Consideration	Land west of Audley (Site Ref: AB13, AB15, AB21, AB22)	Land east and north east of Keele Village (Site Ref: KL14, SP11 and TB19)	Kidsgrove (Site Ref:BL18 and TK17)	Land north of Keele Village (Site Ref: KL9 and KL21)	Land West of A34, Hanford (sites 378+ CFS)	Land at Red St west of A34 (Site Ref:CT1)	Land east of Loggerheads (Site Ref:LW40)	Land south of Madeley Heath (Site Ref:MD10 and MD12)	Land west of Chesterton (Site Ref: HD14)	Packmoor (Site 425)	Lightwood Road (sites 161, 300, 314, 337, 671 & 775)	Caverswall (Site 148 & 295)	Hanford Farm (site 390)	Land to the East of Bentilee (392, 402 & 561)	Land to the north and south of Woodhead Road, Abbey Hulton (site 717)	Holy Wall Farm	Colclough Farm (inc 291)
Potential Scale / Capacity	• 570 dwellings	• 2454 dwellings (connected to 12Ha of preferred new employment land)	• 465 dwellings	• 462 dwellings	•The site comprises of 3 parcels, some of which were raised through Call for Sites. This measures approximately 35Ha, at 40dph this equals 1400, however a lot of this is constrained by flood zones 2 and 3.	• 1400 dwellings	• 500 - 900 dwellings	• 486 dwellings	• 91 dwellings	•2000+ dwellings with appropriate related uses.	•3500+ dwellings	•300-600 dwellings	•800-900 dwellings	•985 dwellings	•1200+ dwellings	•Two CFS have been submitted with a combined area of approximately 29.5Ha. At 40dph this amounts to 1180 dwellings.	•Several Call for Sites have been submitted covering 18.9Ha. At 40 dph this would equate to 756 dwellings.
Major Physical Constraints and Sustainability Considerations	• Constrained Highway Access (not affecting all sites) Pedestrian access to village (not affecting all sites) • Agricultural Land Classification 3 • Infrastructure provision • the opportunity that exists extends approximately 800 metres from the existing village envelope	• Ancient woodland (all of which is outside of the sites). • Overhead Power Lines •Topography	• Historic landfill (does not affect entire site)	• within 250m of historic landfill • Agricultural Land Classification 3	•The River Trent runs through the centre of the area. The confluence of the Trent and the Lyme Brook is included in the site area. Therefore the site is largely covered by Flood Zones, with the majority being Flood Zone 3. •Sewage Pipelines cross the site.	• Risk of contamination • Ground stability • Constrained highway access • Noise, pollution and amenity issues from adjoining A34 and A500.	• Constrained highway access • Infrastructure provision • Agricultural Land Classification 3	• 0.6Ha affected by Flood zones 2 and 3 • Ground stability (not widespread) • Agricultural Land Classification 3 • M6 (potential amenity impact) • Constrained highway access • 0.9Ha of site within high coal risk area	• Flood zones 2 and 3 confined to western boundary.	•The site is well served by a number of minor roads. It would need to be accessed in a number of locations therefore a larger number of dwellings may need some improvements to the highways.	•The area is undulating and at times very steep. This means that in parts, the site would struggle to deliver dwellings. Therefore the number of dwellings that could be delivered are far lower than identified in the SHLAA. •There is an approved Clay pit in the centre of the area and former workings across the sites. •Highways access is limited (discussed further below)	•Flood zone runs along the south-west boundaries. •Highways access is extremely limited, with no major roads adjacent to the site and Caverswall Lane crossing a level-crossing.	•Access issues. •Flood zones run along the eastern edge of the site and there are several water bodies on the site. •Topography issues.	•Topography. •Small area of flood zones to the North of the site. •Access issues.	•The site has issues with topography. •The site has limited accesses onto the highways network. •The site has large areas of Local Wildlife Sites and Local Nature Reserves in the north and south of the site.	•The site has issues with topography and access.	•The site has issues with topography and access.
