larger areas of industrial land in appropriate areas are reserved for industrial uses and are protected from other commercial developments, where this is appropriate. This can provide stability in the employment infrastructure of North Staffordshire and ensure balanced access to employment. This is in line with national and regional planning policy guidance and in line with Core Spatial Strategy employment policies which aim to develop a strategic approach; this policy protects that approach and protects valued existing employment sites and businesses.

Implementation

- 7.193 This policy will be implemented

- Through close working with other agencies such as the Regeneration Zone and local community to deliver change and regeneration;
- Through the development of Area Action Plans, masterplans, site allocation policies and policies in other Local Development Documents
- Through the development control process

Monitoring

- 7.194 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.195 We think it important that we clearly set out how we can best utilise our industrial assets to ensure future economic prosperity. Do you agree?

CP20 - Office Development

Office Development

- 7.196 With the marked decline in the number of manufacturing jobs and contraction of employment in relatively low paid activities, there is a defined need to increase employment in higher value jobs.
- 7.197 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. Through a strategic approach to reversing past out-migration from the Inner Urban Core and building upon a package of measures to grow economic activity in a more balanced way across different sectors of industrial and commercial development a more focused approach to allocating sites can be developed for specific sectors focusing development and investment opportunities.
- 7.198 It is proposed to apply sequential testing to office development in favour of town centres.

Linkages

- 7.199 Linked to the following Strategic Aims: SA10; SA12; SA14

Policy CP20

Office developments (non-ancillary to other uses) should be located within the city centre and other town centres, having regard to the scale of development and the hierarchy of centres as defined in Core Policy CP4.

High quality, high density business development should be located within the city centre boundary or town centres as first preference locations. Applications for A2 and B1 development at ground floor premises on identified primary shopping frontages will not be permitted.

Where no suitable city centre or town centre sites are available and, having demonstrated that the type of business development proposed cannot be accommodated within a first preference location, applications for office development will next be considered on sites considered suitable for office use (B1) as set out in site specific allocation plans, as appropriate.

Only if applicants demonstrate that there are no suitable first and second preference locations available or suitable will other locations next be considered. All developments outside of first and second preference locations should demonstrate need for the proposal and will be within established built-up area boundaries and should be in close proximity to existing public transport facilities (i.e. within 500 metres convenient walking distance of a centre of an appropriate scale and function or within 500 metres convenient walking distance of a bus station or railway station). Such developments will:

- a) Not, either individually or cumulatively, impact upon or harm the vitality or viability of any designated centre, within the anticipated catchments;**
- b) Demonstrate they have been flexible about their proposed business model in their consideration of alternative sites;**

- c) Be accessible by a choice of transport modes with facilities for disabled people, pedestrians and cyclists and where appropriate create linkages with existing/proposed development to maximise opportunities for walking/cycling;**
- d) Promote sustainability objectives by reducing travel distances for local residents and not significantly increase the need to travel by car;**
- e) Not have a detrimental effect on the amenity of neighbouring residential properties.**

Reasoned Justification

- 7.200 Set within a regional planning context policies, CP4, CP21 and CP22 promote the regeneration of North Staffordshire's city and town centres. This is in line with the Government's key objectives for town centres, which is to promote their vitality and viability by planning for the growth and development of existing centres, focussing development within these centres and encouraging a wide range of services in a good environment, which is accessible to all. Such an approach creates a safer city having mixed use developments which incorporate a range of day and night time activities which can also develop a strong sense of community.
- 7.201 Wherever possible, growth should be accommodated by more efficient use of land and buildings within existing centres. Planning for an increase in office development and high-value sector jobs is essential in ensuring that the regeneration of the city centre and town centres is developed in a sustainable manner. Coupled with specific policies for industrial land development policies, promotion of specific types of employment and industrial sites to meet different commercial requirements will specifically aid in providing a clear and concise method for approaching the sequential test to site selection and to ensuring the right type of development at the right scale in the right location.

Implementation

- 7.202 This policy will be implemented
- Through close working with other agencies such as the Regeneration Zone and local community to deliver change and regeneration;
 - Through the development of Area Action Plans, masterplans, site allocation policies and policies in other Local Development Documents
 - Through the development control process

Monitoring

- 7.203 Details of how this policy will be monitored are set out on in section 8.

What do you think?

- 7.204 Office development can be a growth sector for the North Staffordshire economy. This policy will guide office development progressively to town centres, specified sites and where there is good public transport access. Only where these options fail to provide suitable accommodation will other locations be considered. Do you agree with this flexible approach to office development?

CP21 – Strategic and District Centres

Strategic and District Centres

- 7.205 The status of Stoke-on-Trent City Centre as the sub-regional, strategic centre and Newcastle-under-Lyme town centre as a complementary strategic centre, as set out in the Regional Spatial Strategy and Core Policy CP5, means that these will be the primary destinations for new retail, commercial and leisure development. However, it is not the aim of Core Strategy policy that this should lead to competition between the two. Rather, it should facilitate the distribution of such development in a manner that allows for the two centres to complement each other. The city centre is seen as the sub-regional hub in terms of retail and other associated uses, and an ideal location for businesses and brands of national renown. Newcastle will complement this by exploiting its 'market town' image, thus being more suitable for more specialist retail sectors. It currently possesses a healthy professional services sector, and this should be capitalised on in terms of its potential role in improving the local knowledge and skills base. The two centres will be strengthened by policies which limit the impact of out-of-centre development, provide a framework for improving the quality of the public realm and encourage opportunities for town centre living.
- 7.206 Retail and commercial development within the other settlements of the Urban Area will be much smaller scale and cater for a more localised clientele, generally not extending beyond the population base of each locality. Policies that reflect this are not intended to constrain the economic vitality of each centre, but instead to ensure that each one fulfils its required role in terms of the sub-regional hierarchy.

Linkages

- 7.207 Links to the following Strategic Aims: SA12

Policy CP21

All proposals for retail, office and leisure developments within the centres of Stoke-on-Trent City Centre and Newcastle Under Lyme town centre will be assessed in accordance with a sequential approach to site selection, having regard to the scale of development and the character and roles of centres as defined in Core Policy CP4. Appropriate development will be of a type and scale that fits into the respective centre and that complements its role and function. The appropriate scale of development for each centre will be defined within other appropriate Local Development Documents.

Such developments will:

- a) Not, either individually or cumulatively, harm the vitality or viability of the host centre or any other centre, within the anticipated catchments;**
- b) Be accessible for disabled people, pedestrians and cyclists, and as accessible as possible by bus users. Developments should not increase the need to travel by car and not adversely affect the safe and efficient use of the highway network.**
- c) Not have a detrimental effect on the amenity of neighbouring residential properties.**
- d) Not cause flooding or rise to pollution and will develop environmental enhancements.**
- e) Contribute positively to the design and quality of the public realm**

Reasoned Justification

- 7.208 Retailing is a highly competitive business with competition between individual business, different centres, and between centres and out-of-town retail outlets. The retail industry has seen, and will continue to see, dramatic changes arising from new formats, increased competition, customer mobility and technological development which can have both positive and negative impacts on urban centres.
- 7.209 Competitive urban centres are essential to the prosperity of North Staffordshire. In England, town and city centres have traditionally provided a focus for commercial and administrative activity and represent an invaluable opportunity to project a high quality image to a large number of visitors and potential investors. Consumers however have ever rising expectations, it is essential therefore that urban centres can meet, and indeed exceed these expectations if they are to retain their competitive position.
- 7.210 In accordance with the character, role and future need of each centre (as set out in Policy CP5) developments should be of an appropriate scale, nature and in the right location.
- 7.211 The North Staffordshire Integrated Economic Development Strategy considered the benefit of driving forward beneficial change under four strategic priorities:
- To strengthen the vitality and viability of the urban centres and increase the quality of what they offer;
 - To improve the accessibility of the urban centres to shoppers and other visitors;

- To enhance the image of the urban centres and address any lingering negative images that may be held among existing and potential users;
- To support and develop complementary service centre locations in the North Staffordshire Conurbation.

7.212 This approach is consistent with the objectives of PPS6 where all proposals for town centre uses should be assessed in accordance with a sequential approach to site selection which encourages development within town centres as a first preference. Policies need to be robust in ensuring that all town centres should be looked at prior to edge of centre and then out of centre locations but flexible enough to recognise that different town centres have differing roles and functions and that proposals for retail, office and leisure developments make better use of existing land and buildings and promote the development of specialist roles at an appropriate scale and function for that centre.

7.213 The sequential approach to site selection has been a central theme to national planning policy for a number of years and continues to be one of the Government's prime objectives. To locate development away from these urban centres or to steer proposals away from the established hierarchy of centres would be contrary to PPS6, would be inconsistent with the Regional Spatial Strategy and would not be compatible with a strategic approach to planning for economic prosperity and sustainable communities.

7.214 The preferred policy is consistent with the Regional Spatial Strategy and the Sub-Regional focus, supports the approach developed through North Staffordshire Integrated Economic Development Strategy in terms of strengthening the vitality and viability of the urban centres and is consistent with the key economic opportunities policy. This policy approach is consistent with PPS6 and will ensure proposals are brought forward or developed in line with sustainability objectives.

Implementation

7.215 The policy will be implemented:

- Through the development control process
- Through more detailed guidance on other allocations DPDs and Planning Contributions SPDs
- Through Annual Monitoring Report

Monitoring

7.216 Details of how this policy will be monitored are set out in section 8.

What do you think?

7.217 Do you agree with our approach to developing North Staffordshire's city centre and town centres?

CP22 – Edge and out - of - Centre Developments

Edge-of-Centre and Out-of-Centre Developments

7.218 Unless the location of retail development is properly managed it can undermine the prosperity of our centres. Though locations within a city or town centre are always preferable, retail development on the edge of a centre can also be of positive benefit if it is linked properly to the centre. Such a location would be preferred to development disconnected from the centre. PPS6 indicates how this sequential approach should be followed and gives guidance as to what should be regarded as "edge of centre". In broad terms such a definition is unlikely to apply to development more than 300 metres from the primary shopping area but the distance may need to be less when other factors affecting accessibility are taken into consideration to ensure proper linkage to the main centre. Where appropriate, more precise definitions will be set out in other LDF documents.

Linkages

7.219 Links to the following Strategic Aims: SA12

Policy CP22

If no suitable sites or buildings are available within a specific centre having considered scale and flexibility in formats, sequentially the hierarchy of centres as set out in core policy CP5 will next be considered. Only then, if there are no appropriate edge-of-centre, district centre or local centre sites available, should out-of-centre sites, in locations that are accessible by a choice of transport modes, be considered.

Measures required to determine the appropriateness of alternative sites include their suitability; availability and viability as alternative locations.

