

## Newcastle-under-Lyme Town Centre

### Diversity of Uses

Table 4.2 shows the diversity of main town centre uses in Newcastle-under-Lyme town centre. Diversity of uses information is derived from a town centre survey undertaken by Newcastle-under-Lyme Council in May 2011<sup>1</sup>.

Table 4.2: Diversity of Uses in Newcastle-under-Lyme Town Centre

Use	Number	Town Centre (%)	UK (%)
Convenience	26	10.0	9.2
Comparison	114	43.7	41.9
A1 service	27	10.3	10.5
A2 service	27	10.3	8.6
A3 and A5 service	31	11.9	15.7
Vacant	34	13.0	12.9
Misc	2	0.8	1.2
<b>Total</b>	<b>261</b>	<b>100</b>	<b>100</b>

The mix of uses in Newcastle-under-Lyme shows some variation from the national average:-

- Newcastle-under-Lyme contains a higher proportion of convenience units than the national average;
- The centre contains a high than average proportion of comparison units, suggesting that the centre is well provided for in the comparison retail sector;
- There is a higher proportion of A2 units than the national average and a marginally lower proportion of A1 service and A3/A5 units;
- The proportion of vacant units is consistent with the nation average.

Some significant changes have been identified since the 2005 Retail Study, namely an increase in the proportion of vacant units has led to a proportional decrease in all other use categories over the period 2005 to 2011. The 2005 Study recorded a very low vacancy rate which has risen since then, to mirror the national average. Despite the increase, the centre remains healthy with notable signs of investor/operator confidence.

<sup>1</sup> Data obtained from Newcastle-under-Lyme Council survey (May 2011) and updated to include Lidl. Boundaries relate to the PSA not the town centre boundary. National averages from GOAD (Jun 2010).

Figure 4.3: Diversity of Uses in Newcastle-under-Lyme Town Centre

### Diversity of Uses in Newcastle-under-Lyme Town Centre

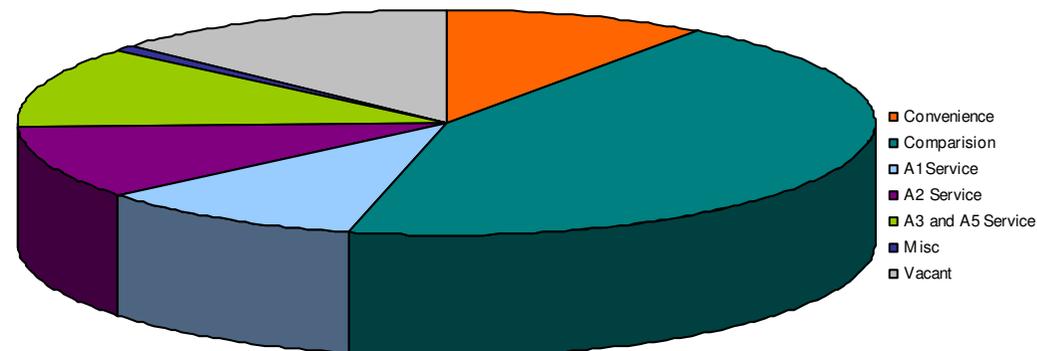
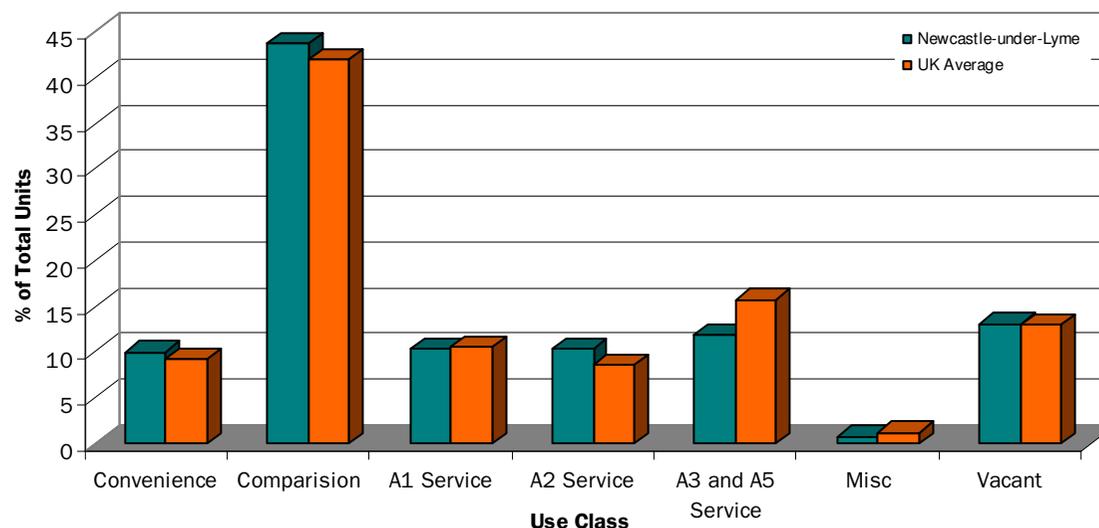


Figure 4.4: Diversity of Uses in Newcastle-under-Lyme Town Centre Compared to the National Average

### Diversity of Uses in Newcastle-under-Lyme Compared to the National Average



## Diversity of Floorspace

The diversity of retail floorspace in Newcastle-under-Lyme town centre is shown in Table 4.3. Diversity of floorspace information is derived from a GOAD Town Centre Survey undertaken in Newcastle-under-Lyme in June 2010<sup>2</sup>.

Table 4.3: Diversity of Floorspace in Newcastle-under-Lyme Town Centre

Use	Floorspace (sqm)	Town Centre (%)	UK (%)
Convenience	9,281	13.3	17.4
Comparison	31,048	46.1	47.4
A1 service	2,359	3.5	5.1
A2 service	4,524	6.7	7.1
A3 and A5 service	6,986	10.4	10.8
Vacant	12,312	18.3	11.3
Misc	1,152	1.7	1.0
<b>Total</b>	<b>66,312</b>	<b>100</b>	<b>100</b>

The mix of floorspace in Newcastle-under-Lyme town centre highlights some differences when compared to the national average in the following ways:-

- There is a lower than average proportion of convenience and comparison floorspace in the centre, despite there being a greater than average proportion of units in these sectors. This is indicative of Newcastle-under-Lyme being characterised by smaller units;
- Newcastle-under-Lyme contains a marginally lower than average proportion of service floorspace;
- The centre has a very high proportion of vacant floorspace. This contrasts with a lower than average proportion of vacant units, reflecting vacancies in large units at the time of the survey, including the former Sainsbury's at Liverpool Road.