Policy Constraints	• Green Belt (moderate contribution to green belt purposes) • Predominantly within Mineral Safeguarded Area	• Green Belt (moderate) • Registered Park and Garden (relates only to site KL14 however potential developable area excludes the registered park and garden) • Approximately 74Ha is within a Mineral Safeguarded Area • Development at this location would amount to the expansion of the urban area in the direction of Keele with potential implications for landscape character and Keele village conservation area	• Green Belt (weak and moderate) • Playing pitch requirements • Site of biological importance	• Green Belt (General Area moderate) - beyond the scope of stage 2 Green Belt parcel assessment (ARUP, 2017) • Keele Village Conservation area	• Green Belt (weak and moderate)	• Green Belt (weak) • Entire site is within Coal and Fireclay Mineral Safeguard Area	• Area of Landscape Conservation • Open Countryside • Biodiversity Alert site	• Green Belt (moderate and part outside of Green Belt) • Entire site is within Mineral Safeguard Area	• Disused playing pitch • Protected deciduous woodland	•An area of approximately 8Ha is identified as greenspace. •An area of approximately 4.6Ha is identified as Local Wildlife site.	•The site is covered by Green Belt and assessed as a moderate contribution. •Green Space is identified in parts of the area. •Approximately 75% of the site is covered by a minerals safeguarding area. •A local wildlife site runs along the south-eastern edge of the site.	•Half of the site is constrained by Green Belt which is assessed as moderate.	N/A	•Covered by Green Belt and considered as providing a strong contribution.	•Covered by Green Belt and considered as providing a strong and moderate contribution. •The site has areas of green space as identified in the greenspace strategy.	• Green Belt (moderate and strong)	•The site has issues with topography and access.
Addressing NUL's Housing Shortfall (Assessment is influenced by location - within or outside of NuL - and the amount of dwellings that could potentially be provided.	• 6 sites collectively make up an area of 23.3Ha • Potential to contribute towards housing need is considered weak. • Housing would be provided within the borough for which the need exists.	• 4 Sites collectively make up an area of 152Ha and could make provision for approximately 2500 dwellings. • Potential to contribute towards housing need is considered strong. • Housing would be provided within the borough for which the need exists.	• 2 unconnected sites make up an area of 17.94Ha • Potential to contribute to housing need is considered weak. • Housing would be provided within the borough for which the need exists.	• Potential to contribute towards housing need is considered weak. • Housing would be provided within the borough for which the need exists.	•Whilst not within Newcastle-under-Lyme, the northern boundary is adjacent (across the A500) to the administrative boundary of Newcastle-under-Lyme.	• Potential to contribute towards housing need is considered moderate. • Housing would be provided within the borough for which the need exists.	• While the density range proposed by the promoter of the site extended to 900 dwellings the density to be applied to reflect the character of this location according to the Joint SHLAA methodology results in a potential capacity for circa 500 dwellings. While this capacity would contribute significantly to the identified shortfall it falls short of that which can be obtained from alternative locations. • Potential to contribute towards housing need is considered weak to moderate. • Housing would be provided within the borough for which the need exists.	• Potential to contribute towards housing need is considered weak. • Housing would be provided within the borough for which the need exists.	• Potential to contribute towards housing need is considered weak. • Housing would be provided within the borough for which the need exists.	•Whilst not within Newcastle-under-Lyme, the northern boundaries of the site are between 50-400m away from the administrative boundary.	•The site is over 5Km from Newcastle-under-Lyme to the south.	•The site is over 7.5Km from Newcastle-under-Lyme, on the opposite side of the City.	•The northern end of the site is within 1Km of the boundary of Newcastle-under-Lyme's administrative boundary.	•The site is over 5Km from Newcastle-under-Lyme on the eastern boundary of Stoke-on-Trent.	•The site is approximately 5Km from the administrate boundary of Newcastle-under-Lyme, on the opposite side of the city.	•At its closest point, the site is within 500m of the boundary of Newcastle-under-Lyme.	•At its closest point, the site is within 1Km of the boundary of Newcastle-under-Lyme.