All developments outside town centres should demonstrate need for the proposal and should be within established built-up area boundaries. Such developments should:

- a) Not, either individually or cumulatively, impact upon or harm the vitality or viability of any strategic centre, other town centre or neighbourhood or local centre, within the anticipated catchments;**
- b) Demonstrate they have been flexible about their proposed business model in their consideration of alternative sites;**
- c) Be accessible for disabled people, pedestrians and cyclists and as accessible as possible by bus users;**
- d) Promote sustainability objectives by reducing travel distances for local residents; not increase the need to travel by car and not adversely affect the safe and efficient use of the highway network;**
- e) Not have a detrimental effect on the amenity of neighbouring residential properties;**
- f) Not cause flooding or rise to pollution and will develop environmental enhancements**
- g) Contribute positively to the design and quality of the public realm**

Reasoned Justification

- 7.220 In line with the previous policies a sequential approach to retail, office and leisure development in edge-of-centre and out-of-centre locations has to be in line with PPS6 and the Regional Spatial Strategy policies.
- 7.221 This policy applies to new developments outside all centres, as set out in CP5. The policy is intended to ensure that all town centre sites are looked at prior to edge of centre and then out of centre locations. The policy however is considered to be flexible enough to recognise that different town centres have differing roles and functions and that proposals for retail, office and leisure developments which make better use of existing land and buildings and promote the development of specialist roles must be of an appropriate scale and function for that centre.
- 7.222 In adopting a sequential approach the scale of the development is critical to ensuring the approach is carried out correctly. The sequential approach should recognise the hierarchy of centres, looking at these in turn but recognising that the scale and type of development has to be appropriate to the centre being considered. In approaching the scale of the development the flexibility of retail trading format is a key consideration which needs to be applied robustly and demonstrated for each proposal.
- 7.223 The preferred policy is consistent with PPS6 and with a strategic approach in supporting and strengthening the vitality and viability of the urban centres whilst providing for development proposals of an appropriate scale and type to be brought forward in the right locations to support the principles of sustainable development.

Implementation

- 7.224 The policy will be implemented
- Through the development control process
 - Through more detailed guidance in other allocations DPDs and Planning Contributions SPDs
 - Through Annual Monitoring Report

Monitoring

- 7.225 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.226 Do you agree with our approach to managing development with regard to edge and out-of-centre locations?

CP23 – Local Centres

Local Centres

- 7.227 A network of local centres is essential to provide easily accessible shopping to meet people's day-to-day needs and should be the focus for investment in more accessible local services, such as health centres and other small scale community facilities. Local shopping facilities provide a particularly important service for those who are less mobile, especially elderly and disabled people, families with small children and those without access to a car. They also reduce the need to travel to larger centres, and therefore can cut fuel consumption.
- 7.228 An assessment of local services and facilities was carried out as part of the North Staffordshire Retail and Leisure Study 2005. This study identified the primary centre uses and other facilities for each of the centres in the Newcastle-under-Lyme and Stoke-on-Trent areas. This matrix is attached at Appendix 9 along with an indication of the centres where deficiencies have been identified. In these areas measures for improvements in the range and type of facilities will be addressed further through relevant Area Action Plans and Masterplans.
- 7.229 The development of local centres can aid towards a number of themes within the Community Strategy such as creating a healthier and a safer city through provision of more shops and services within the local area creating a stronger sense of community.
- 7.230 The range and scale of uses which should be found within local centres will differ depending on the catchment area of the particular centre. Generally uses will be sought which compliment existing facilities and which provide a balance in service provision for the local community. The centres listed at Appendix 9 recognise existing core local centre areas as well as updating the list to include a number of newly created local centres such as Norton which forms part of a new residential development area.

Linkages

- 7.231 Links to the following Strategic Aims: SA7

Policy CP23

The range of retail, service, leisure and community facilities provided in a local centre will be determined by the size of its catchment area. The boundary of local centres and other significant centres will be identified in Proposals Map Development Plan Documents and Area Action Plans, where appropriate.

Changes of use or redevelopment proposals which would involve the loss of existing retail or related service facilities in villages and local centres in urban areas will not be permitted unless it can be demonstrated that there is no longer any need for such facilities in that location or that they can be provided in another appropriate and sustainable manner. Large developments that are not well related to an existing centre or which may otherwise threaten the vitality and viability of a centre will not be permitted.

Any new development should be accommodated within the centre boundary unless there is a demonstrated need for further services outside of the boundary. In such cases these would be closely related to the existing centre.

Local centres should provide a small format grocery store (up to 500 m2), a newsagent and ATM machine, community centre, and hairdressers as a minimum requirement with additional services determined on the characteristics and catchment population of individual centres.

Proposals improve the accessibility of an existing local centre will be supported.

Reasoned Justification

7.232 The range of retail, service, leisure and community facilities provided in a local centre should be considered on a site specific basis to ensure local facilities are provided at an appropriate scale taking into account the renewal process as it progresses over the next few years. To build in growth in local centres could create an imbalance in the network of centres, greater growth in local centres should be accommodated through other development plan documents and Renewal processes to ensure the capacity in retail growth is in accordance with the catchment population and is incorporated into a masterplan approach. The sort of uses and scale is set out within this policy to act as a guide and to give policy support to the development of such uses in order to aid in the provision of a valuable local centre.

Implementation

- 7.233 The policy will be implemented:
- Through the development control process
 - Through more detailed guidance in other allocations DPDs and Planning Contributions SPDs
 - Through Annual Monitoring Report

Monitoring

7.234 Details of how this policy will be monitored are set out in section 8.

What do you think?

7.235 Do you agree with our approach to managing development with regard to Local Centres is appropriate?

CP24 – Leisure, Culture and Tourism

Leisure, Culture and Tourism

- 7.236 North Staffordshire is fortunate in terms of possessing a strong cultural identity. Stoke-on-Trent for example is nationally recognised as the centre of the ceramics industry. Despite its decline in its role of providing the mainstay of the sub-regional economy, which is also true of other complementary industries and activities that once dominated North Staffordshire, its legacy lives on in terms of the distinctive environment that exists here today.
- 7.237 Tourism and culture are key concepts in terms of utilising North Staffordshire's unique heritage, as part of an overall approach to economic development. This heritage should be incorporated within new developments focusing on attracting visitors, in line with the Regional Spatial Strategy policy. In North Staffordshire, this specifically relates to the ceramics and pottery heritage, and physical assets such as the canal network, sites and buildings of historic interest and green and open space and natural attractions. Over the past few years the role that our theatres and night time economy have played in the dynamic cultural identity of North Staffordshire has also been significant and should be recognised as an important economic opportunity and social activity which can improve the vitality and viability of our centres.
- 7.238 Leisure, cultural and tourism developments (museums, art galleries, theatres, sporting and recreational facilities, snooker halls, nightclubs, cinemas, concert venues, casinos, bingo halls, swimming pools, conference centres, hotels, visitor and information centres, and other tourism related facilities) should also be considered in the light of policy CP6 which seeks to ensure an appropriate balance is maintained in the rural economy. Similarly in seeking to ensure that such developments do not adversely affect the vitality and viability of our centres policy CP4 which sets out the hierarchy, roles and character of our centres and policies CP21 and CP22 which seek to ensure developments are located in the most appropriate and sustainable location.

Linkages

- 7.239 Links to the following Strategic Aims: SA19.

Policy CP21

The development of leisure, cultural and tourism facilities and the enhancement of existing facilities will be encouraged in accessible locations and in accordance with a sequential approach on the following basis:

- a. Development of tourism facilities will be encouraged focussing on the area's built and natural assets to help distinct local identities, where it is possible to do so and in a manner which does not cause unacceptable harm to such assets that cannot be offset by other planning assets and where possible seek to re-use existing buildings;**
- b. Developments should be economically and environmentally sustainable and activities attracting large numbers of people are best located within the city centre and town centres unless the tourism initiative requires a countryside location or setting;**
- c. Development will ensure that it does not adversely affect the local transport infrastructure or residential amenity, or mitigate such effects where they are likely to arise;**

- d. Development of tourist facilities in the rural area will be limited to those that make use of the natural environment in a sustainable manner, and will not adversely affect the natural environment, designated features of the built environment, including their settings, biodiversity or visual amenity;**
- e. Leisure, cultural and tourism development which supports the existing rail network will also be encouraged**
- f. Contributions from relevant major and all significant applications will be sought towards the promotion of arts, culture and tourism throughout North Staffordshire**

Reasoned Justification

- 7.240 This policy complies with the Regional Spatial Strategy policy PA10 as well as ensuring that all new development is of a sustainable nature. It would allow for the growth and development of North Staffordshire's cultural sector whilst protecting existing assets. The sub-region's cultural heritage is unique in a West Midlands context; therefore incorporating this into any new developments will ensure that this sector is in a position to compete with others in other parts of the region, as well as to complement them.

Implementation

- 7.241 The policy will be implemented:
- Through close working with other agencies and the local community to deliver change and regeneration
 - Through Area Action Plans, site allocation policies and other DPDs
 - Through the development control process

Monitoring

- 7.242 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.243 We want to maximise the contribution that leisure, culture and tourism can play towards improving the quality of life in North Staffordshire. Do you think we have the right approach to the sustainable management of this topic?

CP25 – Historic Environment

Historic Environment

- 7.244 Buildings including those of heritage value add to the quality of our lives by enhancing the familiar and cherished local scene and sustaining the sense of local distinctiveness which is so important to the character and appearance of our city centre, towns, villages and countryside.
- 7.245 North Staffordshire contains many important historic buildings (there are 41 conservation areas and 570 listed buildings in North Staffordshire) ranging from prominent buildings like Newcastle's Guildhall to the historic centres of some of our towns like Burslem, the industrial, social and literary capital of the 'Potteries'. It is important that their uniqueness remains for future generations to enjoy.

Linkages

- 7.246 Links to the following Strategic Aims: SA18

CP25

All development should respect North Staffordshire's historic environment and consider its protection, conversion/regeneration and enhancement as appropriate including:

- a) Listed buildings;**
- b) Conservation Areas;**
- c) Sites of archaeological interest;**
- d) Parks, gardens and battlefields of special historic interest;**
- e) Buildings and structures of local architectural or historic interest identified on Stoke and Newcastle's local lists**

Conservation area appraisals will be undertaken as part of future plan making.

Reasoned Justification

- 7.247 North Staffordshire's historic environment is finite and non-renewable resource and requires careful management, and the first presumption is that this asset should be conserved and enhanced. Where direct preservation of the resource is not proposed, development will be judged against factors appropriate to the nature of that resource as set out in Government guidance. In all case where development is permitted, arrangements must be in place for the investigation e.g. a heritage characterisation study has been recently undertaken for the Inner Urban Core, recording and publication of the evidence, as well as recording information for the archive as required by the Museum's service.

Implementation

7.248 The policy will be implemented:

- Through close working with other agencies and the local community to deliver change and regeneration
- Through Area Action Plans, site allocation policies and other DPDs
- Through the development control process

Monitoring

7.249 Details of how this policy will be monitored are set out in section 8.

What do you think?

7.250 We are proud of our history and believe that heritage artifacts need to be treated sensitively. Do you agree?

CP26 – Natural Assets

Natural Assets

- 7.251 North Staffordshire is a Major Urban Area and with an important rural hinterland. It is shaped by its location within the Staffordshire countryside the associated climate and geology and the two rivers Lyme and Trent which traverse it. There are a variety of designated wildlife habitats in Stoke and Newcastle which the respective Council's are required to protect and enhance including an extensive network of greenways, parks and open spaces. The Staffordshire Biodiversity Action Plan contains important information about the requirements for and status of nature conservation and includes lists of nationally and locally protected habitats and species in both Stoke and Newcastle.
- 7.252 There are a wide range of benefits from a high quality natural environment including: economic value, improved physical and mental health and educational value. The natural environment is a key component of an area, contributing to its local character and can play a role in urban renewal.
- 7.253 Key issues for North Staffordshire include the need to identify and protect biodiversity at the local level with increasing pressure for development in the urban area. Climate change could alter species distribution and therefore the mix of species in North Staffordshire.