A comparison with the 2005 Retail Study shows that the proportion of comparison and convenience floorspace has marginally decreased and the proportion of service use and vacant floorspace has increased during this period.

Figure 4.5: Diversity of Floorspace in Newcastle-under-Lyme Town Centre

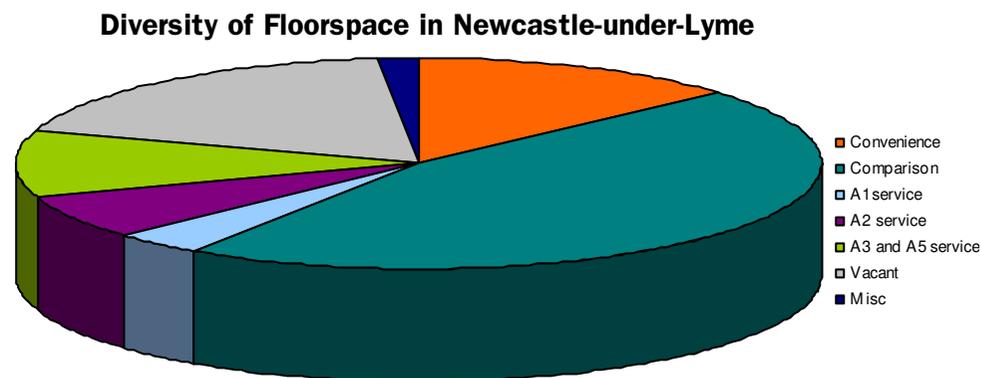
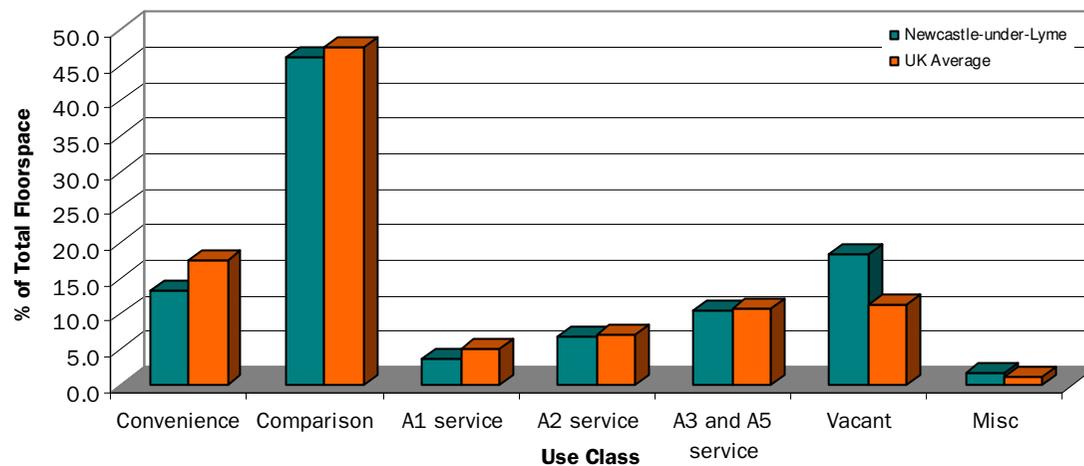


Figure 4.6: Diversity of Floorspace in Newcastle-under-Lyme Town Centre Compared to the National

## Diversity of Floorspace in Newcastle-under-Lyme Compared to the National Average



<sup>2</sup> Data obtained from GOAD (Jun 2010) and updated (July 2011) to reflect the vacation of Sainsbury's and inclusion of Lidl. The boundary used relates to the GOAD boundary for Newcastle-under-Lyme which differs from the adopted Town Centre boundary, and therefore the diversity of uses and floorspace assessments are not directly comparable.

## High Street Multiple Retailer Representation<sup>3</sup>

Table 4.4: Major Retailer Representation

Retailer	No of Units in Centre
Argos	1
BhS	
Boots the Chemist	1
Burton	1
Carphone Warehouse	1
Clarks	1
Clintons	1
Debenhams	
Dorothy Perkins	1
H & M	
HMV	
House of Fraser	
John Lewis	
Marks and Spencer	
New Look	1
Next	2
O2	1
Phones 4 U	1
Primark	
River Island	
Sainsbury's	
Superdrug	1
TK Maxx	
Tesco	
Topman	
Topshop	
Vodafone	
Waitrose	
Waterstones	
WHSmith	1
Wilkinsons	1
<b>Total Retailers</b>	<b>15</b>

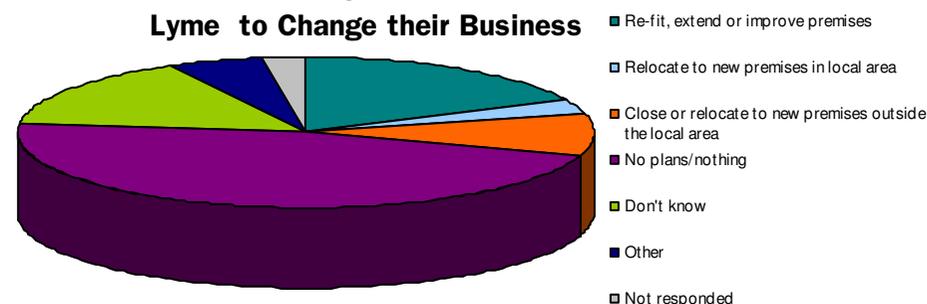
Table 4.4 shows that Newcastle-under-Lyme town centre contains 14 of the 31 'major retailers' identified by GOAD. Newcastle-under-Lyme town centre has a range of multiple retailers (45%) but it does not contain a department store or a nationally trading variety retailer, which is unusual for a centre for its size. A Morrison's supermarket is located within the town centre boundary, to the south of the PSA and a Sainsbury's supermarket is located to the north of the PSA, within the town centre boundary.

