

## **NORTH STAFFORDSHIRE CORE SPATIAL STRATEGY PREFERRED OPTIONS CORE POLICY OPTIONS APPRAISAL**

This appendix sets out the results of the appraisal of different policy options considered in preparation of the Core Policies. The appraisal was undertaken using the following key:

<b>✓✓</b>	Major positive effect
<b>✓</b>	Positive effect
<b>0</b>	No effect
<b>x</b>	Negative effect
<b>xx</b>	Major negative effect
<b>?</b>	Effect unknown/ uncertain

The table sets out a summary of the likely effect of progressing each option on each of the sustainability objectives, together with a score assigned from the above.

**CP2: Infrastructure Provision**

- Option A Developer pays for all infrastructure requirements;  
 Option B Public authorities pay for all necessary infrastructure;  
 Option C Development is permitted without adequate infrastructure provision

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Planning contributions will help fund affordable homes for example	✓	✓	<b>x</b>
2. To increase life expectancy and improve the health of the population overall	Very large developments may require the need for planning contributions towards additional healthcare facilities	✓	✓	<b>x</b>
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Supporting infrastructure for economic development	✓	✓	<b>x</b>
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Supporting infrastructure for economic development	✓	✓	<b>x</b>
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Supporting infrastructure for economic development	✓	✓	<b>x</b>
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Developer contributions are sought in order to ensure that the impact of any development is minimised in terms of the pressure it would create on services and infrastructure.	✓	✓	<b>x</b>
7. Reduce crime and the fear of crime	Planning contributions may be provided for community safety schemes	✓	✓	<b>x</b>
8. To reduce the need to travel while increasing accessibility for all	Planning contributions will enhance public transport services or other modes	✓	✓	<b>x</b>
9. To encourage the use of public transport, cycling and walking	Planning contributions may help to improve frequency of bus services or improve facilities for cycling for example	✓	✓	<b>x</b>
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Effects uncertain and would depend on site specific issues	<b>?</b>	<b>?</b>	<b>?</b>

11. To improve air quality, creating cleaner and healthier air.	Infrastructure safeguards to minimise potential impacts on air quality	✓	✓	<b>x</b>
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Conservation of species and habitats may well form part of planning agreement where appropriate	✓	✓	<b>x</b>
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Conservation of habitats may well form part of planning agreement where appropriate	✓	✓	<b>x</b>
14. Increase the amount of accessible natural green space	Enhancement of designated areas may well form part of planning agreement where appropriate	✓	✓	<b>x</b>
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Enhancement of SSSIs may well form part of planning agreement where appropriate	✓	✓	<b>x</b>
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Effects uncertain and would depend on site specific issues	?	?	?
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Investment in flood protection and SUDS	✓	✓	<b>x</b>
18. To increase the efficient use of water resources	Effects uncertain and would depend on site specific issues	?	?	?
19. To improve water quality and meet the requirements of the Water Framework Directive.	Effects uncertain and would depend on site specific issues	?	?	?
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Potential impact on landscape/ townscape of new development	<b>x</b>	<b>x</b>	<b>x</b>
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Planning contributions may be provided towards improved highway and public transport infrastructure	✓	✓	<b>x</b>

**CP3: Treatment of Previously Developed Land and Property**

Option A Do nothing and allow sites to deteriorate and adversely impact on amenity, image etc;

Option B Ensure property owners are held accountable for condition of land and/ or premises in their portfolio.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Regeneration of brownfield land contributes to housing market renewal	<b>x</b>	✓	
2. To increase life expectancy and improve the health of the population overall	Treatment of derelict land/ contaminated land in particular can have a beneficial effect on human health.	<b>x</b>	✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Treatment of previously developed land will help to foster a positive image for future investors	<b>x</b>	✓✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Treatment of previously developed land likely to have a positive economic impact	<b>x</b>	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Treatment of previously developed land likely to have a positive economic impact	<b>x</b>	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Encouraging regeneration for mixed use purposes will help maximise benefits to community	<b>x</b>	✓	
7. Reduce crime and the fear of crime	Treatment of derelict land buildings will help to reduce fear of crime in an area	<b>x</b>	✓	
8. To reduce the need to travel while increasing accessibility for all	Treatment and eventual development of sites could lead to increased traffic. Alternative transport can be incorporated into development	<b>?</b>	<b>x</b>	
9. To encourage the use of public transport, cycling and walking	Development of treated sites could incorporate measures to improve public transport and other alternatives	<b>x</b>	✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect.	<b>0</b>	<b>0</b>	

11. To improve air quality, creating cleaner and healthier air.	There may be some benefits where some older industrial sites are replaced by cleaner alternative forms of development	<b>x</b>	✓	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Steering development towards centres and the inner urban core should alleviate the pressure for development in more sensitive parts	<b>x</b>	✓	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Steering development towards centres and the inner urban core should alleviate the pressure for development in more sensitive parts	<b>x</b>	✓	
14. Increase the amount of accessible natural green space	Potential for improved access to green space as a result of treatment of land	<b>x</b>	✓	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Steering development towards centres and the inner urban core should alleviate the pressure for development in more sensitive parts	<b>x</b>	✓	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Regeneration will directly reduce the amount of derelict and vacant land	<b>x</b>	✓✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effect.	<b>0</b>	<b>0</b>	
18. To increase the efficient use of water resources	No obvious effect.	<b>0</b>	<b>0</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive	Treatment of old contaminated industrial sites could have a positive impact on water quality	<b>x</b>	✓	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Conservation of listed buildings at risk would be supported	<b>x</b>	✓	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Development of treated sites could incorporate measures to improve highway network and public transport infrastructure	<b>X</b>	✓	

**CP4: Regeneration of the Urban Area**

Option A Piecemeal developments across the Conurbation responding to development pressure on a site by site basis;

Option B Focused investment patterns based on the principle of regeneration in areas of greatest need

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Regeneration efforts in areas which suffer from the highest levels of socio-economic deprivation will be targeted. Piecemeal development will be detrimental effect by diverting investment away from where its really needed.	<b>XX</b>	✓✓	
2. To increase life expectancy and improve the health of the population overall	Regeneration of the urban area will lead to an overall improvement in quality of life in terms of better housing, improved accessibility and therefore greater opportunities for healthy living.	<b>X</b>	✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Regeneration of the centres as the main focus of commercial and community life will have the greatest economic benefits in terms of placing people closer to jobs. Focused economic growth limits spread of any potential impacts.	<b>X</b>	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Encourages growth in urban areas where services and facilities are most accessible.	<b>X</b>	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Developing where there is proximity to services is likely to ensure that the viability of centres is retained.	<b>XX</b>	✓✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Assist in providing essential community services close to where people live, minimising the need for the private car.	<b>X</b>	✓	
7. Reduce crime and the fear of crime	Investment focused on areas of greatest need may help to combat crime spots. Further to this improved social inclusion and access to jobs may also have a positive impact on the objective.	<b>X</b>	✓	
8. To reduce the need to travel while increasing accessibility for all	Focusing investment in those areas which are accessible provides the best opportunity to reduce the need to travel. Dispersal of development is more likely to increase emissions.	<b>XX</b>	✓✓	
9. To encourage the use of public transport, cycling and walking	If accessibility is improved then it is likely that this will also contribute positively to these aspects.	<b>X</b>	✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Increasing use of the car likely to be caused by dispersal of development and therefore is less efficient.	<b>XX</b>	✓✓	

11. To improve air quality, creating cleaner and healthier air.	There are clear relationships between growth in traffic and air quality which can be used as a proxy for air quality. Option B offers the best opportunity for reducing congestion.	x	✓	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Steering development to previously developed land within the urban area where in a comprehensive manner and in a timely manner and with the emphasis on area based regeneration is generally more sustainable. Care will need to be taken on a site by site basis to protect our natural heritage.	✓	✓	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Steering development to previously developed land within the urban area where in a comprehensive manner and in a timely manner and with the emphasis on area based regeneration is generally more sustainable. Care will need to be taken on a site by site basis to protect our natural heritage.	✓	✓	
14. Increase the amount of accessible natural green space	Accessibility will be improved in targeted areas.	✓	✓	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Steering development to previously developed land within the urban area where in a comprehensive manner and in a timely manner and with the emphasis on area based regeneration is generally more sustainable. Care will need to be taken on a site by site basis to protect our natural heritage.	✓	✓	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	The regeneration of the urban area will directly reduce the amount of vacant and derelict land within North Staffordshire.	✓	✓✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effect.	0	0	
18. To increase the efficient use of water resources	No obvious effect.	0	0	
19. To improve water quality and meet the requirements of the Water Framework Directive.	There could be benefits especially where older industrial uses are replaced by cleaner 'knowledge' sectors.	?	?	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Uncertain effects. Greater emphasis on the inner urban area for example will mean the historic core will be put under pressure. Clearly a balance needs to be struck between accommodating development and conservation of the historic environment.	?	?	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Uncertain effects. Additional growth in the centres may lead to additional congestion unless this is managed properly in highway terms and necessary improvements made where required. Additional opportunities for non-car modes of travel should mitigate potential increase in congestion to some extent.	?	?	

