

Newcastle-under-Lyme  
Local Development Framework

# Annual Monitoring Report

December 2011





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# **NEWCASTLE-UNDER-LYME ANNUAL MONITORING REPORT**

## **Executive Summary – 2010/11**

### **Local Policy Implementation**

#### **Sustainable development**

- 54.6% of new dwellings were constructed on brownfield land compared to 62% and 71.2% in the previous two years. This decrease is attributed to a large number of completions coming forward on the greenfield Keele Road development site. It should also be noted that there are a significant number of completions yet to come forward on the Keele Road site which was granted permission prior to the adoption of the Core Spatial Strategy.
- 91% of all planning permissions granted for new dwellings in 2009/10 were located on previously developed land. Please note that following changes to Planning Policy Statement 3 – Housing, in June 2010, residential garden land is now classified as greenfield land.
- 2 of the new dwellings constructed were located in the Green Belt.
- 8 development proposals have benefitted from being assessed by the Urban Vision North Staffordshire Design Review Panel.
- 104 of the new dwellings constructed (59.77% of the total gross new build dwellings delivered in 2010/11) were located within the RENEW area. 524 (44.86%) of the 1168 gross new build completions in the Borough since 2006 are located within the RENEW boundary.

#### **Housing**

- 183 net (174 gross) new dwellings were completed in 2010/11. The net number of completions is lower than the average annual completion rate (which is required to meet the Core Strategy housing target of 5700 dwellings within the plan period) which has risen to 312.2 dwellings per year.
- The Strategic Housing Land Availability Assessment (SHLAA) has identified a future deliverable supply of land which could provide 1597 dwellings (based on existing commitments) between 2011/12 and 2015/16.
- 23 affordable dwellings were constructed in 2010/11, and 2 further affordable dwellings were gained through conversions.
- The average density of residential development in 2010/11 was 25.29 dwellings per hectare, a relatively low figure compared to last year's average of 30. This reflects the number of smaller sites that have been developed.

## **Employment and economic development**

- 1370 sqm gross new employment floorspace was created through changes of use in 2010/11.
- 100% of all new employment development took place on previously developed land.
- As of 31st March 2011 the borough has a supply of 59.83 hectares of available employment land including 0.85 ha currently under construction, 44.93ha with planning permission and a further 11.05ha allocated in the 2011 Local Plan. The 18ha Regional Investment Site at Chatterley Valley is excluded from this total.
- The Core Spatial Strategy states that the target provision of employment land for 2006-26 in the Borough is 112 ha. The supply of land in the borough (including completions since 2006) is currently 114.28ha.
- Retail surveys show that there has been a sustained decrease in the Town Centre vacancy rate (in Newcastle) over the past three years from 12.8% in 2008/09 to 12.5% in 2009/10 and 11.28% in 2010/11.

## **Community facilities**

There was no loss of essential community facilities in 2010/11.

## **Natural environment**

- The total area of land designated as Site of Biological Importance has increased from 686.4 Ha, to 691.3 Ha. The area covered by Local Nature Reserve designation has remained at 111.6.
- The total area of land designated as Site of Special Scientific Interest in the Borough has increased marginally from 88.8 to 89.6 Ha.

## **Access and transport**

- The percentage of new dwellings completed 2010/11 with access to various services via public transport are as follows: 70.0% to hospitals, 72.8% to town centres, 77.9% to GPs, 75.1% to High Schools, 91.7% to primary schools and 75.6% to industrial estates.

## 1. Introduction

This Annual Monitoring Report (AMR) is Newcastle-under-Lyme's third since the adoption of the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy in October 2009. This AMR covers the period 1<sup>st</sup> April 2010 to 31<sup>st</sup> March 2011, which is the period of time referred to as the 'monitoring year'.

Annual Monitoring Reports are intended to help stakeholders in the Borough understand the purpose and achievements of planning in the local area and are an important window through which how successfully planning is contributing to economic, social and environmental improvement can be illustrated.

The AMR monitors key information using selected indicators to chart the effectiveness of planning policies (both saved Local Plan policies and Core Spatial Strategy) and identifies key trends, issues, challenges and opportunities in the Borough. Progression on the Local Development Framework is also recorded.

Within the suite of indicators included for monitoring are indicators that have been set at both a national and local level. The following monitoring framework is based on a collection of different types of indicators, each of which is utilised in the Council's monitoring processes:

- **Contextual indicators:** These measure changes in the wider social, economic and environmental background against which policies operate. The Local Development Framework has no direct control over these but, over time, they will reflect the impact of Local Development Framework policies alongside the impact of other strategies such as the community strategy. A baseline will be established for these indicators and they will be monitored regularly. Targets, milestones or other performance measures are not appropriate in the Local Development Framework and have not been set for these indicators.
- **Core output indicators:** These were previously prescribed by Central Government and although they are no longer compulsory to report, such indicators may in certain cases provide a useful example of data to continue to monitor.
- **Local output indicators:** These are additional indicators, identified through the Local Development Framework process, as being relevant to the assessment of whether an objective or policy is meeting its target.
- **Significant effects indicators:** These measure the significant effects of the Local Development Framework policies on sustainability and have been identified by the Strategic Environmental Assessment/ Sustainability Appraisal of the Local Development Framework. A baseline is established for these indicators and they will be monitored regularly.

In March 2011, the Government withdrew the formal guidance on producing AMRs and removed the need to report on National Performance Indicators. This has given the Council more flexibility and autonomy to tailor the AMR and respond directly to local issues. In response to this flexibility this year's AMR has been streamlined and has a local focus being based on the Borough's performance compared to the Core Spatial Strategy strategic aims.

However we acknowledge that it is important to base conclusions on the performance of policies on clear trends rather than results from data collected for a single year. We have therefore retained the monitoring of all important trends so that they can be compared to previous monitoring years.

The Localism Act directs local authorities to produce an 'Authorities Monitoring Report' once every 12 months from January 2012.

The adopted Core Spatial Strategy contains a monitoring framework, which consists of indicators relating to the individual strategic aims and policies in the Core Spatial Strategy. Appendix 1 of this Annual Monitoring Report provides a summary of this year's performance against each indicator, allowing an assessment of progress towards achieving each vision.



## **2. Progress on the Local Development Framework**

The Borough Council adopted an updated Local Development Scheme (LDS) in January 2009, following the introduction of the Town and Country Planning (Local Development) (England) (Amendment) Regulations 2008.

At the time of writing this AMR, the following documents have been adopted by the Borough Council:

- Statement of Community Involvement (adopted October 2006);
- Developer Contributions Supplementary Planning Document (adopted October 2007);
- Knutton and Cross Heath Design Brief Phase 1 Supplementary Planning Document (July 2008);
- Newcastle-under-Lyme Town Centre Supplementary Planning Document (January 2009);
- Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (adopted October 2009);
- Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance Supplementary Planning Document (adopted November 2010).

Further documents to be prepared outlined in the LDS programme include:

- Site Allocations and Policies Development Planning Document;
- Conservation Area Appraisal and Management Plans Supplementary Planning Documents\*.

\*The Local Development Scheme currently includes an intention to produce a Conservation and Heritage Supplementary Planning Document (SPD) by the end of 2011. The aim of the SPD was to provide generic advice and guidance in support of the historic environment policies in the Core Spatial Strategy. The production of a single SPD was based on advice from English Heritage at that time. In March 2010, Planning Policy Statement 5 'Planning for the Historic Environment' (PPS 5) was published, accompanied by a Practice Guide, which provides support for the implementation and delivery of the policies set out in the PPS. The Council's Planning Committee subsequently resolved in February 2011 not to proceed with preparing a single generic Conservation and Heritage SPD and to instead undertake a rolling programme of Appraisals and Management Plans, for the 20 Conservation Areas in the Borough and to adopt each as an SPD.

An SPD regarding the Register of Locally Important Buildings and Structures is expected to be adopted in early 2011/12.

### 3. The Key Characteristics of the Borough

#### The Borough

The Borough of Newcastle-under-Lyme is situated within the North Staffordshire urban conurbation that also includes Stoke-on-Trent, located on the border of the North West and West Midlands regions. The Borough occupies a strategically advantageous position between the urban areas of Manchester and Birmingham, alongside national strategic transport corridors. The Borough extends westwards towards Cheshire and Shropshire, occupying a significant rural area covering approximately 210 square kilometres and containing several villages and rural communities.

#### Demographics

According to the 2001 Census 79% of the Borough's residents lived in the urban area, with populations in Newcastle and Kidsgrove at that time of 73,944 and 22,145 respectively. The remaining residents were located across the rural area to the west and south of the town. Table 1 below demonstrates that the estimated population of the Borough has risen from 122,030 at the 2001 Census, to approximately 124,200 in 2010. The population structure of the Borough is broadly in line with national and regional proportions although marginally older. The December 2012 AMR will contain the 2011 Census data which had not been published at the time of writing this report.

Age Band	Newcastle-under-Lyme (count)	Newcastle-under-Lyme (%)	West Mids. (%)	Great Britain (%)
Overall Pop.	124,500	100%	100%	100%
All aged 0 – 15	20,700	16.7%	19.3%	18.7%
All aged 16 – 24	17,100	13.8%	12.2%	12.0%
All aged 25 – 49	39,700	31.9%	33.1%	34.8%
Aged 50 – 64 (Males), 50 – 59 (Females)	19,900	16.0%	15.1%	15.0%
Aged 65 and over (Males), 60 and over (Females)	27,000	21.7%	20.3%	19.5%
Aged 16 – 64 (Males), 16 – 59 (Females)	76,700	61.6%	60.4%	61.8%

**Table 1: Mid-Year Population Estimate (ONS, 2011)**

## Economy

Changes in Employment Structure 1998 - 2007								
	Agriculture and fishing	Manufacturing	Construction	Distribution, hotels and restaurants	Transport and communications	Banking, finance and insurance	Public administration, education and health	Other
Newcastle-under-Lyme	-50%	-61%	-10%	-10%	211%	42%	20%	-12%
Stoke-on-Trent	-37%	-53%	-21%	-10%	28%	2.5%	3.4%	19%
West Mids.	-23%	-42%	28%	-1%	19%	22%	19%	28%
GB	-22%	-36%	9%	-4%	2%	16%	14%	11%

**Table 2: Changes in Employment Structure 1998 – 2007 (NOMIS, 2008)**

The economy of the Borough has traditionally been dominated by coal extraction and heavy manufacturing industries although these have been in decline over the last few decades. The transition of the economic and occupational structures of the Borough has presented challenges and opportunities for the future growth and prosperity of the Borough. The legacy left by historic industrial activity has left regeneration opportunities, for example the redevelopment of Silverdale Colliery and the reclamation of former mining sites for services and logistics. Table 2 demonstrates the dramatic transformation of the economy in the Borough. Notably, there are significant losses in manufacturing, complemented by growth in transport, communications and logistics. Additionally, there has been significant growth in the banking, finance and insurance sectors.

Median earnings of employees by workplace			
	Newcastle-under-Lyme	West Midlands	Great Britain
All	407.8	470.6	502.6
Male	417.1	505.4	540.9
Female	400.0	407.3	445.7
Median earnings of employees by residence			
	Newcastle-under-Lyme	West Midlands	Great Britain
All	447.4	470.5	503.1
Male	462.5	503.9	541.7
Female	417.8	407.3	446.3

It can be seen from table 3 below that the earnings of those who reside in the Borough is considerably higher than the relatively low earnings of those who are working in the Borough, although both are below the regional averages. The Borough recognises the need to create a more diverse, balanced and flexible employment base; a greater focus on attracting high value employment opportunities is therefore vital. The Borough's adopted Core Spatial Strategy recognises this need and has identified Keele University and Science Park, Newcastle Town Centre and Chatterley Valley as being the key locations for high value economic growth.

**Table 3: Earnings by residence and workplace (NOMIS, 2008)**

### Indices of Multiple Deprivation

The diagram below illustrates the differences in deprivation throughout the Borough. In response to these disparities the RENEW housing market renewal programme has concentrated investment to the most deprived wards within the Borough. The results illustrated above represent the outputs of the 2007 Indices of Multiple Deprivation. Overall, the Borough in 2007 was ranked 157th out of 354, with 1st being the most deprived. In the 2010 Indices of Multiple Deprivation, the Borough was ranked 152nd.

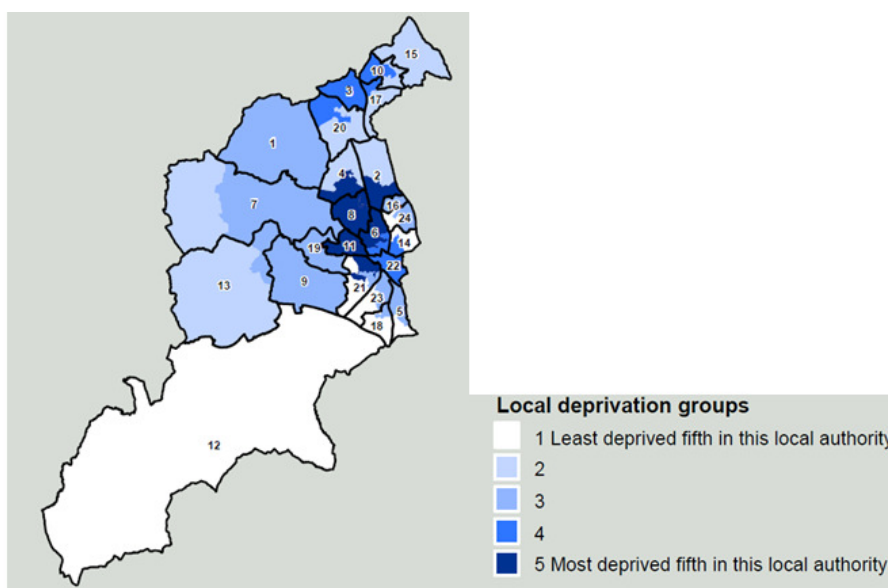


Figure 1 below illustrates the relative deprivation of each of the Borough wards according to the 2007 results.

**Figure 1: Indices of Multiple Deprivation Spatial Information 2007 (ONS, 2007)**

#### **4. Key Issues and Challenges and Structure of Report**

This report is structured to assess the current performance of the Borough against the three main strategic aims of the Core Spatial Strategy:

- People
- Prosperity
- Place and Image

Together these aims encapsulate the key issues and challenges facing the Borough and are therefore considered form an appropriate structure to assess the Borough's performance.

#### **Strategic Vision**

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

The results of this year's monitoring have been assessed against the strategic aims of the Core Spatial Strategy which are listed in full at the beginning of each relevant section. The full core strategy monitoring framework assesses the monitoring results against all of the strategic aims and is available in appendix 1.