### Survey Responses

#### **Business Operator Survey**

Figure 4.7 summarises the results of a survey of 300 business operators in Newcastle-under-Lyme town centre, undertaken by NLP:-

**Intentions for Business Operators in Newcastle-under-Lyme to Change their Business**



#### **Retail Operator Survey**

NLP undertook a survey of the 300 largest retailer operators in the UK to ascertain whether they have a requirement for retail floorspace in Newcastle-under-Lyme town centre. The survey confirmed an interest in the town centre from one comparison operator with a requirement for 450 sq.m of retail floorspace. A further operator is interested in 550-650 sq.m of convenience floorspace in an out of centre location.

#### **In-Street Survey**

The In-Street Survey sought to identify the factors that respondents considered needed improving in Newcastle-under-Lyme town centre. Most respondents identified that two factors needed improving; to 'increase the range of national/multiple chain stores' (56%) and 'increase the range of local speciality retailers' (44%). A significant number of interviewees (25%) also wanted to see the market improved. These responses indicate a demand for a wider variety of shops in the centre. Traffic congestion, public transport and pedestrian links were not considered to be in need of improvement\*.

<sup>3</sup> Major retailers identified by GOAD (Jun 2010) and updated by NLP July 2011. \*Interviewees could give multiple responses, therefore responses exceed 100%.

## Accessibility

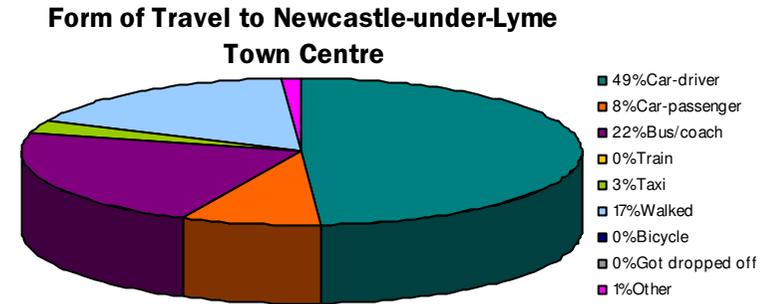
Table 4.5: Accessibility of Newcastle-under-Lyme Town Centre

Accessibility Indicator		
<b>Car Parking</b>	<i>Location</i>	<i>Spaces</i>
	Former Sainsbury's	410
	Council Offices (weekend only)	70
	Midway	650
	Vue Cinema	361
	Morrisons	450
	Blackfriars Road	60
	Cherry Orchard	24
	School Street	68
	Windsor Street	19
	Hassell Street	39
	Silverdale Road	66
	Goose Street	106
	<i>Total spaces</i>	<i>2323</i>
<b>Pedestrian Movement</b>	11 pedestrian crossings; 11 subways under Ring Road; Pedestrianised Ironmarket, Castle Walk and High Street.	
<b>Disabled Accessibility</b>	The whole town centre is accessible to those with reduced mobility.	
<b>Cycling</b>	Bicycle storage	Yes
	Cycle lanes	No
<b>Public Transport Interchanges</b>	Bus Station	Yes
	Train Station	No (2.3km to east)
<b>Areas of traffic congestion</b>	Ring Road	
<b>Areas of high pedestrian footfall</b>	Ironmarket, Castle Walk and High Street.	

Figure 4.8 shows that people arrive in Newcastle-under-Lyme town centre by a variety of modes of transport. It is clear that the most popular methods of travel are by car (49%), bus/coach (22%) or walking (17%).

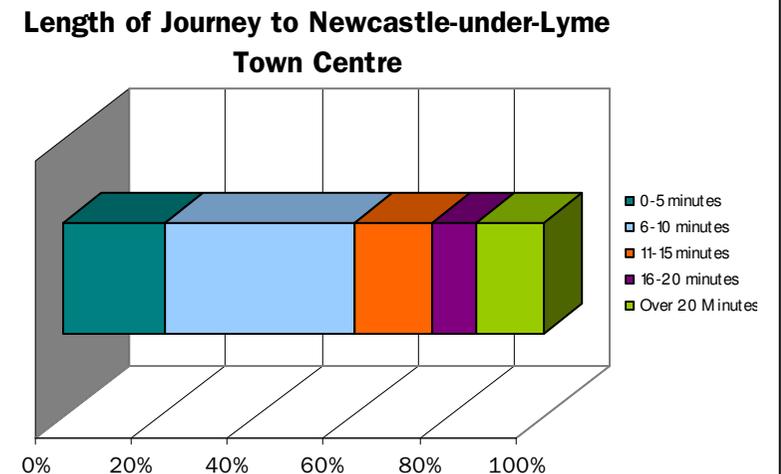
The In-Street Survey sought to establish where those interviewees that travelled by car to Newcastle-under-Lyme town centre parked. The most visited car park is the Midway multi-storey, where 24.6% of respondents parked, followed by Morrison's, Goose Street (15.8%).

Figure 4.8: Form of Travel to Newcastle-under-Lyme town



The In-street Survey queried how long it took respondents to travel to Newcastle-under-Lyme town centre on the day of the survey. The results are shown in Figure 4.9. 21% of those interviewed travelled for fewer than 5 minutes, 39% travelled for between 6 and 10 minutes, 16% travelled for between 11 and 15 minutes, 9% travelled for between 16 and 20 minutes and 14% travelled over 20 minutes. These timings suggest that a significant proportion of respondents travelled from within the Borough or the neighbouring Stoke-on-Trent administrative area.

Figure 4.9: Length of Journey to Newcastle-under-Lyme town centre



## **Crime and Safety**

### ***Perceptions of Crime and Safety***

The In-Street Survey asked a number of questions to establish respondent's perceptions of safety in the day and at night in Newcastle-under-Lyme town centre. The survey identified that a very high proportion of respondents felt safe in the centre in the day (99%) but significantly less felt safe in the centre at night (23%). 22% of respondents also felt less safe in Newcastle-under-Lyme town centre than they did 12 months ago.

Respondents were asked whether certain improvements would make them feel safer in the town centre. The results are below, ranked in order of those identified as most important by respondents.