**CP5: Vitality and Viability of Centres**

Option A Continue with the established hierarchy of centres as amended by the Regional Spatial Strategy;

Option B Reclassify or relocate existing centres

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	No obvious effect.	<b>0</b>	<b>0</b>	
2. To increase life expectancy and improve the health of the population overall	Potential links between location and ability to access retail centres on foot, cycle or public transport	<b>?</b>	<b>?</b>	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Focus of major investment in centres to maintain critical mass is clearly supportive of the local economy and job market	<b>x</b>	✓✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Retail development focused on more sustainable sites and to sustain facilities in scope and range appropriate to the size of community and population catchment	<b>x</b>	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	The vitality and viability of centres will be sustained and enhanced. Option B would undermine the harmonious balance between centres	✓	<b>x</b>	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Maintaining existing retail centres is likely to maintain their vitality and vibrancy and will help support vibrant communities where retail centres are located within settlements	<b>x</b>	✓	
7. Reduce crime and the fear of crime	No obvious effect.	<b>0</b>	<b>0</b>	
8. To reduce the need to travel while increasing accessibility for all	Option A implies centrality, accessibility and therefore the potential to reduce use of the car for shopping trips especially.	✓	<b>x</b>	
9. To encourage the use of public transport, cycling and walking	As above	<b>x</b>	✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect.	<b>0</b>	<b>0</b>	



11. To improve air quality, creating cleaner and healthier air.	Can contribute especially if co-location of retail and other uses results if more multi purpose trips. Accessibility focussed on centres has the potential to reduce car use for shopping trips (but delivering this depends on other policy outcomes)	✓	✓	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	No obvious effect.	0	0	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	No obvious effect.	0	0	
14. Increase the amount of accessible natural green space	No obvious effect.	0	0	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	No obvious effect.	0	0	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Depends on brownfield status of individual sites but it is assumed to be more likely in town centres	?	?	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effect.	0	0	
18. To increase the efficient use of water resources	No obvious effect.	0	0	
19. To improve water quality and meet the requirements of the Water Framework Directive.	No obvious effect.	0	0	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	No obvious effect.	0	0	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Centrality implies provision of a sustainable transport network.	✓	x	

**CP6: Rural Housing**

- Option A Set maximum number of houses for the rural area;  
 Option B Permit housing only in Loggerheads, Madeley, Baldwins Gate and the settlements of Audley;  
 Option C Permit housing on the basis of demonstrable local need.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Allowance is made in all options for affordable housing subject to local needs being shown	✓	✓	✓
2. To increase life expectancy and improve the health of the population overall	Permission of development that provide services according to need. Impact would be dependant on the services that are required.	?	?	?
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Rural housing development would help to place people in areas with access to services and public transport, making it easier to reach job opportunities	✓	✓	✗
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Maximum housing numbers may be insufficient to make retail and commerce viable. Housing based on local need will attract services in line with such need. Housing only in predetermined settlements may not attract sufficient rural services within other settlements. Accessibility to the urban area will also have an impact, and is not considered within these options.	X/✓	✓	X/✓
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Options A and B will retain the dominance of the urban area, and may increase rural vitality or harm local distinctiveness. Option C is more likely to protect both urban and rural viability.	X/✓	X/✓	✓
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Permission of development and services that meets local needs helps to improve overall quality of life in rural areas. Sequential approach to site location would preclude market housing being provided.	✓	✓	✓
7. Reduce crime and the fear of crime	No obvious effect.	0	0	0
8. To reduce the need to travel while increasing accessibility for all	Focusing housing development on existing settlements helps people to access services and public transport and thereby reduces car use	✓	✓	✗
9. To encourage the use of public transport, cycling and walking	Centrality allows for greatest potential for improved transport services	✗	✓	✗
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect.	0	0	0

11. To improve air quality, creating cleaner and healthier air.	Minimises trip generation by identifying rural service centres and placing new housing development close to existing centres	x	✓	x
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Some contribution to countryside is envisaged. Impact would depend on the nature of the resulting development	?	?	?
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Some contribution to countryside is envisaged. Impact would depend on the nature of the resulting development	?	?	?
14. Increase the amount of accessible natural green space	Some contribution to countryside is envisaged. Impact would depend on the nature of the resulting development	?	?	?
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Some contribution to countryside is envisaged. Impact would depend on the nature of the resulting development	?	?	?
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Priority should be given to using previously developed land. Rural development could lead to impacts on greenfield land.	?	?	?
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effect.	0	0	0
18. To increase the efficient use of water resources	No obvious effect.	0	0	0
19. To improve water quality and meet the requirements of the Water Framework Directive.	No obvious effect.	0	0	0
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Some contribution to countryside is envisaged. Impact would depend on the nature of the resulting development	?	?	?
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Viability of public transport would be enhanced with development focused on existing villages	x	✓	✓

**CP7: Rural Economy**

- Option A Economic development permitted according to specific criteria  
 Option B Allocate sites within (expanded) village envelopes  
 Option C Permit development only in Loggerheads, Madeley, Baldwins Gate and the settlements of Audley.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Effects uncertain	?	?	?
2. To increase life expectancy and improve the health of the population overall	Effects uncertain	?	?	?
3. To provide the best possible environment to encourage and increase economic enterprise and employment	All options help to stimulate economic development. Option A more supportive	✓	X/✓	✓
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Economic development will increase viability	✓	✓	✓
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	As above and depends on development type	✓	✓	✓
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Impact of option A dependent on criteria used. Option B may strengthen rural economy and attract associated community and social facilities. Option C may have a similar effect to B, but only in those settlements mentioned – no impact on other rural settlements.	?	✓	✓ / 0
7. Reduce crime and the fear of crime	Potential rise in incomes, greater social pride and self esteem, leading to reduction in crime	✓	✓	✓
8. To reduce the need to travel while increasing accessibility for all	Potential for less travel from rural locations to urban area, as more employment locally	✓	✓	✓
9. To encourage the use of public transport, cycling and walking	Potential for more local employment, therefore a possible proportionate increase in walking	✓	✓	✓
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Emissions are likely to rise with increased economic development	x	x	x

11. To improve air quality, creating cleaner and healthier air.	Environmental quality may be harmed although may be prevented with option A	✓?	x	x
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Rural development has could harm the countryside although this may be prevented in option A.	✓?	x	x
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Rural development has could harm the countryside although this may be prevented in option A.	✓?	x	x
14. Increase the amount of accessible natural green space	Rural development has could harm the countryside although this may be prevented in option A.	✓?	x	x
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Rural development has could harm the countryside although this may be prevented in option A.	✓?	x	x
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Depends whether sites are brownfield or note	?	?	?
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Effects uncertain	?	?	?
18. To increase the efficient use of water resources	Effects uncertain	?	?	?
19. To improve water quality and meet the requirements of the Water Framework Directive.	Effects uncertain	?	?	?
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Rural development has could harm the historical environment although this may be prevented in option A.	✓?	x	x
21. To help to provide a safe, efficient highway network and improve the viability of public transport	More rural development may increase the viability of public transport in rural locations	✓?	✓?	✓?