Linkages

- 7.254 Links to the following Strategic Aims: SA16, SA17, SA18

Policy CP26

The quality and sustainability of natural resources, assets and features which contribute to the diverse and attractive natural environment of North Staffordshire, including the varied landscape and habitats of the area, trees and woodlands, water resources and river corridors and other key habitats will be maintained and enhanced to complement wider economic and social regeneration objectives by:

- a) Protect and where possible, enhance water quality;**
- b) Conserving and where possible enhancing areas or items of intrinsic natural heritage, local wildlife habitats including designated sites, Staffordshire Biodiversity Action Plan habitats and species, landscape, tree cover and woodland value, geological features and other areas of similar acknowledged importance; and**
- c) Supporting proposals which improve the environment by reclaiming and improving derelict, contaminated, vacant or unsightly land.**

Loss of valued irreplaceable environmental assets will not be accepted. Development will provide a net gain to environmental assets and mitigate and compensate for loss of replaceable environmental asset.

Reasoned Justification

- 7.255 North Staffordshire's topography has dictated its urban form. We have a legacy of quality green spaces penetrating the conurbation, views out over the stunningly beautiful countryside and a richness of wildlife. A reflection of this is in the number of environmental designations across North Staffordshire. Not only are these assets cherished by the people of North Staffordshire, but provide for recreation, support biodiversity and benefit the attractiveness of the area as a location for economic development and tourism. Their protection and enhancement are considered essential.
- 7.256 North Staffordshire's environmental assets play a major role in shaping the character of our environment, stimulating leisure and tourism and supporting the overall quality of life. North Staffordshire's Greening for Growth Strategy for example, identifies a number of landscape character areas across the conurbation, and it is important that both the quality and distinctive characteristics of these areas are conserved and enhanced in a when new development occurs.

Implementation

- 7.257 Further DPDs will seek to deliver projects which reduce habitat fragmentation, maintain networks of habitats and link sites of biological importance by repairing the fragmentation and isolation of habitats in accordance with Government guidance. The LDF will identify strategic opportunities for habitat restoration.
- 7.258 The policy will be implemented:
- Through Area Action Plans and Site Specific Allocations DPDs which will include designations and protection and enhancement policies for wildlife habitats and landscape quality.
 - Through Development Control policy DPDs which will bring forward criteria-based policy and Supplementary Planning Documents for the natural environment as necessary. A Planning Contributions SPD will set out developer contributions for natural asset management.

Monitoring

- 7.259 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.260 Do you support our approach to conservation and enhancement of North Staffordshire's environment?

CP27 – Environmental Sustainability and Climate Change

Environmental Sustainability and Climate Change

- 7.261 Stoke on Trent City Council has signed the Nottingham Declaration on Climate Change and Newcastle Borough Council is in the process of doing so. The Declaration recognises that this issue is likely to be one of the key drivers of change over this century. Both Councils will therefore need to prepare a climate change policy in accordance with emerging Government guidance. At the most fundamental level of reducing energy from fossil sources, preferred options for the location and design of development must focus on creating opportunities to minimise the need to travel, distances covered, and dependency on the private car. There are close links with the various core strategy locational policies in this respect.
- 7.262 The built environment plays a key role in mitigating carbon usage and emissions. It is crucial that over the plan period that core strategy policies seek to reduce resource and energy use to ensure that developments are more sustainable. A positive approach should be adopted toward renewable energy in accordance with Government guidance.
- 7.263 We can safeguard existing flood plain areas so that development is not at risk from flooding, flood mitigation measures and the use of sustainable urban drainage systems in new development. Both Councils are producing a Strategic Flood Risk Assessment for the plan area.

Linkages

- 7.264 Links to the following Strategic Aims: SA5

CP27

The Council will ensure climate change is addressed by the following:

- a) Development proposals should be located and designed to minimise energy needs arising from users travel patterns; and in the construction and maintenance and running, through careful siting of buildings to minimise exposure, maximising opportunities for retention of existing buildings, and recycling building materials**
- b) New developments and conversions of existing buildings must be designed so as to meet the highest possible eco standards available at the time within the prevailing economic and technical context**
- c) All new developments comprising 10 or more dwelling units, or over 500 sq m gross floorspace in other uses, should incorporate on-site or nearby renewable energy equipment to provide at least 10% of the developments energy requirements, unless it can be demonstrated that such provision would not be technically or economically feasible.**
- d) Reducing risk from flooding**
- e) Sustainable urban drainage systems**

Reasoned Justification

- 7.265 This policy seeks to ensure that all new development makes a contribution to meeting national targets on energy conservation. There is a need, particularly in North Staffordshire, to raise expectations in this field. Currently, developers would be expected to reach at the very least the British Research Establishment BRE Eco Home 'good' standard. However, if the national drive to raise standards in this respect are successful a higher standard may be achievable in time to come. Developers will need very robust evidence to justify a lower standard than could be achieved elsewhere.
- 7.266 North Staffordshire already has some small scale electricity generation from combined heat and power at the Michelin. The PFI street lighting programme uses hydro and wind power electricity, and will reduce light pollution. The West Midlands Energy Strategy, 2005 sees limited potential for North Staffordshire for significant growth of renewable energy, but the RSS requires at least 10% of electricity to be produced from renewables by 2010 with an aspiration of 20% between 2010 and 2020.

Implementation

- 7.267 The policy will be implemented:
- Through close working with other agencies and the local community to deliver change and regeneration in North Staffordshire
 - Through Area Action Plans, site allocation and development control policies and other Local Development Documents
 - Through the development control process

Monitoring

- 7.268 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

- 7.269 Climate change is one of the most serious environmental problems we face. Do you agree with the various ways of reducing green house emissions identified above?

CP28 – Open Space, Sport and Recreation

Open Space, Sport and Recreation

Linkages

- 7.270 Links to the following Strategic Aims: SA17; SA18
- 7.271 The task of the Core Strategy is to set out a spatial framework which will facilitate positive improvements to the North Staffordshire's parks and open spaces to support the achievement of the North Staffordshire Vision to 2026. Both Stoke and Newcastle are producing Playing Pitch and Sport Facilities Strategies and a joint Greenspace Strategy to identify shortfalls in provision. These initiatives will be outlined in this section and their spatial planning requirements identified.
- 7.271 Open space, sport and recreation issues are an important component of people's overall health and well being including routine exercise and fitness for everyone. The Regional Spatial Strategy identifies high level policy to ensure these issues are adequately addressed in LDFs. North Staffordshire's exceptional wealth of open spaces provides a wide range of opportunities for outdoor recreation and leisure. North Staffordshire offers a range of managed indoor and outdoor sport and recreation facilities for active and competitive sports, including Fenton Manor Sports Complex (Stoke), Kidsgrove Sports Centre (Newcastle) etc.
- 7.172 North Staffordshire's 'Sport Strategy' sets out a vision to support participation in sport and recreational activity for everyone. Young people in particular are identified as a target group to focus resources on.
- 7.273 In order to implement the Active Sports Strategy (Stoke) for example, there has been a need for a more co-ordinated and strategic approach to managing the City's sports facilities, as well as review and investment in improving facilities provision. The Council's active sport strategy sets out to do this by proposing a number of actions and recommendations. This will include proposals to improve sports facilities in schools, to improve facilities at Stanley Head outdoor recreation centre, a feasibility study for an indoor tennis centre, a feasibility study to explore options for Northwood Stadium (Stoke). Newcastle have undertaken a feasibility study for a Sports Village incorporating replacement swimming provision and other outdoor/indoor sports facilities in a proposed recreation facility to be built on land between Knutton Lane and Lower Milehouse Lane as part of the drive to deliver effective, value for money sports and recreation facilities to meet the needs of disadvantaged residents from the Area of Major Intervention and provide a range of first class facilities, which will benefit the Borough as a whole. The study concluded that the Sports Village has a clear strategic need across a range of themes and has the potential to offer real innovation in the delivery of high quality local services and the agreement of key delivery partners is now being sought.
- 7.274 An audit of North Staffordshire's green space has been undertaken and the key issues that have emerged include: the importance of public parks and green spaces and the need to protect them, the lack of facilities for young people, particularly the lack of formal children's play areas and facilities for the 13-16 age group. The audit also highlights the need to improve the quality of open spaces and improve their biodiversity. Work is now in progress on producing a Green Space Strategy which will, in part, be incorporated into the Core Strategy.

- 7.275 Many of the central regeneration areas will be subject to structural changes and this presents an exciting opportunity to remodel existing and create new open spaces. Both Stoke and Newcastle Council's are looking to maximise external funding however there is only a limited amount of funding available for the development and maintenance of green spaces. Potential funding sources include developer contributions which in appropriate cases can be used for new facilities and to fund improvements to existing.
- 7.276 The key challenges facing North Staffordshire include: how to deliver sufficient high quality open space of the right type to meet the needs of current and future residents; how to protect open space; how to secure investment in the open space network; and how to integrate our green spaces across North Staffordshire. There is also the requirement to produce new local standards for open space provision based on the identified needs in North Staffordshire.
- 7.277 Areas around the urban settlements are important assets for wildlife and biodiversity, recreational space and as a link to the rural area and wider countryside of North Staffordshire. Around the Stoke and Newcastle urban areas, they help maintain a sense of urban separation, (reflect the SDF principles) breaking up the built-up area and provide the setting and gateways to main centres.

Policy CP28

The Councils will work with its partners and other agencies to secure the provision of good quality, well maintained leisure, recreation and open space facilities which meet the needs of local communities. In particular, provision will be sought which addresses identified deficiencies or will benefit deprived groups and communities.

A new hierarchy and categories for open space, sport and recreation should be defined in accordance with PPG17 Planning for Open Space. Local standards should be defined for provision, quality accessibility, and maintenance, to be met through regeneration schemes and development proposals.

Proposals which will result in the loss of an existing leisure or recreation facility or open space will not be supported unless satisfactory alternative provision is made or the facility is no longer needed. All open space which is no longer considered to be required for its existing use, or is proposed to be developed for other purposes, should first be considered for its ability to meet other needs arising from local or wider shortfalls, through a needs assessment in accordance with PPG17.

Developers will be expected to make an appropriate contribution towards necessary improvements or additional provision for recreation facilities and open space arising from their development proposals, in accordance with the local standards set out in the Local Development Framework.

Recreational routes for walkers and cyclists should be maintained and extended as part of a network linking parks and green spaces, and improving accessibility for everyone.

Reasoned Justification

- 7.278 Recreation is important for everyone regardless of age and ability. In order to promote healthier lifestyles people need good access to a range of sports and recreational facilities and to areas of open space. This policy seeks to protect the wide range of existing recreational and sports facilities in North Staffordshire and to encourage opportunities where deficiencies exist.

Implementation

- 7.279 The policy aims to protect existing provision and improve North Staffordshire's open space, sport and recreation provision by supporting existing sport strategy and emerging Greenspace strategy. It also seeks to ensure that new provision is forthcoming as regeneration takes place
- 7.280 The policy will be implemented:
- Through site specific allocations and Area Action Plan DPDs which will designate open space and recreational facilities;
 - Through Development Control Policy DPDs and a Planning Contributions SPD, which will bring forward criteria-based policy on open space categories and standards; how open space needs arising from proposals will be assessed and met; criteria for assessing development affecting open space; dealing with maintenance; and the role of developer contributions.
 - Through the development control process

Monitoring

- 7.281 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.282 This section of the Core Strategy sets out how parks and open spaces, sport and recreation need to change over the LDF period. Do you agree with the proposed approach?

CP29 – Green Network

Green Network

- 7.283 A green network for North Staffordshire provides an important amenity, recreational and wildlife resource. A framework of green corridors, green routes and open spaces that make up the green network already exists across the North Staffordshire area and it is intended that this network is promoted and developed further by both Councils. The green network provides for multi-functional uses and includes existing and proposed multi use cycle ways, footpaths, horse riding routes, canal towpaths, public rights of way, public access areas, wildlife sites, green space and greenway linkages such as river corridors and flood plains.
- 7.284 It operates at all spatial scales across North Staffordshire's area providing connectivity between urban centres linking housing, schools and employment areas into the broader open spaces network and to the countryside and rural area beyond.
- 7.285 In order to create an integrated network which ensures that places where people live and work are connected into the green network, development adjoining these areas should include measures for their protection and enhancement and where appropriate provide public access within and to the network.