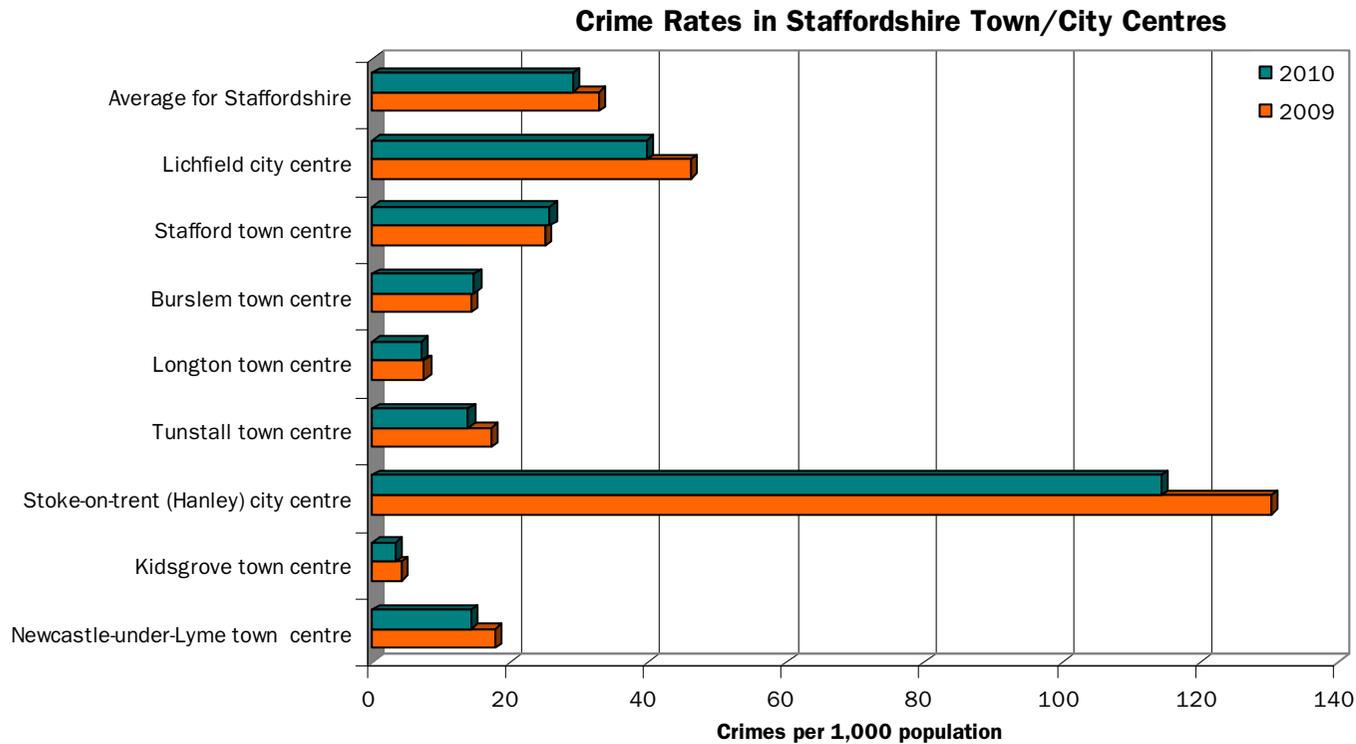
1. Increased policing/patrolling;
2. Increased CCTV use;
3. More secure car parks;
4. Improved street lighting
5. Fewer pubs/clubs etc;
6. More people living in the town centre; and
7. Removal of shrubs/street furniture.

68% of respondents to the In-Street Survey felt that 'increased policing/patrolling' would make them feel safer in Newcastle-under-Lyme town centre. 48% of respondents felt that 'increased CCTV use' would make them feel safer (compared to 44% that said it wouldn't). For all other factors the highest proportion of respondents did not think that intervention or change would have a significant impact on their perception of safety in the town centre.

### Actual Crime Rates in Newcastle-under-Lyme

Crime statistics for town and city centres within Staffordshire were obtained from Staffordshire Police. Figure 4.10 shows that Newcastle-under-Lyme has a lower crime rate than the average for Staffordshire town/city centres in both 2009 and 2010 and that it has declined over this period. However, the average is pushed to a higher rate by the particularly high crime rate in Stoke-on-Trent (Hanley). The crime statistics should be considered in context with the perceptions of crime data obtained from the In-Street Survey, in which 22% of respondents stated that they felt less safe in the centre than they did 12 months ago and only 23% felt safe in the centre at night.

Figure 4.10: Crime rate and change in crime rate for town/city centres in Staffordshire



**Office Provision**

Newcastle-under-Lyme town centre is not a prime business/office location within the sub-region and Class B1 uses do not comprise a large proportion of the centre's floorspace. The largest office is the Civic Offices, occupied by Newcastle-under-Lyme Council which comprises 3 floors of office space.

**Out of Town Centre Provision**

Wolstanton Retail Park is located 2km to the northeast of Newcastle-under-Lyme town centre. It is the only retail park in the Borough and includes Asda, Homebase, Matalan and Select House stores and two vacant units. Adjacent to the retail park units is a cash and carry and an office.

In terms of convenience provision, Morrisons, Lower Milehouse Lane is located 400m to the north west of the town centre boundary and a Sainsbury's store has recently opened at Liverpool Road, within the town centre boundary but edge of centre in retail planning terms at 250m from Newcastle-under-Lyme's Primary Shopping Frontage.

**Newcastle-under-Lyme's Capacity for growth**

A number of vacant sites are located adjacent to the PSA offering potential for town centre expansion and sites within the PSA offer potential for the reinvigoration of Newcastle-under-Lyme town centre pursuant to improving its retail and leisure offer.

## Newcastle-under-Lyme Town Centre Environment: Strengths, Weaknesses, Opportunities and Constraints

Table 6: Newcastle-under-Lyme's Town Centre Environment

Strengths	
<p>A compact Primary Shopping Area (PSA). High Street, Ironmarket and Castle Walk provide a pedestrianised focus for the town centre. These areas are well maintained with mature landscaping. Regular markets on High Street provide a focal point for the community.</p>	
Weaknesses	
<p>A number of prominent areas fronting the ring road are derelict or contain poorly maintained buildings, creating an unattractive impression of the centre on approach to the town. The centre's major foodstores are located outside the PSA and are poorly connected to the PSA due to topography and the ring road.</p>	
Opportunities	
<p>The redevelopment of vacant/derelict/life expired sites within and adjacent to the PSA could enhance the retail offer and improve the environment of the town centre. Investment in a significant extension to the leisure centre will attract more visitors and presents the opportunity to improve links to the PSA.</p>	
Constraints	
<p>The PSA is physically constrained by the ring road, which diverts traffic around the shopping area and requires the use of subways to access the centre from surrounding residential areas. Public transport connectivity is limited by the lack of a train station within the centre, which restricts opportunities for public transport interconnectivity and travel from further afield by sustainable methods.</p>	

## Kidsgrove Town Centre

### Diversity of Uses

Table 4.7 shows the diversity of main town centre uses in Kidsgrove town centre. Diversity of uses information is derived from a town centre survey undertaken by Newcastle-under-Lyme Council in 2009 and updated in May 2011<sup>4</sup>.

