



# Newcastle-under-Lyme



## Authorities Monitoring Report

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## 1. Introduction

- 1.1. Every Local Planning Authority is required by law to produce an Authorities Monitoring Report.
- 1.2. Monitoring is an integral part of spatial planning, in essence, it aims to determine whether (in this case, local) authorities' policies are working as intended, through the use of indicators.<sup>1</sup>
- 1.3. The statute which concerns what an Authorities Monitoring report must include can be found under the provisions of Section 35 of the Planning and Compulsory Purchase Act 2004 (as amended by the Localism Act 2011 - Part 6 Planning, section 113 local development: monitoring reports), and Regulation 34 of the Town and Country Planning (Local Planning) (England) Regulations 2012.
- 1.4. An Authorities Monitoring Report should contain information on the Local Authority's progress in implementing the strategic aims set out in the Local Plan, and to allow for the effectiveness of existing policies and targets in achieving those aims to be assessed. The Authority must make such Annual Monitoring Reports available to the public.
- 1.5. In the interest of transparency, it should be noted that while monitoring work has been taking place, Newcastle-Under-Lyme Borough Council has not produced or published an Annual Monitoring Report since 2011.
- 1.6. As the relevant legislation dictates that Annual Monitoring Reports should be in respect of a period not longer than 12 months, this report shall primarily concern itself with the April 2020 – March 2021 financial year. However, in light of the fact that such a report has not been produced or published for a significant span, this report will also make use of monitoring data from the missing period, where available, relevant, and only in so far as it lends helpful context to the monitoring period which is the focus of this report.
- 1.7. The policies in operation across the monitoring period can be found in the current development plan for Newcastle-Under-Lyme, which consists mainly of the Newcastle-Under-Lyme and Stoke-on-Trent Core Spatial Strategy, and the Newcastle-Under-Lyme Local Plan 2011. For the purpose of this report however, our focus will be on those adopted policies from the Core Spatial Strategy.
- 1.8. In addition, pursuant to the statute referenced in section 1.3 Authorities Monitoring Reports must also contain details:

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<sup>1</sup> Observable, measurable entities such as for example; the number of dwellings completed in the monitoring period, or the average sale price of houses during the monitoring period, in which we can see trends which tell us whether policies are having the effect which was meant.

- 1.8.1. Concerning any neighbourhood development orders,<sup>2</sup> or neighbourhood development plans.<sup>3</sup>
- 1.8.2. Concerning any Community Infrastructure Levies<sup>4</sup> which have been imposed by the Local Planning Authority.
- 1.8.3. Concerning where the Local Planning Authority has co-operated with any another Local Planning Authority, County Council, or a body or person, and what actions they have taken during the period covered by the report.<sup>5</sup>
- 1.9. Newcastle-Under-Lyme Borough Council and Stoke on Trent City Council had agreed to work jointly on a new Local Plan, however in January 2021 work on the joint local plan ceased.
- 1.10. The Borough Council resolved to undertake a new Local Plan which was specific to aspirations, concerns and unique challenges of the Borough. Please refer to section 2 for further details.

### **Core Strategy Monitoring Indicators and data limitations**

- 1.11. This monitoring report is split into sections which relate to the Monitoring Framework set out in pages 132-139 of the Joint Core Spatial Strategy. The Core Strategy contains Area Spatial Policies prefixed ASP and Core Spatial Policies prefixed by CSPP, and contains no site allocations. There is considerable difficulty in summarising data over a 10 year period during fluctuations in staff resource, changes to data collection and recording and change in national planning policy.
- 1.12. Some of the monitoring indicators contained in the Core Spatial Strategy relate to the monitoring of site allocations, of which there were none. The intention at the time was to create a site allocations document to complement and build on the Core Strategy but this was not continued in favour of a single Local Plan in 2013.
- 1.13. The Core Strategy was jointly prepared with Stoke-on-Trent City Council. Some monitoring sections and indicators were more relevant to Stoke City which, as a Unitary Authority, has responsibility for transport, minerals and waste meaning it is not always possible to report on some of the monitoring indicators in the Core Strategy for Newcastle-under-Lyme which is a two tier authority.