## 5. People

The strategic aims for this section are as follows:

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

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

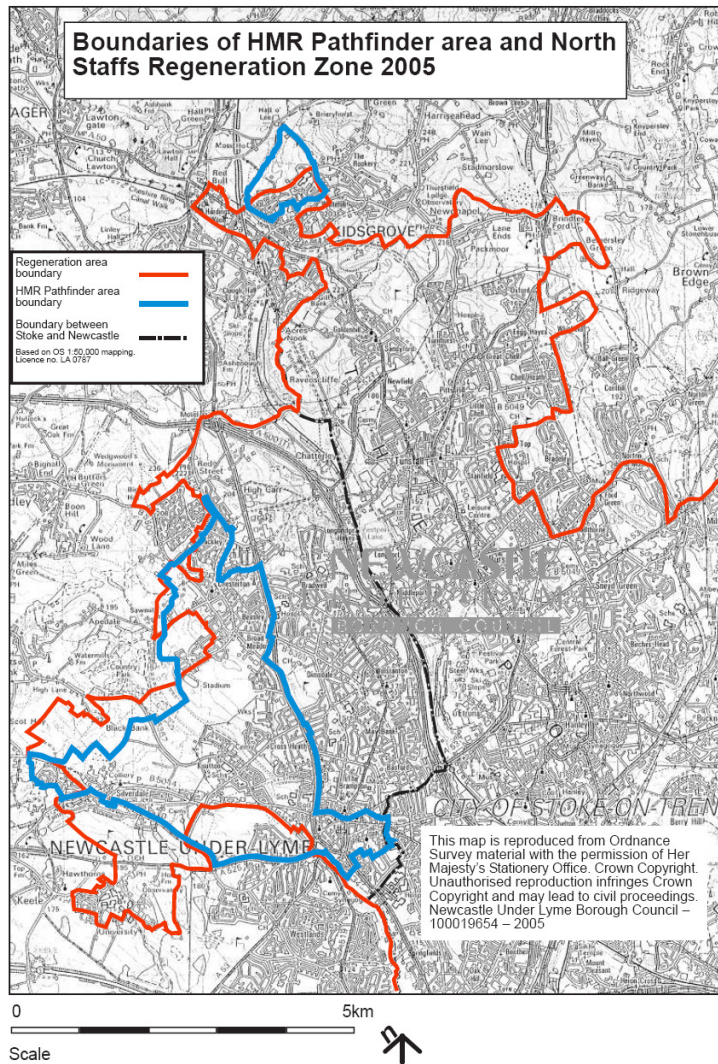
**Strategic Aim 4 (SA4)** - To balance the supply and demand for quality housing; removing surplus and unfit/obsolescent accommodation; providing a better choice of homes in sustainable locations and to ensure that a sufficient number of new homes are affordable.

### People Issues and Challenges

Historically there has been a weak economic performance in parts of the urban area of Newcastle, limiting the attractiveness of those areas as a place to live and work. This has been detrimental to the local housing market and the commercial attractiveness of the Borough. These issues are exacerbated by the Borough's ageing population and the lower than average health.

The Core Spatial Strategy provides policies that seek to deliver targeted regeneration. The policy seeks to focus development and investment towards the identified priority areas. This aims to align economic and housing investments to deliver sustained urban regeneration that will create attractive, affordable and sustainable places in which to live and work.

## Targeted Regeneration and the Delivery of Homes



**Figure 1: Boundaries of the HMR Pathfinder Area**

The RENEW Housing Market Renewal Pathfinder programme was created in response to the problems experienced in the local housing market. The aim of the programme has been to transform the failing housing market across the conurbation, in particular revitalising its urban core (see Figure 1) using a targeted approach. The Core Spatial Strategy seeks to prioritise housing development to previously developed sites within the Newcastle Urban Central area of the Borough (which covers the wards of Town, Thistleberry, Silverdale, Knutton and Cross Heath and Chesterton.)

Table 4 illustrates that of new build dwelling completions during 2010/11, the majority were within the priority areas of the Borough:

Town	Knutton & Cross Heath	Silverdale	Thistleberry	Chesterton	Kidsgrove	Newcastle East	Newcastle South	Rural
17	41	10	52	2	7	34	1	10
Total new build dwelling completions = 174								

**Table 4: New Build Dwelling Completions by Division 2010/11 (NULBC, 2011)**

Furthermore, table 4 shows that the majority of new dwellings were constructed within the urban area. These urban locations are considered to be sustainable as they are well-located in relation to services and community facilities. There has also been a positive contribution to the priority areas.

Year	New Dwellings	Gain/Loss from Conversions/COU	Demolitions	Net Additional Dwellings
2006/07	215	45	52	208
2007/08	185	19	62	142
2008/09	335	29	87	277
2009/10	259	8	60	207
2010/11	174	18	9	183
Total	1168	119	270	1017
Average				203.4

**Table 5: Net additional dwellings delivered during plan period (NULBC, 2011)**

In order to satisfy local housing need 5,700 net additional dwellings are required in the Borough between 2006 and 2026 as outlined in the Core Spatial Strategy. Table 5 provides the number of net additional dwellings delivered during the current plan period.

The average net number of dwellings constructed per year during the current plan period is 203.4. This average is below that predicted in the Core Spatial Strategy and reflects both the economic downturn and the significant number of demolitions that have taken place in the Borough through the Housing Market Renewal programme. The rate of housing delivery will have to increase significantly in the remaining years of the plan period in order to deliver the 5,700 net additional homes (of which 4,683 remain) required to satisfy local need.



	2006/7	2007/8	2008/9	2009/10	2010/11	Total
Gross new build dwellings delivered	215	185	335	259	174	1168
Brownfield completions of new build dwellings (%)	142 (66.05%)	161 (87.02%)	236 (70.45%)	160 (61.78%)	95 (54.60%)	794 (67.97%)
Conversions Gained	45	19	29	8	18	119
Conversions on Brownfield	31	15	23	6	15	90
% of new and converted dwellings on brownfield	66.5%	86.3%	71.2%	62.2%	57.29%	75.63%

**Table 6: Net additional dwellings delivered during plan period (NULBC, 2011)**

The figures in table 6 show that a high percentage of new dwellings have been delivered on brownfield land during this plan period.

In order to support the aims of targeted regeneration, prioritising the development of brownfield sites and delivering homes in sustainable locations within the Borough an adequate housing land supply needs to be identified and maintained.

Table 7 reflects the housing supply trajectory produced by the Draft 2011 Strategic Housing Land Supply. The final 2011 SHLAA will be published in early 2012.

## The Future Supply of New Homes

Year	Net Completions	Cumulative Net Completions
2006/07	208	208
2007/08	142	350
2008/09	277	627
2009/10	207	834
2010/11	183	1017
2011/12	328	1345
2012/13	323	1668
2013/14	334	2002
2014/15	291	2293
2015/16	196	2489
2016/17	287	2776
2017/18	373	3149
2018/19	333	3482
2019/20	360	3842
2020/21	371	4213
2021/22	397	4610
2022/23	374	4984
2023/24	267	5251
2024/25	260	5511
2025/26	218	5729
<b>Total</b>	<b>5729</b>	<b>5729 (5,700 target)</b>

**Table 7: Housing Land Supply Trajectory 2011-2026 (NULBC, 2011)**

The trajectory in table 7 outlines both the number of dwellings that have been delivered to date and the potential number of dwellings that could be delivered over the next fifteen years to fulfil the remaining housing requirement of 4683 dwellings by 2026. Please note that the trajectory includes an allowance for planned demolitions. The trajectory demonstrates that the Borough is not currently able to provide a full supply of deliverable housing sites to meet the required five year target. The current supply of land deliverable within the next five years

would accommodate 1472 net additional dwellings (1597 gross additional dwellings). This equates to a 4.74 year supply and represents 94.72% of the full five year supply of deliverable sites, as at 31<sup>st</sup> March 2011.

### **Affordable Housing Delivery**

Providing affordable housing is an essential aspect of the housing market renewal programme. Affordable housing is required to enter the housing market and offer a good standard of living to those who are unable to afford market housing, including young single people. However Table 8 outlines that the number of affordable dwellings delivered in the current plan period (27 per year) falls short of the 60 required per year (average).

To help tackle this shortage across there are various publically funded schemes in the Borough. 346 affordable dwellings are due to be delivered in the short-term. These key schemes include:

- Lymebrook Cross, Lower Milehouse Lane;
- Madeley Extra Care;
- Silverdale Colliery;
- Beasley Place development; and
- Charter Road development.

Furthermore the two schemes for Extra Care developments at Lower Milehouse and Furnace Lane, Madeley (due for completion in 2011/12) will deliver significant accommodation for the ageing population of the Borough.

<b>Year</b>	<b>Affordable Completions</b>	<b>Total Completions</b>
2006/07	0	260
2007/08	1	204
2008/09	37	364
2009/10	74	267
2010/11	25	192
<b>TOTAL</b>	<b>137</b>	<b>1287</b>

**Table 8: Affordable housing completions (NULBC, 2011)**

One factor contributing to the poor urban environment in parts of the Borough is the proportion of empty homes; a consequence of an historically weak housing market and economic decline. The Borough Council employs an Empty Homes Officer and has sought to proactively bring empty homes back into use and provide housing to those people in

need. During 2010/11, the Borough Council begun proceedings to bring 76 properties back into use.

### Types of New Homes Delivered

Table 9 highlights the number and type of new dwellings constructed in 2010/11. The number of flats/apartments delivered in the past year has dropped significantly compared to previous years; an average of 92 per year was constructed 2006-2010 compared to 28 constructed in 2010/11.

### The Creation of New Jobs

Table 10 shows that by the end of 2010/11 55.15 hectares of employment land had been developed and this represents a significant proportion of the total target of 112 hectares of land required within the plan period. However employment development has slowed significantly in 2010/11. Only 1370 sqm of employment floor space was developed and this was through changes of use and extensions to existing employment sites and so no new employment land was developed.

The Core Spatial Strategy encourages employment provision to be focused towards sites accessible to and within the North Staffordshire Regeneration Zone; 30.8% of employment completed in 2010/11 was in the North Staffordshire Regeneration Zone (Table 11). This is a decrease on the 57% completed within the same area during 2009/10 however the amount of employment development this year has been very low

Types of New Build Dwellings 2010/11					
	Det.	S-D	Terr.	Flats	Total
1 bed Private	0	3	0	0	3
1 bed RSL	0	0	0	0	0
2 bed Private	0	1	7	26	34
2 bed RSL	0	4	6	0	10
3 bed Private	21	23	26	2	72
3 bed RSL	0	6	2	0	8
4+ bed Private	37	5	0	0	42
4+ bed RSL	0	4	1	0	5
<b>Total</b>	<b>58</b>	<b>46</b>	<b>42</b>	<b>28</b>	<b>174</b>

**Table 9: New build completions by type and sector (NULBC, 2011)**

Use class	Completions 2006-2011(ha)
Class B1 (a)	0.93
Class B1 (b)	0.95
Class B1 (c)	0.24
Class B1	1.6
Class B2	4.96
Class B8	39.34
Class B1/B2/B8	7.13
Total	55.15

**Table 10: Progress towards plan targets (NULBC, 2011)**

Table 10 shows the progress towards the Core Spatial Strategy plan period employment land target of 112 ha. It is important to note that the figures from previous monitoring years have been adjusted slightly due to minor differences in how this figure was calculated from year to year. All of the figures have now been recalculated using a consistent approach and the figures published this year are considered to represent the most accurate reflection of the amount of employment land developed in the plan period.

<b>Use class</b>	<b>m<sup>2</sup> completed in the borough</b>	<b>m<sup>2</sup> completed in the regeneration zone</b>
B1 (a)	222	222
B1 (b)	0	0
B1 (c)	0	0
B1	948	0
B2	0	0
B8	200	200
B1/B2/B8	0	0
<b>Total</b>	<b>1370</b>	<b>422</b>

**Table 11: Employment completions floor space in North Staffordshire Regeneration Zone 2010/11 (NULBC, 2011)**

	<b>2008/09</b>	<b>2009/10</b>
Amount of additional employment floorspace (m2)	45426	3165

**Table 12: Past annual employment floor space completion totals (NULBC, 2011)**

Table 12 shows that employment floorspace completions have been declining over recent years. However it should be noted that the figures for 2008/09 are inflated by the completion of the Chatterley Valley development.

## Sustainable and Healthy Living

<b>Service</b>	<b>% Accessible 2009-10</b>	<b>% Accessible 2010-11</b>
GPs	80.5%	77.9%
Hospitals	73.4%	70.0%
Industrial Estates	79.8%	75.6%
Primary Schools	95.4%	91.7%
Secondary Schools	80.1%	75.1%
Town Centres	74.1%	72.8%

**Table 13: New dwelling completion accessibility to local services (Staffordshire County Council, 2011)**

New development should be located close to key local services thereby reducing the need to travel and also ensure that services are at least accessible by sustainable modes of transport. Table 13 represents the number of new dwellings located within 30 minutes travel time (by public transport) from various key local facilities. The results demonstrate a decrease in accessibility as compared to the new housing constructed in the previous monitoring year.

The number of adults participating in sport and recreation is a good indicator of the extent to which healthy living is being experienced in Newcastle. Table 14 demonstrates that there has been a marginal increase in the proportion of adults who participate in regular sport. However, many of these indicators need to be judged over the long-term to identify actual trends.

<b>Adult Participation in Sport 2005-06</b>	<b>Adult Participation in Sport April 2009-11</b>
19.9%	20.0%

**Table 14: Levels of adult participation in sport (Department for Culture, Media and Sports, 2011)**

## 6. Prosperity

The strategic aims for this section are as follows:

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

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

**Strategic Aim 7 (SA7)** - To help Newcastle Town Centre to continue to thrive as a strategic centre, both within a network of accessible and complementary, vital, vibrant and distinctive North Staffordshire town centres

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

**Strategic Aim 9 (SA9)** - To safeguard valued economic resources

### Prosperity Issues and Challenges

The historical dominance and recent decline of a narrow range of traditional industries has had a critical impact on the social, economical and environmental fortunes of the Borough. The economic performance of the sub-region as a whole is poor. It is therefore vital that local competitiveness is improved through improving the skills base of the Borough's residents and harnessing existing assets, such as Keele University. The general skill level of an area's population can attract or deter companies from locating in that area.