**CP8: Countryside Protection**

- Option A To ensure that all development respects the countryside;  
 Option B Allow development which compromises the uniqueness of the Staffordshire countryside;  
 Option C Prevent any development within rural areas.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Protecting and enhancing the landscape could potentially make it more difficult for affordable homes to be provided	<b>x?</b>	<b>✓</b>	<b>x?</b>
2. To increase life expectancy and improve the health of the population overall	Uncertain	<b>?</b>	<b>?</b>	<b>?</b>
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Uncertain	<b>?</b>	<b>?</b>	<b>?</b>
4. To enable access to the widest range possible of shopping and commercial services for the resident population	No obvious effect.	<b>0</b>	<b>0</b>	<b>0</b>
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	No obvious effect.	<b>0</b>	<b>0</b>	<b>0</b>
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Services and facilities tend to be within existing rural settlements. Protecting character is likely to ensure development is closer to them rather than in the countryside	<b>✓?</b>	<b>x?</b>	<b>x?</b>
7. Reduce crime and the fear of crime	No obvious effect.	<b>0</b>	<b>0</b>	<b>0</b>
8. To reduce the need to travel while increasing accessibility for all	No obvious effect.	<b>0</b>	<b>0</b>	<b>0</b>
9. To encourage the use of public transport, cycling and walking	No obvious effect.	<b>0</b>	<b>0</b>	<b>0</b>
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Renewable energy schemes would be limited by rural protection schemes and prevented by option C	<b>xx?</b>	<b>✓?</b>	<b>xx?</b>

11. To improve air quality, creating cleaner and healthier air.	Protection of character is likely to mean less development and change in North Staffs and therefore protection of the countryside	✓?	x?	0
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Option B has a negative effect as it allows for change to be unchecked. Not allowing any development will not allow any potential improvements to be made	✓	x?	0
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Option B has a negative effect as it allows for change to be unchecked. Not allowing any development will not allow any potential improvements to be made	✓	x?	0
14. Increase the amount of accessible natural green space	Option B has a negative effect as it allows for change to be unchecked. Not allowing any development will not allow any potential improvements to be made	✓	x?	0
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Option B has a negative effect as it allows for change to be unchecked. Not allowing any development will not allow any potential improvements to be made	✓	x?	0
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Uncertainty of effect – countryside character could be affected by rural development in option B	✓	x	0
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Protecting character is likely to mean less development (on flood plains)	✓	x	✓
18. To increase the efficient use of water resources	Effects not certain	?	?	?
19. To improve water quality and meet the requirements of the Water Framework Directive.	Uncertainty of effect – countryside character could be affected by rural development in option B	✓	x	0
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Option A has a positive effect as it seeks to be sympathetic to character whilst option B could change character for good as change is unchecked	✓	x	0
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Option A could have a positive influence and option B a negative change. Unfettered development may act to increase viability of public transport	✓	✓	0

**CP9: Green Belt**

Option A No inappropriate development shall take place in the Green Belt;

Option B Alter the Green Belt.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Restrictions on inappropriate development within the green belt may prejudice meeting identified housing needs if not all housing provision can be met on PDL within the urban area	<b>x</b>	✓	
2. To increase life expectancy and improve the health of the population overall	Protection of green belt has a positive effect on health through recreation. Option B reduces recreation opportunities	✓	<b>x</b>	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	No obvious effect.	<b>0</b>	<b>0</b>	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	No obvious effect.	<b>0</b>	<b>0</b>	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Continuation of green belt policy and focusing development on urban areas will help to sustain viability of centres. Releasing land in the green belt reduces opportunities to make the most of existing infrastructure and services	✓	<b>x</b>	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	No obvious effects	<b>0</b>	<b>0</b>	
7. Reduce crime and the fear of crime	No obvious effects	<b>0</b>	<b>0</b>	
8. To reduce the need to travel while increasing accessibility for all	Concentrating development in urban areas offers potential to reduce journey times. Option B on the other hand could lead to increased journey times and therefore emissions	✓	<b>x</b>	
9. To encourage the use of public transport, cycling and walking	Option A – No obvious effect. There is the possibility that sites lost to development in the green belt may not be well served by public transport resulting in the increased use of the car	<b>0</b>	<b>x</b>	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effects	<b>0</b>	<b>0</b>	



11. To improve air quality, creating cleaner and healthier air.	Development focused on the urban area may exacerbate air quality problems in localised areas due to increased traffic levels in a given locality. Although dispersed development in the green belt could have a positive influence	✓	x	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Continuation of green belt policy is likely to conserve land which may be important for biodiversity purposes. The loss of green belt is likely to have the opposite effect	✓	x	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Continuation of green belt policy is likely to conserve designated land. The loss of green belt is likely to have the opposite effect	✓	x	
14. Increase the amount of accessible natural green space	Restrictions on inappropriate development in the countryside are likely to increase its enjoyment. Improved access to the countryside may be achieved through negotiation in option B	✓	x/✓	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Continuation of green belt policy is likely to conserve designated land. The loss of green belt is likely to have the opposite effect	✓	x	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Continuation of existing green belt protection policy would ensure development is focussed in existing urban areas which would make the most efficient use of land	✓	x	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effects	0	0	
18. To increase the efficient use of water resources	Restrictions on development within the green belt are likely to maintain water quality. Additional surface water run off, sewerage, and waste water treatment are likely to be required with option B although contributions to new provision could be secured.	✓	x/✓	
19. To improve water quality and meet the requirements of the Water Framework Directive.	As above	✓	x/✓	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Option has no obvious effect. Whereas option B could have potential negative effect on known or unknown heritage sites either through direct loss or effect on their settings	0	x	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	As objective 8 above	✓	x	

**CP10: Housing Land Supply**

Option A Regional Spatial Strategy minimum build rate;  
 Option B Regional Spatial Strategy build and demolition rates; and  
 Option C Forecasts for population and economic development, taking account of likely demolitions.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Option A would not meet the need for housing envisaged locally. Option B is based on historical would not generate sufficient housing and would lead to displacement to surrounding areas, increased commuting and possibly greenfield development. Option 3 takes into account demographic change and economic forecasts and provides the levels of housing required to sustain a stable market, will serve to arrest out migration in the short/medium term and growth in the population over the long term.	<b>x</b>	<b>x</b>	<b>✓✓</b>
2. To increase life expectancy and improve the health of the population overall	No obvious effect	<b>0</b>	<b>0</b>	<b>0</b>
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Option C offers more opportunities due to increased capacity	<b>✓</b>	<b>✓</b>	<b>✓✓</b>
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Option C offers more opportunities due to increased capacity	<b>✓</b>	<b>✓</b>	<b>✓✓</b>
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Option C offers more opportunities due to increased capacity	<b>✓</b>	<b>✓</b>	<b>✓✓</b>
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Developing more housing may increase pressure on existing services	<b>x</b>	<b>x</b>	<b>x</b>
7. Reduce crime and the fear of crime	Opportunity to design new developments with a review to reducing the likelihood of crime	<b>✓</b>	<b>✓</b>	<b>✓</b>
8. To reduce the need to travel while increasing accessibility for all	New development in existing settlement areas with existing public transport infrastructure could encourage walking and cycling, place more reliance on public transport and reduce private car use. Higher densities may put pressure on local parking which may exacerbate congestion	<b>x/✓</b>	<b>x/✓</b>	<b>x/✓</b>
9. To encourage the use of public transport, cycling and walking	As above	<b>x/✓</b>	<b>x/✓</b>	<b>x/✓</b>

10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment	Opportunity for low energy building design and provision of renewable energy for domestic fuel. Needs to be ensured as minimum design standards	✓	✓	✓✓
11. To improve air quality, creating cleaner and healthier air.	Concentrating housing in existing areas may exacerbate local air quality problems due to increase in traffic congestion	x	x	x
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Effects will be dependant on the nature of the site as either an existing or potential linking corridor for wildlife	x/✓	x/✓	x/✓
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Possible negative cumulative effects on designated sites as a result of increasing population in the long term depending on nature of sites affected	x	x	x
14. Increase the amount of accessible natural green space	No obvious effect	0	0	0
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	No obvious effect	0	0	0
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Reuse of PDL in existing settlements helps to safeguard soil quantity and quality and through the planning system allows regeneration of degraded land	✓	✓	✓
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effects	0	0	0
18. To increase the efficient use of water resources	Opportunities to incorporate water minimisation measures in building new houses. Building at greater densities in the Inner Urban Core should provide costs savings and economies of scale incentives for Severn Trent. Additional water resources may be required to supply new dwellings. Although many of the former industrial sites were pottery companies would have consumed large amounts of water.	x/✓	x/✓	x/✓
19. To improve water quality and meet the requirements of the Water Framework Directive.	Additional surface water run off, sewerage, and waste water treatment are likely to be required although contributions to new provision could be secured to offset negative effects	x/✓	x/✓	x/✓
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Setting of historic sites could be affected by higher density or unsympathetic development. Increased vibration and pollution from traffic increases could also present a problem	x	x	x
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Development concentrated in existing settlements especially within the Inner Urban Core will help to sustain the highway network and support the viability of public transport	✓	✓	✓✓