Table 4.7: Diversity of Uses in Kidsgrove Town Centre

Use	Number	Town Centre (%)	UK (%)
Convenience	7	9.7	9.2
Comparison	23	31.9	41.9
A1 service	16	22.2	10.5
A2 service	6	8.3	8.6
A3 and A5 service	12	16.7	15.7
Vacant	7	9.7	12.9
Misc	1	1.4	1.2
<b>Total</b>	<b>72</b>	<b>100</b>	<b>100</b>

The schedule of uses in Kidsgrove shows some significant variation for the recorded national average:-

- The centre contains a similar proportion of convenience units to the national average;
- There is a much lower proportion of comparison units in Kidsgrove than the national average, which is a common feature of smaller, subordinate centres;
- Kidsgrove contains a significantly higher proportion of A1, A3 and A5 service units than the national average but a marginally lower proportion of A2 units;
- The vacancy rate is lower than the average at 9.7%.

When compared with the 2005 Study, there are some notable changes in Kidsgrove town centre over the period 2005 to 2011. There has been a significant decline in the comparison retail offer of the town centre since 2005 and an increase in the proportion of service uses. The proportion of vacant units has decreased over the period 2005 to 2011, which is contrary to the national trend and suggests that the centre has become generally more attractive to investors/operators.

Figure 4.11: Diversity of Uses in Kidsgrove Town Centre

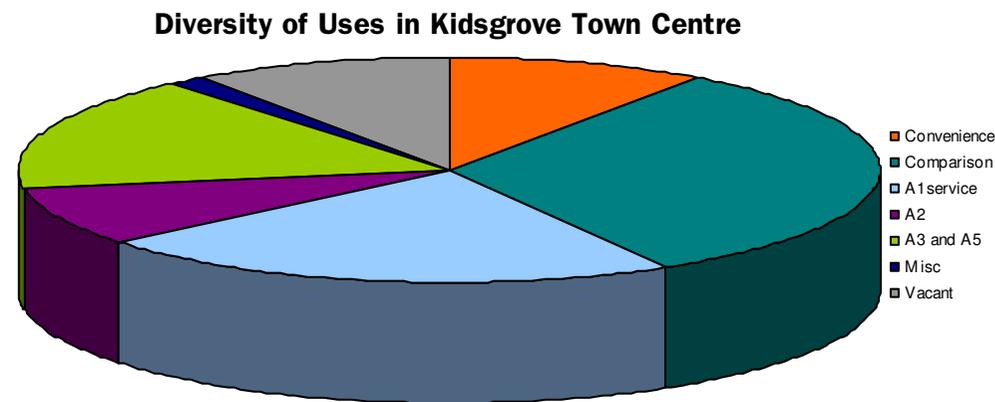
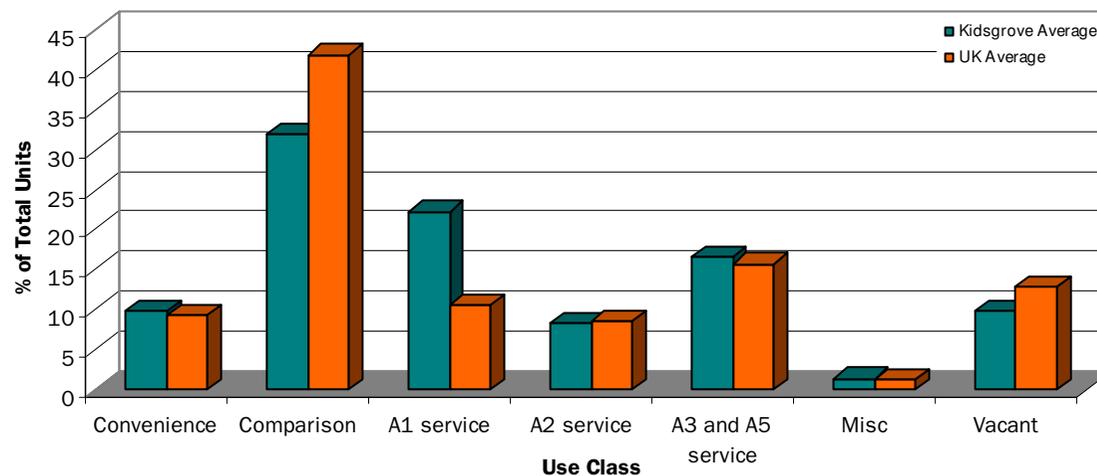


Figure 4.12: Diversity of Uses in Kidsgrove Town Centre Compared to the National Average

### Diversity of Uses in Kidsgrove Town Centre Compared to the National Average



<sup>4</sup> Data obtained from Newcastle-under-Lyme Council survey (2009 and May 2011). Boundaries relate to the PSA not the town centre boundary. National averages from GOAD (Jun 2010).

## Diversity of Floorspace

The diversity of retail floorspace in Kidsgrove town centre is shown in Table 8. NLP has calculated the diversity of floorspace information based on a town centre survey undertaken by Newcastle-under-Lyme Council in 2009 and May 2011<sup>5</sup>.

Table 4.8: Diversity of Floorspace in Kidsgrove Town Centre

Use	Floorspace (sqm)	Town Centre (%)	UK (%)
Convenience	680	8.8	17.5
Comparison	2,698	34.7	48.5
A1 service	1,689	21.7	5.1
A2 service	709	9.1	7.2
A3 and A5 service	808	10.4	9.8
Vacant	511	6.6	11.0
Misc	671	8.6	1.0
<b>Total</b>	<b>7,766</b>	<b>100</b>	<b>100</b>

The diversity of floorspace in Kidsgrove town centre also allows for some interesting comparisons to be drawn with the national average:-

- The centre contains a significantly lower than average proportion of convenience floorspace. The proportion of convenience units is consistent with the national average, which suggests that convenience retailers mainly occupy smaller units;
- The proportion of comparison floorspace in Kidsgrove is lower than average, reflecting the centres role in the retail hierarchy;
- There is a higher than average proportion of A1, A2, A3 and A5 service floorspace in the town centre, which is a characteristic of a lower order retail centres;
- The proportion of miscellaneous floorspace is considerably above average, which is a reflection of the inclusion of the job centre and post office on The Avenue;
- Kidsgrove has a lower than average proportion of vacant floorspace, which is an indication of a centre performing well in a difficult economic climate.