Viability and Delivery	• The sites are considered viable and deliverable • Potential for delivery could be affected should infrastructure requirements be substantial to support / improve the road network, schools and healthcare provision and other services. The ability for the scale of development identified at this location to attract or obtain sufficient infrastructure investment will need to be considered. • Likely to be deliver 60 units per annum if permission were obtained.	• The sites are considered viable and deliverable. Potential for additional capacity within existing infrastructure to assist deliverability. • The location has historically attracted investment in infrastructure to support employment (i.e. Keele University) and the transport network. Risk to further infrastructure investment required for additional growth at this location is considered to be minimised by such a large concentration of employment and housing growth on the edge of the town centre. • While sites of this scale often take longer to obtain planning permission. Locations providing in excess of 2000 dwellings are statistically likely to deliver the first completion within 1 year of having obtained planning permission, whereas smaller scale development takes just over 18 months. Furthermore, sites of 100 to 1000 dwellings will typically deliver 60 units per annum while sites of 2000+ will deliver over 160 units per annum (Lichfields, 2016). • Stoke-on-Trent & Staffordshire Local Enterprise Partnership and partners are supporting the New Keele Deal a £70 million investment which is set to bring 700+ high value jobs.	• The sites are considered viable and deliverable. Potential for additional capacity within existing infrastructure to assist deliverability.	• The sites are considered viable and deliverable. Potential for additional capacity within existing infrastructure to assist deliverability. • The location has historically attracted investment in infrastructure to support employment (i.e. Keele University) and the transport network. Risk to further infrastructure investment required for additional growth at this location is considered to be minimised by such a large concentration of employment and housing growth on the edge of the town centre.	• The on site constraints would need to be remedied before any development could come forward.	• Viability is questionable as there are likely to be costs associated with stabilising the site through reclamation / open casting. • Delivery may also be affected given the time required to overcome the physical constraints affecting the site. This may result in delays resulting in any potential delivery featuring later in the plan-period.	• Site is considered viable and deliverable. • Potential for delivery could be affected should infrastructure requirements be substantial to support / improve the road network, schools and healthcare provision and other services. The ability for the scale of development identified at this location to attract or obtain sufficient infrastructure investment will need to be considered.	• Site is considered viable and deliverable. • While affected by a range of constraints no one of these affects the entire site.	• Site is considered viable and deliverable. • Site affected by playing pitch strategy and protected woodland.	•As a larger site, it would be likely that there would be multiple outlets to keep build out rates high. •The site is currently not identified as available for development.	•The site is in a viable area of the city, however would need to mitigate the constraints listed above. •To avoid sterilisation of the minerals resources, there maybe the need to prior extract any minerals before development.	•Part of the site is currently being considered under a planning application. •Issues over highways access to the sites are currently constraining development.	•The site currently has access issues that need mitigating before development could come forward.	•The site currently has access issues that need addressing before development could come forward. •Any development would need to ensure that the wildlife and LNR areas were not detrimentally affected.	•The site currently has access issues that need addressing before development could come forward. •Any impact upon the Local Wildlife sites and Local Nature Reserve will need mitigating. •The site also has topography issues that could prevent development.	•The site currently has access issues that need addressing before development could come forward. •The site also has topography issues that could prevent development.	•The site currently has access issues that need addressing before development could come forward. •The site also has topography issues that could prevent development.
Links to Employment	• Sites are proposed are for residential development • There is no substantive link to be made with employment from residential development being directed to the west of Audley.	• Within 1.5km of Keele University • The University provides a unique opportunity for B1(b) uses with its Science and Business park. Land is allocated for employment purposes under saved 2011 Local Plan Policy E8, an amount of which has been already built out. • Contributes £125 million per annum to local economy and directly supports 1,750 jobs	• the two sites are in close proximity to existing employment and future employment opportunities (i.e. Chatterley Valley, Jammage south, and Ceramic Valley Enterprise Zone.	• Within 1.5km of Keele University • The University provides a unique opportunity for B1(b) uses with its Science and Business park. Land is allocated for employment purposes under saved 2011 Local Plan Policy E8, an amount of which has been already built out. • Contributes £125 million per annum to local economy and directly supports 1,750 jobs	•The site is within 1km of several of the City's key strategic employment areas including Sidaway, Campbell Road and Trentham Lakes.	• While employment is unlikely to feature as part of any future development of the site, the site does benefit from being in close proximity to existing and strategic employment opportunities, particularly those accessed off the A500.	• Employment is unlikely to feature as part of any future development of the site. While accessibility evidence indicates that residents within village envelope of Loggerheads generally have access to a range of facilities and services the location performs poorly with regards access to employment opportunities.	• Employment is unlikely to feature as part of any future development of the site. That said, the sites are in close proximity to existing employment land operated by Marley Eternit. • Located less than 5km west of the urban area of Newcastle there is access to existing and future employment opportunities.	• Located near to the established employment land	•Whilst the site is in close proximity to smaller scale employment opportunities at Chatterley Whitfield, the site is 3km from further opportunities at Chatterley Valley.	•The site is 2-3Km away from key employment areas at Trentham Lakes and Meir	•Whilst the site is in close proximity to employment opportunities at Meir, it is some distance from further opportunities.	•The site is within close proximity to two of Stoke's key employment areas at Trentham Lakes and Sidaway.	•There is a range of employment areas within 2-3km of the site, including the City Centre.	•Whilst the site is within 3km of the City Centre, it is some distance from further opportunities.	•The site is in close proximity to the Chatterley Valley enterprise zone.	•The site is in close proximity to the Chatterley Valley enterprise zone.