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<sup>2</sup> A legislative tool which allows local communities such as parish councils to determine what forms of development in their area should be permitted without the need for planning permission.

<sup>3</sup> These set out detailed planning policies aimed at guiding development within a parish council or neighbourhood area, where this does not conflict with broader Local or National level planning strategy. This may include neighbourhood development orders. Such plans require a demonstration of involvement from the community concerned and may be subject to a community referendum.

<sup>4</sup> A charge which can be levied by local authorities on new development in their area. It is an important tool for local authorities to use to help them deliver the infrastructure needed to support development in their area.

<sup>5</sup> See Section 33A of the Planning and Compulsory Purchase Act 2004 (as amended).

- 1.14. Furthermore, some specific monitoring indicators were ambitious in their scope and the data has not always been available. As such, this report will focus on data that we do have, but is complemented by a range of evidence that has been gathered on specific topic areas which provide a much greater level of detail than contained in this report. The AMR signposts to other evidence base documents, where relevant.

#### **Future Authorities Monitoring Reports**

- 1.15. In order to improve monitoring data in the Borough Council a full time monitoring post has been created. Data collection for 21/22 will report in areas most relevant to planning policy and whilst referencing the main themes of the Core Strategy which are still relevant to planning policy today, will be a simplified and more focused report. It will still provide sufficient data to determine whether the implementation of planning policy is leading to positive results for the Borough of Newcastle-under-Lyme

## 2. Progress on the Development Plan

### Local Plan

2.1. The Newcastle-Under-Lyme Local Plan will cover the period of 2021 – 2040. It is intended that the Local Plan will set out strategic and detailed policies including allocating sites for development. Once adopted, it will form the single comprehensive set of local planning policies for the Borough and will replace all documents listed as currently part of the Development Plan in section 5, except for Neighbourhood Plans which will be used alongside the new Local Plan to guide development. The Local Plan will set a framework for the future sustainable development of the District. It will be used in conjunction with made Neighbourhood Plan to guide development in the Borough.

*Table 1 Table detailing the time table of key stages.*

Spring	Summer	Autumn	Winter	Spring	Summer	Autumn	Winter	Spring	Summer	Autumn	Winter
2021				2022				2023			
Statement of Community Involvement update	Prepare Plan	Issues & Strategic Options consultation	Prepare Publication Draft			Publication Draft consultation	Prepare Submission draft		Submission Plan consultation	Review consultation responses	Submission to the Planning Inspectorate

2.2. Newcastle Under-Lyme Borough Council is currently in the ‘preparing publication draft’ stage of producing its own Local Plan. As such, the Borough Council is currently on track in accordance with the stated timetable.

## Neighbourhood Plans

2.3. There are four made Neighbourhood Development Plans in the borough and four under development. The key dates of production are detailed below. Of the four plans still in development, all are still in preparation stage prior to the qualifying bodies releasing the plan for public consultation (known as reg 14 stage). Keele Neighbourhood Plan has been the longest in development. A meeting between the Borough Council and Parish Council was held in autumn 2021 and informal comments were provided on the emerging draft to help the Parish Council progress to their first consultation on the Neighbourhood Plan.