Figure 4.13: Diversity of Floorspace in Kidsgrove Town Centre

### Diversity of Floorspace in Kidsgrove Town Centre

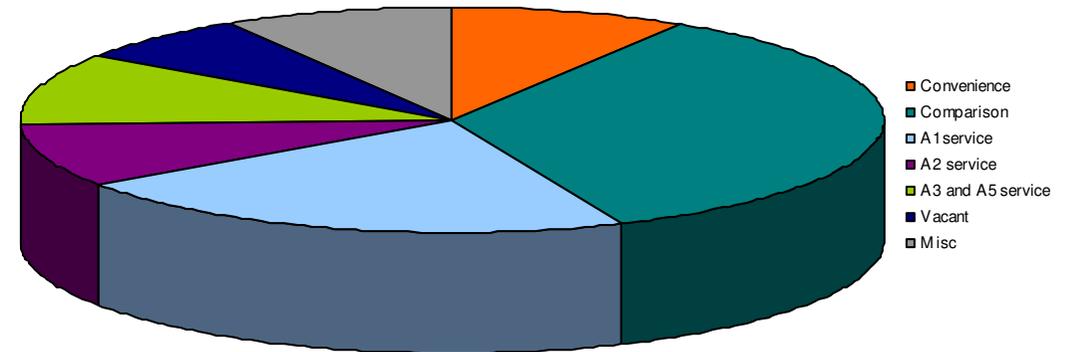
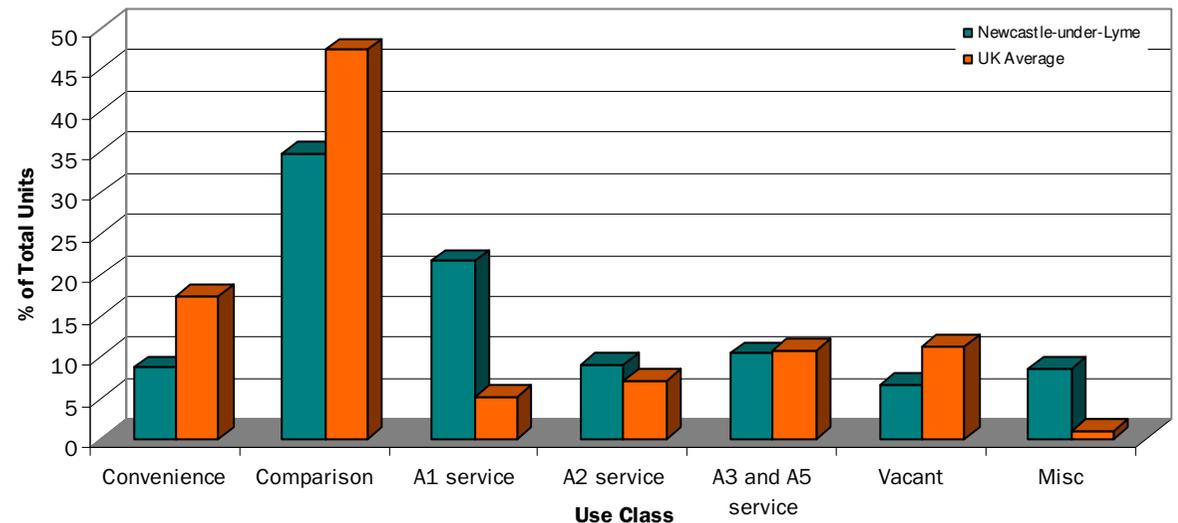


Figure 4.14: Diversity of Floorspace in Kidsgrove Town Centre Compared to the National

### Diversity of Floorspace in Kidsgrove Town Centre Compared to the National Average



<sup>5</sup> Data obtained from Newcastle-under-Lyme Council survey (2009 and May 2011). Boundaries relate to the PSA not the town centre boundary. National averages from GOAD (Jun 2010).

## High Street Multiple Retailer Representation<sup>6</sup>

Table 4.9: Major Retailer Representation

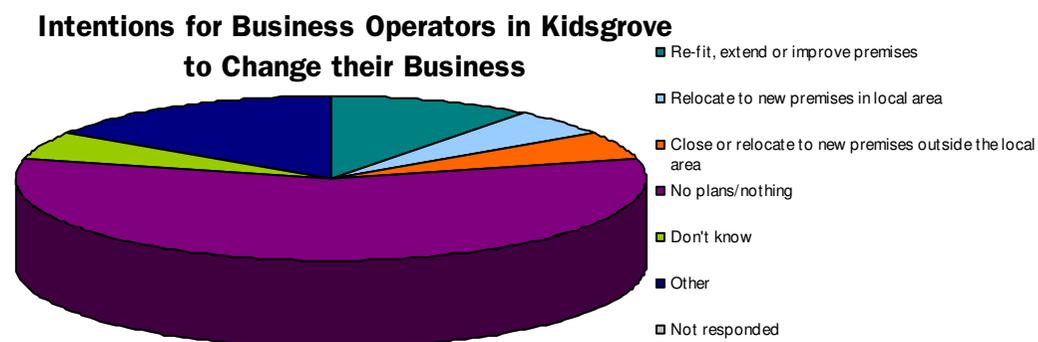
Retailer	No of Units in Centre
Argos	
BhS	
Boots the Chemist	
Burton	
Carphone Warehouse	
Clarks	
Clintons	
Debenhams	
Dorothy Perkins	
H & M	
HMV	
House of Fraser	
John Lewis	
Marks and Spencer	
New Look	
Next	
O2	
Phones 4 U	
Primark	
River Island	
Sainsbury's	
Superdrug	
TK Maxx	
Tesco	
Topman	
Topshop	
Vodafone	
Waitrose	
Waterstones	
WHSmith	
Wilkinsons	
<b>Total Retailers</b>	<b>0</b>

Table 4.9 shows that Kidsgrove town centre does not contain any of the 31 'major retailers' identified by GOAD, although Tesco operates a store just beyond the town centre. Kidsgrove contains primarily small independent retailers. There are no major foodstores located in Kidsgrove town centre. Both Tesco and Aldi are in edge of centre locations.