**CP11: Housing Distribution**

Option A To apportion urban residential development in accordance with historic patterns of distribution;

Option B To prioritise urban residential development in favour of the Inner Urban Core.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Opportunity for large areas of poor quality housing can be redeveloped in sequentially preferable locations on PDL. It is unlikely that a dispersed pattern of development could deliver the level of housing provision required without building to higher densities and/or releasing greenfield land	<b>x</b>	✓	
2. To increase life expectancy and improve the health of the population overall	Focus on the Inner Urban Core will help to minimise use of the car and impact positively on health by encouraging access to services by walking and cycling and reducing pollution. This reflects the current trend in health service provision with central hospitals and satellite health facilities.	<b>x</b>	✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	More focussed growth provides better opportunities for transforming older industrial areas and also benefits certain sectors e.g. retail/office with good accessibility. Continued emphasis on status quo with planned dispersal will tend to result in slower growth	<b>x</b>	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	More dispersed patterns of development is less likely to encourage an appropriate hierarchy of provision of services combined with improved transport accessibility.	<b>x</b>	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Concentration of development within existing centres will help to sustain their viability	✓	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	More dispersed pattern of development may offer fewer opportunities to access services by means other than the car. Short term effects are likely to be neutral because of the extent of change required to deliver significant reductions in poverty and deprivation	<b>?</b>	✓/0	
7. Reduce crime and the fear of crime	Opportunities to encourage urban design improvements aimed at safer communities. Performance against objective depends on implementation. Opportunities for greater surveillance in centres through mixed use development. Over emphasis of managing crime in centres may push the problem out to periphery. More dispersed patterns of development may lead to a lesser feeling of community and therefore fear of crime may be increased	<b>?</b>	<b>?</b>	
8. To reduce the need to travel while increasing accessibility for all	Concentrating development within the Inner Urban Core in particular where there is opportunity to access public transport and achieve a modal shift and which is inherently more sustainable than a car based suburban car based commuter settlement pattern	<b>xx</b>	✓✓	
9. To encourage the use of public transport, cycling and walking	As above	<b>xx</b>	✓✓	

10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Opportunity for low energy building design and provision of renewable energy for domestic fuel. Needs to be ensured as minimum design standards	✓	✓	
11. To improve air quality, creating cleaner and healthier air.	Concentration of development in main centres may exacerbate local air quality problems due to potential increase in traffic levels. More dispersed pattern of development likely to result in more cars	x	xx	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Brownfield sites identified for regeneration purposes are often important for species. Much will depend on implementation. Measures will need to be taken especially on along wildlife corridors e.g. canals to ensure valuable wildlife areas are protected and enhanced within the context of increased development. A dispersed pattern of development would increase the potential for release of greenfield land and therefore increase the potential for negative effects on biodiversity, landscape and local distinctiveness.	x	✓	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	No obvious effect	0	0	
14. Increase the amount of accessible natural green space	No obvious effect	0	0	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	No obvious effect	0	0	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Dispersed development patterns perhaps offer less opportunities for transforming areas through regeneration or redevelopment. Dispersal may also lead to more pressure for greenfield development on the periphery of the urban area.	x	✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Concentrating development on centres may reduce risk of affecting flood risk areas. More dispersed growth may lead to more area of hard surfacing and surface water especially if development is on greenfield sites	x	✓	
18. To increase the efficient use of water resources	Opportunities to incorporate water minimisation measures in building new houses. Building at greater densities in the Inner Urban Core should provide costs savings and economies of scale incentives for Severn Trent. Additional water resources may be required to supply new dwellings. Although many of the former industrial sites were pottery companies would have consumed large amounts of water.	x/✓	x/✓	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Additional surface water run off, sewerage, and waste water treatment are likely to be required although contributions to new provision could be secured to offset negative effects	x/✓	x/✓	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Opportunities to refurbish historic buildings along canal corridors. On the basis that the majority of historic buildings are within the existing centres, a more suburban pattern of development would have little impact on their protection and enhancement	0	✓	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Development concentrated in existing settlements especially within the Inner Urban Core will help to sustain the highway network and support the viability of public transport	x	✓	

**CP12: Phasing of Housing Developments**

Option A To apply a uniform annual build rate across the plan period;

Option B To vary build rates to accord with regeneration priorities

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Assessment of sites is carried out in accordance with a sequential approach to site selection. Priority will be given to those sites which assist in the delivery of HMR Pathfinder Programme.	X	✓	
2. To increase life expectancy and improve the health of the population overall	No obvious effect	0	0	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Option A could result in oversupply or undersupply of housing in relation to existing need, harming social wellbeing and damaging confidence in the local economy in turn. Option B more likely to have a positive impact, as housing supply is dictated by wider social and economic concerns.	X	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	As above	X	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	As above	X	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	As above	X	✓	
7. Reduce crime and the fear of crime	Potential exacerbation of social and economic problems resulting from an uncarefully managed housing supply could result in decreased confidence and self esteem, and a rise in crime. Option B is more likely to have a positive impact.	X	✓	
8. To reduce the need to travel while increasing accessibility for all	Option A unlikely to have any obvious effect. Option B, being dictated by regeneration priorities, is likely to have a positive impact as development will be located within the urban area, in line with RENEW.	0	✓	
9. To encourage the use of public transport, cycling and walking	If accessibility increases as a result of option B, there is a possibility of greater reliance on modes such as cycling and walking.	0	0/✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Opportunity for low energy building design and provision of renewable energy for domestic fuel. Needs to be ensured as minimum design standards	✓	✓	

11. To improve air quality, creating cleaner and healthier air.	Concentrating housing in existing areas, which is likely for both options, may exacerbate local air quality problems due to increase in traffic congestion	<b>x</b>	<b>x</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Dependent upon location and nature of development and type of land being developed, rather than build rate.	<b>0</b>	<b>0</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	As above	<b>0</b>	<b>0</b>	
14. Increase the amount of accessible natural green space	As above, although provision for green space should be made as part of residential development.	<b>0/✓</b>	<b>0/✓</b>	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Dependent upon location and nature of development and type of land being developed, rather than build rate.	<b>0</b>	<b>0</b>	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	As above	<b>0</b>	<b>0</b>	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	As above	<b>0</b>	<b>0</b>	
18. To increase the efficient use of water resources	Dependent upon nature of development, rather than build rate.	<b>0</b>	<b>0</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive.	As above	<b>0</b>	<b>0</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Dependent upon location and nature of development, rather than build rate.	<b>0</b>	<b>0</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	As above	<b>0</b>	<b>0</b>	

**CP13: New Residential Development Requirements**

Option A Manage new residential development so as to make a positive contribution to the overall regeneration of North Staffordshire;

Option B Not to use housing development as a tool for regeneration

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Plan, monitor, manage approach consistent with sustainable community agenda, the emerging housing and regeneration strategy and local needs.	✓	x	
2. To increase life expectancy and improve the health of the population overall	More focused approach which reflects regeneration priorities likely to have more positive effect on health	✓	?	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	No obvious effect	0	0	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	No obvious effect	0	0	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Focusing housing development on an area basis within centres of the conurbation and rural area is more likely to support viability of centres.	✓	x	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Option B fails to recognise importance of housing agenda in contributing to sustainable communities agenda. Unchecked growth may put undue pressure on existing services.	✓	x	
7. Reduce crime and the fear of crime	Effects uncertain	?	?	
8. To reduce the need to travel while increasing accessibility for all	Meeting community needs may involve improvements to public transport which is supportive of this objective	✓	x	
9. To encourage the use of public transport, cycling and walking	As above	✓	x	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Opportunity for low energy building design and provision of renewable energy for domestic fuel. Needs to be ensured as minimum design standards	✓	✓	



11. To improve air quality, creating cleaner and healthier air.	Effects uncertain although development may have an adverse effect on air quality	?	?	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Effects uncertain although development may have an adverse effect on species	?	?	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Effects uncertain although development may have an adverse effect on designated areas	?	?	
14. Increase the amount of accessible natural greenspace	Effects uncertain although development may have an adverse effect on the amount of accessible natural greenspace	?	?	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Effects uncertain although development may have an adverse effect on the condition of SSSIs	?	?	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Prioritised regeneration of brownfield land with option A. Potential for treatment of degraded land not prioritised and risk of greenfield development with B.	✓	✗	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Potential risks associated with development without proper flood risk assessment	✓	✗	
18. To increase the efficient use of water resources	Effects uncertain although opportunity to incorporate water minimisation measures should be secured through design standards.	?	?	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Effects uncertain	?	?	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Option B could potentially harm features of acknowledged importance	✓	✗	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	No reason why highway network shouldn't be safe and efficient, even though it may be unsustainable	✓	✓	