Linkages

- 7.286 Links to the following Strategic Aims: SA17; SA18

Policy CP29

We will protect, enhance and seek to secure the development of North Staffordshire's green network as an important amenity, recreational and wildlife resource as follows:

- a) Extensions to structural green space and link up other areas of green space will be encouraged. This could involve allocating land to form part of structural green space and improving connections, improving signage, information and maintenance to link up areas of open space.**
- b) Co-ordinated action will be taken to improve their biodiversity, landscape and recreational value through appropriate forms of habitat creation and landscape management, and projects to promote quiet enjoyment of the countryside;**
- c) Development proposals that prejudice the function and character of the green network or access to it will not be permitted. Where proposals close to the network are acceptable, they may be required to provide enhancements to the network as part or all of their contribution to public open space**

Reasoned Justification

- 7.287 The identification of areas for large-scale greenspace enhancement is required by strategic guidance, while ensuring that development proposals are compatible with this objective (and contribute positively to its achievement) is necessary if the objective is to be achieved.

- 7.288 Improving the biological, visual and recreational value of greenspace brings obvious environmental and social gains, but can also benefit the local economy through increased visitor spending. It is something that should be addressed by all development proposals but some particular opportunities for significant enhancement have been identified in areas for major change.
- 7.289 These areas of 'strategic greenspace enhancement' reflect the target areas for the Urban Core Study and Greening for Growth Strategy for example together with similar opportunities that have been identified to date. They include:
- a) a series of well used and maintained landmark parks which offer real choice across the conurbation in recreational provision and attract residents to live nearby
 - b) a network of safe, attractive off road routes for pedestrians and cyclists along canals, rivers and disused railways linking green spaces with homes and places of work across North Staffordshire
 - c) a landscape to be proud of where major transport routes and new developments are framed by interesting, high quality landscapes and a wider fabric where woods, water and wildlife are part and parcel of urban life in North Staffordshire.
- 7.290 Focusing greenspace enhancement efforts on these areas will give maximum scope for consolidating and linking important areas of greenspace, and enable complementary access improvements to be pursued. Within the defined areas, it will be important to ensure that development proposals do not conflict with this vision, and - when development does occur - that the design, landscaping and any community benefits contribute to its realisation.

Implementation

- 7.291 The policy will be implemented:
- Through Development Control Policy DPDs
 - Through negotiation in the development control process
 - Through more detailed advice in Planning Contributions Supplementary Planning Documents
 - Through involvement in the community planning process to understand local needs
 - By working closely with other agencies to deliver change and regeneration

Monitoring

- 7.292 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.293 The mix of built and green environments in North Staffordshire is one of our distinctive characteristics. We want to capitalise and improve our green assets. Do you think we have got the balance right?

CP30 – Design and the Built Environment

Design and the Built Environment

- 7.294 The content and quality of the man made environment is critical to the form, function, character and perception of North Staffordshire. Better design is an essential component of successful regeneration. North Staffordshire needs a greater sense of identity particularly those areas of the urban core which have become fragmented. It is the quality of the built environment in particular that determines how North Staffordshire is regarded by its own communities, visitors and investors. Design is seen as a key element which reinforces our image of character and sense of place. Making our city and town centres feel good requires a co-ordinated approach to design issues including architecture, heritage conservation, landscape, open space and the public realm. Design also has a crucial role to play in helping to improve people's well being and quality of life, benefiting public health, increasing property values, and creating places that are safe. Access for all is a vital part of achieving social equality and will be required through design policy. The built environment can also contribute more to sustainable resource usage.
- 7.295 A design led approach to development is needed in North Staffordshire where development responds to its context and creates or reinforces local distinctiveness. Design led solutions consider the arrangement of buildings and the quality of the spaces between. A successful spatial strategy will secure better quality development, of the right type, in the right place and at the right time. It will ensure existing and new development work well together to create somewhere and not anywhere types of development which North Staffordshire wishes to aspire to. It will ensure that development is more sustainable, resource efficient and utilises renewable energy.

Linkages

- 7.296 Links to the following Strategic Aims: SA4

Policy CP30

All development will demonstrate a high quality of design in terms of its layout, resource efficiency, form and contribution to the character of the area by:

- a) responding appropriately to the particular characteristics of the site and its surroundings, through the size and arrangement of development plots, the position, orientation, scale and massing of buildings, and the use of sustainable building materials and architectural qualities and features and use of appropriate landscaping to enhance and screen the development as appropriate;**
- b) incorporating a clear network of routes that provide a good level of connectivity with the wider settlement and assist navigation through the development, where appropriate;**
- c) using building frontages to define streets, squares and green spaces and help distinguish between public and private areas;**
- d) incorporating sustainable methods and site management including energy efficiency measures, use of sustainable drainage schemes, water recycling technologies and waste management options;**

- e) ensuring that motor vehicles do not dominate the urban form, by using the arrangement of buildings to shape the spaces occupied by roads, and limiting the amount of on-street parking;**
- f) achieving an appropriate degree of enclosure to streets and spaces through the grouping, positioning and height of buildings and landscape features;**
- g) creating variety and interest within a unified design, by using a coherent palette of materials and design features, create and make use of landmarks and focal points, and enabling views into and out of the scheme;**
- h) incorporating and developing a network of open spaces, green corridors(through the opening up of culverted watercourses and improvements to open watercourses) and community facilities that provide opportunities for sport and recreation and biodiversity;**
- i) Conserving and respecting areas or features of intrinsic archaeological, historic and /or architectural or townscape value and any other features of similar acknowledged importance;**
- j) accommodating servicing and recycling requirements in ways which minimise visual intrusion;**
- k) making a positive contribution to the public realm;**
- l) improving accessibility and security;**
- m) promoting mixed use development opportunities, where appropriate and protecting amenity**
- n) conserving and respecting areas, features or items of intrinsic biodiversity and geological conservation interest.**

Reasoned Justification

- 7.297 A high standard of design is essential for the creation of attractive and successful places. The planning system has a key role to play in encouraging schemes that will make a positive contribution to the area, by promoting an understanding and application of key design considerations.
- 7.298 This policy sets out basic principles that need to be addressed if developments are to display character, complement their surroundings, and provide attractive and sustainable environments for users. As well as being of critical importance for all new projects, many of the criteria will also be relevant when considering alterations and extensions to existing buildings.

- 7.299 If the criteria are to be applied successfully, it is essential that design proposals emerge from an understanding of the site and its context, rather than relying on the unimaginative use of standard site layouts and building types. In order to show how the design has evolved and considered these points, it is important that all schemes are accompanied by a design statement. From August 2006 it is a requirement that design and access statements must¹ be submitted with all planning and listed building consent applications; although there are some exceptions, including those relating to householder development.
- 7.300 Design quality will be improved as a priority and in practical terms will be supported by the use of design strategies, codes and guidance, community participation and independent design advice through the North Staffordshire Urban Vision Design Panel. In addition to these practical measures, further design policy will be provided in generic development control policies and amplified in supplementary guidance.

Implementation

- 7.301 The policy will be implemented:
- Through the development control process
 - Through more detailed guidance in Development Control Policy DPDs and Generic Design Guidance SPD.

Monitoring

- 7.302 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.303 Delivering quality design in North Staffordshire is a key component of the Local Development Framework. Do you agree with the particular design priorities we have highlighted?

¹ Section 327A of the Town and Country Planning Act 1990

CP31 – Transport and Accessibility

Transport and accessibility

7.304 The ease and manner in which people, goods and services are moved about or made available in North Staffordshire is crucial to its economic prosperity; social well being and environmental condition. The transport strategy looks ahead to 2026 to support the North Staffordshire vision. It is aligned with the Local Transport Plan for North Staffordshire 2006/7 to 2010/11.

7.305 In support of the overall vision for the city the transport strategy vision is:

To create and maintain an integrated and sustainable transport system for North Staffordshire to facilitate regeneration and to create opportunities for people to live, play and travel in a safe and pleasant environment.

7.306 This reflects the need to support local people in achieving their needs, to access jobs, services, goods and leisure facilities. It also reflects the need for people to achieve a healthy lifestyle with good access to healthcare, affordable food and exercise. Improving air quality and reducing the number of road traffic accidents contributes to achieving safe and sustainable communities, and equal opportunities will be promoted by tackling social exclusion including an emphasis on the disabled, elderly and the low-waged. More widely, the reduction of congestion and improving the local environment will contribute to achieving a more attractive area where people will chose to live.

The Shared Priority for Transport

7.307 A new set of seven shared priorities for local government were agreed between the Local Government Association (LGA) and central government in July 2002. These priorities include the raising of standards across schools, transforming the local environment and meeting transport needs more effectively. They will be the focus of the work by central government and local councils in improving public services. The transport shared priorities are as follows:

- Tackling congestion.
- Delivering accessibility.
- Safer roads.
- Improving air quality.

7.308 The West Midlands Regional Spatial Strategy promotes sustainable travel and transport. Effective integration of spatial planning and transportation planning through the medium of the Local Development Framework (LDF) and the Local Transport Plan (LTP) will be critical to regenerating North Staffordshire. Preparation of both has been informed by the North Staffordshire Integrated Transport Study (NSITS) and other local studies.

7.309 The Core Strategy sets out a long term transportation strategy for the sub region which will be amplified and delivered through other LDF documents and particularly the North Staffordshire Local Transport Plan. The LTP provides the performance monitoring system for the transport strategy. It also deals with management of the transportation system.

7.310 The strategy includes significant investment in transport infrastructure including park and ride, highway improvements, public transport improvements and urban traffic control. These investments are linked directly to the LTP and are supportive of the regeneration programmes of RENEW North Staffordshire and North Staffordshire Regeneration Zone. Investment plans are reinforced by demand management measures to make the best

use of the existing networks and an ongoing programme of sustainable travel activities including the provision of cycling and walking facilities and the promotion of greener travel choices including Travel Plans.

- 7.311 A summary of the key elements of the strategy are set out below and are illustrated on the core spatial diagram (diagram 1) which shows its spatial relationship to areas of major housing intervention and general renewal areas, regional investment sites for employment purposes and the key town centres which will be the focus of local environmental improvements.

Linkages

- 7.312 Links to the following Strategic Aims: SA1; SA3; SA4; SA15

Policy CP31a

Development must help deliver transport systems which support the economy and a better quality living environment.