Link to Keele University / Science and Innovation Park (a location where an opportunity for embyonic business creation exists to support economic growth)	• Residential development at this location is approximately 6km from the University and is not well connected by the strategic road network. As such it is considered that housing at this location is unlikely to support the University and strategic employment opportunities.	• Residential and employment uses in this location have the potential to be directly connected to the University and Science Park and form an environment conducive to support innovation and growth.	• The sites are approximately 6km from the University. There is considered to be no direct connection between housing at this location and the University or its employment opportunities.	• Residential development at this location has the potential to be directly connected to the University and form an environment conducive to support innovation and growth.	• The sites are approximately 6km from the University. There is considered to be no direct connection between housing at this location and the University or its employment opportunities.	• The sites are approximately 6km from the University. There is considered to be no direct connection between housing at this location and the University or its employment opportunities.	• Accessibility evidence indicates that this location has limited public transport service provision and the length of travel time and the frequency of services impacts accessibility to the University. • Significant growth at this location is considered unlikely to contribute as much to the University's growth and the economic objectives of the Joint Local Plan compared with alternative options.	• Development could assist the University in so far that it is less than 3km from the campus, however it is less likely to do so compared with alternative options.	• Development could assist the University in so far that it is less than 3km from the campus, however it is less likely to do so compared with alternative options.	•The site is just over 10km from Keele University with no obvious links. Access would need to be via local roads and through Newcastle Town Centre.	•The site is just over 10km from Keele University with no obvious links. Access would need to be via local roads and through Newcastle Town Centre.	•The site is approximately 12km from Keele University with no obvious connection. Access would need to be via local roads and through Newcastle Town Centre.	•The site is approximately 5km from Keele University. Access would need to be via local roads and through Newcastle Town Centre.	•The site is approximately 10km from Keele University on the opposite side of the City. Access would need to be via local roads and through Newcastle Town Centre.	•The site is just over 10km from Keele University on the opposite side of the City. Access would need to be via local roads and through Newcastle Town Centre.	•The site is approximately 7.5km from the University.	•The site is just over 8km from the University. Access would need to be via local roads and through Newcastle Town Centre.
Green Belt enhancement	• The land parcels are greenfield and largely free from development and are therefore open. As a result it is considered unlikely that opportunities to enhance the Green Belt exist as a result of development.	• Opportunity to remove overhead power lines which are a visual detractor and create additional development space.	• The land parcels are greenfield and free from development and are therefore open. As a result it is considered unlikely that opportunities to enhance the Green Belt exist as result of development.	• The land parcels are greenfield and free from development and are therefore open. As a result it is considered unlikely that opportunities to enhance the Green Belt exist as result of development.	•The site has Severn Trent works on site and flooding issue that development would need to be dealt with.	• The land parcels are greenfield and free from development and are therefore open. As a result it is considered unlikely that opportunities to enhance the Green Belt exist as result of development.	N/A	• The land parcels are greenfield and free from development and are therefore open. As a result it is considered unlikely that opportunities to enhance the Green Belt exist.	• The land parcel is greenfield and free from development and is therefore open. As a result it is considered unlikely that opportunities to enhance the Green Belt exist. However the well established woodland to the western boundary of the site may form a durable boundary were the site to be developed.	•The site is not included within the Green Belt.	•None identified.	•None identified.	•The site is not included within the Green Belt.	•None identified.	•None identified.	•None identified.