**CP14: Housing Affordability**

- Option A Do not request an affordable housing requirement at all as part of any new development;  
 Option B Confine requests for affordable provision solely to sites within RENEW North Staffordshire Areas of Major Intervention;  
 Option C Adopt a North Staffordshire wide policy that spreads the burden across all development.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Potential for affordable housing needs to be met across North Staffordshire as a whole	<b>x</b>	✓	✓
2. To increase life expectancy and improve the health of the population overall	Provision of affordable housing helps to improve residents well being by offering them a higher standard of home for those entering the housing market at this level	<b>x</b>	✓	✓
3. To provide the best possible environment to encourage and increase economic enterprise and employment	An abundance of low cost housing may not improve the area's image, and may not aid the attraction of investment or the growth of an enterprise culture	<b>x</b>	?	?
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Varying level of houses built may enable town centre change according to need	<b>0</b>	?	?
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Varying level of housing built may enable town centre change according to need	<b>0</b>	?	?
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Affordable housing helps to meet society's needs and has the potential to impact on the most deprived neighbourhoods.	<b>x</b>	✓	✓
7. Reduce crime and the fear of crime	Effects uncertain	?	?	?
8. To reduce the need to travel while increasing accessibility for all	More housing generally means more vehicle movements on the requirement to restrict development in accessible areas should mitigate the impact of congestion by reducing the need to travel by car	<b>0</b>	<b>x</b>	<b>x</b>
9. To encourage the use of public transport, cycling and walking	No direct impact but new housing including affordable housing will be expected to be built in locations that are accessible by a choice of means of transport	<b>0</b>	?	?
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	More development likely to generate more emissions. Level of impact depends on total number of dwellings built rather than proportion that is affordable.	<b>0</b>	<b>x</b>	<b>x</b>

11. To improve air quality, creating cleaner and healthier air.	Dependent upon amount of housing as a whole, rather than affordable housing as a proportion.	<b>0</b>	<b>0</b>	<b>0</b>
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	As above.	<b>0</b>	<b>0</b>	<b>0</b>
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	As above.	<b>0</b>	<b>0</b>	<b>0</b>
14. Increase the amount of accessible natural green space	As above.	<b>0</b>	<b>0</b>	<b>0</b>
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	As above.	<b>0</b>	<b>0</b>	<b>0</b>
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Indirectly other policies relating to housing provision will ensure that the majority of affordable homes are built on previously developed land or involve the use of previously developed buildings thus contributing towards a reduction in the amount of vacant and derelict land.	<b>0</b>	✓	✓
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Dependent upon amount of housing as a whole, rather than affordable housing as a proportion.	<b>0</b>	<b>0</b>	<b>0</b>
18. To increase the efficient use of water resources	The construction of more homes will inevitably mean a small increase in water consumption.	<b>0</b>	<b>x</b>	<b>xx</b>
19. To improve water quality and meet the requirements of the Water Framework Directive.	Dependent upon amount of housing as a whole, rather than affordable housing as a proportion.	<b>0</b>	<b>0</b>	<b>0</b>
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	As above.	<b>0</b>	<b>0</b>	<b>0</b>
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Increasing affordable housing in the most accessible locations could help to sustain public transport services	<b>x</b>	✓	✓

**CP15: Economic Opportunities**

Option A            Accepting any job creation as and when it may occur;

Option B            Promoting quality jobs in a quality environment

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Option A unlikely to have any obvious effect. Option B may increase demand for more high quality housing which is currently absent from North Staffs. Therefore, the impact will be negative.	<b>0</b>	<b>x</b>	
2. To increase life expectancy and improve the health of the population overall	Creating more (quality) jobs has a positive effect on health	✓	✓✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Accepting any job creation does not support the emerging economic strategy for North Staffordshire which is based on modernisation and diversification through increased employment opportunities through a range of initiatives	<b>x</b>	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Option A may lead to increased retail and employment opportunities in this sector. Option B may create jobs in higher skilled commercial sectors, which will increase the viability of retail by strengthening the local economy.	✓	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Diversification and modernisation of centres for business that is appropriate in scale and nature will have a positive benefit. Attracting new functions to centres also helps to sustain vitality and viability	<b>x</b>	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Improvement in productivity, modernisation and competitiveness of existing activities whilst attracting new functions to the conurbation and harnessing creative and knowledge assets to develop high value offers greater potential for high value business growth. Simply accepting any jobs that come along will not provide the capacity required to kick start the North Staffordshire economy	<b>x</b>	✓	
7. Reduce crime and the fear of crime	Option A unlikely to have any obvious effect, as new jobs will be low skilled, unattractive, and ineffective in terms of increasing local pride and self esteem. Option B will be more likely to have a positive impact.	<b>0</b>	✓	
8. To reduce the need to travel while increasing accessibility for all	Option A perpetuates the trend of out migration and the existence of unsustainable communities, further exacerbating the symptoms of a weaker economy	<b>x</b>	✓	
9. To encourage the use of public transport, cycling and walking	A more strategic approach will allow investment in public transport to be concentrated on those 'areas of opportunity'	<b>x</b>	✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect.	<b>0</b>	<b>0</b>	

11. To improve air quality, creating cleaner and healthier air.	Transition towards financial and business services from manufacturing to distribution, consumer and public services is likely to have a lesser impact particularly where this supports the transformation of the environment and diversifying and modernising centres for new business investment	<b>?</b>	<b>?</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	No obvious effect.	<b>0</b>	<b>0</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	As above.	<b>0</b>	<b>0</b>	
14. Increase the amount of accessible natural green space	As above.	<b>0</b>	<b>0</b>	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	As above.	<b>0</b>	<b>0</b>	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Option B will provide a means of improving degraded environments and reducing contamination. Option A is less concerned with high quality jobs and environments, and therefore is less likely to do so.	<b>0</b>	<b>✓</b>	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Dependent on location of employment, therefore no obvious effect.	<b>0</b>	<b>0</b>	
18. To increase the efficient use of water resources	Dependent on nature of employment, therefore no obvious effect.	<b>0</b>	<b>0</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive.	As above.	<b>0</b>	<b>0</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	North Staffordshire's strong cultural basis an important asset which has positive implications for tourism and culture. Not to develop these particular sectors could mean this identity is lost	<b>x</b>	<b>✓</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Dependent on location of employment, rather than type.	<b>0</b>	<b>0</b>	

**CP16: Meeting Employment Needs**

Option A Land required to accommodate low rates of economic growth;

Option B Land required to accommodate higher rates of economic growth.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Option A will require a minimal supply of land, therefore the impact will be low (although so will local housing need as a result). Option B will require a larger land supply, leaving less land for housing. High growth rates will increase local housing demand, possibly leading to tension between the need for economic development and the need for new housing.	0	x	
2. To increase life expectancy and improve the health of the population overall	Increased economic development will result in availability of work and jobs which help to improve quality of life	✓	✓✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Economic development will enhance the economy of North Staffordshire. Option B scores higher due high rates of growth envisaged	✓	✓✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Economic growth will increase retail viability locally?	✓	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Focused employment development would have a beneficial effect. Development in more peripheral locations could have an opposite effect.	✓	✓✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	May improve access to employment for some people	?	?	
7. Reduce crime and the fear of crime	Provision of employment may help to limit crime	✓	✓✓	
8. To reduce the need to travel while increasing accessibility for all	Provision of additional jobs may lead to an increase in the number of car journeys being made	?	?	
9. To encourage the use of public transport, cycling and walking	Locating employment in areas that are well served by public transport will help to sustain those services	?	?	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Additional development likely to generate increased emissions especially from industrial operations	x	x	