Reducing the need to travel, maximising the use of sustainable travel modes, and ensuring the safe and effective use of the highway network, in line with local transport plan objectives, will be achieved by:

- a) Locating development in areas that are accessible by sustainable travel modes (walking, cycling and public transport) or can be made accessible as an integral part of a development proposal;**
- b) Locating development where the highway network can satisfactorily accommodate additional traffic generated by new developments or can be satisfactorily accommodated as an integral part of a development proposal;**
- c) Achieving a balanced mix of land uses and patterns of development;**
- d) Supporting the retention and enhancement of neighbourhood service provision and co-location of services;**
- e) Encouraging the use of Information and Communication Technology (ICT) for the purposes of businesses and for other service provision;**
- f) Requiring Transport Assessments and Travel Plans for all developments that are likely to have significant transport implications;**
- g) Requiring (through developer funding) where necessary the provision of new / enhanced public transport services in order to make presently inaccessible sites accessible;**
- h) Requiring (through developer funding) where necessary the provision of facilities to encourage the use of sustainable travel modes e.g. bus shelters, cycle racks;**
- i) Ensuring that the layout and design of transport infrastructure in new developments (for all users including vehicular traffic, pedestrians, cyclists and public transport users) accords with the relevant best practice design guidance;**

- j) Ensuring that access to sites by sustainable travel modes is provided at an early stage of development;**
- k) Supporting key public transport schemes that are being promoted through the Local Development Framework and Transport Plan, such as park and ride, rail services/facilities, bus priority corridors and interchanges;**
- l) Safeguarding existing rail facilities, connections, potential alignments and infrastructure needs for both passenger and freight users, whilst having regard to established rail industry procedures for the declaration of surplus land and property;**
- m) Supporting local road improvements where the primary effect relates to environmental enhancement, public transport enhancement, major regeneration or road safety;**
- n) Providing information through a variety of media on public transport, walking and cycling routes**
- o) Supporting work with commercial operators to secure improvements to urban and rural bus services by establishing Statutory Quality Partnerships;**
- p) Encouraging the introduction of rural demand responsive transport;**
- q) Supporting the improved management of existing transport resources and facilities (including bus priority, cycle lanes, pedestrianisation schemes and traffic control systems) to minimise delays, accidents, pollution and to overcome problems where demand exceeds design capacity.**

Reasoned Justification

- 7.313 There are major accessibility and congestion problems in and around Stoke-on-Trent and Newcastle, which if not addressed will continue to have an ever worsening effect on our economy, environment and quality of life. There needs to be a shift to more sustainable forms of transport, including public transport and to a culture change that encourages more walking and cycling. There also needs to be improved management of the highway network.
- 7.314 In terms of locating new development we should plan to reduce the need for long journeys and concentrate growth in locations which are accessible by sustainable travel modes. A policy which seeks to reduce the need to travel by car and improve accessibility to quality services by modes other than the car is therefore preferable.
- 7.315 Such a policy will increase the opportunity to live in a place that is pleasant and safe to travel. It will also support the key principles of sustainable communities by reducing the consumption of energy and promoting economic diversification. However, achieving this culture change requires substantial investment in upgrading public transport systems, together with investment in cycling networks, green corridors, measures to improve air quality, as well as the commitment of schools and employers to develop travel plans and partnership initiatives to raise peoples' level of physical activity. Restricting the dominance of the car, particularly, in rural areas is not an easy option due to gaps in public transport provision, cost barriers and limited access to local services and amenities as well as safe pedestrian and cycle access. Also any transport policies need to take account of the need to encourage rural diversification.

- 7.316 This Core Policy is consistent with the objectives of the North Staffordshire and Staffordshire Local Transport Plans covering 2006/7 to 2010/11. Both this strategy and the LTPs share the Government's priorities of improving accessibility, tackling traffic congestion and air pollution, improving travel safety, enhancing the quality of life and effectively maintaining and managing the transport system. A further priority of the North Staffordshire LTP is supporting regeneration and the local economy which means that priorities for capital investment through the LTP process will be strongly influenced by the regeneration programmes of RENEW North Staffordshire and North Staffordshire Regeneration Zone.
- 7.317 It is essential that new development does not take place in inappropriate locations that cannot be made accessible by all modes of transport and where the traffic generated by the development puts unacceptable pressure on the existing highway system. Developers should hold early discussions with the planning and highway authorities to clarify whether their proposals are likely to be acceptable in transport terms and what necessary mitigation measures are required in line with LTP objectives and strategies.
- 7.318 A Scoping Study will determine which type of Transport Assessment will be required and will establish the need for a Travel Plan. This will depend upon the type and scale of the development and the likely impact on the surrounding highway network. Where appropriate, developer contributions will be secured for:
- any necessary highway improvements
 - any necessary improvements towards the provision of public transport, walking and cycling facilities
 - the preparation and implementation of a 'Travel Plan' to encourage the use of modes of transport other than the private motor vehicle
- 7.319 It is essential that both existing and newly generated traffic is managed in order to ensure the most effective use of the existing transport infrastructure. Traffic management measures, urban traffic control and information systems can help to manage traffic on the existing highway in congested town centres and environmentally sensitive areas such as residential areas, local centres and close to schools.
- 7.320 In order to successfully deliver the transport strategies identified in both LTPs, additional funding needs to be secured as appropriate through:
- Maximising the funding that we can receive from Government.
 - Proactive partnerships with other transport providers including the Highways Agency, bus operators and the rail industry.
 - Ensuring that developers fund any transport improvements required as a consequence of their developments as identified through a Transport Assessment

Sustainable Transport

- 7.321 The planning framework promotes development of a wide range of sustainable transportation measures to help reduce reliance on the private car and more closely integrate with the Local Transport Plan. These will include the following sustainable transport corridors:

Policy CP31b Bus Priority Corridors

It is proposed to further develop bus priority measures particularly along the following corridors:

- a) Longton – Fenton – City Centre;**
- b) Fenton – Stoke – Newcastle;**
- c) Stoke - Stoke Station – City Centre;**
- d) Newcastle – Wolstanton - Festival Park – City Centre**
- e) City Centre - Bucknall – Bentilee;**
- f) City Centre – Burslem – Tunstall;**
- g) City Centre – Smallthorne – Sneyd Green; and**
- h) City Centre – Etruria Valley – Burslem.**

Reasoned Justification

- 7.322 These corridors have been selected because they link key town centres; they are the principle bus routes which suffer from congestion and there is potential to further improve bus priority. The measures proposed will provide a significant upgrade of strategic sections of the public transport network in North Staffordshire linking key regeneration areas. The scheme is being badged as a Bus Transit Network and could potentially use high quality articulated vehicles. There will be prioritised approach to the City Centre and the potential to create 'through routes' between areas, such as from the City Centre to Etruria Valley. There would be both journey time and distance advantages over the private car thus establishing a realistic alternative for local people to travel to work and to the main shopping areas.
- 7.323 The creation of bus priority corridors within the existing road network that are free from through traffic was recommended by NSITS and also builds on the quality bus partnership already in place between the authorities and First plc. It is proposed that these corridors could be introduced along those routes which are currently carrying the highest numbers of bus services and passengers.
- 7.324 These routes are currently being investigated regarding their suitability for treatment as bus priority corridors. The implementation of the routes will be prioritised according to:
- their impact on the surrounding highway network,
 - where they serve proposed Park and Ride sites,
 - the magnitude of the benefits to bus passengers,
 - where capacity is released and benefits can be locked in from the completion of highway schemes, and
 - where they can complement and be integrated with development and regeneration proposals.
- 7.325 It is anticipated that the corridors receiving priority attention will be those between Longton and the City Centre, Fenton and Newcastle, Stoke and the City Centre and Newcastle and the City Centre. The other routes will be implemented in the longer term.
- 7.326 The existing QBP between the authorities and First covers a number of services on key corridors. The aim is to build on this to further encourage the provision of more modern,

accessible vehicles in North Staffordshire, plus other quality factors such as information and customer care, and to link the QBP to a Punctuality Improvement Partnership (PIP) that will identify the causes of delays to bus services and the remedies available. These are discussed in more detail in the LTP Bus Strategy. At a minimum, the service coverage should be improved such that the vast majority of residents within the conurbation have a satisfactory level of accessibility to key facilities, services and employment opportunities at most times of the day and on each day of the week. Furthermore, bus operators will be encouraged to continue to invest in their fleets in order to ensure that the comfort, quality and image of buses are maintained.

7.327 There has already been significant investment in bus priority measures including bus lanes on some corridors across the conurbation. In total there are 2.8 km of bus lanes and these have been located in strategic locations to maximise the benefit to bus operators. It is planned to extend existing bus lanes and provide new ones as appropriate. This would help to reduce bus journey times and increase the reliability of services.

7.328 At present only buses and cycles use bus lanes. However, there is a desire by other road users, notably taxis and private hire vehicles, lorries and motorcycles, to also use them. Similarly, the City and County Council are aware of experiments into high occupancy lanes (HOVs) which can lead to a more efficient use of road space. The authorities will be discussing with the DfT how best this can be taken forward and using an analysis tool from the DfT's Roads Information Framework to forecast the impact of this type of intervention. There will also be an investigation into the appropriate technology that would be required to enforce HOVs.

Policy CP31c Transport Infrastructure

It is proposed to develop the following proposals:

- a) Etruria Valley Park and Ride Area of Search**
- b) Sideway Park and Ride Area of Search**
- c) Bucknall Park and Ride Area of Search**
- d) Chatterley Valley Park and Ride Area of Search**
- e) City Centre Bus Station**
- f) Cycleway improvements**
- g) Canal enhancements**
- h) Etruria Valley Link**
- i) Stoke Inner Relief Road**
- j) Westport Road and Federation Road Junction Improvements**
- k) Burslem South East Access Road**
- l) Wolstanton Link Road**
- m) Hanley-Bentilee Link Road (under review)**
- n) City Centre Link Road (Potteries Way completion)**
- o) Tunstall South Western Access Link Road**

Strategic Park and Ride (a-d)

- 7.329 A comprehensive study has been carried out to investigate the feasibility of park and ride development within the conurbation.

Reasoned Justification

- 7.330 To reduce traffic congestion in the urban core 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.
- 7.331 The four areas identified above represent the best prospects of delivery of realistic and effective proposals to facilitate regeneration of the Etruria Valley and provide sustainable transport connections to the City Centre, Newcastle and Burslem. They will be subject to detailed site investigation. They will be sited on or near the trunk road network on the edge of the Urban Core area and will have bus services linking direct to the City Centre as well as to other key destinations. The main target users will be commuters, visitors, shoppers and other people travelling to the conurbation core.
- 7.332 NSITS noted that the vast majority of trips between the conurbation and its surrounding area are made by private vehicles. Such trips account for around 35% of all private vehicle movements within the conurbation and this is expected to increase to 36.5% by 2021. These trips obviously contribute to the current congestion problems within the conurbation which in turn adversely impacts on the delivery of essential goods and the performance of public transport. A park and ride system would, however, allow some of these car users to transfer to public transport based services at some point in their journey and result in an improvement in the efficiency of the road network.
- 7.333 It is proposed that the park and ride system will be built in phases with the first site implemented at Sideway and the second site at Etruria though this may be subject to change due to land ownership issues. An additional site in the Bucknall area is also proposed though this is subject to access issues being overcome. A longer term (beyond 2011) objective would be to create a park and ride site at Chatterley Valley. All of the park and ride services will serve the City Centre. However they will also provide a high quality bus network linking the major employment developments at Sideway, Trentham Lakes, Festival Park, Etruria Valley and Chatterley Valley as well as the key destinations of the City Centre, Newcastle town centre, Stoke rail station and the new combined hospital site.

City Centre Bus Station (e)

- 7.334 The existing 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.

Reasoned Justification

- 7.335 A new “state of the art” bus station to serve the City Centre is needed to 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. The comprehensive redevelopment of the southern gateway to

the City Centre at East / West Precinct provides the opportunity to deliver this facility within an improved City Centre.

- 7.336 Hanley bus station will be replaced by the implementation of the City Centre multi-modal transport interchange with any barriers to interchange in the City Centre also being addressed.

Cycling (f)

- 7.337 The National Cycle Network in the city is complete. Opportunities are being taken to improve local connections as part of the development of neighbouring areas.

Canals (g)

- 7.338 The canal system provides a sustainable transport corridor through the City with potential for further enhancement and integration with neighbouring development.