### The Skills and Employment Base of the Borough

	Newcastle-under-Lyme	West Midlands	Great Britain
Achievement of 5+ A-C grades at GCSE	72.7%	77.9%	76.1%
NVQ4 and above	32.5%	26.0%	31.3%
NVQ3 and above	53.5%	45.4%	51.0%
NVQ2 and above	68.6%	62.5%	67.3%
NVQ1 and above	79.1%	77.1%	80.2%
Other Qualifications	7.4%	7.8%	8.5%
No qualifications	13.4%	15.1%	11.3%

**Table 15: Workforce Skills 2010/11 (NOMIS, 2011)**

The skills base of the local labour force can be demonstrated by monitoring the proportion of pupils achieving 5 or more GCSE qualifications at grade A – C, as well as monitoring the proportion of the population aged 16-64 who are qualified to NVQ Level 2. Table 15 demonstrates that the Borough is performing well regarding NVQ achievement relative to neighbouring performance in the West Midlands, although trails behind national standards. There has been an increase in all levels of NVQ achievement in Newcastle compared to 2009/10.

Another part of delivering a more prosperous Borough, supported through the Core Spatial Strategy, involves the diversification of the employment base and the growth of the office sector. Additionally, development that creates and enhances a strong and competitive local economy and the role of Newcastle town centre as a strategic centre should be supported

<b>Employment Sector</b>	<b>Newcastle-under-Lyme</b>	<b>West Midlands</b>	<b>Great Britain</b>
Manufacturing	9.2%	13.8%	10.2%
Construction	4.4%	4.9%	4.8%
Services:	85.6%	79.7%	83.5%
Distribution, hotels & restaurant	30.2%	23.6%	23.4%
Transport & communications	14.0%	5.8%	5.8%
Finance, IT and Business	12.4%	18.6%	22.0%
Public administration, education & health	25.5%	27.0%	27.0%
Other services	3.5%	4.6%	5.3%
Tourism-related	6.7%	7.4%	8.2%

**Table 16: Employment Structure (NOMIS, 2008)**

The diversification of the Borough's employment base can provide an indication of the Borough's prosperity. Table 16 above demonstrates that in 2008 the majority of employment in the Borough was based around distribution, hotels and restaurants, as well as public administration, education and health. There is a noticeable shortfall between employment in finance, IT and business locally when compared to regional and national levels which is reflected in the low average earnings in the Borough.



Business Sector	Newcastle-under-Lyme		West Midlands	Great Britain
	2010	2009		
All Local Units	3790	3875	210,065	2,183,845
Agri', Forestry, Fishing	185	180	11,500	92,835
Production	240	250	16,760	130,710
Construction	450	485	22,935	240,865
Motor Trades	150	155	7,295	64,930
Wholesale	205	215	11,725	109,540
Retail	500	505	24,790	239,450
Transport & Storage	135	140	7,930	70,690
Accommodation & Food Services	260	265	12,725	141,835
Information & Communication	175	165	9,920	141,080
Finance & Insurance	80	85	4,905	56,625
Property	95	95	6,990	79,280
Professional, Scientific & Technical	415	425	24,360	304,865
Business Administration & Support Services	220	250	15,340	161,395
Public Administration & Support Services	25	30	2,085	20,190
Education	105	105	5,465	55,015
Health	245	225	11,510	117,385
Arts, Entertainment, Recreation	305	300	13,830	157,155

**Table 17: Number of Business Units by Industry Group (ONS, 2010)**

Table 17 demonstrates that in most industry groups there has been a decline in the number of businesses and this could be attributable to the current economic climate. Most notably, there have been falls in 'Finance and Insurance' and 'Professional, Scientific and Technical' businesses. Therefore, the ambitions for diversifying the employment base of the Borough, particularly into office development and new technologies would appear to be particularly challenging in the current context.

## The Vitality and Viability of Newcastle Town Centre

Newcastle Town Centre plays a key role as the main shopping centre for the Borough. In order to maintain the vitality and viability of the Town Centre it is important to provide commercially attractive sites to facilitate and accommodate retail growth. The Core Spatial Strategy sets a target to allow for the accommodation of 25,000sqm additional gross comparison retail floor space by 2021 and a further 10,000sqm to 2026. Table 18 below highlights key figures for 2010/11 relating to completed retail and leisure development.

	<b>Retail</b>	<b>Office</b>	<b>Leisure</b>
Floorspace completed (sqm) 2010/11	9062	222	2704
Site area completed (Ha) 2010/11	6.46	0	12.19
Total floor space delivered 2006-11	12244	3119	31623

**Table 18: Retail, Leisure and office completions (NULBC, 2011)**

Table 18 show that 12244sqm of retail floorspace has been delivered in the current plan period, all of which has been delivered on previously developed land. This year 9062sqm has been delivered. The spatial distribution of retail development across the Borough this year has occurred as follows:

- Kidsgrove 20 sqm;
- Newcastle Urban Central 8926 sqm;
- Newcastle Urban South and East 116 sqm.

Although none of the 9062 sqm delivered during 2010/11 was located within the Town Centre, a large proportion of the floorspace (8926 sqm consisting of the Sainsburys and Lidl supermarkets), was delivered in edge-of-centre locations. The completion of only 20 sqm of new retail floorspace in Kidsgrove is likely to be a reflection of the economic climate and the availability of empty retail units resulting in a decrease in demand for new floorspace. .

The table above demonstrates that during 2010/11, the amount of leisure development delivered was much less than the previous year. Of the 2704sqm of leisure floorspace developed in 2010/11, 2039sqm is solely attributable to a new sports pavilion at the Stoke City F.C. Rose Tree Avenue training ground, developed on greenfield land. The remaining leisure development was delivered on brownfield land in the urban area (312sqm in Kidsgrove and 353sqm in Newcastle Urban Central).

At the time of writing, the Council's new Health and Well-Being Centre, Jubilee2, is under construction and is due to open in January 2012.

The Core Spatial Strategy focuses office development towards Newcastle Town Centre as a key part of its aim to create sustainable communities and strengthen the Town Centre.

<b>Year</b>	<b>Office Development (m<sup>2</sup>)</b>
2006/07	573
2007/08	391
2008/09	1122
2009/10	811
2010/11	222
<b>Total</b>	<b>3119</b>

**Table 19: Office floorspace completions (NULBC, 2011)**

The level of office development delivered during the plan period can be seen in table 19. In the first quarter of the plan period (2006-11) 3119 sqm of office development had been completed of the target of 60,000 sqm of office floorspace within the Town Centre by 2026. Therefore, a quarter of the way through the plan period only 5.19% of the target has been delivered.

One method of assessing the vitality and viability of Newcastle Town Centre in 2011 is to survey the mix of uses and number of vacant units in the main shopping area. The results from the past two years are shown in table 20 below.

Significantly, the vacancy rate has increased to 11.28% during 2010//11 following the recent trend stretching back to 2006/07 and 2007/08, when the vacancy rates were 6.94% and 8.06% respectively (see Table 20). There has also been a reduction in units occupied by retail (A1). The figures in Table 20 represent a ‘snapshot’ of unit occupancy in Newcastle Town Centre as at March 2011.

	<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A4</b>	<b>A5</b>	<b>B1</b>	<b>D1</b>	<b>D2</b>	<b>Sui Generis</b>	<b>Vacant</b>	<b>Total</b>
2009/10	54.27%	10.98%	8.54%	7.32%	1.22%	1.52%	0.91%	1.22%	1.52%	12.5%	328
2010/11	55.48%	11.58%	8.23%	7.01%	1.52%	1.52%	0.91%	1.21%	1.21%	11.28%	328

**Table 20: Percentage of Unit Occupancy in Newcastle Town Centre (NULBC, 2011)**

## 7. Place and Image

The strategic aims for this section are as follows:

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

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

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

**Strategic Aim 13 (SA13)** - To protect and improve the plan area's network of canals and watercourses, green spaces/infrastructure and parks to provide the landscape setting for high quality development of homes, employment and leisure opportunities; opportunities for physical activity and to foster a more sustainable way of life

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

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

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

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

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

### Issues of Place and Image

Although the urban parts of the North Staffordshire conurbation as a whole suffer from a poor image, the Borough does benefit from a diverse range of natural assets, sites of heritage value and a large provision of green space.

### Quality and Accessible Natural Environments

Table 21 demonstrates that the provision of green space owned or managed by the Council throughout the Borough has increased from 738 Ha in 2008/09 to 760.42 Ha in 2010/11

There has also been an increase in the number of parks recorded as holding Green Flag status compared to last year.

<b>Borough Council owned-managed open spaces in possession of Green Flag Awards</b>	<b>Area</b>
Newcastle Crematorium	5.84 (Ha)
Brampton Park	2.92 (Ha)
Queen's Gardens	0.23 (Ha)
Lyme Valley Park	2.76 (Ha)
Wolstanton Park	2.53 (Ha)
Total	14.28%
Total area of Borough Council owned/managed open space	760.42 (Ha)
% of Borough Council owned/managed open space in possession of Green Flag Awards (Ha)	1.87%

**Table 21: Open Space Provision and Quality (NULBC and Green Flag Award, 2011)**

The well-being of the natural environment throughout the Borough is reflected in the quality and quantity of wildlife and habitats. It is important to monitor any changes in the areas and populations of biodiversity importance; table 22 demonstrates the extent of various local sites of environmental importance in 2010/11. The results show that as the site areas have increased or been retained when compared to previous years. The Borough is therefore performing positively in its aim to protect and enhance green infrastructure throughout the Borough.

<b>Types of Local Sites</b>	<b>Sites Area (Ha) 2008/09</b>	<b>Sites Area (Ha) 2009/10</b>	<b>Sites Area (Ha) 2010/11</b>
Sites of Special Scientific Interest (SSSI)	88.8	88.8	89.6
Sites of Biological Importance (SBIs)	686.4	686.4	691.3
Local Nature Reserves (LNRs)*	85.6	111.6	111.6

**Table 22: Site Area of Local Sites (Staffordshire. Ecological Survey, 2011)**

\*Within the Borough there are LNRs within SBIs and SBIs within LNRs, therefore a total site area cannot be given without double-counting.

Evidence of the positive steps being taken to enhance the network of green spaces within the Borough is shown in table 23 below. This table shows the proportion of local sites where positive conservation management has or is being implemented. Good performance is indicated by an increase in the percentage of sites under positive management. The results demonstrate a gradual increase over the year and the target set in the now voluntary National Indicator 197 has been reached.

2010/11	Q1	Q2	Q3	Q4
% of sites under positive conservation management	23.5%	23.5%	23.5%	27.3%

**Table 23: Proportion of sites under positive conservation management (NULBC, 2011)**

### Historic and Built Heritage

The protection, conservation and enhancement of the area's historic built heritage is of importance in improving the place and image of the Borough. Table 24 lists the 20 conservation areas within the Borough, designated because of their special architectural or historic interest. Although no new conservation areas were created during 2010/11, in February 2011 the Council approved a programme of review for all conservation areas.

Audley	1976	Maer	1970
Basford	2006: extended 2007	Mucklestone	1977
Betley	1970 extended 2008	Newcastle-under-Lyme	1973: extended 2000 & 2008
The Brampton	1984	Shropshire Union Canal	1984
Butterton	2006	Silverdale	1993
Clayton	1992	Stubbs Walk	1993
Keele	1989	Talke	2000
Keele Hall	1993	Trent and Mersey Canal	1988
Kidsgrove	1997	Whitmore	1971
Madeley	1972	Wolstanton	1993: extended 1997

**Table 24: Conservations Areas within the Borough (NULBC, 2011)**

The Council has a Register of Locally Important Buildings and Structures that raises awareness in the community of the parts of our local heritage which although important do not have formal listed status (for the full Register see Appendix 4). Further work is being undertaken and in 2011/12, the Council is expected to adopt a Register of Locally Important Buildings and Structures Supplementary Planning Document, which will outline how the Council will consider and treat local heritage assets on the local Register. This document will become a material consideration in the planning process.

The Historic Parks and Gardens Register (maintained by English Heritage) protects two sites with Grade II status in the Borough; one concerning part of the University of Keele and the other is at Maer Hall. Additionally the Register of Historic Battlefields in England (also maintained by English Heritage) which records sites of historic and cultural heritage includes the site of the Battle of Bloreheath, 1459 (sited in the Borough).

At the end of 2010/11 there were 13 Scheduled Ancient Monuments in the Borough.

<b>Parish</b>	<b>Name: - 13 Scheduled Ancient Monument in the Borough</b>	<b>OS Grid ref. (SJ)</b>	<b>County Ref.*</b>
Audley	Motte and Bailey, Castle Hill	21538	21538
Loggerheads	Audley's Cross, Tyrley	714352	21594
Loggerheads	'Auctioneers Mound' near Ashley Church	765365	21530
Loggerheads	Hales Roman Villa & pre-Roman structures	721337	164
Loggerheads	'Devil's Ring and Finger' whirl stones, near Oakley Hall	707379	6
Loggerheads	Moated Site, Willoughbridge Park	741394	21515
Madeley	Heighley Castle	772467	21537
Madeley	Old Madeley Manor	772423	67
Maer	Berth Hill Camp	788390	21569
Maer	Bowl Barrow, Maer Hills	780397	22433
Maer	Moated site, Lea Head Manor	750421	13465
Newcastle Town	Castle Motte, Silverdale Road	845459	34932
Newcastle Chesterton	Springwood Blast Furnace	820499	197

**Table 25: Scheduled Ancient Monuments in the Borough (NULBC, 2011)**

The condition of the designated assets in the Borough provides an important insight into the well-being of our historic heritage (see table 26).

<b>Asset</b>	<b>Designation</b>	<b>Condition</b>
Model Farm Complex, Main Street, Betley	Listed Building Grade II*	Guidelines have been provided for future use by English Heritage.
Heighley Castle, Madeley	Listed Building Grade II	Heavily overgrown and masonry eroding. In very poor condition.
Gatehouse, Maer Halls	Listed Building Grade II*	Condition deteriorated and repairs to much of structure required.
Hales Roman Villa, Loggerheads	Scheduled Ancient Monument	Unknown.
Motte and Bailey Castle, South of St Marys School, Newcastle-under-Lyme	Scheduled Ancient Monument	Generally unsatisfactory with localised problems.
Butterton, Newcastle-under-Lyme	Conservation Area	Very bad.

**Table 26: Designated Assets on Heritage at Risk Register (English Heritage, 2011)**

The image and quality of a place is heavily influenced by the quality of the physical environment. A key strategic aim within the Core Spatial Strategy is to 'eliminate poor quality

development and establish a culture of excellence'. The Council encourages and supports high quality design through a design review process of proposed major new developments provided by Urban Vision. The new developments are assessed by a Design Review Panel which consists of a multi-disciplinary team of built environment professionals. The recent number of schemes sent to Design Review Panel is listed in table 27. It should be noted that the decrease in the number of proposals reviewed by the panel reflects the decrease in the number of major proposals received by the Council.