11. To improve air quality, creating cleaner and healthier air.	Inevitably there will be some possibility, albeit very small, that increased industrial activity may create potential sources of pollution. Other uses classes will have a lesser effect	<b>x</b>	<b>xx</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Option B may lead to greater land take-up, possibly leading to the shrinkage of natural habitats.	<b>0</b>	<b>x</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	As above	<b>0</b>	<b>x</b>	
14. Increase the amount of accessible natural green space	Potential contributions to improve accessibility or provision of open space could be secured through development	✓	✓✓	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Uncertain. Development could negatively impact upon SSSIs, but potential contributions could be sought to improve their condition.	?	?	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Development on previously developed land will have a positive effect in this regard	✓	✓✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Option B is likely to require more land for economic development than A, and therefore represents a greater risk of having a negative impact.	<b>0</b>	<b>0/x</b>	
18. To increase the efficient use of water resources	Both options seek to increase the amount of employment land available in North Staffordshire which will in turn have an effect on water consumption depending on type	<b>x</b>	<b>x</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Inevitably there will be some possibility, albeit very small, that increased industrial activity may create potential sources of pollution.	<b>x</b>	<b>x</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Option B is likely to require more land for economic development than A, and therefore represents a greater risk of impinging on existing built and natural heritage.	<b>0</b>	<b>0/x</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	New development has the potential to contribute to improved infrastructure	✓	✓✓	

**CP17: Strategic Employment Sites**

Option A Accommodate all RSS strategic employment policy initiatives;

Option B Accommodate some RSS strategic employment policy initiatives.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Option A is likely to facilitate economic development more so than B. This could increase local housing demand, possibly leading to tension between the need for economic development and the need for new housing.	0/✓	0	
2. To increase life expectancy and improve the health of the population overall	Increased economic development will result in availability of work and jobs which help to improve quality of life – more likely with A than B.	0/✓	0	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Both Chatterley Valley and Trentham Lakes are key in terms of the diversification of the North Staffs economy and will place particular emphasis on high impact employment sectors. Whilst no single Regional Logistic Site is available there are ample sites which cumulatively provide the necessary resource to support this sector	✓	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Dependent upon location of such development in relation to existing centres, although unlikely to represent additions to existing retail.	0	0	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Both Chatterley Valley and Trentham Lakes are considered to be out of centre developments major retail and office elements have been specifically excluded to safeguard the viability of nearby centres	✓	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Strong links between these sites and the sub regions educational and training infrastructure are necessary in order to ensure a step change in North Staffs economy	?	?	
7. Reduce crime and the fear of crime	Provision of employment may help to limit crime	✓	✓	
8. To reduce the need to travel while increasing accessibility for all	Whilst both sites are not within centres both are capable of being served by multi modal transport facilities and are well related to existing motorway networks. Depends on various measures such as Green Travel Plans being implemented	?	?	
9. To encourage the use of public transport, cycling and walking	As above	?	?	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Opportunity for low energy building design and provision of renewable energy for business needs. Needs to be secured through adoption of minimum design standards although unlikely in the short term	?	?	



11. To improve air quality, creating cleaner and healthier air.	Inevitably increased traffic generation from new economic development likely. R&D type business uses likely to generate far less pollution than traditional industrial emissions which may be displaced from within the inner urban core	<b>x</b>	<b>x</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Brownfield sites can be important for wildlife too. Measures required to mitigate wildlife impacts on both sites especially along the Trent & Mersey canal corridor to ensure protection of species due to increased development	<b>?</b>	<b>?</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Depends on location of such development	<b>0</b>	<b>0</b>	
14. Increase the amount of accessible natural green space	Depends on location of such development	<b>0</b>	<b>0</b>	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Depends on location of such development	<b>0</b>	<b>0</b>	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Both sites have ensured reclamation of existing brownfield land. Regional Logistics site would inevitably mean potential loss of greenfield land	<b>x</b>	✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Developments on the urban fringe of this scale need to take account of flooding issues. Incorporating SuDs to minimise risks and use of balancing ponds could help wildlife and enhance greenspace	<b>0</b>	<b>0</b>	
18. To increase the efficient use of water resources	Inevitably large developments of this scale will lead to increase use of water although this is likely to be significantly less compared with more traditional industrial processing	<b>x</b>	<b>x x</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Additional run off, sewerage, and waste water treatment facilities are likely to be required as a result of greenspaces being developed which may have a negative effect although more development may provide the opportunity for modern facilities to be provided	<b>x</b>	<b>x</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Depends on location of such development	<b>0</b>	<b>0</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Development of degraded sites can contribute to improved highway and public transport infrastructure	✓	✓	

**CP18: Economic Development Portfolio**

Option A To adopt a planned approach to provision of an economic development portfolio;

Option B To adopt a reactive approach to economic development initiatives.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Phased release of employment land to meet local regeneration could benefit local housing market if surplus sites were considered for alternative uses. Not to release land for uses such as housing could prejudice North Staffordshire meeting its local housing needs.	✓	x	
2. To increase life expectancy and improve the health of the population overall	Potential improvement if employment uses that were detrimental to health were removed from adjacent residential areas. However employment related journeys (out commuting) could increase with potential knock on effects on air quality and noise	✓/x	✓/x	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Adopting a phased approach to employment land selection provides the best possible opportunity for growth.	✓	0	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	No obvious effect.	0	0	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Retaining employment uses in town centres helps to sustain their viability	✓	?	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Loss of poorly located employment sites may put additional pressure on existing service provision. The promotion of new employment facilities may present opportunities to improve access to employment facilities through local bus service provision which would benefit other sectors of the community	✓/x	✓/x	
7. Reduce crime and the fear of crime	Promotion of new employment sites are likely to encourage opportunities to design new developments that discourage crime	✓	?	
8. To reduce the need to travel while increasing accessibility for all	Redevelopment of employment sites in urban areas is likely to mean that development is well served by sustainable modes	✓	x	
9. To encourage the use of public transport, cycling and walking	The promotion of new employment sites is likely to present opportunities for sustainable modes including cycling and walking	✓	x	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Redevelopment may create opportunities for low energy building design and provision of renewable energy	✓	0	

11. To improve air quality, creating cleaner and healthier air.	The redevelopment of existing employment sites may result in less commuting to work and reduced traffic levels in urban areas. However the concentration of more housing on employment sites may have the opposite effect	✓/x	✓/x	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	The redevelopment of sites will safeguard other types of land from habitat loss. This may be offset by vacant and underused land which may also be important for biodiversity resulting in habitat loss. Promoting new employment land may result in an increased possibility for habitat loss	✓/x	✓/x	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	The redevelopment of sites will safeguard other types of land from damage to designated areas. This may be offset by vacant and underused land which may also be important for biodiversity resulting in damage to designated areas. Promoting new employment land may result in the increased possibility of damage to designated areas	x	x	
14. Increase the amount of accessible natural green space	The redevelopment of sites in avoiding development of greenspace. Promoting new employment land may prejudice enjoyment of the countryside	x	x	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	The redevelopment of sites will safeguard other types of land potentially important for biodiversity. This may be offset by vacant and underused land which may also be important for biodiversity. Promoting new employment land may result in the development of land important for biodiversity	x	x	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	The loss of poorly located employment land may present the opportunity for decontamination of land and improvements to soil quality. Release of greenfield sites for employment purposes could have a negative effect	✓/x	✓/x	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Loss of sites to development could result in pressures on the drainage system. New development would need to fully assess risk of flooding	x	x	
18. To increase the efficient use of water resources	Opportunities for new development with water minimisation measures incorporated but offset by increased water consumption due to increased resident population over time	✓/x	✓/x	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Redevelopment of poorly located employment sites could result in increased surface run off, sewerage and wastewater treatment facilities which may have a negative effect on water quality	x	x	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Not releasing employment land would help to sustain features of acknowledged importance.	✓/x	✓/x	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Promotion of new employment sites presents opportunities to upgrade highway and public transport infrastructure	✓	0	

**CP19: The Sequential Approach - Strategic and District Centres**

Option A To relate the scale and character of new centre development to the scale and character of the host centre;

Option B To accommodate all central area development proposals irrespective of impacts upon the host or neighbouring centres.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	No obvious effect	<b>0</b>	<b>0</b>	
2. To increase life expectancy and improve the health of the population overall	No obvious effect	<b>0</b>	<b>0</b>	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Helps to sustain employment opportunities within the existing centre but has regard to surrounding centres. To not undertake a sequential approach would have a detrimental impact on surrounding centres	✓	<b>X</b>	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Option B would compromise the range of facilities for a given population as a result of unrestrained growth within a given centre	✓	<b>X</b>	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	To accommodate all central area developments irrespective of the consequences would be detrimental to surrounding centres	✓	<b>X</b>	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Range of community services could be compromised without due consideration of the impacts of new development on the existing network of settlements within the area and the relationship each of the centres have with others in the hierarchy	✓	<b>X</b>	
7. Reduce crime and the fear of crime	Over emphasis of crime reduction measures on the central area could impact on peripheral areas	✓	<b>X</b>	
8. To reduce the need to travel while increasing accessibility for all	With option A, different levels of services located in different centres, therefore high degree of accessibility to at least some services is likely for everyone. Greater need to travel and reduced accessibility under option B.	✓	<b>X</b>	
9. To encourage the use of public transport, cycling and walking	A reduced requirement to travel long distances under option A may encourage such forms of transport. This will be less likely under option B.	✓	<b>X</b>	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect	<b>0</b>	<b>0</b>	