Transport	• The village is considered to generally be a sustainable location in terms of access to services and facilities. • Housing at this location, to the west of Audley, is likely to require future residents to commute for employment purposes along with accessing several services (including: supermarkets and hospitals). While public transport options are available from Audley to services not available in the village these currently involve bus journeys in excess of 50 mins.	• Significant potential for reduction in car use to access employment. Accessibility evidence indicates that residents living in the rural area adjacent to urban area of Newcastle, accessed via the A53 and A525, have the best access, compared with the remainder of the borough's rural area, to a wide range of jobs that have short travel times using frequent public transport. • Access to an integrated transport system with provision for walking, cycling and public transport. • Direct bus link to Newcastle Town centre every 10 minutes. • Direct bus link to Stoke-on-Trent Train Station every 10 minutes. • The impacts of development at this location on future transport patterns and climate change are considered to be reduced and mitigated against due to the presence of existing, and scope to secure investment to improve public transport infrastructure.	• The sites benefit from being in close proximity to the A500 and areas which benefit from significant transport infrastructure investment, including improvements planned for Kidsgrove train station and the potential HS2 interchange at Crewe.	• Significant potential for reduction in car use to access employment. Accessibility evidence indicates that residents living in the rural area adjacent to urban area of Newcastle, accessed via the A53 and A525, have the best access, compared with the remainder of the borough's rural area, to a wide range of jobs that have short travel times using frequent public transport. • Access to an integrated transport system with provision for walking, cycling and public transport. • Direct bus link to Stoke-on-Trent Train Station every 10 minutes. • The impacts of development at this location on future transport patterns and climate change are considered to be reduced and mitigated against due to the presence of existing, and scope to secure investment to improve public transport infrastructure.	•The site is on the junction of the A500 and A34, with potential access onto the junction. The site is also in close proximity to junction 15 of the M6.	• The sites benefit from being in close proximity to the A500 and areas which benefit from significant transport infrastructure investment, including improvements planned for Kidsgrove train station and the potential HS2 interchange at Crewe.	• Accessibility evidence indicates that this location has limited public transport service provision and the length of travel time and frequency of services impacts access to areas beyond the village. • The ability to access the village from this location via foot or cycle is considered poor. Improvements to the surrounding highways is likely to be necessary (i.e. lighting and footpaths installed) . • Additional growth at this location is considered likely to result in greater impacts to the transport network and associated sustainability impacts (i.e. climate change, the environment and economy) compared with alternative options.	• Accessibility evidence indicates that Madeley Heath while not within the group of the most sustainable rural village locations, purely in terms of access to services and facilities, does benefit from being on the edge of what can be described as a relatively sustainable village (in terms of access to services and facilities only). However the opportunity that exists at this location extends 800m to the south away from the village and towards open countryside. The M6 also provides a barrier preventing potential residents who are sufficiently far away from Madeley Heath to access the facilities in nearby Madeley instead.	• The site benefits from being within 1.5km of the A34 and frequent public transport.	•The site is well linked to the A527 - Ridduplh Road to the South, with other potential access to Turnhurst Road to the west and Bull Lane to the North.	•The site is adjacent to the A5005, however access is constrained due to the existing pattern of development. Otherwise the site is adjacent to Woodpark Lane, but this is a narrow track.	•Access to the site is limited to narrow lanes and neighbourhood roads. As such Caverswall Lane is accessed over a level crossing.	•The site does not currently have a direct connection to the strategic highways network, however it is in close proximity. Otherwise access would be via narrow local residential roads.	•The site has limited access onto the strategic highways network. Otherwise access would be via narrow local residential roads.	•The majority of the roads accessing the site are narrow with no direct access to the strategic highways network..	•The majority of the roads accessing the site are narrow with no direct access to the strategic highways network..