Highway Improvements

- 7.339 The following schemes have the benefit of planning permission:

1. Tunstall Northern By Pass – under construction
2. City Centre Link Road (Potteries Way completion)
3. Tunstall South Western Access Link Road.
4. Wolstanton Link Road – under construction

Highway Proposals

- 7.340 A limited number of additional strategic highway schemes are advanced to complement regeneration. They will be further developed through the relevant Area Action Plan.

Etruria Valley Link (h)

- 7.341 Providing an access link to Etruria Valley from the A500 and across the Trent and Mersey Canal

Reasoned Justification

- 7.342 To facilitate regeneration of the Etruria Valley and provide sustainable transport connections to the City Centre, Newcastle and Burslem.
- 7.343 This is a new link from the A500 into the heart of the Etruria Valley development area and includes a new bridge over the West Coast Main Line. This scheme could also potentially link with the Middleport area. This would help to improve access to the development site for the residents of Burslem and would also allow new through bus services in this area. A bus gate facility onto Festival Way could provide a fast bus “transit” route to the City Centre and could also act as the route for a park and ride site in the Wolstanton area. The Congestion Strategy (Chapter 7: Tackling Congestion) provides more details on the bus transit and park and ride schemes.

Stoke Inner Relief Road (i)

- 7.344 Provision of an Inner Relief Road around the south western edge of the Stoke Town Centre

Reasoned Justification

- 7.345 This scheme will build upon the improvements arising from the implementation of the A500 Pathfinder Project and remove unnecessary through traffic from the main shopping streets of Stoke Centre.
- 7.346 This is a long standing scheme to remove through traffic from the town centre. A transport study carried out in May 2005 concluded that the relief road was an ideal step forward to improve the town centre environment and to release capacity for other road users. However the cost of the scheme has hitherto prevented any progress from being made as it falls short of a major scheme yet is too expensive to be funded from the integrated transport block. An alternative and cheaper alignment is being investigated possibly funded by developer contributions.

Westport Road and Federation Road Junction Improvements (j)

- 7.347 To improve traffic circulation around the north western point of Burslem Town Centre.

Burslem South East Access Road (k)

- 7.348 To provide a new link road between Waterloo Road and Moorland Road.

Reasoned Justification

- 7.349 This link will remove unnecessary through traffic from the centre of Burslem and facilitate improved access to potential development land.
- 7.350 The regeneration studies of Burslem included several consultant transport studies and audits, all of which concluded that traffic needs to be taken out of the town centre to improve the environment and commercial attractiveness of the town and also improve access by non-car means. A small bypass to the south-east of the town centre is being considered as part of the Nile Street development package whilst other traffic could be taken on a north-west route via Westport Road. Both schemes are currently being worked up in conjunction with the Burslem Regeneration Company and are expected to be private sector funded.

Wolstanton Link Road (l)

- 7.351 This road provides a new link between the A527 and the A500 and will be funded by private developers. The scheme is approved and is currently under construction. The benefits are that it provides a link to Wolstanton from the A500 and provides improved access to nearby commercial development sites. This scheme has the potential to link with the Etruria Valley Link scheme to form a new east west link across North Staffordshire providing further access opportunities for job seekers and local businesses.

Hanley – Bentilee Link Road (m)

- 7.352 The construction of the road has been a long standing aspiration of the City Council. It was intended to relieve congestion particularly at Limekiln junction. The scheme does not have the benefit of planning permission. The prospect of constructing such a link, having regard to regional priorities in the period to 2021 is remote. Accordingly, a comprehensive review will be undertaken of the best alternative means to improve access to the City Centre from the west and south, improving existing highways and junctions where appropriate. The line of the Hanley – Bentilee Link Road will be protected pending this review.

Implementation

- 7.353 Many of the measures and interventions will take place during the next five years and will continue until 2026. Some projects require longer term planning and investigation.
- 7.354 Implementation of the strategy will rely on the progress made by the other regeneration agencies in delivering their development programmes. Their timetables are often quite different. For example, transport proposals need to be integrated with development proposals i.e. to ensure that transport infrastructure is aligned with economic and physical growth (new jobs and new houses).
- 7.355 The spatial strategy seeks to locate development areas within centrally located brownfield sites so that access to new jobs and services does not give rise to a growth in traffic.
- 7.356 The total cost of all of the identified schemes will be very significant and far beyond what is currently allocated to the local authorities through the LTP. There will therefore need to be additional funding secured through a diverse range of local, regional, national and European sources as well as the private sector.
- 7.357 This will be achieved through
- A more proactive partnership between the local authorities and Government, GOWM, Highways Agency, transport operators, rail industry and other transport agencies to successfully deliver the jointly held vision;
 - Working closely with the regeneration agencies of Renew North Staffordshire and the North Staffordshire Regeneration Zone;
 - Securing appropriate contributions to necessary infrastructure / services / initiatives as an integral part of development proposals.
- 7.358 Delivery will be through partnership working with the following:
- Community involvement through the LSPs.
 - Close working with Renew and AWM.
 - Close working with highway authorities.
 - Close working with bus and rail operators and Highways Agency.
 - Close working with surrounding local authorities.
 - Coordination with other corporate priorities.
 - Proactive partnership with GOWM to maximise funding opportunities.
 - Continued consultation with key stakeholders e.g. local employers, chambers of Commerce, health service, education private sector developers, Councillors.

Monitoring

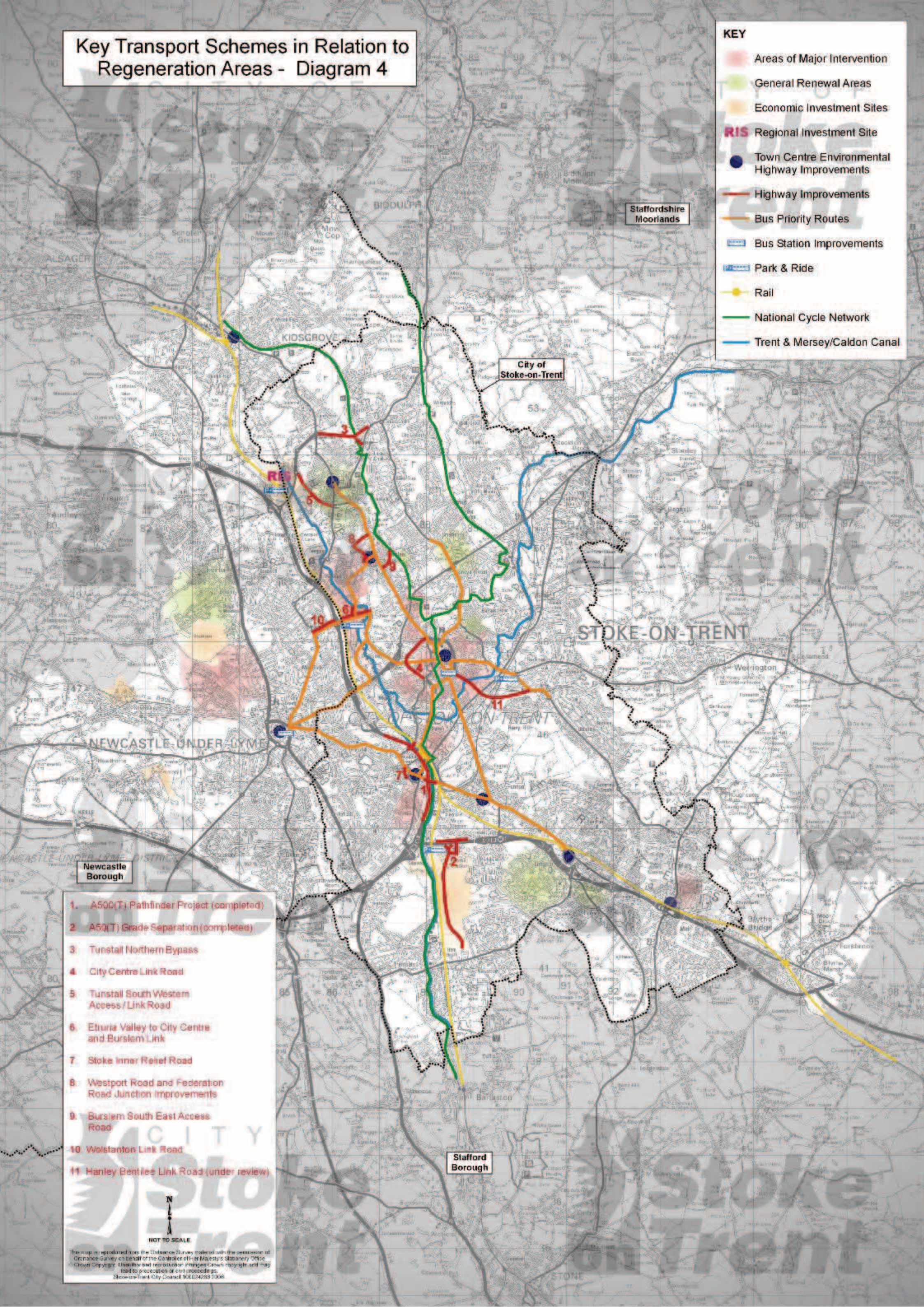
- 7.359 The outputs and outcomes of the transport strategy will be monitored by the Local Transport Plans for North Staffordshire (Appendix B, pages B1-54) and Staffordshire. A selection of key monitoring measures have been extracted and are shown below.

What do you think?

- 7.360 We cannot underestimate the importance of travel and transport management to securing the sustainable regeneration of North Staffordshire. Do you think we have got the balance right or do you have a better practical idea?

Key Transport Schemes in Relation to Regeneration Areas - Diagram 4

- KEY**
- Areas of Major Intervention
 - General Renewal Areas
 - Economic Investment Sites
 - RIS** Regional Investment Site
 - Town Centre Environmental Highway Improvements
 - Highway Improvements
 - Bus Priority Routes
 - Bus Station Improvements
 - Park & Ride
 - Rail
 - National Cycle Network
 - Trent & Mersey/Caldon Canal



1. A500(T) Pathfinder Project (completed)
2. A50(T) Grade Separation (completed)
3. Tunstall Northern Bypass
4. City Centre Link Road
5. Tunstall South Western Access / Link Road
6. Etruria Valley to City Centre and Burslem Link
7. Stoke Inner Relief Road
8. Westport Road and Federation Road Junction Improvements
9. Burslem South East Access Road
10. Wolstanton Link Road
11. Hanley Bentleys Link Road (under review)



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Stoke-on-Trent City Council 100024288 2006

CP32 – Mineral Resources

Mineral Resources (Stoke only)

- 7.361 The Minerals and Waste policies in this document cover only Stoke on Trent. The appropriate policies for Newcastle are covered by the Staffordshire Minerals and Waste Local Development Frameworks. More information on these documents is available from Staffordshire County Council or www.staffordshire.gov.uk
- 7.362 The growth of North Staffordshire was based on the working of coal, clay and iron ore. Today mineral working in the City is a pale shadow of historic production and mining operations constrained by proximity to people. The City has only limited reserves of workable primary minerals. There remains the opportunity to recycle material to produce secondary aggregates where this can be done in an environmentally acceptable and efficient manner.

Linkages

- 7.363 Links to the following Strategic Aims: SA23

Policy CP32

Within Stoke on Trent important mineral resources will be conserved and efficient mineral working and reuse and recycling of alternatives be encouraged. Proposals to work minerals will be considered having regard to national and regional policy, alternative supplies and capacity to absorb development without unacceptable adverse impacts upon people, transportation systems or the environment.

Reasoned Justification

- 7.364 National guidance does not require landbanks for energy minerals thus there is no need to bring forward specific proposals. The need for and supply of clays must be considered in wider context than the City alone and specification of a City landbank would not be appropriate. In accordance with national policy safeguarding valued mineral reserves would be a material consideration in relation to planning proposals.
- 7.365 Part of the protection of primary minerals will arise from the appropriate use of recycled minerals. The Regional Spatial Strategy at paragraph 8.70 indicates that there needs to be an increase in the amount of reclamation of recycled aggregates over the period to 2021, and an appropriate target to achieve this is set out below.