11. To improve air quality, creating cleaner and healthier air.	Possibility of using sustainable transport modes under option A may contribute to this. Possibility of increased car use under option B may have a detrimental impact.	✓	X	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	No obvious effect	0	0	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	No obvious effect	0	0	
14. Increase the amount of accessible natural green space	Option A unlikely to impinge on existing green space, and may incorporate some as part of new development. Option B may have detrimental impact on green space within city centre.	✓	X	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	No obvious effect	0	0	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Option A presents an opportunity to regenerate sites within all centres, though this will only be possible in the city centre and urban core under option B and will therefore have a more limited positive impact.	✓✓	✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Development could result in pressure on the drainage system with regard to option B due to the concentration of development. Unlikely with option A as development of a suitable scale and setting.	0	x	
18. To increase the efficient use of water resources	Consumption more likely to rise considerably under option B. This is unlikely under option A, as development would be of a suitable scale and setting.	0	x	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Option A unlikely to have negative impact due to appropriate scale and siting of development. Option B does not take into account the impact of development, and could have a negative effect.	0	X	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Development under option A would take account of local heritage, whereas development under option B would not, and would possibly see it as replaceable by new facilities.	✓	X	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Development appropriate to each centre will determine each centre's vitality and viability and, in turn, the viability of public transport networks between them. Option A is more likely to provide an efficient network due to the equitable spread of development, whereas B risks increasing congestion within the urban core.	✓	X	

**CP20: The Sequential Approach: Edge-of-Centre and Out-of-Centre Developments**

Option A To adopt a sequential approach to the assessment of edge and out of centre developments;

Option B To discount the impact on existing centres.

<b>SA/SEA Objective</b>	<b>Summary of effects</b>	<b>A</b>	<b>B</b>	<b>C</b>
1. To help to meet the housing needs of the whole community	Locating development according to its suitability regarding centres, as in option A, keeps emphasis on existing centres of population. Option B would lead to development that created a need for housing in new locations, and detached existing supply from current and future need.	✓	X	
2. To increase life expectancy and improve the health of the population overall	Option A more likely to lead to sustainable communities with increased social pride and self-esteem. People therefore more likely to make life choices that aid good health and wellbeing than under option B.	✓	X	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Option A takes account of the needs of centres and the existing economic environment, which option B fails to do.	✓	X	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Option A will have a beneficial impact, as a sequential approach will ensure that new development is appropriately located so as to enhance the existing range of retail and commerce. Option B is likely to have a detrimental impact, as new out-of-centre development would detract from existing services within centres.	✓	X	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	As above. Also, out-of-town development, as permitted by option B, could have a detrimental impact upon rural amenity and the viability of rural settlements as attractive places to live and work.	✓	X	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Existing centres are the most accessible and sustainable locations for development. Therefore, option A is likely to have a more positive impact than option B.	✓	X	
7. Reduce crime and the fear of crime	The contribution of option A to creating sustainable and viable locations will lead to increased collective self-esteem and social pride. Option B would be likely to have the opposite effect.	✓	X	
8. To reduce the need to travel while increasing accessibility for all	Option A presents the most accessible option for development, whilst out-of-centre development permitted under option B would lead to an increased need to travel further for the majority of people.	✓	X	
9. To encourage the use of public transport, cycling and walking	Option A increases the viability of public transport, by concentrating development within the main centres of population. Also, the close proximity of services to residential areas may encourage the use of modes such as cycling and walking. Option B would have the opposite effect, and therefore would have a detrimental impact.	✓	X	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect	0	0	

11. To improve air quality, creating cleaner and healthier air.	Likelihood of increased transport emissions as a result of option B. Possible reduction in emissions from option A.	<b>0/✓</b>	<b>X</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	No obvious effect from option A. Possible detrimental impact of out-of-centre development from B.	<b>0</b>	<b>X</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	As above.	<b>0</b>	<b>X</b>	
14. Increase the amount of accessible natural green space	As above.	<b>0</b>	<b>X</b>	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	As above.	<b>0</b>	<b>X</b>	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Both options present an opportunity to regenerate degraded environments, though option B may involve development on greenfield land.	<b>✓</b>	<b>X/✓</b>	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Development could result in pressure on the drainage system due to the concentration of development in option A, and development within the floodplain in option B. Both present an opportunity to make use of SuDS however.	<b>X/✓</b>	<b>X/✓</b>	
18. To increase the efficient use of water resources	Scale and setting more likely to be a consideration in option A than B, due to the presence of existing built surroundings and the need to make best use of limited space within a central location. Therefore, consumption more likely to rise under option B.	<b>0</b>	<b>X</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Development under option A would take into account impact of development on immediate surroundings. Option B less sympathetic in terms of scale and siting, and could have a negative impact.	<b>0</b>	<b>X</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Option B would have a negative impact, for the reasons outlined above.	<b>0</b>	<b>X</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Option A increases the viability of public transport, by concentrating development within the main centres of population. Option B would have the opposite effect, and therefore would have a detrimental impact.	<b>✓</b>	<b>X</b>	

**CP21: Leisure, Culture and Tourism**

- Option A North Staffordshire already possesses a number of cultural and tourism facilities, which policy should primarily concentrate on protecting;  
 Option B Encourage the provision of new facilities that incorporate this strong cultural heritage, where they would not be of detriment to existing ones;  
 Option C Encourage the development of tourism and leisure facilities that may adversely affect existing facilities.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	No obvious effect.	0	0	0
2. To increase life expectancy and improve the health of the population overall	The improvement of additional leisure and cultural facilities is likely to lead to an improvement in the quality of life enjoyed by North Staffordshire residents	0	✓	x
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Tourism development is likely to have a positive economic impact	✓	✓	xx
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Tourism development likely to have a positive impact on the range of shopping facilities available	✓	✓	xx
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Tourism development likely to have a positive impact on towns and villages	✓	✓	xx
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Tourism may increase access to services and facilities to locals as well	✓	✓?	xx?
7. Reduce crime and the fear of crime	No obvious effect.	0	0	0
8. To reduce the need to travel while increasing accessibility for all	Tourist sites are likely to increase car journeys to some extent particularly if the site is in a rural location where public transport is limited. Sites in centres should reduce the need to travel in theory	0	x?	?
9. To encourage the use of public transport, cycling and walking	Development of tourism facilities could help to make public transport more sustainable especially in central locations due to critical mass.	0	✓	x
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Development may result in increased emissions	0	x	?



11. To improve air quality, creating cleaner and healthier air.	Some tourism could help improve environmental quality, but some developments could have the opposite effect	<b>0</b>	<b>?</b>	<b>?</b>
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Some tourism could help improve environmental quality, but some developments could have the opposite effect	<b>0</b>	<b>?</b>	<b>?</b>
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Some tourism could help improve environmental quality, but some developments could have the opposite effect	<b>0</b>	<b>?</b>	<b>?</b>
14. Increase the amount of accessible natural green space	Some tourism could help improve environmental quality, but some developments could have the opposite effect	<b>0</b>	<b>?</b>	<b>?</b>
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Some tourism could help improve environmental quality, but some developments could have the opposite effect	<b>0</b>	<b>?</b>	<b>?</b>
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Tourism may or may not result in redevelopment of a derelict site depending on the nature of the scheme	<b>0</b>	<b>?</b>	<b>?</b>
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Effects not certain	<b>0</b>	<b>?</b>	<b>?</b>
18. To increase the efficient use of water resources	Effects not certain	<b>0</b>	<b>?</b>	<b>?</b>
19. To improve water quality and meet the requirements of the Water Framework Directive.	Effects not certain	<b>0</b>	<b>?</b>	<b>?</b>
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Some tourism ventures may help to improve the historic environment, whilst some could have the opposite effect	<b>0</b>	<b>?</b>	<b>?</b>
21. To help to provide a safe, efficient highway network and improve the viability of public transport	New tourism facilities should generally increase the opportunity to use public transport	<b>0</b>	<b>✓</b>	<b>x</b>