2010/11	2008/09	2009/10	2010/11
Number of proposals reviewed by Design Review Panel	15	12	8

**Table 27: Use of Design Review Panel (NULBC, 2011)**

### Reducing Energy Consumption

It is essential that the Borough takes proactive steps to reduce energy use and carbon emissions. Table 28 lists actions in the Borough during 2010/11 which have been undertaken to reduce household energy consumption through the North Staffordshire Warm Zone initiative. Additional corporate Council activity has included supporting Staffordshire Housing with a grant of £100,000 to invest in the EcoHomes initiative.

<b>Installations installed via the North Staffordshire Warm Zone initiative</b>	
<b>Measure</b>	<b>Installation</b>
Cavity Wall Insulation	640
Loft Insulation 150mm	294
Loft Insulation 200mm	230
Loft Insulation 250mm	249
Hot Water Jackets	25
<b>Total</b>	<b>1438</b>

**Table 28: North Staffordshire Warm Zone installations (North Staffordshire Warm Zone, 2011)**

Although the number of installations has decreased from the previous year (1438 compared to 2259) the initiative has still made a positive contribution to reducing household energy use.

The Borough Council has taken positive steps to tackle climate change. The Council has participated in a joint study with other Staffordshire local authorities, which explored the potential for low carbon and renewable energy generation across Staffordshire.



The rural area of the Borough and its key service centres of Loggerheads, Madeley and Audley Parish provide important services to rural communities. Development in the rural area is permitted to support local services and is focused within the key rural service centres as these are considered to be the most sustainable rural locations. This strategy will help ensure that the service centres retain their vitality and viability.

The Council regularly conducts Rural Services Surveys to review service provision in the rural villages. Between the 2009 survey and the 2011 update there appears to have been no major losses of services. Significant changes include an increase of 1 shop within each of Halmerend and Betley and a gain of 1 in the number of restaurants/takeaways in Audley. The Rural Services Surveys are available to view on the Council website.

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## Appendix 1: Core Spatial Strategy Monitoring Framework

The Council's adopted Core Spatial Strategy sets out the vision that we are seeking to achieve:

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

The Core Spatial Strategy contains a monitoring framework, which consists of indicators that relate to the individual strategic aims and policies in the Core Spatial Strategy that provide structure to the outlined vision. The indicators are grouped together in the following topics:

- Employment
- Housing
- Transport and Accessibility
- Retail
- Office
- Leisure
- Rural Services and Development
- Environment
- Miscellaneous

Transparent monitoring of the indicators in the below framework allows an assessment of progress, or otherwise, towards achieving the stated vision. Progress against indicators in the monitoring framework is reported in the Annual Monitoring Report.

For each of the indicators the framework below provides the following information:

- **Indicator reference number:** The relevant indicator reference number according to the original monitoring Framework
- **Measure:** A description of the data provided to monitor the indicator
- **Target:** A target the relevant indicator is being monitored against
- **Relevant Strategic Aim or Core Strategic Policy:** A list of Strategic Aims or Core Strategic Policies that each indicator is intended to relate to
- **Latest performance:** The most recent data for each indicator
- **Time Period and Source:** The time period covered by, and the source of, the information provided to monitor indicator performance

Ref No	Indicator & Measure	Target	Relevant Strategic Aim (SA) or Core Strategic Policy (CSP)	Latest Performance				Time Period and Source
	<b>EMPLOYMENT</b>							
1	Amount of completed employment development <ul style="list-style-type: none"> <li>Floorspace completed</li> </ul>	Monitor		Use Class 2010/11	Gross Floorspace Developed (m <sup>2</sup> )	Loss through changes of use (m <sup>2</sup> )	Net Floorspace Developed (m <sup>2</sup> )	2010/11 NULBC
				<b>B1 (a)</b>	<b>222</b>	<b>181</b>	<b>41</b>	
				<b>B1 (b)</b>	<b>0</b>	<b>0</b>	<b>0</b>	
				<b>B1 (c)</b>	<b>0</b>	<b>0</b>	<b>0</b>	
				<b>B1</b>	<b>948</b>	<b>0</b>	<b>948</b>	
				<b>B2</b>	<b>0</b>	<b>0</b>	<b>0</b>	
				<b>B8</b>	<b>200</b>	<b>0</b>	<b>200</b>	
				<b>B1/B2/B8</b>	<b>0</b>	<b>0</b>	<b>0</b>	
				Total	1370	181	1189	
1	Amount of completed employment development <ul style="list-style-type: none"> <li>Site area completed</li> </ul>	Monitor against CSS expectations (Stoke 11ha pa, Newcastle 5.6ha pa)		<b>Progress towards the plan</b>		<b>Completions 2006-2011(Ha)</b>		2010/11 NULBC
				<b>Class B1 (a)</b>		<b>0.93</b>		
				<b>Class B1 (b)</b>		<b>0.95</b>		
				<b>Class B1 (c)</b>		<b>0.24</b>		

				<b>Class B1</b>	<b>1.6</b>			
				<b>Class B2</b>	<b>4.96</b>			
				<b>Class B8</b>	<b>39.34</b>			
				<b>Class B1/B2/B8</b>	<b>7.13</b>			
				<b>Total</b>	<b>55.15</b>			
2	Location of completed employment development  • Proportion which is on brownfield land	Monitor	SA3, SA10, SA12, SA13, CS9	Use class	m <sup>2</sup> completed in the borough	m <sup>2</sup> on previously developed land	%	2010/11  NULBC
				<b>B1 (a)</b>	<b>222</b>	<b>222</b>	<b>100%</b>	
				<b>B1 (b)</b>	<b>0</b>	<b>0</b>	<b>-</b>	
				<b>B1 (c)</b>	<b>0</b>	<b>0</b>	<b>-</b>	
				<b>B1</b>	<b>948</b>	<b>948</b>	<b>100</b>	
				<b>B2</b>	<b>0</b>	<b>0</b>	<b>-</b>	
				<b>B8</b>	<b>200</b>	<b>200</b>	<b>100%</b>	
				<b>B1/B2/B8</b>	<b>0</b>	<b>0</b>	<b>-</b>	
				Total	1370	1370	100%	
2	Location of completed employment development  • Proportion which is in the regeneration zone	Monitor	SA3, SA10, SA12, SA13, CS9	Use class	m <sup>2</sup> completed in the borough	m <sup>2</sup> completed in the regeneration zone		2010/11  NULBC
				<b>B1 (a)</b>	<b>222</b>	<b>222</b>		
				<b>B1 (b)</b>	<b>0</b>	<b>0</b>		
				<b>B1 (c)</b>	<b>0</b>	<b>0</b>		

				<b>B1</b>	<b>948</b>		<b>0</b>							
				<b>B2</b>	<b>0</b>		<b>0</b>							
				<b>B8</b>	<b>200</b>		<b>200</b>							
				<b>B1/B2/B8</b>	<b>0</b>		<b>0</b>							
				Total	1370		422							
2	<p>Location of completed employment development</p> <ul style="list-style-type: none"> <li>Amount which is in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)</li> </ul>	To achieve the amounts identified in each ASP	SA3, SA10, SA12, SA13, CS9	Kidsgrove	Knutton and Cross Heath	Silverdale	Chesterton	Town	Poolfields	Newcastle East	Newcastle	Rural	Total	2010/11 NULBC
			<b>Floor space completed (sqm)</b>	<b>948</b>	<b>200</b>	<b>169</b>				<b>53</b>			<b>1370</b>	
3	<p>Future employment development</p> <ul style="list-style-type: none"> <li>Area of land allocated in DPDs / with planning permission for employment development</li> </ul>	To meet anticipated RSS requirements (5 year reservoir for Stoke 55ha and Newcastle 28ha)		x										
4	<p>Progress in development of sites allocated in DPDs</p> <ul style="list-style-type: none"> <li>Progress on employment allocations in terms of planning status and physical development</li> </ul>	Monitor		x										
5	<p>Windfall development</p> <ul style="list-style-type: none"> <li>Number / proportion of employment developments not on allocated sites in terms of planning status and physical development</li> </ul>	Monitor - expected to decline as allocations are made in DPD'		100%									2010/11 NULBC	
6	<p>Losses of employment land to non-employment uses</p> <ul style="list-style-type: none"> <li>Amount of land lost</li> </ul>	Monitor		181 sqm									2010/11 NULBC	

6	Losses of employment land to non-employment uses <ul style="list-style-type: none"> <li>Proportion which is in the regeneration zone</li> </ul>	Monitor		100%				2010/11 NULBC
6	Losses of employment land to non-employment uses <ul style="list-style-type: none"> <li>Use of 'lost' land by Use Class</li> </ul>	Monitor		181 sqm B1(a)				2010/11 NULBC
7	Economic activity <ul style="list-style-type: none"> <li>Overall employment rate</li> </ul>	Monitor – reduction desired			Newcastle -under-Lyme	West Midlands	Great Britain	2010/11 NOMIS (Numbers are for those aged 16 and over, % are for those aged 16-64)
				All	74.3%	74.2%	76.2%	
				Male	76.8%	81.0%	82.5%	
				Female	71.8%	67.4%	69.9%	
7	Economic activity <ul style="list-style-type: none"> <li>Number of people on out of work benefits (DWP benefits claimants)</li> </ul>	Monitor – increase desired			Newcastle -under-Lyme	West Midlands	Great Britain	2010/11 NOMIS (Key out-of-work benefits includes the groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits)
				All	13.8%	16.4%	14.5%	
8	Average earnings <ul style="list-style-type: none"> <li>Median earnings of employees by workplace</li> </ul>	Monitor – narrowing of gap between local and region / national figures desired			Newcastle -under-Lyme	West Midlands	Great Britain	2010/11 NOMIS (Median earnings in pounds for employees working in the area)
				All	407.8	470.6	502.6	
				Male	417.1	505.4	540.9	
				Female	400.0	407.3	445.7	

8	Average earnings  • Median earnings of employees by residence	Monitor – narrowing of gap between local and region / national figures desired			Newcastle -under- Lyme	West Midlands	Great Britain	2010/11  NOMIS (Median earnings in pounds for employees living in the area)
				All	447.4	470.5	503.1	
				Male	462.5	503.9	541.7	
				Female	417.8	407.3	446.3	
9	New businesses  • New business registration rate	Monitor	SA5	285 Registrations / 235 De-registrations				2010  ONS
10	Employment profile  • Number / Proportion employed in target sectors	Monitor – increase desired	SA5, SA6		Newcastle- under-Lyme	West Midlands	Great Britain	2008  NOMIS
				Manufacturing	9.2%	13.8%	10.2%	
				Construction	4.4%	4.9%	4.8%	
				<b>Services:</b>	<b>85.6%</b>	<b>79.7%</b>	<b>83.5%</b>	
				Distribution, hotels & restaurant	30.2%	23.6%	23.4%	
				Transport & communications	14.0%	5.8%	5.8%	
				Finance and IT	12.4%	18.6%	22.0%	
				Public administration, education & health	25.5%	27.0%	27.0%	
				Other services	3.5%	4.6%	5.3%	
Tourism-related	6.7%	7.4%	8.2%					



10	Employment profile  • Number / Proportion of businesses in target sectors	Monitor – increase desired	SA5, SA6		Newcastle -under- Lyme	West Midlands	Great Britain	2010/11  ONS (Business: Local Units by Broad Industry Group: Urban/Rural)
				All Local Units	3790	210,065	2,183,845	
				Agri', Forestry, Fishing	185	11,500	92,835	
				Production	240	16,760	130,710	
				Construction	450	22,935	240,865	
				Motor Trades	150	7,295	64,930	
				Wholesale	205	11,725	109,540	
				Retail	500	24,790	239,450	
				Transport & Storage	135	7,930	70,690	
				Accommodation & Food Services	260	12,725	141,835	
				Information & Communication	175	9,920	141,080	
				Finance & Insurance	80	4,905	56,625	
				Property	95	6,990	79,280	
				Professional, Scientific & Technical	415	24,360	304,865	
Business Administration & Support Services	220	15,340	161,395					

				Public Administration & Support Services	25	2,085	20,190	
				Education	105	5,465	55,015	
				Health	245	11,510	117,385	
				Arts, Entertainment, Recreation	305	13,830	157,155	
11	Workforce Skills <ul style="list-style-type: none"> <li>Achievement of 5 or more A*-C grades at GCSE</li> </ul>	Monitor – narrowing of gap between local and regional / national desired	SA5, SA6		Newcastle -under- Lyme	West Midlands	Great Britain	2010/11 ONS
				Achievement of 5+ A-C grads at GCSE	72.7%	77.9%	76.1%	
11	Workforce Skills <ul style="list-style-type: none"> <li>Working age population qualified to at least Level 2</li> </ul>	Monitor – narrowing of gap between local and regional / national desired	SA5, SA6		Newcastle -under- Lyme	West Midlands	Great Britain	2010/11 NOMIS (% is a proportion of resident population of area aged 16-64)
				NVQ4 and above	32.5%	26.0%	31.3%	
				NVQ3 and above	53.5%	45.4%	51.0%	
				NVQ2 and above	68.6%	62.5%	67.3%	
				NVQ1 and above	79.1%	77.1%	80.2%	
				Other Qualifications	7.4%	7.8%	8.5%	
				No qualifications	13.4%	15.1%	11.3%	

HOUSING									
12	Housing trajectory <ul style="list-style-type: none"> <li>Number of dwellings completed each year (net)</li> </ul>	To meet anticipated RSS requirements and trajectory shown in Core Spatial Strategy (Stoke 11,400 and Newcastle 5,700 net over plan period)	SA4	2006/7	2007/8	2008/9	2009/10	2010/11	2010/11 NULBC
				208	142	277	207	183	
12	Housing trajectory <ul style="list-style-type: none"> <li>Number of dwellings forecast to be built in future years</li> </ul>	To meet anticipated RSS requirements and trajectory shown in Core Spatial Strategy (Stoke 11,400 and Newcastle 5,700 net over plan period)	SA4	HOUSING LAND SUPPLY IN DRAFT 2011 SHLAA REPORT					2010/11 NULBC
				2011/12		328			
				2012/13		323			
				2013/14		334			
				2014/15		291			
				2015/16		196			
				2016/17		287			
				2017/18		373			
				2018/19		333			
				2019/20		360			
				2020/21		371			
				2021/22		397			
				2022/23		374			
				2023/24		267			
				2024/25		260			
				2025/26		218			
				Total Supply		5729			