### Survey Responses

#### **Business Operator Survey**

Figure 4.15 summarises the results of a survey of 300 business operators in Kidsgrove town centre, undertaken by NLP:-



#### **Retail Operator Survey**

NLP undertook a survey of the 300 largest retailer operators in the UK to ascertain whether they have a requirement for retail floorspace in Kidsgrove town centre. The survey confirmed that none of operators had a requirement for in-centre space and that one convenience retailer had an interest in 550-650 sq.m in an out of centre location.

#### **In-Street Survey**

The In-Street Survey sought to identify factors that respondents considered needed improving in Kidsgrove town centre. The highest proportion of respondents (44%) considered that the improvement they would most like to see made would be in the 'appearance of the town centre'. A significant proportion of interviewees also identified the need to 'provide better entertainment facilities' (30%), 'increase the range of local/speciality retailers' (28%), 'improve the quality of shops and services' (28%) and to 'remove/reduce traffic congestion' (18%). Respondents considered that the foodstore provision, pedestrian facilities/links and public toilets were not in need of improvement\*.

<sup>6</sup> Major retailers identified by GOAD June 2010. \*Interviewees could give multiple responses, therefore responses exceed 100%.

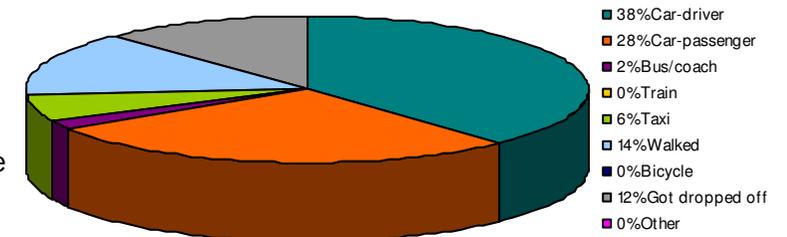
## Accessibility

Table 4.10: Accessibility of Kidsgrove Town Centre

Accessibility Indicator		
<b>Car Parking</b>	<i>Location</i>	<i>Spaces</i>
	King Street	27
	Heathcote Street 1	20
	Heathcote Street 2	10
	Heathcote Street 3	20
	Heathcote Street 4	30
	<i>Total spaces</i>	<i>107</i>
<b>Pedestrian Movement</b>	4 pedestrian crossings; No pedestrianised areas.	
<b>Disabled Accessibility</b>	The topography of the centre could potentially cause problems for those with reduced mobility.	
<b>Cycling</b>	Bicycle storage	No
	Cycle lanes	No
<b>Public Transport Interchanges</b>	Bus Station	No (regular services)
	Train Station	Within 100m from centre.
<b>Areas of traffic congestion</b>	Junction of Liverpool Road, Heathcote Street and The Ave.	
<b>Areas of high pedestrian footfall</b>	Heathcote Street, The Ave and King Street.	

Figure 4.16 shows that a significant proportion of people arrive in Kidsgrove town centre by car (66%). Only 2% of respondents arrive by public transport (bus/coach or train) suggesting a deficiency in public transport access to the centre.

Figure 4.16: Form of Travel to Kidsgrove town centre

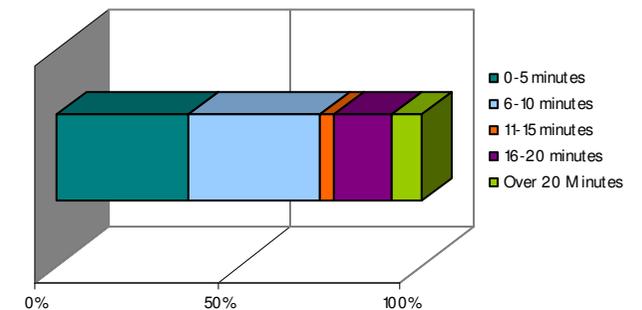


The In-Street Survey sought to establish where those interviewees that travelled by car to Kidsgrove town centre parked. The most visited car park is at Tesco, Liverpool Road (39.4%), which is outside the town centre boundary. This suggests very positively that trips to the town centre are linked with trips to the Tesco store. 45% of respondents parked 'on street' in either metered or unmetered

The In-Street Survey queried how long it took respondents to travel to Kidsgrove town centre on the day of the survey. The results are shown in Figure 4.17. 2% of those interviewed travelled for fewer than 5 minutes to the town centre, 26% travelled for between 6 and 10 minutes, 36% travelled for between 11 and 15 minutes, 24% travelled for between 16 and 20 minutes and 12% travelled over 20 minutes. These timings and Kidsgrove's location on the periphery of the Borough suggest that a notable proportion of respondents travelled from outside of the Borough and that Kidsgrove attracts shoppers from beyond the immediate urban area. Whilst it is not clear explicitly from the in-street survey, it is likely that the Tesco store is the principal draw amongst those travelling from further afield, whilst the store is not part of

Figure 4.17: Length of Journey to Kidsgrove town centre

Length of Journey to Kidsgrove Town Centre



the town centre, there is clear evidence of linked trips and this is maybe why the town is bucking the national trend of commercial decline.

## **Crime and Safety**

### ***Perceptions of Crime and Safety***

The In-Street Survey asked a number of questions to establish respondent's perceptions of safety in the day and at night in Kidsgrove town centre. The survey identified that a very high proportion of respondents felt safe in the centre in the day (92%) but more felt unsafe (32%) than safe (28%) in the centre at night. Most respondents also felt less safe in Kidsgrove Town Centre than they did 12 months ago (62%).

Respondents were asked whether certain improvements would make them feel safer in the town centre. The results are below, ranked in order of those identified as most important by respondents.