Summary	**Although an extension of the settlement could provide a sustainable form of development in principle, it is considered that this option does not perform as well as others available towards the objectives of the plan and achieving sustainable development. This view is reached having considered the locations potential contribution towards the area's development needs, meaning there would need to be numerous releases of locations of this scale to achieve the capacity offered at other locations, and the overall contribution the location could have towards the achievement of sustainable development is not as strong as alternative locations, particularly in terms of aligning housing and employment growth, reducing the need to travel and supporting existing strategic centres.**	**The potential capacity of this location means that it could accommodate a significant amount of the borough's housing development need, along with employment land forming a housing and technological cluster of uses. The location could return positive effects in terms of sustainability, particularly if an opportunity to create a connected settlement based on garden village principles is possible. There is potential to support the University, Science and Innovation Park to form a research and knowledge hub. This could support one of the key objectives of the plan by increasing the number of highly skilled / high value jobs. Access to existing infrastructure provision presents an opportunity to realise any existing capacity and, particularly considering the scale of the opportunity, attract the required infrastructure investment to support the delivery of sustainable development. That said, there are negative impacts resulting from this option, particularly in terms of the Green Belt, along with the natural and historic environment which will have to be considered alongside any positive effects.**	**Not considered capable of providing a single comparable site. No one site or collection of connected sites, made available through the Call for Sites exercise, is considered able to form an opportunity of in excess of 1000 dwellings. According to the Green Belt Assessment, undertaken by consultants ARUP, much of the Green Belt surrounding Kidsgrove performs strongly in terms of the functions it provides. However, it should be noted that some locations on the edge of the Kidgrove urban area benefit in terms of access to services and facilities, along with existing and proposed employment opportunities and the strategic transport network.**	**Not considered capable of providing a comparable site. No one site or collection of connected sites, made available through the Call for Sites exercise, is able to form an opportunity of in excess of 1000 dwellings. While this location shares many of the locational advantages experienced to alternative sites nearby. The development of these sites is considered likely to result in significant harm to Keele Village conservation area, particularly in terms of the open views and setting of the conservation area for which it was originally designated. Their development would also risk coalescence with the village and an extension of the urban area beyond that of the existing western most reaching part of the urban area at Silverdale, in the direction of Madeley Heath.**	**Due to the issues over around flooding, and it's distance to the University, it is not considered a viable alternative.**	**The location has the potential to make a significant contribution to housing development need with good connections to the strategic transport network and with potentially less impact to the Green Belt and some other considerations compared with alternative options. However the constraints that are identified have the potential to influence the options deliverability.**	**While accommodating residential development here is possible there are implications in terms of achieving sustainable development, particularly when considering the option against other options. While all options are considered to have some negative impacts towards achieving sustainable development, the impacts at this location are considered greater particularly in terms of the potential for impacts to the environment and economy associated with increasing the need to travel. As such any likely positive effects are considered unlikely to result in a positive or perhaps even balanced outcome overall. Also, this location would not provide significant capacity compared with that which can be achieved elsewhere.**	**While the existing village of Madeley Heath is considered sustainable in terms of access to services and facilities, the potential opportunity extends significantly beyond the village envelope. Therefore access to existing facilities and services particularly by foot are likely to be affected. The scale of potential development at this location is not considered to**	**While the site makes a weak contribution to the Borough's needs it benefits from being in close proximity to the strategic road network and employment opportunities. The disused playing pitch is identified for review and has potential to be considered lapsed if it continues not be used.**	**The site is likely to provide a viable housing site, however it is not currently available for development and would not provide significant benefits to the University.**	**The wider site has limited areas of developable land. Due to issues over access, minerals and biodiversity, it is not considered the site could be delivered in a timely manner. The site is not linked to the University.**	**Due to access issues, distance from the University and Newcastle along with the size , it is unlikely to provide a viable alternative.**	**Due to access issues, distance from the University and Newcastle, it is unlikely to provide a viable alternative.**	**The wider site has limited areas of developable land. Due to access issues, distance from the University and Newcastle, it is unlikely to provide a viable alternative.**	**The wider site has limited areas of developable land. Due to access issues, distance from the University and Newcastle, it is unlikely to provide a viable alternative.**	**The wider site has limited areas of developable land. Due to access issues, distance from the University and Newcastle, it is unlikely to provide a viable alternative.**

References

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