**CP23: Green Space Network**

Option A To enhance and improve existing greenspace;

Option B To erode the value and availability of existing greenspace.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Protecting greenspace may prejudice meeting housing needs if not all housing provision cannot be met by the use of PDL in urban areas. To allow some greenspace to be developed would provide land to meet identified provision of 10,100 additional homes	<b>x</b>	✓	
2. To increase life expectancy and improve the health of the population overall	Protection of greenspace has a positive effect on health through continued access to recreational opportunities	✓	<b>x</b>	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Creating a more attractive environment will attract business and employment	✓	<b>x</b>	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	No obvious effect.	<b>0</b>	<b>0</b>	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Protection of greenspaces may contribute to sustaining and enhancing centres through greener environments. Additional housing in centres through development of greenspaces will result in more people benefiting from infrastructure and services which can have a positive effect	✓	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Enhancement of existing greenspaces will have a positive effect on ensuring continued access for recreational opportunities	✓	<b>x</b>	
7. Reduce crime and the fear of crime	No obvious effect.	<b>0</b>	<b>0</b>	
8. To reduce the need to travel while increasing accessibility for all	Encouraging use of greenspace networks for walking and cycling could have positive effects. Development of greenspaces reduces opportunities for walking and cycling. More development could increase pressure for parking due to increased traffic which would create more congestion	✓	<b>xx</b>	
9. To encourage the use of public transport, cycling and walking	As above	✓	<b>xx</b>	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Opportunity in the long term from development for low energy building design and provision of renewable energy for domestic fuel	<b>0</b>	✓	

11. To improve air quality, creating cleaner and healthier air.	Development of greenspace is likely to accentuate localised air quality problems due to increased traffic levels	<b>0</b>	<b>x</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	Loss of greenspaces which are important for biodiversity is likely to have a negative effect depending on the nature of the a either an existing or potential linking corridor for wildlife	✓	<b>x/✓</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	Potential negative cumulative effects on designated areas due to increased number of residents in North Staffordshire	<b>0</b>	<b>xx</b>	
14. Increase the amount of accessible natural green space	Enhancing access to natural greenspace likely to have a positive effect	✓	<b>x</b>	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Potential negative cumulative effects on SSSIs due to increased number of residents living in North Staffordshire	<b>0</b>	<b>x</b>	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Development of greenspace is likely to have a negative effect on contamination, soil quantity and quality.	✓	<b>x</b>	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Development of greenspace would need to take account of flooding issues. Incorporating SuDS to minimise risk and use of balancing ponds could help to enhance greenspaces and wildlife	<b>0</b>	<b>x/✓</b>	
18. To increase the efficient use of water resources	Opportunity to build new housing using sustainable methods	<b>0</b>	✓	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Additional run off, sewerage, and waste water treatment facilities are likely to be required as a result of greenspaces being developed which may have a negative effect although more development may provide the opportunity for modern facilities	<b>0</b>	<b>x/✓</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	The setting of heritage areas could be affected if greenspaces are developed. Increased air pollution and vibration from local transport could present a problem to historic buildings and monuments	<b>0</b>	<b>x/✓</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	No obvious effect.	<b>0</b>	<b>0</b>	

**CP24: Design Quality**

Option A Lowering design quality standards;

Option B Raising design quality standards.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	Raising design quality in new housing developments should help to	x	✓	
2. To increase life expectancy and improve the health of the population overall	Ensuring a higher quality design in new development should lead to the improvement in the overall quality of where people live	x	✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Ensuring good design from development is likely to improve perceptions of North Staffs as a place to live and work which may contribute to a positive effect on new investment	x	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Good design will enhance the economy	x	✓	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Higher quality design will help to sustain the vitality and viability of centres	x	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Lowering design quality could reinforce the process of decline in deprived neighbourhoods	?	?	
7. Reduce crime and the fear of crime	Secure by design can reduce crime and the fear of crime	x	✓	
8. To reduce the need to travel while increasing accessibility for all	Good design should ensure the that the use of the car is discouraged by encouraging development in sustainable locations	x	✓	
9. To encourage the use of public transport, cycling and walking	Higher quality design should make provision for transport by sustainable modes	x	✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	Good design can incorporate renewable energy features	x	✓	

11. To improve air quality, creating cleaner and healthier air.	Well designed mixed use developments can reduce impacts from traffic on air quality	x	✓	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	A well designed development can ensure that wildlife habitats are retained and enhanced	x	✓	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	A well designed development can ensure that designated areas are retained	x	✓	
14. Increase the amount of accessible natural green space	Good design can incorporate improved access to green space network	x	✓	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	Well designed development can help to improve designated sites	x	✓	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	Good design should help to recycle brownfield land	x	✓	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	Better design can incorporate SUDS to help to reduce flooding	x	✓	
18. To increase the efficient use of water resources	Green design such as grey water recycling can have a beneficial effect on water consumption	x	✓	
19. To improve water quality and meet the requirements of the Water Framework Directive.	Good design can incorporate specific water measures	x	✓	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	Better design can help to protect and enhance existing historic buildings	x	✓	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Option B may provide a more pedestrian-centric road environment by creating a harmonious interface between buildings, streets and spaces, thus making such networks more suited to the needs of public transport.	x	✓	

**CP25: Reduce the need to travel and improve travel choice**

Option A Increase reliance on the private car;

Option B Reduce reliance on the private car.

SA/SEA Objective	Summary of effects	A	B	C
1. To help to meet the housing needs of the whole community	No obvious effect.	0	0	
2. To increase life expectancy and improve the health of the population overall	Investment in reducing the need to travel and improving access to facilities especially for those who do not have access to a car. Benefits to road safety	x	✓	
3. To provide the best possible environment to encourage and increase economic enterprise and employment	Attempts to reduce congestion will bring various benefits including ease of movement of people and goods, and also removing potential barriers to employers wanting to invest in North Staffordshire	x	✓	
4. To enable access to the widest range possible of shopping and commercial services for the resident population	Likely benefits very indirect and likely to be delivered by other core policies	0	0	
5. To protect and enhance the vitality and viability of the city, town and district centres within the conurbation and village centres in the rural area	Improving accessibility of centres for everyone helps services to be retained and reducing congestion makes for a more attractive environment	x	✓	
6. To provide a more equitable society where the provision of the widest possible range of community, cultural, educational, health, recreational and leisure facilities are available to all sectors of the population with particular emphasis on deprived neighbourhoods	Implicitly supportive as prioritising public transport addresses needs of the less mobile and those without cars.	x	✓	
7. Reduce crime and the fear of crime	No obvious effect.	0	0	
8. To reduce the need to travel while increasing accessibility for all	Effectiveness relies on coordinating transport and land use policies (e.g. mixed use schemes with good transport access)	x	✓✓	
9. To encourage the use of public transport, cycling and walking	Provision for public transport, cycling and walking acts in favour of those who do not own a private vehicle	x	✓	
10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.	No obvious effect.	0	0	

11. To improve air quality, creating cleaner and healthier air.	Minimising the need to travel should help to reduce trips and subsequent emissions which also may be reduced by modal shifts	<b>x</b>	<b>✓</b>	
12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan	No obvious effect.	<b>0</b>	<b>0</b>	
13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs	No obvious effect.	<b>0</b>	<b>0</b>	
14. Increase the amount of accessible natural green space	No obvious effect.	<b>0</b>	<b>0</b>	
15. Reduce the amount of land in SSSIs classified in an 'unfavourable' condition	No obvious effect.	<b>0</b>	<b>0</b>	
16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites	No obvious effect.	<b>0</b>	<b>0</b>	
17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SuDS)	No obvious effect.	<b>0</b>	<b>0</b>	
18. To increase the efficient use of water resources	No obvious effect.	<b>0</b>	<b>0</b>	
19. To improve water quality and meet the requirements of the Water Framework Directive.	No obvious effect.	<b>0</b>	<b>0</b>	
20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area	No obvious effect.	<b>0</b>	<b>0</b>	
21. To help to provide a safe, efficient highway network and improve the viability of public transport	Less congestion, as proposed by option B, means improved safety. This is likely to have a positive impact, the opposite of option A, which will reduce efficiency and safety by increasing congestion.	<b>x</b>	<b>✓</b>	