12	Housing trajectory <ul style="list-style-type: none"> <li>Analysis of progress against agreed housing targets in Core Spatial Strategy</li> </ul>	To meet anticipated RSS requirements and trajectory shown in Core Spatial Strategy (Stoke 11,400 and Newcastle 5,700 net over plan period)	SA4	<b>Net Additional Dwellings Cumulative</b>					2010/11					
				<b>2006/7</b>	<b>2007/8</b>	<b>2008/9</b>	<b>2009/10</b>	<b>2010/11</b>	NULBC					
				208	350	627	834	1017						
13	Location of completed dwellings <ul style="list-style-type: none"> <li>Proportion which are on brownfield land</li> </ul>	Stoke and Newcastle urban area 90%	SA3, SA4, SA10, SA11, SA12, SA13, CS9	Gross new build dwellings 2010-11			Gross new build additional dwellings on brownfield land 2010-11			2010/11				
				<b>174</b>			<b>95</b>			NULBC				
13	Location of completed dwellings <ul style="list-style-type: none"> <li>Number which are in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)</li> </ul>	To achieve the numbers identified in each ASP.	SA3, SA4, SA10, SA11, SA12, SA13, CS9	Town	Knutton & Cross Heath	Silverdale	Thistleberry	Chesterton	Kidsgrove	Newcastle East	Newcastle South	Rural	Total	2010/11
				17	41	10	52	2	7	34	1	10	174	NULBC
14	Future housing development <ul style="list-style-type: none"> <li>Area of land allocated in DPD's / with planning permission for residential development</li> </ul>	To meet PPS3 requirements (5 and 15 year supply)  Monitor		<b>Draft 2001 SHLAA Report, 15 year supply</b>					<b>Draft 2011 SHLAA Report, 5 year supply</b>					2010/11
				4712 net additional capacity (100.62% of 4683 target)					Deliverable supply demonstrated to be (1597/337.2) = 4.74 year supply					NULBC
15	Progress in development of sites allocated in DPDs <ul style="list-style-type: none"> <li>Progress on housing allocations in terms of planning status and physical development</li> </ul>	Monitor		Sites allocated though Local Plan: <ul style="list-style-type: none"> <li>Keele Road 71 dwellings remaining</li> <li>Former Wolstanton Colliery (South) 68 dwellings remaining</li> <li>Former Wolstanton Colliery (North) 39 dwellings remaining</li> </ul>										2010/11
														NULBC

16	Windfall development  • Number / proportion of housing developments not on allocated sites in terms of planning status and physical development	Monitor – expected to decline as allocations are made in DPD'		2009/10	2010/11	2010/11  NULBC		
				131 (50.58%)	63 (36.2%)			
17	Density of residential development  • Number / proportion built at less than 30, between 30 and 50 and more than 50 per hectare	Monitor – expected to remain around 50/ha	SA4	<b>Average Density of Development</b>			2010/11  NULBC	
				Urban	Rural	Borough		
				26.93	12.65	25.29		
				<b>Number of Dwellings Delivered at Each Density</b>				
					<30 per hectare	30-50 per hectare		>50 per hectare
				Urban	96	33		35
				Rural	7	0		3
Borough	103	33	38					

18	Dwelling Types  • Type and size of dwellings constructed	Monitor	SA4	<b>Gross New Build Dwellings</b>						2010/11  NULBC
					Det.	S-D	Terr.	Flats	Total	
				1 bed Private	0	3	0	0	3	
				1 bed RSL	0	0	0	0	0	
				2 bed Private	0	1	7	26	34	
				2 bed RSL	0	4	6	0	10	
				3 bed Private	21	23	26	2	72	
				3 bed RSL	0	6	2	0	8	
				4+ bed Private	37	5	0	0	42	
				4+ bed RSL	0	4	1	0	5	
	Total	58	46	42	28	174				
19	Affordable housing trajectory  • Number of affordable dwellings completed	To meet RSS requirements (Stoke 3,000 and Newcastle 1,200 over plan period (Stoke 150 pa and Newcastle 60 pa)	SA4, CS6	Gross dwelling completions		Gross affordable dwellings completions		2010/11  NULBC		
				192		25				
19	Affordable housing trajectory  • Number of dwellings forecast to be built in future years	To meet RSS requirements (Stoke 3,000 and Newcastle 1,200 over plan period (Stoke 150 pa and Newcastle 60 pa)	SA4, CS6	346 Affordable homes across various sites supported by public funding are expected to be delivered over the short-term (346/5) an average of 69.2 affordable homes delivered each year for the next five years.					2010/11  NULBC	
19	Affordable housing trajectory	To meet RSS requirements (Stoke 3,000 and Newcastle 1,200 over plan period	SA4, CS6	2006/7	2007/8	2008/9	2009/10	2010/	Total	2010/11

	<ul style="list-style-type: none"> <li>Analysis of progress against agreed affordable housing targets in RSS / Core Spatial Strategy</li> </ul>	(Stoke 150 pa and Newcastle 60 pa)						11		NULBC	
				0	1	37	74	25	137		
20	<ul style="list-style-type: none"> <li>Analysis of affordable dwellings provided:</li> <li>By type ( social rented / intermediate)</li> </ul>	Stoke split 50/50, Newcastle 60/40 split	CS6	Gross Dwelling Completions (new build and conversions)			Gross Affordable Dwelling Completions (new build and conversions)			2010/11 NULBC	
				192			13 social rented	12 social equity			
21	<ul style="list-style-type: none"> <li>Housing conditions</li> <li>Tenure and number of homes failing decent homes standard</li> </ul>	Monitor – anticipated to fall	SA4	Private		RSLs		All Tenures		2010/11 House Condition survey	
				16836	32.8%	203	2.5%	17039	32.6%		
22	<ul style="list-style-type: none"> <li>Housing tenure</li> <li>Number / percentage of dwellings and their tenure</li> </ul>	Monitor		Private		RSLs		Local Authority		Total	
				44226 (81.74%)		9869 (18.24%)		12 (0.02%)		54107 (100%)	
23	<ul style="list-style-type: none"> <li>House Prices</li> <li>Average sale price for all house types</li> </ul>	Monitor	CS6		Newcastle-under-Lyme	West Midlands		Great Britain		2010/11 Land Registry	
				Detached	217,523	277,337		323,932			
				Semi-Detached	130,306	150,768		194,733			
				Terraced	96,898	125,365		187,006			

				Flats	85,342	113,786	225,332	
				Average Price	141,346	170,920	228,095	
23	House Prices <ul style="list-style-type: none"> <li>Number of sales</li> </ul>	Monitor	CS6	April – June 2011 = 290 sales.				2011 Land Registry
24	Gypsy & Traveller sites <ul style="list-style-type: none"> <li>Number of pitches provided</li> </ul>	To progress towards meeting 100% of identified need by 2026 as identified in the local Gypsy and Traveller Accommodation Needs Assessment	CS7	No new pitches provided in 2010/11				2010/11 NULBC
<b>TRANSPORT AND ACCESSIBILITY</b>								
25	Parking Standards <ul style="list-style-type: none"> <li>Completed non-residential development complying with LDF parking standards</li> </ul>	100%		x				
26	Accessibility of new dwellings to key local facilities <ul style="list-style-type: none"> <li>Proportion with 30 minutes public transport time of a GP surgery, hospital, primary school, secondary school, employment opportunities and a major retail centre</li> </ul>	Stoke and Newcastle urban area 95%.	SA2, SA3, SA4, SA7, SA10, SA12, SA18	Service	% Accessible			2011 Staffs County Council
				GPs	77.9%			
				Hospitals	70.0%			
				Industrial Estates	75.6%			
				Primary Schools	91.7%			
				Secondary Schools	75.1%			
				Town Centres	72.8%			
27	Accessibility of completed major developments <ul style="list-style-type: none"> <li>Proportion of population living within 30 minutes travel time by sustainable transport of completed major developments</li> </ul>	Stoke and Newcastle urban area 95%.	SA2, SA3, SA4, SA7, SA10, SA12, SA18	x				



28	<p>Transport infrastructure</p> <ul style="list-style-type: none"> <li>Progress in implementing transport schemes identified in the Core Spatial Strategy and Local Transport Plan (park and ride, bus priority corridors, city centre bus station, cycle and pedestrian networks)</li> </ul>	To meet milestones set out in the Local Transport Plan	SA3, SA7, SA10	x	
<b>RETAIL</b>					
29	<p>Amount of completed retail development</p> <ul style="list-style-type: none"> <li>Floorspace completed</li> </ul>	In accordance with RSS (City Centre 120,000sqm and Newcastle 35,000sqm). Other centres in line with Core Spatial Strategy.	SA7	2010/11 Retail Floorspace completed 9062 sqm 2006 – 2011 Retail Floorspace completed 12244 sqm	2010/11 NULBC
29	<p>Amount of completed retail development</p> <ul style="list-style-type: none"> <li>Site area completed</li> </ul>	Monitor	SA7	2010/11 Retail Site Area completed 6.46 Ha 2006 – 2011 Retail Site Area completed 12.84 Ha	2010/11 NULBC
30	<p>Location of completed retail floorspace;</p> <ul style="list-style-type: none"> <li>Proportion which is on brownfield land</li> </ul>	Monitor	SA3, SA7, SA10, SA12, SA13, CS9	2010/11 Retail Floorspace on brownfield land = 100%	2010/11 NULBC
30	<p>Location of completed retail floorspace;</p>	100% of comparison floorspace to be in Strategic and Significant Urban Centres to	SA3, SA7, SA10, SA12,	0% was within the town centre boundary, however 98.49% is attributable to developments on edge-of-centre sites (new	2010/11

	<ul style="list-style-type: none"> <li>Proportion which is 'in town'</li> </ul>	achieve the proportions identified in the strategy'	SA13, CS9	Sainsburys and Lidl)	NULBC						
30	<p>Location of completed retail floorspace;</p> <ul style="list-style-type: none"> <li>Amount which is in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)</li> </ul>	To achieve the amounts identified in each ASP	SA3, SA7, SA10, SA12, SA13, CS9	<p>2010/11 Retail Floorspace Distribution:</p> <ul style="list-style-type: none"> <li>Kidsgrove 20 sqm;</li> <li>Newcastle Urban Central 8926 sqm;</li> <li>Newcastle Urban South and East 116 sqm.</li> </ul>	<p>2010/11</p> <p>NULBC</p>						
31	<p>Future retail development</p> <ul style="list-style-type: none"> <li>Area of land allocated in DPDs / with planning permission for each type of development</li> </ul>	Monitor		x							
32	<p>Progress in development of sites allocated in DPDs</p> <ul style="list-style-type: none"> <li>Progress on allocations in terms of planning status and physical development</li> </ul>	Monitor		x							
33	<p>Windfall development</p> <ul style="list-style-type: none"> <li>Number / proportion of developments not on allocated sites in terms of planning status and physical development</li> </ul>	Monitor - expected to decline as allocations are made in DPD'		100%	<p>2010/11</p> <p>NULBC</p>						
34	<p>Ranking of regional centres</p> <ul style="list-style-type: none"> <li>National ranking of the city centre and Newcastle Town Centre</li> </ul>	To at least maintain their respective positions	SA7	The most recent available data available relating to the ranking of Newcastle-under-Lyme Town Centre places it at 237 <sup>th</sup> out of the top 500 centres.	<p>2007/08</p> <p>Experian</p>						
	<b>OFFICE</b>										
35	<p>Amount of completed office development</p> <ul style="list-style-type: none"> <li>Floorspace completed</li> </ul>	In accordance with RSS (City Centre 85,000sqm and Newcastle 60,000sqm).	SA3, SA5, SA7	<table border="1"> <thead> <tr> <th>Year</th> <th>Office Development (sqm)</th> </tr> </thead> <tbody> <tr> <td><b>2006/07</b></td> <td><b>573</b></td> </tr> <tr> <td><b>2007/08</b></td> <td><b>391</b></td> </tr> </tbody> </table>	Year	Office Development (sqm)	<b>2006/07</b>	<b>573</b>	<b>2007/08</b>	<b>391</b>	<p>2010/11</p> <p>NULBC</p>
Year	Office Development (sqm)										
<b>2006/07</b>	<b>573</b>										
<b>2007/08</b>	<b>391</b>										

				2008/09	1122	
				2009/10	811	
				2010/11	222	
				Total	3119	
35	Amount of completed office development  Site area completed	Monitor	SA3, SA5, SA7	0		
36	Location of completed office floorspace;  • Proportion which is on brownfield land	Monitor	SA7, SA10, SA12, SA13, CS9	222 sqm		2010/11  NULBC
36	Location of completed office floorspace;  • Proportion which is 'in town'	To be primarily within or adjacent to the City Centre or Newcastle Town Centre.	SA7, SA10, SA12, SA13, CS9	0 sqm		
36	Location of completed office floorspace;  • Amount which is in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)	To achieve the amounts identified in each ASP	SA7, SA10, SA12, SA13, CS9	Completed in Newcastle East (m <sup>2</sup> )	53 sqm	2010/11  NULBC
				Completed in Newcastle East (m <sup>2</sup> )	169 sqm	

37	<p>Future office development</p> <ul style="list-style-type: none"> <li>Area of land allocated in DPDs / with planning permission</li> </ul>	Monitor		-	2010/11 NULBC
38	<p>Progress in development of sites allocated in DPDs</p> <ul style="list-style-type: none"> <li>Progress on allocations in terms of planning status and physical development</li> </ul>	Monitor		-	2010/11 NULBC
39	<p>Windfall development</p> <ul style="list-style-type: none"> <li>Number / proportion of developments not on allocated sites in terms of planning status and physical development</li> </ul>	Monitor - expected to decline as allocations are made in DPD'		100%	2010/11 NULBC
<b>LEISURE</b>					
40	<p>Amount of completed leisure development</p> <ul style="list-style-type: none"> <li>Floorspace completed</li> </ul>	Monitor	CS5	2010/11leisure floor space completed = 2704 sqm 2006-11 leisure floor space completed = 31623 sqm	2010/11 NULBC
40	<p>Amount of completed leisure development</p> <ul style="list-style-type: none"> <li>Site area completed</li> </ul>	Monitor	CS5	2010/11leisure site area completed = 12.19 Ha 2006-11 leisure area completed = 29.47 Ha	2010/11 NULBC
41	<p>Location of completed leisure floorspace;</p> <ul style="list-style-type: none"> <li>Proportion which is on brownfield land</li> </ul>	Monitor	SA3, SA7, SA10, SA12, SA13, CS5, CS9	1.78 Ha (14.6%)	2010/11 NULBC