Implementation

- 7.366 The policy will be implemented:
- Through close working with other agencies and the local community to deliver change and regeneration
 - Through Mineral Site Allocations DPD
 - Through the development control process

Monitoring

- 7.367 Details of how this policy will be monitored are set out in section 8.

What do you think?

- 7.368 Mining is a shadow of its former self in North Staffordshire. Nevertheless, proven mineral reserves exist and the Core Strategy must set out our approach to future exploitation.

CP33 – Waste Management

Waste Management (Stoke only)

- 7.369 The Minerals and Waste policies in this document cover only Stoke on Trent. The appropriate policies for Newcastle are covered by the Staffordshire Minerals and Waste Local Development Frameworks. More information on these documents is available from Staffordshire County Council or www.staffordshire.gov.uk
- 7.370 In the UK almost all household and municipal waste has traditionally been disposed of by landfill. This is now recognised as the least desirable form of waste disposal in terms of the ‘waste hierarchy’– this is where Government gives first preference to waste reduction, re-use, recycling and composting, energy recovery and then as the last resort disposal. We currently generate waste without much thought as to how it should be managed. This is no longer sustainable. We must recognise waste as a resource and plan for its effective minimisation, recycling, and value recovery before considering final disposal.
- 7.371 The Government has introduced measures to encourage waste minimisation and recycling, and to discourage waste disposal via landfill sites. Therefore we need to think how we are going to manage North Staffordshire’s waste in the future. Both Stoke and Newcastle Councils already encourage recycling through the provision of household waste disposal centres, community recycling centres, the blue box scheme for paper recycling, and in some areas through brown bin scheme for organic waste. Further recycling measures are planned. It is the purpose of the Core Strategy to set an overarching framework for the management of waste in Stoke on Trent. This will need to reflect the Council’s Waste Management Strategy as well as that in the West Midlands Regional Spatial Strategy. Part of this role is to include the provision of waste management facilities in appropriate locations across the area.

Linkages

- 7.372 Links to the following Strategic Aims: SA24

Policy CP33

Within Stoke on Trent and in accordance with the principles of sustainable waste management:

- a) Proposals at or near the top of the ‘waste hierarchy’ will be favoured provided that the proposals represent an appropriate means of dealing with that waste, include sensitive working and restoration practices and do not cause any unacceptable direct or indirect adverse impacts;**
- b) New proposals will be located reasonably close to the source of waste production and facilitate the management of waste in one of the nearest appropriate installations;**
- c) An appropriate contribution towards the treatment and disposal of waste arising within the West Midlands or adjoining regions will continue to be provided, in accordance with the principle of ‘regional self-sufficiency’ and having regard to the need to manage waste close to source, provided that it would not cause any unacceptable direct or indirect adverse impacts upon people, transportation systems or the environment;**

d) Stoke on Trent will aim to continue to be self-sufficient in the management of waste arising in the Plan area and make an appropriate contribution towards regional targets;

The waste implications of all major development proposals and the measures to be taken to manage the waste generated will be identified and be consistent with the 'waste hierarchy' and the 'best practicable environmental option'.

Reasoned Justification

7.373 The approach to the management of waste is clearly set out in PPS10 and other Government documents enshrining the approach of reduce, re-use, recycle and safe disposal as a descending order of priorities for the management of waste. Targets for the management of various waste streams are set out in the Regional Spatial Strategy, but have been included with figures for Staffordshire and Stoke on Trent. It is not possible at this stage to meaningfully disaggregate these figures to give realistic targets for the provision of new waste facilities. However, further work along these lines is currently being undertaken as part of the partial review of the Regional Spatial Strategy. The forthcoming Waste Site Allocations DPD will follow the lead set by the Regional Spatial Strategy in the provision of appropriate sites to meet the contribution the City needs to make towards achieving sustainable waste management.

Implementation

7.374 This policy will be implemented:

- Through close working with other agencies and the local community to deliver change and regeneration
- Through the Waste Site Allocations DPD
- Through the Development Control process

Monitoring

7.375 Details of how this policy will be monitored are set out in section 8.

What do you think?

7.376 This policy sets out approach to the management of waste in North Staffordshire. Do you think it is sensible?

CP34 – Integrated approach to delivery

Integrated approach to delivery

- 7.377 The concentrated approach to regenerating relatively large areas of the urban area, often with 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.
- 7.378 This approach has operated by the designation of a first phase of Areas of Major Intervention, General Renewal Areas and Peripheral Estates etc. The area approach to housing renewal will in future involve the declaration of further phases of AMIs for large areas of housing, in conjunction with priority measures for other smaller areas.

Linkages

- 7.379 Links to the following Strategic Aims: SA7

Policy CP34

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:

- a) Developing integrated renewal strategies for the most deprived communities**
- b) Housing market improvements combined with improved local services (CP2);**
- c) Concentrated action within identified housing market renewal areas and the regeneration zone, including business support, skills training, access improvements, land assembly and environmental improvement (CP3);**
- d) Developing strategies for employment growth and the creation of new residential environments in areas of opportunity (CP15);**
- e) Identification of the complementary roles and identities of each of the centres within North Staffordshire's area as catalysts for regeneration (CP4)**

Reasoned Justification

- 7.380 Both Councils working with Local Strategic Partnerships, the North Staffordshire Regeneration Zone and RENEW North Staffordshire, will have a key role in integrating and co-ordinating land use and investment decisions with the development of major services and facilities

Implementation

7.381 The policy will be implemented:

- Through close working with other agencies and the local community to deliver change and regeneration in North Staffordshire
- Through Area Action Plans, site allocation and development control policies and other Local Development Documents
- Through the development control process

Monitoring

7.382 Details of how this policy will be monitored are set out in section 8.

What Do You Think?

7.383 We will not make a substantial change to the prospects of North Staffordshire if we continue in the piecemeal way in which the area has developed over many decades. Do you think that we have got our approach to comprehensive area based implementation right?. Please let us know.

8. Monitoring Framework

Monitoring Framework

- 8.1 Monitoring is about measuring progress on the journey towards our vision. Our preferred vision is that;
- “North Staffordshire will be a sub region of choice by 2026. It will be an area transformed into an attractive, safe, healthy and better place to live, work, visit and do business with”.***
- 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 policies alongside the impact of other strategies such as the community strategy etc. 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 Each Core Policy has indicator/s identified and 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.
- 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 and wherever possible existing 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 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 our LDF website (www.stoke.gov.uk/ldf). In-house data used to compile the AMR will be published at the same location. Where external data is used the source will be indicated.

Ref No	Indicator	Targets / Measures / Milestones	Core Policy Ref	Indicator Type	Frequency of collection	Source
	EMPLOYMENT					
1	Amount of completed employment development <ul style="list-style-type: none"> Floorspace completed Site area completed 	Monitor		core (1a) local	Annually	In-house surveys
2	Location of completed employment development: <ul style="list-style-type: none"> Proportion which is in regeneration areas Proportion which is on brownfield land Proportion which is in the inner urban core, outer urban area and rural areas 	Monitor Monitor Monitor	CP1, CP3, CP15, CP20 CP1, CP6, CP20 CP1, CP3, CP6, CP15, CP20	core (1b) core (1c) local	Annually	In-house surveys
3	Future employment development <ul style="list-style-type: none"> Area of land identified in DPD's for employment development Area of land with planning permission 	Stoke - 90ha, Newcastle - 45ha, Chatterley Valley 56ha	CP16, CP17, CP18 CP16, CP17, CP18	local core (1d)	Annually	In-house surveys
4	Progress in development of sites allocated in DPD's <ul style="list-style-type: none"> Progress on employment allocations in terms of planning status and physical development 	Monitor	CP3, CP16, CP17, CP18	local	Annually	In-house surveys
5	Windfall development <ul style="list-style-type: none"> Number / proportion of employment developments not on allocated sites in terms of planning status and physical development 	Monitor	CP3, CP6, CP16, CP17, CP18	local	Annually	In-house surveys
6	Losses of employment land to non-employment uses <ul style="list-style-type: none"> Proportion which is in regeneration areas Use of 'lost' land by Use Class 	Monitor Monitor	CP19 CP19	core (1e) core (1f)	Annually	In-house surveys
7	Economic Activity <ul style="list-style-type: none"> Number / proportion of population being economically inactive 	Monitor	CP15	contextual	Annually	Annual population survey (NOMIS profile)
8	Average earnings <ul style="list-style-type: none"> Average weekly earnings by place of residence 	Monitor	CP15	contextual	Annually	Annual survey of hours and earnings (NOMIS profile)
9	VAT registrations <ul style="list-style-type: none"> Number / Proportion of VAT registrations / deregistrations Total stock of VAT registered businesses, showing change over time 	Monitor Monitor	CP15 CP15	contextual contextual	Annually	VAT registrations / deregistrations by industry (NOMIS profile)

	HOUSING					
10	Housing trajectory <ul style="list-style-type: none"> Number of dwellings completed each year (gross) Number of dwellings lost each year (demolished or lost through conversion to other uses) 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 Strategy 	Monitor	CP9, CP10, CP11	core (2a)	Annually	In-house surveys
11	Location of completed dwellings (number) <ul style="list-style-type: none"> Proportion which are in regeneration areas Proportion which are on brownfield land Proportion which are in the inner urban core, outer urban area and rural areas 	Monitor Stoke – at least 85% Newcastle – at least 75%. IUC - 8,200, OUA - 6,800, NuL OUA - 6,250, Rural - 950 maximum	CP1, CP3, CP12 CP1, CP5, CP12 CP1, CP3, CP5, CP10, CP11, CP12	local core (2b) local	Annually	In-house surveys
12	Progress in development of sites allocated in DPD's <ul style="list-style-type: none"> Progress on housing allocations in terms of planning status and physical development 	Monitor	CP3, CP5, CP9, CP10, CP11	local	Annually	In-house surveys
13	Windfall development <ul style="list-style-type: none"> Number / proportion of housing developments not on allocated sites in terms of planning status and physical development 	Monitor	CP3, CP5, CP9, CP10, CP11	local	Annually	In-house surveys
14	Density of residential development <ul style="list-style-type: none"> Number / proportion built at less than 30, between 30 and 50 and more than 50 per hectare 	Monitor	CP1	core (2c)	Annually	In-house surveys
15	Dwelling Types <ul style="list-style-type: none"> Type and size of dwellings constructed 	Monitor	CP12	local	Annually	In-house surveys
16	Housing tenure <ul style="list-style-type: none"> Number / percentage of dwellings and their tenure 	Monitor	CP12	contextual	Annually	In-house surveys
17	Affordable housing trajectory <ul style="list-style-type: none"> 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 Strategy 	25% provision on 90% of developments with 15 or more dwellings	CP13	core (2d)	Annually	In-house surveys