### NEWCASTLE-UNDER-LYME BOROUGH NEIGHBOURHOOD PLANNING: NDP ACTUAL AND INDICATIVE PROGRAMMES (June 2022)

NDP	Reg. 5,6 & 7 Neighbourhood Area designation	Drafting the plan	Reg. 14 consultation by the QB	Reg. 15 submission of NDP to the NuLBC	Reg. 16 consultation by NuLBC	Reg. 17 Examination	Reg. 18 Decision	Referendum	Reg. 19 Making of the NDP
Loggerheads	26/06/2015 - 16/09/2015	Sept 2015 to Nov 2017	03/11/2017- 15/12/2017	30/01/2018 & 06/02/2018	08/05/2018- 19/06/2018	10/07/2018- 06/11/2018	16/11/ 2018	10/01/2019	15/02/ 2019
Chapel and Hill Chorlton, Maer and Aston and Whitmore	02/07/2015 - 16/09/2015	Sept 2015 to June 2018	19/06/2018- 31/07/2018	25/01/2019	23/04/2019- 04/06/2019	15/07/2019- 16/08/2019	4/10/ 2019	12/12/2019	21/01/20 20
Madeley	10/04/2017 - 11/05/2017	April 2017 – August 2021	12/02/20 – 25/03/20	5/08/21	6/09/21 – 22/10/21	30/09/21- 13/01/22	8/03/22	5/5/22	23/05/22
Betley, Balterley and Wrinehill	24/06/2016 - 30/08/2016	June 2016 to March 2021	8/10/20- 7/11/21	23/3/21	19/04/21 - 31/05/21	31/5/21 – 6/09/21	11/10/21	16/12/21	04/01/22
Keele	03/10/2016	current							
Kidsgrove Town	30/09/2019	current							
Audley Parish	21/12/21	current							
Silverdale	25/05/22	current							

### 3. Employment

- 3.1. The following policies and strategic aims contained within the Core Strategy relate to employment aspirations for the Borough:

*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.*

*SP1.3 - Chatterley Valley is designated as the area's Regional Investment Site and will be taken forward for delivery by Advantage West Midlands as a high priority.*

*SP1.5 - Keele University and Science Park will continue to be the focus for high value business growth in a range of knowledge based industries.*

*SP1.6 - Retail and office development will be focused towards the City Centre and Newcastle Town Centre. Development in other centres will be of a nature and scale appropriate to their respective position and role within the hierarchy of centres.*

*ASP4.1 - Over the plan period (2006-2026) proposals will provide for 25,000m<sup>2</sup> of additional gross comparison retail floorspace to 2021 and a further 10,000m<sup>2</sup> to 2026; this will be appropriate in terms of the role of the Town Centre and capable of meeting the needs of Town Centre users. 60,000m<sup>2</sup> of additional gross office floorspace within, or on the edge of the town centre, to accommodate new employment of a type in keeping with the role of the Town Centre.*

*ASP5.3 - A minimum of 104ha of employment land will be brought forward over the plan period.*

#### **Amount of completed employment development**

- 3.2. Originally the Borough Councils outlined in the monitoring indicators section within the Core Spatial Strategy, the key aim to deliver an annual increase of 5.6 hectares (10,000 M<sup>2</sup>) of employment development per annum. In total this would equate to a net increase of 56 Ha over the last decade. This related to a regional target at the time but was not a Core Strategy policy like those stated above.
- 3.3. Whilst the Regional Spatial Strategies have since been withdrawn and it is no longer necessary for the Council to monitor against those targets, it is a useful indicator for the purposes of this document.
- 3.4. The annual increase in the hectareage of employment development hasn't been monitored by the Borough Council over the missing monitoring period. However, the Economic Needs Assessment which was produced on behalf of the Borough Council by Turley in June 2020, illustrates the change in job numbers, which taken together with the change in employment floor space from the Borough Council's own monitoring, we might infer any



change in the amount of employment development.

- 3.5. The ENA shows that Newcastle-under-Lyme has shown an increase of circa 183 jobs between 2009 – 2018, rising from 46,805 to 46,988; which is an increase of approximately 20 jobs per annum, or a percentage change per annum of 0.0%. It states;

*‘Employment in Newcastle-under-Lyme has evidently been more stable, but nonetheless has recovered from a decline that followed the last recession with more jobs in each of the last five years than were recorded in 2009. As such, while the borough is implied to have created only 20 jobs per annum since 2009, this average rises to 177 jobs per year – or 0.2% growth per annum – when calculated over the past five years (2013-18).’<sup>6</sup>*