41	Location of completed leisure floorspace; <ul style="list-style-type: none"> <li>Proportion which is 'in town'</li> </ul>	Monitor	SA3, SA7, SA10, SA12, SA13, CS5, CS9	0%		2010/11 NULBC
41	Location of completed leisure floorspace; <ul style="list-style-type: none"> <li>Amount which is in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc)</li> </ul>	Monitor	SA3, SA7, SA10, SA12, SA13, CS5, CS9	Kidsgrove = 1.33 (Ha) Rural = 10.41 (Ha)		2010/11 NULBC
42	Future leisure development <ul style="list-style-type: none"> <li>Area of land allocated in DPDs / with planning permission</li> </ul>	Monitor	CS5	-		
43	Progress in development of sites allocated in DPDs <ul style="list-style-type: none"> <li>Progress on allocations in terms of planning status and physical development</li> </ul>	Monitor	CS5	-		
44	Windfall development <ul style="list-style-type: none"> <li>Number / proportion of developments not on allocated sites in terms of planning status and physical development</li> </ul>	Monitor - expected to decline as allocations are made in DPD'	CS5	100%		2010/11 NULBC
45	Participation <ul style="list-style-type: none"> <li>Adult participation in sport and active recreation</li> </ul>	Monitor	SA2, SA13, SP3, CSP5	Adult Participation in Sport 2005-06	Adult Participation in Sport April 2009-11	2010/11 DCMS
				19.9%	20.0%	

RURAL SERVICES AND DEVELOPMENT						
46	Loss of local facilities <ul style="list-style-type: none"> <li>Number of facilities in villages and local centres lost to other uses</li> </ul>	Monitor	SA2, SA3, SA11, SA15	Location	Changes between the 2009 and 2011 Rural Services Surveys	2010/11  Rural Services Survey, NULBC
				Loggerheads	-1 Petrol Station	
				Baldwin's Gate		
				Whitmore	-2 cash machines	
				Bignall End		
				Audley	+2 cash points, +1 restaurants/takeaways	
				Wood Lane		
				Miles Green		
				Alsagers Bank		
				Halmerend	-1 food shop	
				Madeley Heath		
				Keele Village		
				Betley	-1 food shop	
				Wrinehill		
Madeley						
Ashley						
47	Amount of development (any use) permitted in the greenbelt <ul style="list-style-type: none"> <li>Number of planning applications approved and type of development approved</li> </ul>	Monitor - No Target as exceptional circumstances only	SA15	51 applications permitted in the Green Belt:  B1: 3 applications	2010/11  NULBC	

				B2: 4 applications B8: 4 applications C1: 1 application C3: 33 applications D1: 1 application D2: 5 applications	
48	Development in the open countryside (any use) <ul style="list-style-type: none"> <li>Number of planning applications approved and type of development approved</li> </ul>	Monitor - No Target as exceptional circumstances only	SA15	10 applications approved for housing development in the open countryside during 2010/11.	2010/11 NULBC
	<b>ENVIRONMENT</b>				
49	Open Spaces <ul style="list-style-type: none"> <li>Amount and condition of open spaces</li> </ul>	Monitor	SA13, CS5	760.42 Ha	2010/11 Greenspace Strategy, NULBC
49	Open Spaces <ul style="list-style-type: none"> <li>Percentage of open space maintained to Green Flag standards</li> </ul>	Monitor – increase desired	SA13, CS5	1.87%	2010/11 Greenspace Strategy, NULBC
49	Open Spaces <ul style="list-style-type: none"> <li>Open space lost and not replaced in accordance with policy</li> </ul>	0%	SA13, CS5	None	2010/11 Greenspace Strategy, NULBC

50	Amount of brownfield land <ul style="list-style-type: none"><li>Previously developed land that has been vacant or derelict for more than five years</li></ul>	Monitor – reduction desired	CS9	2009/10	2010/11	2010/11 NLUD		
				33.14 ha	31.6 ha			
51	Minerals <ul style="list-style-type: none"><li>Mineral deposits safeguarded through formal processes</li><li>Production of primary aggregates</li><li>Production of secondary aggregates</li></ul>	100%  Monitor  Monitor – increase desired	SA9, CS8	-				
52	Waste management <ul style="list-style-type: none"><li>Capacity of new waste management facility by type</li></ul>	Monitor		No additional capacity in 2010/11.			2010/11 DEFRA	
52	Waste management <ul style="list-style-type: none"><li>Amount and management of municipal waste</li></ul>	In line with national requirements		Management of Municipal Waste (tonnes)	2009/10	2010/11	2010/11 Staffs County Council	
				Composting	0.00	0.00		
				Incinerator	65.77	76.40		
				Landfill	1458.46	3846.16		
				Energy Recovery	34767.82	23867.95		
53	Flood Risk <ul style="list-style-type: none"><li>Number of planning permissions granted contrary to the advice of the Environment Agency on either flood defence grounds or water quality.</li></ul>	0% including where mitigation measures implemented		App. Ref.	Type of Development	EA Objection	Decision	2010/11 NULBC
				06/906/EXTN	Erection of 8 industrial units, 2 office units, car parking, access and signage	Unsatisfactory FRA/FCA	Permitted	
				10/553/COU	Change of Use to bus	Unsatisfactory	Permitted	



					depot	FRA/FCA		
54	Biodiversity <ul style="list-style-type: none"> <li>Change in areas and populations of biodiversity importance</li> </ul>	No decline	SA15, CS4	Types of Local Sites	Sites Area (Ha) 2008/09	Sites Area (Ha) 2009/10	Sites Area (Ha) 2010/11	2010/11 Staffs. Ecological Partnership
				Sites of Special Scientific Interest (SSSI)	88.8	88.8	89.6	
				Sites of Biological Importance (SBIs)	686.4	686.4	691.3	
				Local Nature Reserves (LNRs)*	85.6	111.6	111.6	
55	Renewable energy <ul style="list-style-type: none"> <li>Planning applications approved for installation of renewable energy capacity</li> </ul>	Monitor – increase desired	SA17, CS3	App. Ref.	Location	Details	Capacity	2010/11 NULBC
				10/364/FUL	Shortfields Farm, Nantwich Road	18.4 metre wind turbine	6Kw	
				10/714/FUL	Fields Farm, Wharmadine Lane	27 metre wind turbine	20Kw	
				11/113/FUL	Partridge Nest Farm, Springwood Road	Solar Panels	Unknown	

56	Energy efficiency <ul style="list-style-type: none"> <li>Investment / initiatives in energy efficiency e.g. warm homes</li> </ul>	Monitor	SA17, CS3	NULBC supported Staffordshire Housing with a grant of £100,000 for investment in the EcoHomes initiative.		2010/11 NULBC
				Installations installed via the North Staffordshire Warm Zone initiative		
				Measure	Installation	
				Cavity Wall Insulation	640	
				Loft Insulation 150mm	294	
				Loft Insulation 200mm	230	
				Loft Insulation 250mm	249	
				Hot Water Jackets	25	
Total	1438					
57	Design standards <ul style="list-style-type: none"> <li>Quality of design of major development schemes</li> </ul>	Monitor – increase desired	SA16, CS1	8 Schemes went to Urban Vision Design Review Panel during 2010-11.		2010/11 NULBC
58	Historic Environment <ul style="list-style-type: none"> <li>Conservation Areas.</li> </ul>	Monitor- completion of conservation area appraisals and management plans	SA12, SA13, SA14, CS1, CS2	No conservation area appraisals were completed in 2010/11. In February 2011 the Council approved a series of conservation area reviews.		2010/11 NULBC
58	Historic Environment <ul style="list-style-type: none"> <li>List of locally important buildings</li> </ul>	Monitor- Addition of buildings to the list	SA12, SA13, SA14, CS1, CS2	Location	Number of Registered Locally Important Buildings and Structures (end of 2011)	2010/11 NULBC
				Audley	2	
				Betley	12	

				May Bank	1											
				Keele	20											
				Kidsgrove	1											
				Madeley	1											
				Silverdale	2											
				Town	27											
				Whitmore	2											
58	<p>Historic Environment</p> <ul style="list-style-type: none"> <li>Designated Historic Assets</li> </ul>	Monitor – No loss or reduction in classification	SA12, SA13, SA14, CS1, CS2	<p>Scheduled Monuments = 13</p> <p>Registered Parks and Gardens = 2</p> <p>Registered Battlefields = 1</p> <p>Conservation Areas = 20</p>		<p>2010/11</p> <p>NULBC</p>										
58	<p>Historic Environment</p> <ul style="list-style-type: none"> <li>Condition of Designated Assets *</li> </ul> <p>* To include Listed Buildings all grades, Scheduled Monuments, Registered Parks and Gardens, Registered Battlefields, conservation areas.</p>	Monitor – Reduction in numbers identified/severity of risk on the Heritage at Risk Register	SA12, SA13, SA14, CS1, CS2	<p>Designated Assets on Heritage at Risk Register 2011</p> <table border="1"> <thead> <tr> <th>Asset</th> <th>Designation</th> <th>Condition</th> </tr> </thead> <tbody> <tr> <td>Model Farm Complex, Main Street, Betley</td> <td>Listed Building Grade II*</td> <td>Guidelines have been provided for future use by English Heritage.</td> </tr> <tr> <td>Heighley Castle, Madeley</td> <td>Listed Building Grade II</td> <td>Heavily overgrown and masonry eroding. In very poor</td> </tr> </tbody> </table>			Asset	Designation	Condition	Model Farm Complex, Main Street, Betley	Listed Building Grade II*	Guidelines have been provided for future use by English Heritage.	Heighley Castle, Madeley	Listed Building Grade II	Heavily overgrown and masonry eroding. In very poor	<p>2010/11</p> <p>English Heritage – Heritage at Risk Register</p>
Asset	Designation	Condition														
Model Farm Complex, Main Street, Betley	Listed Building Grade II*	Guidelines have been provided for future use by English Heritage.														
Heighley Castle, Madeley	Listed Building Grade II	Heavily overgrown and masonry eroding. In very poor														

							condition.	
				Gatehouse, Maer Halls	Listed Building Grade II*		Condition deteriorated and repairs to much of structure required.	
				Hales Roman Villa, Loggerheads	Scheduled Ancient Monument		Unknown.	
				Motte and Bailey Castle, South of St Marys School, Newcastle-under-Lyme	Scheduled Ancient Monument		Generally unsatisfactory with localised problems.	
				Butterton, Newcastle-under-Lyme	Conservation Area		Very bad.	
	<b>MISCELLANAEIOUS</b>							
59	Population <ul style="list-style-type: none"> <li>Total population</li> </ul>	Annual increase	SA1		Newcastle-under-Lyme	West Midlands	Great Britain	2010/11 ONS Mid Year Estimates
				Pop. Estimate	124,500	5,455,200	52,234,000	
59	Population <ul style="list-style-type: none"> <li>Age structure</li> </ul>	Monitor	SA1	Age Band	Newcastle-under-Lyme (count)	Newcastle-under-Lyme (%)		2010 ONS
				All aged 0 – 15	20,700	16.7%		
				All aged 16 – 24	17,100	13.8%		
				All aged 25 – 49	39,700	31.9%		

				Aged 50 – 64 (Males), 50 – 59 (Females)	19,900	16.0%	
				Aged 65 and over (Males), 60 and over (Females)	27,000	21.7%	
				Aged 16 – 64 (Males), 16 – 59 (Females)	76,700	61.6%	
59	Population <ul style="list-style-type: none"> <li>Number / Proportion BME population</li> </ul>	Monitor	SA1	Ethnic Group	Newcastle-under-Lyme	West Midlands	2009 ONS
				White	95.0%	85.6%	
				White: British	92.5%	82.4%	
				White: Irish	0.5%	1.1%	
				White: Other White	2.0%	2.1%	
				Mixed	1.1%	2.0	
				Mixed: White and Black Caribbean	0.4%	0.9%	
				Mixed: White and Black African	0.1%	0.2%	
				Mixed: White and Asian	0.4%	0.5%	
				Mixed: Other Mixed	0.2%	0.4%	
				Asian or Asian British	2.5%	8.5%	
				Asian or Asian British: Indian	1.2%	3.7%	

				Asian or Asian British: Pakistani	0.8%		3.3%	
				Asian or Asian British: Bangladeshi	0.2%		0.8%	
				Asian or Asian British: Other Asian	0.3%		0.7%	
				Black or Black British	0.7%		2.6%	
				Black or Black British: Caribbean	0.3%		1.5%	
				Black or Black British: African	0.3%		0.9%	
				Black or Black British: Other Black	0.1%		0.2%	
				Chinese or Other Ethnic Group	0.7%		1.3%	
				Chinese or Other Ethnic Group: Chinese	0.3%		0.6%	
				Chinese or Other Ethnic Group: Other Ethnic Group	0.4%		0.7%	
59	Population <ul style="list-style-type: none"> <li>Household size and composition of households</li> </ul>	Monitor	SA1	Household Composition (Total and Percentage figures provided)	Newcastle-under-Lyme	West Midlands	England	2001 Census
				All Households	50738	2153672	20451427	

				One person: Pensioner	7754 15.28%	308744 14.34%	2939465 14.37%	
				One person: Other	6707 13.22%	312026 14.49%	3210799 15.7%	
				One family and no others: All pensioners	5006 9.87%	195281 9.07%	1826453 8.93%	
				One family and no others: Married couple households: No children	7459 14.7%	285328 13.25%	2656440 12.99%	
				One family and no others: Married couple households: With dependent children	9211 18.15%	392050 18.2%	3591335 17.56%	
				One family and no others: Married couple households: All children non- dependent	3632 7.16%	142799 6.63%	1218191 5.96%	
				One family and no others: Cohabiting couple households: No children	2239 4.41%	91480 4.25%	976879 4.78%	

				One family and no others: Cohabiting couple households: With dependent children	1901 3.75%	72473 3.37%	661073 3.23%	
				One family and no others: Cohabiting couple households: All children non-dependent	152 0.3%	7071 0.33%	66352 0.32%	
				One family and no others: Lone parent households: With dependent children	2871 5.66%	144908 6.73%	1311974 6.42%	
				One family and no others: Lone parent households: All children non-dependent	1634 3.22%	71637 3.33%	622904 3.05%	
				Other households: With dependent children	766 1.51%	52304 2.43%	458369 2.24%	
				Other households: All student	131 0.26%	8058 0.37%	79143 0.39%	
				Other households: All pensioner	197 0.39%	8376 0.39%	82384 0.4%	
				Other households: Other	1078 2.12%	61137 2.84%	749666 3.67%	