18	Analysis of affordable dwellings provided: <ul style="list-style-type: none"> By dwelling type (low cost market, shared equity, RSL) and by funding source (commuted sums, s106 allocation, housing corporation) 	Monitor	CP13	local	Annually	In-house surveys
19	House Prices <ul style="list-style-type: none"> Average sale price for all house types Number of sales Average sale price for individual house types	Monitor Monitor		contextual contextual contextual	Annually in March (available monthly / quarterly)	Land Registry
20	Gypsy & Traveller sites <ul style="list-style-type: none"> Number of pitches provided 	100% of identified need (to be determined)	CP14	local	Annually	In-house surveys
LEISURE, OFFICE & RETAIL						
21	Amount of leisure, office and retail floorspace completed (m ²) <ul style="list-style-type: none"> Amount of leisure, office and retail floorspace completed (m²) 	Monitor against targets for each identified centre	CP4, CP20, CP21, CP22, CP24	core (4a)	Annually	In-house surveys
22	Location of completed leisure, office and retail floorspace; <ul style="list-style-type: none"> Proportion which is on brownfield land Proportion which is 'in town' Proportion which is in the inner urban core, outer urban area and rural areas 	Monitor Monitor Monitor	CP1 CP1, CP3, CP4, CP15, CP20, CP21, CP22, CP24 CP1, CP3, CP15, CP21, CP22, CP24	local core (4b) local	Annually	In-house surveys
23	Future leisure, office and retail development <ul style="list-style-type: none"> Area of land with planning permission 	Monitor	CP4, CP20, CP21, CP22, CP24,	local	Annually	In-house surveys
ACCESSIBILITY						
24	Location of completed dwellings relative to key local facilities <ul style="list-style-type: none"> 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 – 95% Newcastle – ?	CP1, CP31	core (3b)	Annually	In-house surveys
25	Accessibility of completed major developments <ul style="list-style-type: none"> Proportion of population living within 30 minutes travel time by sustainable transport of completed major developments 	Monitor	CP1, CP16, CP20, CP21, CP22, CP24, CP31	local	Annually	In-house surveys
26	Loss of local facilities <ul style="list-style-type: none"> Number of facilities in villages and local centres lost to other uses 	No Target – Exceptional circumstances only	CP23	local	Annually	In-house surveys

	RURAL DEVELOPMENT					
27	Amount of development (any use) permitted in the greenbelt • Number of planning applications approved and type of development approved	No Target – Exceptional circumstances only	CP3, CP5, CP6, CP8	local	Annually	In-house surveys
28	Development in the open countryside (any use) • Number of planning applications approved and type of development approved	No Target – Exceptional circumstances only	CP5, CP6, CP7	local	Annually	In-house surveys
	ENVIRONMENT					
29	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 target to increase 0% Monitor	CP28, CP29 CP28 CP28, CP29 CP28	local core (4c) local local	To be determined	in house surveys
30	Flood Risk • Number of planning permissions granted contrary to the advice of the Environment Agency on either flood defence grounds or water quality.	Target 0%	CP26	core (7)	Annually	In house surveys
31	Biodiversity • Change in areas and populations of biodiversity importance, including: i - change in priority habitats and species (by type); and ii - change in areas designated for their intrinsic environmental value including sites of international, national, regional, sub-regional or local significance.	0% decline	CP26	core (8)	To be determined	In house surveys
32	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%)	Target to increase	CP27 CP27 CP27	local core (9) local	Annually	in house surveys
33	Amount of brownfield land • Amount of vacant brownfield land	Decline in total amount	CP3	local	Annually	NLUD returns
34	Aggregates • Production of primary won aggregates • Production of secondary / recycled aggregates	Monitor Monitor	CP32 CP32	core (5a) core (5b)	Annually	West Midlands Regional Assembly

35	Waste management <ul style="list-style-type: none"> Capacity of new waste management facility by type Amount and management of municipal waste 	Monitor Targets in line with national requirements	CP33 CP33	core (6a) core (6b)	Annually	in house surveys
36	Listed buildings and conservation areas <ul style="list-style-type: none"> Number and category of buildings listed Buildings at risk Number of locally important buildings Number of conservation areas Number of ancient monuments 	No losses or reduced classification Reduction in numbers / severity of risk Monitor Monitor Monitor	CP25 CP25 CP25 CP25 CP25	local local local local local	Annually	in house surveys
37	Character Appraisals <ul style="list-style-type: none"> Number of character appraisals undertaken 	Monitor	CP25	local	Annually	In-house surveys
	TRANSPORT					
38	Parking standards <ul style="list-style-type: none"> Completed non-residential development complying with national / LDF parking standards 	Monitor		core (3a)	Annually	in house surveys
39	Walking data <ul style="list-style-type: none"> condition / usability of path network 	BV indicator	CP28	BV indicator	Annually	in house surveys
40	Bus Passenger data <ul style="list-style-type: none"> Passenger journeys on buses Bus modal share of peak hour journeys to urban centres 	BV indicator – maintain baseline until 2008/09 then to increase by 2% in the two years to 2010/11 Target to increase the proportion of am peak journeys into the city centre by bus to 35% by 2010/11	CP31 CP31	BV indicator LTP indicator	Annually	in house surveys
41	Travel Plans <ul style="list-style-type: none"> Proportion of the workforce covered by travel plans 	Target to achieve 30% of workforce covered by travel plans by 2010/11 and to 50% by 2020/21	CP31	LTP indicator	Annually	in house surveys
42	Traffic <ul style="list-style-type: none"> Traffic levels across north Staffordshire 	Target to constrain traffic growth to a maximum of 10% between 1999 and 2011 compared with the 1997 low growth NRTF projected increase of 15% over the same period (excluding trunk roads)	CP31	LTP indicator	Annually	in house surveys

	MISCELLANAEIOUS					
43	Regeneration funding <ul style="list-style-type: none"> Amount of regeneration funding awarded per year 	Monitor	CP3	contextual	Annually	In-house surveys
44	Planning agreements or obligations <ul style="list-style-type: none"> Number of Section 106 agreements secured Value of Section 106 agreements secured 	Monitor Monitor	CP2 CP2	local local	Annually	In-house surveys
45	Deprivation <ul style="list-style-type: none"> 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	2004, next issue ?	ONS Index of deprivation 2004
46+	Health, Education and Population – Suitable Measures to be investigated	Monitor		contextual	To be determined	To be determined

9. Next Steps

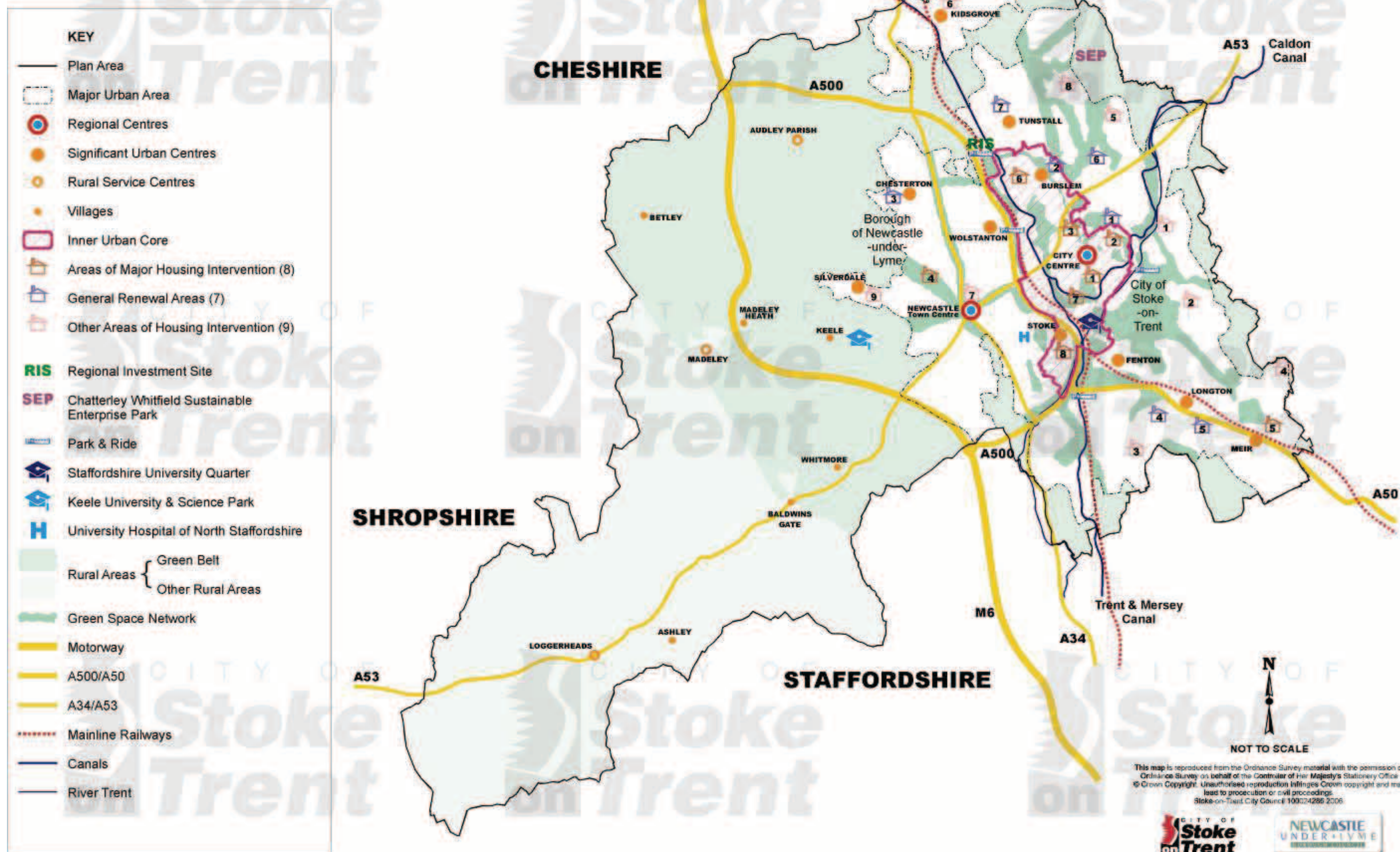
Next Steps

- 9.1 For administrative convenience comments should be sent by email to: ldf@stoke.gov.uk or in writing to:

**Planning Policy
PO Box 630
Regeneration and Heritage
Office of the Council Manager
Civic Centre, Glebe Street
Stoke on Trent
ST4 1RF**

- 9.2 Please note all responses will be made publicly available.
- 9.3 Following the close of the consultation period, any comments we receive will be taken into account and will be reported to both Councils prior to commitment to submission of a final Core Strategy in March 2008.
- 9.4 There will be a further six-week opportunity to comment on the Core Strategy document at that time after which there will be an Examination in Public scheduled for October 2008 to consider any unresolved objections, with final adoption by both Councils of the Planning Inspectors binding report in May 2009.

North Staffordshire Core Spatial Strategy - Diagram 1



For further information on this document or on the preparation of the City of Stoke on Trent Local Development Framework, please contact a member of the Development Plan Team
At:

Planning Policy Team,
Office of the Council Manager,
Regeneration and Heritage,
PO Box 630,
Civic Centre,
Glebe Street,
Stoke on Trent
ST4 1RF

or by email:
stoke.ldf@stoke.gov.uk
or by telephone on:
01782 232302

or

Regeneration Services,
Newcastle-Under-Lyme Borough Council,
Civic Offices,
Merrial Street,
Newcastle,
Staffordshire
ST15 2AG

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planningpolicy@newcastle-staffs.gov.uk
or by telephone on:
01782 742452

Any part of the **Local Development Framework** can be reproduced on request in large print, on CD or as spoken word on tape.

If you have difficulty reading this document or require further information, please call 01782 232302

ਜੇ ਕਰ ਤੁਸੀਂ ਇਹ ਕਿਤਾਬਚਾ ਨਹੀਂ ਪੜ੍ਹ ਸਕਦੇ ਤਾਂ ਸਾਨੂੰ ਦੱਸੋ
ਅਸੀਂ ਤੁਹਾਡੀ ਮੱਦਦ ਕਰਾਂਗੇ । 01782 232302

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

اگر آپ کو 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