

## Key Issues

Key questions for the Core Spatial Strategy for North Staffordshire

- CS1. *How do we make North Staffordshire a more exciting and attractive place to live and work?*
- CS2. *How should we improve the quality of the environment of North Staffordshire so that people wish to invest and don't want to leave?*
- CS3. *How do we ensure our centres remain lively and attractive enough in the future to support shops, leisure, office, community facilities as well as urban living?*
- CS4. *How and where should we provide attractive locations for jobs and new businesses?*
- CS5. *How do we make sure accessibility to and between all our major centres is improved in the future?*
- CS6. *What needs to be done to ensure that we are not dependent on the car and have a good public transport system?*
- CS7. *How can we improve the image of North Staffordshire by greening the main transport corridors and improving quality of design?*

Do you think that there are other issues that we need to look at or opportunities we should consider?



## Public consultation

We will be holding a series of focus group meetings for local councillors, community groups and developers to explore these issues in more detail. If you wish to talk to someone about this or any other Local Development Framework issue you can telephone us on 01782 232302 (Stoke) or 01782 742452 (Newcastle), view the documents in the Civic Centres or local libraries or read our dedicated web pages on [www.stoke.gov.uk/ldf](http://www.stoke.gov.uk/ldf) and [www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk)

## Comments and contacts

All comments should be sent to:

Development & Transport Plans, Stoke-on-Trent City Council, PO Box 2461, Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1WR or Regeneration and Planning Services, Newcastle-Under-Lyme Borough Council, Civic Offices, Merrial Street, Newcastle, Staffs ST15 2AG

You can use one of the comment forms provided or write to us quoting ref: **SOT/LDD1** You can also email us if you wish on [stoke.ldf@stoke.gov.uk](mailto:stoke.ldf@stoke.gov.uk) or [planningpolicy@newcastle-staffs.gov.uk](mailto:planningpolicy@newcastle-staffs.gov.uk)

## What happens next?

We intend to summarise all the comments received and make them available for inspection. This will help us to identify options. The options will be examined and together with other things that matter will help us to produce a draft Core Spatial Strategy in Summer 2005 and this will be the next formal opportunity for you to make representations.

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

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

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

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

## CITY OF STOKE-ON-TRENT & NEWCASTLE-UNDER-LYME BOROUGH LOCAL DEVELOPMENT FRAMEWORK

### North Staffordshire Core Spatial Strategy

### Issues Paper



## What's it all about?

Government has introduced a new planning system that enables us to plan creatively for the future of North Staffordshire.

The Local Development Framework will explain how we intend to go about the spatial planning for North Staffordshire and how other strategies such as Economic and Transport strategies will impact on and be impacted by this. For example it will indicate the areas where we wish to concentrate development that we think is right for North Staffordshire, and will also indicate those areas we wish to protect or enhance because of their significance to communities or their value as open space.

The starting point is to set out the key issues that we need to look at and to give you the opportunity to tell us what realistic choices you believe we should consider. We set out our key choices in the Core Spatial Strategy. This strategy is to be prepared jointly by Stoke on Trent City Council and Newcastle under Lyme Borough Council because this way it can cover the whole of the major built up area of North Staffordshire as well as the villages and countryside of the Borough.





## Vision for the future?

North Staffordshire is a diverse sub-region with many towns and one distinctive City Centre set within an attractive rural area. We have great assets in talented and hard working people, a rich and diverse culture, many world-class businesses, attractive countryside and diverse wildlife.

But in order to compete as a place in which more people will choose to live, work and invest in the future we need to alter the face of North Staffordshire. This is likely to involve considerable change in where and how we live and work, including our means of travelling around.

At the heart of North Staffordshire, we have a City Centre with massive potential surrounded by attractive historic towns including Newcastle under Lyme. We have two universities including a medical school. Our parks and open spaces make us one of the greenest urban areas in the UK. We have three magnificent canals, the Trent & Mersey, the Shropshire Union and the Caldon. Alton Towers and the Peak District, both of national importance, are in close proximity and enhance the attractiveness of North Staffordshire.

North Staffordshire is ideally situated, in terms of its accessibility to a significant proportion of the UK population. Thanks to the M6, A500, A50 and the West Coast main line, almost ten million people can reach the area within an hour.

In short, the Core Strategy aims to make North Staffordshire a better place to live, work and visit. We need to have a strong vision of how we all want the conurbation and its rural hinterland to develop in the future. This issues paper brings together some key ideas and lays out ideas of how it could be done. What do you think?

## Other Key Plans

The Core Strategy will lead to the further refinement of the **West Midlands Regional Spatial Strategy** approved by the Government in 2004.

In addition the Core Strategy should have regard to other local and regional policies and strategies particularly community strategies and economic development, regeneration, education, health, crime prevention, waste and recycling, environmental protection and local transport plans.



## What's important?

### Regeneration

The major urban areas of Newcastle-under-Lyme and Stoke-on-Trent offer the greatest potential for sustainable growth and investment. We need to consider regeneration in the broadest sense including both urban and rural areas and by improving health and education services, focusing on people's lives and communities.

### Housing Market Renewal

We need to reverse the tide of people leaving the urban area. Encouraging people to choose an urban lifestyle means providing more high quality homes and co-ordinating better education, policing, health and other community services. We need to carefully set out the amount and timing of new homes to be built, ensure we build on previously developed land first, recognise the need to provide affordable homes and provide more choice to achieve social and community well being.

### Our natural and built environment

We have a responsibility to look after the environment for future generations. The environment plays a big part in social and economic regeneration. It also provides physical links between places, such as along our canals and rivers and between town and country.

### Future economic prosperity

The most affluent and skilled households are leaving North Staffordshire. We need to retain our young qualified people, and ensure we encourage diverse communities with higher incomes by ensuring there are sufficient jobs for the future i.e. greater emphasis on professional and managerial services alongside the traditional manufacturing and logistics firms. Ensuring better skills and types of jobs will also help local people to increase their earnings.

### Good design and a sense of place

New development needs to be well designed and well integrated in line with the Government's Urban Renaissance agenda. If we are to make North Staffordshire feel and look good then we need to provide much better central shopping and leisure facilities and exploit the potential for appropriate canalside and city and town centre development that blends in well within existing communities.

### Changing the way we travel

There is major congestion in and around Stoke-on-Trent and Newcastle, which will have an adverse effect on our economy. There needs to be a shift to more sustainable forms of transport, to public transport and to a culture change that encourages more walking and cycling. In terms of locating new development we should plan to reduce the need for long journeys and concentrate growth in locations accessible by public transport.