59	Population <ul style="list-style-type: none"> <li>Analysis of migration patterns</li> </ul>	Monitor	SA1	Internal Migration 2007			2007  Census
					To Newcastle	From Newcastle	
				Congleton	240	290	
				Crewe and Nantwich	170	190	
				Macclesfield	40	40	
				Staffordshire Moorlands	280	250	
				Stoke-on-Trent	2470	2030	
				North Shropshire	110	140	
	Rest of England & Wales	2990	2760				
60	Provision of community facilities <ul style="list-style-type: none"> <li>Number of facilities secured through either planning agreements (section 106) or Community Infrastructure Levy and their financial value.</li> </ul>	75% of needs identified through major planning applications to be secured.	SA2, SA3, SA12, SA13, CS5, CS10	-			
61	Further and higher education facilities <ul style="list-style-type: none"> <li>Keele University and Science Park</li> </ul>	To meet the milestones set out in each respective strategy	SA6, SA10	Permitted development of three storey business accommodation, Innovation Centre 5 (IC5) – 11/58/FUL			In-house surveys
63	Regeneration funding <ul style="list-style-type: none"> <li>Amount of regeneration funding awarded per year</li> </ul>	Monitor		£1,547,027.74			2010/11  NULBC
64	Deprivation <ul style="list-style-type: none"> <li>National ranking of Newcastle (Indices</li> </ul>	Monitor		Indices of Multiple Deprivation	Indices of Multiple Deprivation	Indices of Multiple Deprivation 2010	CLG Index of deprivation 2010

	of Deprivation			2004	2007			
				139	157	152 / 326 (1 being the most deprived)		
64	Deprivation <ul style="list-style-type: none"> <li>JSA claimant rate</li> </ul>	Monitor			Newcastle-under-Lyme	West Midlands	Great Britain	CLG Index of deprivation 2007
				All	2.8%	4.8%	3.8%	
				Male	3.7%	6.4%	5.1%	
				Female	1.9%	3.1%	2.6%	
65	Health <ul style="list-style-type: none"> <li>All age mortality rate</li> </ul>	Monitor			Newcastle-under-Lyme	West Midlands	Great Britain	2007/09 ONS
				Males	77.2	77.5	78.3	
				Females	81.6	81.9	82.3	

## Appendix 2: Significant Indicators

Sustainability Appraisal Indicator	Source	2008/09 Data	2009/10 Data	2010/11 Data
<b>1. To help to meet the housing needs of the whole community</b>				
The number of non local authority owned vacant dwellings returned to occupation or demolished as a direct result of action by the local authority.	BVPI 2007/08	45	228	76
Percentage of new homes built in the year which are affordable	NULBC monitoring 2011	9.6%	27.03%	13.02%
Percentage of new homes permitted on previously developed land.	NULBC monitoring 2011	100%	61.78%	5.63%
Changes in house prices relative to the regional average	Land Registry 2011	103% of Regional Average	87%	82.7%
Number of houses completed annually	NULBC monitoring 2011	364 gross 277 net	267 gross 207 net	192 gross 183 net
Proportion of households accepted as statutory homeless by the Authority within the last two years	Repeat homelessness database 2011	26 homelessness decisions = 0.05%	17 of 64 0.03%	7 of 40 0.01%
<b>2. To increase life expectancy and improve the health of the population overall</b>				
Percentage of population with good health	ONS 2001	66%	66%	66%
Life expectancy at birth	ONS 2007/09	Males – 76.6 Females – 81.5	Males – 77.2 Females – 81.6	Males – 77.2 Females – 81.6

<b>3. To provide the best possible environment to encourage and increase economic enterprise and employment</b>				
Average weekly earnings by residence	NOMIS 2011	£455.30	£447.40	£447.40
Average weekly earnings by workplace	NOMIS 2011	£414.50	£393.00	£407.80
Jobs Density (ration of total jobs to working age population)	NOMIS 2011	0.61	0.59	0.62
Changes in the percentage of the population who are economically active	NOMIS 2011	80.8%	76.1%	74.3%
5 or more GCSE passes at grade A-C NVQ2	ONS 2011	55.7%	69.9%	72.7%
Number of VAT registrations (includes rural businesses)	NOMIS 2010	2980 in total Registrations 290, Deregistrations 220)	285 Registrations / 235 Deregistrations	285 Registrations / 235 Deregistrations
Number of Jobseeker Allowance claimants in Borough	NOMIS 2011	3060	2,240	2,290
Sq metres of Class B development completed in year	NULBC monitoring 2011	47161 sqm	4983 sqm	1370 sqm
Percentage of Class B development completed that has taken place on brownfield sites	NULBC monitoring 2011	100%	100%	100%
Quantity of national and regional quality employment land.	NULBC monitoring 2011	18ha	18ha	18ha

<b>4. To enable access to the widest range possible of shopping and commercial services for the resident population</b>				
Percentage retail/ commercial floor space by type	NULBC monitoring 2011	771 sqm of additional retail floorspace. 0m <sup>2</sup> was in the Town Centre	34 sqm	9062 sqm
Loss of Community Facilities	NULBC monitoring 2011	None	None	None
<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</b>				
Rank of centre	Experian 2008	Newcastle 237 <sup>th</sup> (vitality 107 <sup>th</sup> ) out of the top 500 centres	Newcastle 237 <sup>th</sup> (vitality 107 <sup>th</sup> ) out of the top 500 centres	Newcastle 237 <sup>th</sup> (vitality 107 <sup>th</sup> ) out of the top 500 centres
Number of vacant shop units in town centre	NULBC monitoring 2011	42	37	37
Percentage of primary shopping frontage within town/city centre in A1 use	NULBC monitoring 2011	64%	63.95%	60.93%
<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</b>				
Pattern of deprivation	Indices of Multiple Deprivation 2007	The borough is ranked 138 <sup>th</sup> most deprived local authority out of 354	The borough is ranked 138 <sup>th</sup> most deprived local authority out of 354	The borough is ranked 152 <sup>nd</sup> most deprived local authority out of 354
Participation rates in sport	NBC LPI 2009/10 – visits to indoor leisure facilities per annum	Local Indicator LCS 2a – total number of people accessing leisure, recreation and cultural	Local Indicator LCS 2a – total number of people accessing leisure, recreation and cultural	Data to be added

		services. 672,287	services. 672,287 (2009/10 Performance Plan)	
The number of playgrounds and play areas provided by the Council per 1,000 children under 12	NBC LPI 2009/10	2.86	2.86 (2009/10 Performance Plan)	2.96
Percentage of Local Authority buildings open to the public in which all public areas are suitable for and accessible to disabled people	BVPI 156 – 2010/11	85.29%	91.43%	95%
<b>7. Reduce crime and the fear of crime</b>				
Domestic burglaries per 1000 households	HMIC 2011 www.police.uk	8.17 (Crime Audit and Strategy 2005- 2008)	Serious Acquisitive Crimes Per 1,000 of the Population (National Indicator 16) – 8.0	7.8
Violent crimes per 1000 population	HMIC 2011 www.police.uk	17 per 1,000	17.5 per 1,000	15 per 1,000
Vehicle crimes per 1000population	HMIC 2011 www.police.uk	9 per 1,000	6 per 1,000	5 per 1,000
The level of fear of crime in older people	LPI-Crime Audit 2007	No longer monitored	No longer monitored	No longer monitored
<b>8. To reduce the need to travel while increasing accessibility for all</b>				
Journey to work- modal split (% of car, bus, rail and other means of travel)	LTP 2006	Car 65%, Motorcycle 1%, Cycling 2%, Walking 13%. Taxi 1%, Work at Home 9%. Train 1%, Bus 8% (LTP 2007/08 Delivery	Car 65%, Motorcycle 1%, Cycling 2%, Walking 13%, Taxi 1%, Work at Home 9%, Train 1%, Bus 8% (LTP 2007/08 Delivery	Car 65%, Motorcycle 1%, Cycling 2%, Walking 13%, Taxi 1%, Work at Home 9%, Train 1%, Bus 8% (LTP 2007/08 Delivery Report

		Report)	Report)	
Percentage of new residential development within 30 minutes by public transport of GP, hospital, primary and secondary schools, employment and major health centre	Staffordshire County Council Accession analysis 2011	Hospitals 89%, Town Centres 94%, GPs 95%, High Schools 92%, Primary Schools 93%, Industrial Estates 90%	Hospitals 73.4%, Town Centres 74.1%, GPs 80.5%, High Schools 80.1%, Primary Schools 95.4%, Industrial Estates 79.8%	Hospitals 70.0%, Town Centres 72.6%, GPs 77.9%, High Schools 75.1%, Primary Schools 91.7%, Industrial Estates 75.6%
<b>9. To encourage the use of public transport, cycling and walking</b>				
Cycle trips (annualised index)	LTP 2006	106.5 (2007/08)	120.7	Update not available
Total journeys by bus (County-wide)	Department for Transport 2011	24,095,000	22,575,000	21,000,000
Access to major shopping centre by bus	LTP 2006	Within 30 minutes 86.9% (2007/08)	(Within 350 metres of a bus stop with a minimum service provision of 30 minutes) Newcastle-under-Lyme 92.9% County-wide 87.1%	Update not available
Patterns and levels of congestion on primary highway and public transport network.	LTP 2006	Update not available	Update not available	Update not available
Proportion of workforce covered by travel plans	LTP 2006	Update not available	Update not available	Data to be provided by Staffordshire County Council
Percentage of new residential	Staffordshire	Hospitals 89%,	Hospitals	Hospitals

development within 30 minutes by public transport of GP, hospital, primary and secondary schools, employment and major health centre	County Council Accession analysis  2011	Town Centres 94%, GPs 95%,  High Schools 92%, Primary Schools 93%, Industrial Estates 90%	73.4%, Town Centres 74.1%, GPs 80.5%,  High Schools 80.1%, Primary Schools 95.4%, Industrial Estates 79.8%	70.0%, Town Centres 72.6%, GPs 77.9%,  High Schools 75.1%, Primary Schools 91.7%, Industrial Estates 75.6%
<b>10. To increase the use of renewable energy and energy efficiency in existing and new development and redevelopment.</b>				
Energy created from new renewable energy development	NULBC monitoring  2011	0.0026 MW (installed capacity)	Unknown capacity – one installation 08/00555/FUL	Unknown installed. 26 Kw permitted.
Energy efficiency of dwellings	NULBC monitoring  2011	SAP rating: 57 (71 for Aspire Housing properties)	SAP rating: 57 (71 for Aspire Housing properties)	SAP rating: 57 (71 for Aspire Housing properties)
<b>11. To improve air quality, creating cleaner and healthier air</b>				
Number of days per year that air quality is below national standards	LTP 2006	Data not available at present (NULBC Local Air Quality Management Progress Reports)	Data not available at present (NULBC Local Air Quality Management Progress Reports)	Above annual mean objective for Nitrogen Dioxide. Hourly objectives not exceeded.



<b>12. Retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan</b>						
No reduction in the abundance and distribution of BAP species/ habitat	Staffordshire Biodiversity Action Plan/Staffordshire Ecological Record  2011	Data not available	European Protected Species	UK Protected Species	BAP/NERC Species	Rare Species
			37	73	208	257
Increase in the area of managed native broadleaved woodland	Staffordshire Biodiversity Action Plan/Staffordshire Ecological Record  2011	Data not yet available	2010/11 Broadleaved, mixed and yew woodland = 949 ha			
Reversal in the decline of farmland birds	Staffordshire Biodiversity Action Plan/Staffordshire Ecological Record	Data not yet available	Data not yet available	Data not yet available		
Endangered species	Staffordshire Biodiversity Action Plan/Staffordshire Ecological Record  2011	Data not yet available	European Protected Species	UK Protected Species	BAP/NERC Species	Rare Species
			37	73	208	257
<b>13. Ensure that there is no loss in the extent and quality of SBIs, LNRs, RIGs</b>						
Percentage loss of SBIs (known as NHAs in Stoke-on-Trent) and number of Grade 1	Staffordshire Ecological	See note regarding meeting with	686.40 ha current SBI	691.30 ha current SBI		

sites downgraded	Record 2011	Staffordshire Ecological Record above.	area	area
SSSI land of “unfavourable” condition	English Nature/ Natural England 2011	72.68 ha out of a possible 88.8 ha in favourable or ‘unfavourable improving’ condition (81.85%)	73.23 ha	89.49 ha
Number and size of local wildlife sites e.g. LNRs SBIs	NULBC monitoring 2011	3 LNRs (94.6ha)  59 SBIs (686.4ha)	3 LNRs 111.6 ha  686.40 SBIs	3 LNRs 111.6  691.3 SBIs
The area of Council owned parks and green spaces managed for biodiversity.	NI 197 monitored countywide by Staffordshire Wildlife Trust 2011	5.1% (different measure used for NI 197)	Achieved 5% targeted increase in number of sites under positive management, which equates to 4 additional sites	27.3% of sites have or are under positive conservation management
<b>14. Increase the amount accessible natural green space</b>				
Total area of Council owned parks and green spaces	NULBC monitoring 2011	738 ha (North Staffordshire Green Space Audit 2005)	760.42 ha	760.42 ha
<b>15. Reduce the amount of land in SSSIs classified in an ‘unfavourable’ condition</b>				
Area and Number of SSSIs in ‘favourable’ condition	Natural England 2011	72.68 ha out of a possible 88.8 ha in favourable or ‘unfavourable	8.52 ha out of 88.8 ha is in favourable condition	10.01 ha out of 89.6 ha is in favourable condition

		improving' condition (81.85%)		
<b>16. To reduce contamination, regenerate degraded environments, maintain soil resources and air quality and minimise development on greenfield sites</b>				
Percentage of new homes built on previously developed land	NULBC monitoring 2011	72.1%	61.78%	54.59%
Amount and type of development in the Green Belt	NULBC monitoring 2011	6.15 ha of development = 16.69% of total development.	0.91 ha = 4.6% of total development.	5.81% (2 dwellings) of total site area developed for new homes was in the Green Belt.
Amount of waste collected per head of population	BVPI 2011	N1 191 – Per head of population = 677Kg	N1 191 – Per head of population = 677Kg (2008/09)	NI 191 – Per household = 470.25Kg
Percentage of household/commercial waste recycled	DEFRA 2011	NI 192 – Percentage of household waste sent for reuse, recycling and composting = 27.08%	NI 192 – Percentage of household waste sent for reuse, recycling and composting = 27.08% (2008/09)	NI 192 – Percentage of household waste sent for reuse, recycling and composting = 48%
Amount of derelict/contaminated land	Derelict Land Monitoring 2011	31.64ha derelict	24.69	8.38 Ha
<b>17. To reduce the amount of development within the floodplain and promote the use of sustainable drainage systems (SUDS).</b>				
Number of applications contrary to EA advice on flood risk grounds and water quality	NULBC monitoring 2011	None	None	2
Development incorporating SUDS	NULBC monitoring	None	None	