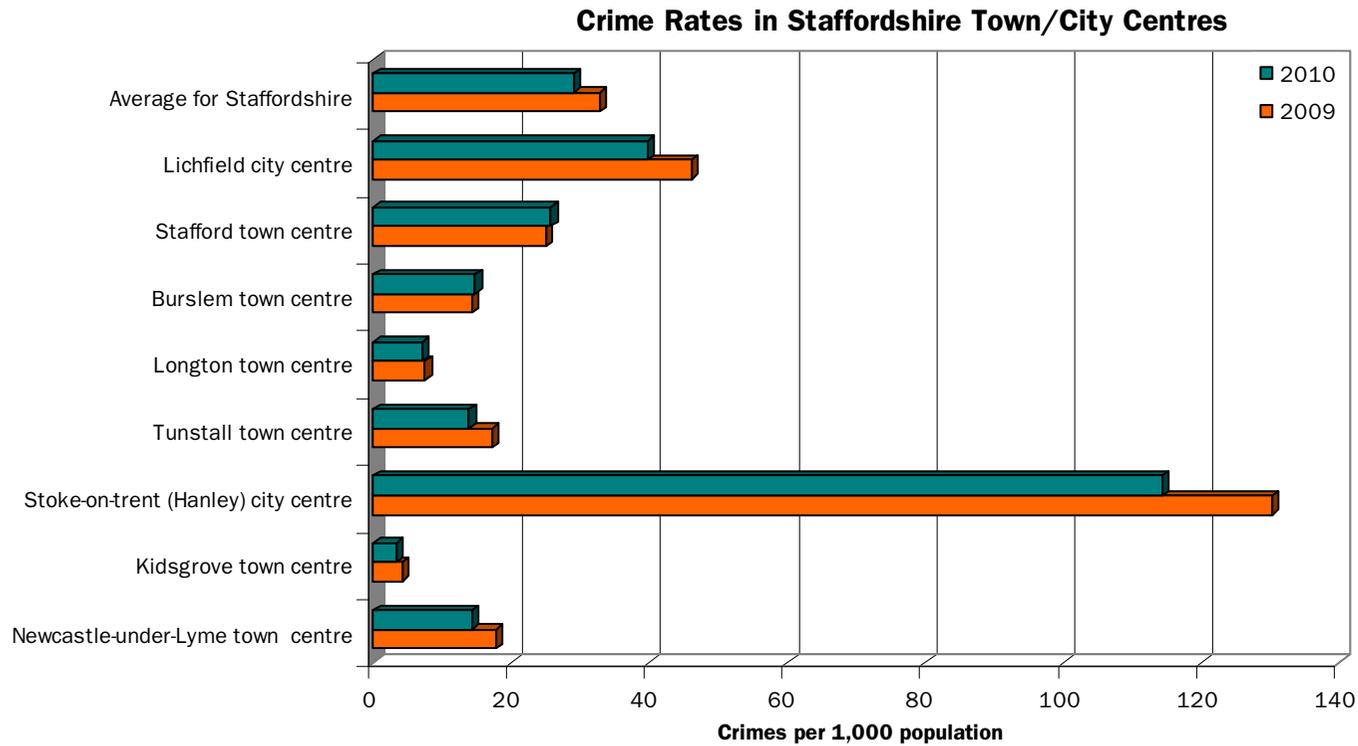
1. Increased policing/patrolling;
2. Increased CCTV use;
3. Improved street lighting;
3. More secure car parks;
5. Fewer pubs/clubs etc;
6. Removal of shrubs/street furniture; and
7. More people living in the town centre.

50% of respondents to the In-Street Survey felt that 'increased policing/patrolling' would make them feel safer in Kidsgrove town centre. 46% of respondents felt that 'increased CCTV use' would make them feel safer. For all other factors the either majority of respondents did not think that change/intervention would have a significant impact on their perception of safety or they did not have a strong view either way.

### Actual Crime Rates in Kidsgrove

Crime rates for town and city centres in Staffordshire are available from Staffordshire Police. Crime rates in Kidsgrove compare favourably with other town and city centres in Staffordshire, being the lowest of the centres assessed below and significantly below average. This is, in part, likely to reflect the small size of Kidsgrove town centre and should not be read as a commentary on the overall crime rate in the Kidsgrove area.

Figure 18: Crime rate and change in crime rate for town and city centres in Staffordshire



**Office Provision**

Kidsgrove is a small town centre with a limited office market. Some small offices are located above retail units throughout the town centre. The only large scale dedicated office building is the Town Hall on Liverpool Road.

**Out of Town Centre Provision**

Much of Kidsgrove's convenience retail provision is located outside of the town centre boundary. Major convenience provision in Kidsgrove includes; a Tesco store on Liverpool Road, to the north west of the town centre, and an Aldi store, also located on Liverpool Road, to the south east of the town centre.

Freeport Talke is an outlet village located 2km to the southwest of Kidsgrove town centre. It comprises many multiple retailers such as Nike, Sports Direct, Card Factory, Gap and Marks and Spencer. The results of the household survey, discussed in the main report, suggest that Freeport is a destination for a broader catchment area, rather than satisfying purely local comparison shopping needs.

**Kidsgrove's Capacity for growth**

Kidsgrove has a limited catchment area, as a relatively small centre on the northern edge of the Newcastle-under-Lyme/Stoke-on-Trent urban area. The centre is performing well in its current form, shown by the lower than average vacancy rate and there is not considered to be scope for significant retail growth. Limited retail development might be appropriate on existing derelict sites and car parks in the centre.

## Kidsgrove Town Centre Environment: Strengths, Weaknesses, Opportunities and Constraints

Table 11: Kidsgrove's Town Centre Environment

Strengths	
<p>A diverse range of public services are provided within a compact area including the Town Hall and library. This creates a strong community feel within the centre. The centre could become a sustainable destination with a railway station and numerous bus stops located throughout the centre.</p>	
Weaknesses	
<p>The town centre is split east-west by the dismantled railway. This creates two areas that feel distinct from each other. Should a feature be made of the space it could integrate the town centre and improve landscaping. There is no anchor foodstore within the centre. Tesco is located to the west and Aldi to the east, outside of the town centre boundary.</p>	
Opportunities	
<p>There is potential to integrate the railway station with the town centre via Meadows Road and Station Road, thereby improving connectivity. The row of car parks located on Heathcote Street offer potential for redevelopment to expand the retail offer of the town centre, whilst retaining its compact nature.</p>	
Constraints	
<p>The topography of the centre is a steep slope. This could potentially restrict any future large scale redevelopment projects, due to additional costs and design considerations. The location of Tesco and Aldi outside of the town centre limits the opportunity for a further convenience retailer to develop an anchor store within the centre.</p>	