- 3.6. Though the recession of the late 00’s certainly had a negative impact on the average number of jobs per annum, even when accounting for that, in terms of jobs there has been little change.
- 3.7. Table 2 below is taken from the council’s employment monitoring data, and it details the total amount of employment land in hectares that has been delivered in the Borough over the last 10 years. This is not the amount of floor space delivered, but rather this is the gross site area of all land dedicated for employment usage.
- 3.8. A steady increase in hectares of gross employment land delivered year on year can be observed. Of the 104 Ha which the Council aspired to bring forward over the plan period, as detailed in Policy ASP5.3 of the Core Spatial Strategy, table 2 below shows that 50.41 Ha has been delivered, and the council would need to bring forward another 53.59.57 Ha in order to achieve that aim.

Table 2 Gross Employment Site Area (Ha) 2011/21

Financial Year	Gross Employment Site Area (Ha)
2011 - 12	2.75
2012 - 13	3.01
2013 - 14	2.4
2014 - 15	-0.18
2015 - 16	11.62
2016 - 17	2.34
2017 - 18	9.74
2018 - 19	5.40
2019 - 20	6.98
2020 - 21	6.35
<b>TOTAL</b>	<b>50.41</b>

<sup>6</sup> ‘Economic Needs Assessment’ (2020), p.20

3.9. Before looking at employment floor space, it should be noted that on 1<sup>st</sup> September 2020 the Use Class Orders <sup>7</sup> described in the Town and Country Planning (Use Classes) Order 1987 have been amended, and this warrants some explanation.

Table 3 Changes to Use Classes 2020

Revoked Use Class, covering Aug 2020 and before	Definition Aug 2020 and before	Current Use Class, covering Sep 2020 and after	Definition Sep 2020 and after
B1(a)	Offices - Other than a use within Class A2 (which covers Financial and professional services)	E(g)(i)	Offices to carry out any operational or administrative functions
B1 (b)	Research and development of products or processes	E(g)(ii)	Unchanged
B1 (c)	Industrial processes	E(g)(iii)	Unchanged
B1	Business – Uses which can be carried out in a residential area without detriment to its amenity.	E(g)	Uses which can be carried out in a residential area without detriment to its amenity
B2	General industrial - Use for industrial process other than one falling within class E(g) (excluding incineration purposes, chemical treatment or landfill or hazardous waste)	B2	Unchanged
B8	Storage or distribution - This class includes open air storage.	B8	Unchanged

3.10. Use Class B1 which previously covered certain kinds of business usage and contained B1(a) *‘Offices other than use within Financial and Professional Services’*, B1(b) *‘Research and Development of Products and Processes’*, and B1(c) *‘Light Industry’*, and grouped them in Class B along with B2 *‘general industrial’* usage and B8 *‘storage or distribution’* usage.

3.11. These Use Classes which were previously called B1(a), B1(b), and B1(c) are renamed as E(g)(i), E(g)(ii), and E(g)(iii) respectively, and now fall under Class E which broadly covers Commercial, Business and Service including such other uses such as for certain types of indoor sport, provision of professional services, and crèches, day nurseries, or day centre. The reason for the change being that these are uses which can also be carried out in a

<sup>7</sup> Use Class Orders group property and land into different classes according to their function or use, and help to define what does and doesn’t constitute development, and therefore what does and doesn’t require full planning permission.

residential area without detriment to its amenity.

3.12. From the Monitoring Period 2021/22 we will be dispensing with the older Use Class Order which was used before 1st September 2020 and will be exclusively using the new and current Use Class Order hereafter.

3.13. Please see Table 4 below which outlines the changes in employment floor space in square metres over the last decade, broken down by each use class.