				None
<b>18. To increase the efficient use of water resources.</b>				
Water consumption/extracted	Environment Agency	137 litres per head per day in unmetered households, 111 litres per head per day in metered households.	Data to be provided by the Environment Agency	Data to be provided by the Environment Agency
<b>19. To improve water quality and meet the requirements of the Water Framework Directive</b>				
Percentage of rivers/canals classed as good/fair water quality	Environment Agency	Newcastle – 31%* good biological quality, 48%* good chemical quality.	Data to be provided by the Environment Agency	Data to be provided by the Environment Agency
<p>*These figures are not comparable with previous years as the number of sampling points has been reduced through the introduction of the Water Framework Directive (WFD). The new system of monitoring has produced a baseline figure of 11% of the length of water bodies in the Newcastle area that meet good ecological status/potential or better. More information on the changes to the monitoring of water quality are available on the Environment Agency website: <a href="http://www.environment-agency.gov.uk">www.environment-agency.gov.uk</a></p>				
<b>20. To help to maintain distinctiveness and foster interest in and concern for the heritage of the area</b>				
Number of listed buildings including those at risk	NULBC monitoring 2011	340 Grade 2 22 Grade 2* 3 Grade 1	364	364
Archaeological features and remains	NULBC monitoring 2011	13 scheduled ancient monuments	13 scheduled ancient monuments	13 scheduled ancient monuments
Number and area of listed parks and gardens	NULBC monitoring 2011	2	2	2
Number and area of conservation areas;	NULBC monitoring 2011	20	20	20

<b>21. To help to provide a safe and efficient highway network</b>				
Patterns and levels of congestion on primary highway and public transport network	LTP 2006	Data not available for 2008/09	Data not available for 2009/10	Data not available for 2010/11

### Appendix 3: Employment Land Availability

Employment land available by type

Site No.	Location	LP Policy/ Planning Application Number	Use Class (Hectares Available)						Totals
			B1(a)	B1(b)	B1(c)	B2	B8	B1/B2/B8	
<b>A. Allocated in 1996-2011 Local Plan</b>									
K275	Kidsgrove Station Yard	E7			0.70				0.70
N1474	London Road, Chesterton	E4						5.35	5.35
<b>B. Policy to renew planning permission in 1996-2011 Local Plan</b>									
N1477	Centre 500, A500 (Northern Plot)	E9/4						3.00	3.00
N1471	Rowhurst Close, Chesterton	E9/2						2.00	2.00
<b>Total (Hectares)</b>			<b>0.00</b>	<b>0.00</b>	<b>0.70</b>	<b>0.00</b>	<b>0.00</b>	<b>10.35</b>	<b>11.05</b>
<b>C. Covered by Planning Permission for Employment Uses</b>									
K295	West Ave, Kidsgrove	11/00237/OUT						1.83	1.83
K311	CPL Petroleum, Jamage Industrial Estate	09/00571/FUL and 10/00258/FUL							**
N1451	Lymedale Park Extension	09/00430/FUL						1.00	1.00
N1470	Chatterley Sidings, Ch. Gateway	07/00995/OUT						22.00	22.00
N1487	Pepper Street, Keele	04/01321/FUL				0.34			0.34
N1489	Lymedale Cross, Chesterton	04/00482/FUL				0.88			0.88
N1490	Lyme Valley Road , Newcastle	10/00232/FUL				0.03			0.03
N1608	Watermills Road, Chesterton	06/00374/OUT						1.20	1.20
N1609	Watermills Road, Chesterton	06/00375/OUT						0.45	0.45
N1616	Lymedale Cross, Chesterton	06/00906/FUL						1.87	1.87
N1624	Turner Crescent Chesterton	07/00728/FUL and 08/00888/FUL							**
N1628C	Liverpool Road, Ashfields New Road	11/00312/OUT	0.36						0.36
N1659	Brock Way, Knutton	08/00391/FUL	0.16						0.16
N1668	Unit 3 Rowhurst Close, Chesterton	08/00814/FUL				0.54			0.54

N1670	Units 16 and 17 Lymedale Extension Business Park	08/00845/FUL							**
N1676	Unit 4b Aspect Court, Cannel Row, Silverdale	08/00495/FUL							**
N1677	Wolstanton Retail Park, Wolstanton	08/00488/COU			0.04				0.04
N1692	Holditch Road Chesterton	09/00151/FUL				1.62			1.62
N1699	Rowhurst Close, Chesterton	09/00242/FUL							***
N1712	Unit 61, Brick Kiln, Land Chesterton	10/00028/FUL							**
N1753	Former Mellards Warehouse Newcastle	11/00243/FUL							*
N893	Lowlands, Chatterley Valley	04/00546/OUT						3.50	3.50
R68A	Keele Science Park (Phase 3)	05/01146/OUT		7.09					7.09
R114	Keele University (Home Farm)	08/00617/FUL	0.91						0.91
R115	Betley Court Farm	08/00489/FUL	0.39						0.39
R131	The Little House, Gower St, Newcastle	11/00003/CPO	0.38						0.38
R136	Keele IC5 Keele Science Park (Plot 5)	11/00058/FUL	0.23		0.11				0.34
<b>Total (Hectares)</b>			<b>2.43</b>	<b>7.09</b>	<b>0.15</b>	<b>3.41</b>	<b>0.00</b>	<b>31.85</b>	<b>44.93</b>

<b>D. Sites 'under construction' at 31.03.11</b>									
K296	Lime Kiln Lane Kidsgrove	07/00684/FUL				0.04			0.04
N1576	Watermills Road, Chesterton	07/00499/FUL						0.63	0.63
N1740	Land off Cemetery Rd and Maries Way, Silverdale - Phase 1	10/00725/FUL	0.18						0.18
<b>Total (Hectares)</b>			<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.63</b>	<b>0.85</b>

<b>E. No allocation or planning permission clearly available</b>									
K309	West Ave, Kidsgrove	N/A						2.30	2.30
<b>Total (Hectares)</b>			<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2.30</b>	<b>2.30</b>

<b>Grand Total (Hectares)</b>			<b>2.61</b>	<b>7.09</b>	<b>0.85</b>	<b>3.45</b>	<b>0.00</b>	<b>45.13</b>	<b>59.13</b>
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\*\* These permissions represent extensions to existing employment sites and therefore do not count towards the total amount of land available.

\* Site area negligible

<b>Regional Investment Site - does not count towards the RSS employment target</b>									
N1468	Peacock Hay, Chatterley Valley	07/00995/OUT						18.00	18.00



## **Appendix 4: Register of Locally Important Buildings and Structures**

### **Audley**

Post Box junction of Chapel Street and Albert Street, Bignall End.
Oaklea House, Bignall End Road.
Peak Pursuits, Nantwich Road, Audley

### **Betley**

Betley Court Barns, Main Road, Betley.
The Reading Room, Main Road, Betley.
Bow End House, Main Road, Betley.
Newlands, Main Road, Betley.
Former boundary wall to Betley New Hall (East Side), Main Road, Betley.
Coachmans Cottage, Main Road, Betley.
The Old Police House, Estate House Terrace, Main Road, Betley.
Cottages south of Linden House, Main Road, Betley.
Betley Court Farmhouse, Main Road, Betley.
Walls at Former Entrance to Betley New Hall, Betley Hall Gardens, Betley.
Wesley Court, The Butts, Betley.
Church House, The Butts, Betley.

### **May Bank**

Brampton Vale, Brampton Road, Brampton.
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### **Keele**

The Villa/conference centre, The Village, Keele.
Sneyd Arms P.H., The Village, Keele.
The Cottages, 3-9 The Village, Keele.

6-12 The Village, Keele.
The Middle House, 14 The Village, Keele.
Keele Farm House, The Village, Keele.
Station House, 3 Station Drive, Keele.
Stone Walls, Keele Road, Newcastle.
Wrought iron sculptures, A525 Keele.
Two war-time prefabricated units (rear of Westminster Theatre), Keele University.
Station House, Leycett, Keele.
Smithy House, 4 Highway Lane, Keele.
The Old Vicarage, Keele.
3-4 Church Bank, Keele.
Old Keele School, Church Bank, Keele.
Hawthorn House, Keele University.
Lodge, Corner of Quarry Bank Road & Pepper Street, Keele.
The Beeches, 52 Station Road, Keele.
Red Heath House, Pepper Street, Keele.
Home Farm, Keele University.

### **Kidsgrove**

Town Hall, Liverpool Road, Kidsgrove.
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### **Madeley**

Madeley Mill, Madeley
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### **Silverdale**

Cartouche on 2 Underwood Road, Silverdale
193/195 High Street, Silverdale

## Town

34 Hanover Street, Newcastle.
R C Chapel, London Road, Newcastle.
Boat Horses P.H., Stubbs Gate, Newcastle.
21 London Road, Newcastle.
1-27 Well Street, Newcastle.
2 Merrial Street, Newcastle.
46 Merrial Street, Newcastle.
Police Station, Merrial Street, Newcastle.
Public Toilets, Merrial Street, Newcastle.
Bulls Vaults P.H., 1-5 Hassell Street, Newcastle.
Full Moon P.H., Liverpool Road, Newcastle.
Warehouse, Market Lane, Newcastle.
Former St Giles & St Georges Primary School, Barracks Road, Newcastle.
Hassell Street County Primary School, Barracks Road, Newcastle.
Liverpool Road sign, 3 Liverpool Road, Newcastle.
George & Dragon P.H., Ironmarket, Newcastle.
23 Ironmarket, Newcastle.
32 Ironmarket, Newcastle.
37 Ironmarket, Newcastle.
1-3 High Street & 2 Hickman Street, Newcastle.
Roebuck Centre, High Street, Newcastle.
34 High Street, Newcastle.
35, 37, 39 & 41 High Street, Newcastle.
40, 42 & 44 High Street, Newcastle.
80 High Street, Newcastle.
Golden Lion P.H., 87 High Street, Newcastle.

Rectory Chambers, 4 Ironmarket, Newcastle.

**Whitmore**

Mainwaring Arms, Newcastle Road, Whitmore.

Former Post Office, Three Mile Lane, Whitmore.

Acton Methodist Church, Acton

Baldwins Gate Farmhouse, Baldwins Gate

Former station Booking Office, Baldwins Gate.

## Appendix 5: Saved Local Plan Policies

Policy Number	Policy Name
S3	Development in the Green Belt
H1	Residential Development: Sustainable Location and Protection of The Countryside
H4	Housing Development and Retention of Parking Facilities
H6	Encouragement of The Provision of Living Accommodation By The Conversion of Existing Non-Residential Urban Buildings
H7	Protection of Areas of Special Character
H8	Large Residential Buildings
H9	Conversion of Rural Buildings For Living Accommodation
H10	Renewal of Existing Permissions for Residential Development
H13	Supported Housing
H15	Small Additional Dwelling Units Within The Curtilages of Existing Dwellings
H18	Design of Residential Extensions, Where Subject to Planning Control
E2	Chatterley Valley
E3	Lymedale Park Extension
E4	London Road, Chesterton
E5	Church Lane, Knutton
E6	Chemical Lane
E7	Kidsgrove Station Yard
E8	Keele University and Keele Science Park
E9	Renewal of Planning Permissions for Employment Development
E11	Development of Employment Land for Other Uses

<b>Policy Number</b>	<b>Policy Name</b>
<b>E12</b>	The Conversion of Rural Buildings
<b>R12</b>	Development in Kildsgrove Town Centre
<b>R13</b>	Non- Retail Uses in Kildsgrove Town Centre
<b>R14</b>	Development in District Centres
<b>R15</b>	Non- Retail Uses in District Centres and Other Groups of Shops
<b>T9</b>	Rail Freight
<b>T10</b>	Taxi and Private Hire Bases
<b>T12</b>	M6 Corridor
<b>T16</b>	Development – General Parking Requirements
<b>T17</b>	Parking in Town and District Centres
<b>T18</b>	Development – Servicing Requirements
<b>T19</b>	Telecommunications Development – General Concerns
<b>T20</b>	Telecommunications Development – Required Information
<b>C2</b>	Retention of Allotment Gardens
<b>C3</b>	Publicly Accessible Open Space, Poolfields, Newcastle
<b>C4</b>	Open Space in New Housing Areas
<b>C8</b>	Country Parks
<b>C9</b>	Countryside Parks
<b>C11</b>	New Footpaths, Horse Routes and Cycleways
<b>C13</b>	Additional Facilities at Apedale Community Country Park
<b>C14</b>	Extension of The Keele Conference Centre at The Hawthorns
<b>C16</b>	Restrictions On Self-Catering Holiday Accommodation
<b>C17</b>	Camping and Caravan Sites
<b>C19</b>	Burial Ground Bradwell
<b>C20</b>	Madeley Village Hall

Policy Number	Policy Name
C21	White Rock – Apedale Road
C22	Protection of Community Facilities
N2	Development and Nature Conservation - Site Surveys
N3	Development and Nature Conservation – Protection and Enhancement Measures
N4	Development and Nature Conservation – Use of Local Species
N8	Protection of Key Habitats
N9	Community Woodland Zones
N10	New Woodland – Considerations
N12	Development and The Protection of Trees
N13	Felling and Pruning of Trees
N14	Protection of Landscape Features of Major Importance to Flora and Fauna
N16	Protection of a Green Heritage Network
N17	Landscape Character - General Considerations
N18	Areas of Active Landscape Conservation
N19	Landscape Maintenance Areas
N20	Areas of Landscape Enhancement
N21	Areas of Landscape Restoration
N22	Areas of Landscape Regeneration
N24	Water Based Landscape Features
B2	Scheduled Ancient Monuments
B3	Other Archaeological Sites
B4	Demolition of Listed Buildings
B5	Control of Development Affecting The Setting of a Listed Building
B6	Extension Or Alteration of Listed Buildings

Policy Number	Policy Name
<b>B7</b>	Listed Buildings - Change of Use
<b>B8</b>	Other Buildings of Historic Or Architectural Interest
<b>B9</b>	Prevention of Harm to Conservation Areas.
<b>B10</b>	The Requirement to Preserve Or Enhance The Character Or Appearance of a Conservation Area
<b>B11</b>	Demolition in Conservation Areas
<b>B12</b>	Provision of Services in Conservation Areas
<b>B13</b>	Design and Development in Conservation Areas
<b>B14</b>	Development in Or Adjoining The Boundary of Conservation Areas
<b>B15</b>	Trees and Landscape in Conservation Areas
<b>B16</b>	Shop Fronts in Conservation Areas
<b>B17</b>	Awnings, Canopies and Blinds in Conservation Areas
<b>B18</b>	Security Shutters in Conservation Areas
<b>B19</b>	Illuminated Signs in Conservation Areas
<b>B20</b>	Illuminated Fascia and Other Signs in Conservation Areas
<b>IM1</b>	Provision of Essential Supporting Infrastructure and Community Facilities.
<b>IM2</b>	Compliance with Policy Concerns