Table 4 Annual change in square metres (M<sup>2</sup>) of each employment use class

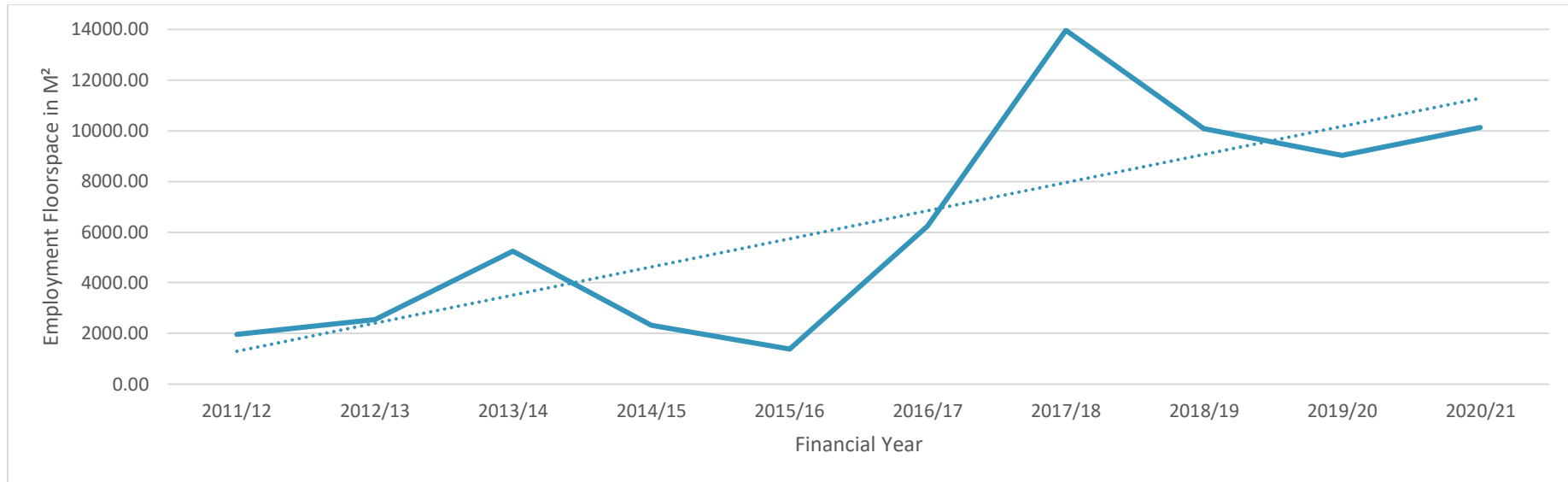
Use Class Aug 2020 and before	Use Class Sep 2020 and after	Financial year									
		2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016 /17	2017/ 18	2018/ 19	2019/ 20	2020/ 21
B1(a)	E(g)(i)	669.8 0	108.4 0	364.4 0	- 2448. 30	1060. 16	345.7 2	3360. 80	845.7 0	2667. 62	- 1192. 00
B1 (a)/ E(g)(i) Rolling Total		669.8 0	778.2 0	1142. 60	- 1305. 70	- 245.5 4	100.1 8	3460. 98	4306. 68	6974. 30	5782. 30
B1 (b)	E(g)(ii)	320.8 0	0.00	0.00	0.00	48.50	1047. 00	0.00	0.00	0.00	0.00
B1 (b)/ Rolling Total		320.8 0	320.8 0	320.8 0	320.8 0	369.3 0	1416. 30	1416. 30	1416. 30	1416. 30	1416. 30
B1 (c)	E(g)(ii)	320.8 0	327.4 4	608.9 5	35.00	1187. 50	- 335.0 0	1930. 33	225.3 6	4002. 00	1086. 50
B1 (c) Rolling Total		320.8 0	648.2 4	1257. 19	1292. 19	2479. 69	2144. 69	4075. 02	4300. 38	8302. 38	9388. 88
B1	E(g)	1311. 40	435.8 4	973.3 5	- 2413. 30	2296. 16	1057. 72	5291. 13	1071. 06	6669. 62	- 105.5 0
B1 Rolling Total		1311. 40	1747. 24	2720. 59	307.2 9	2603. 45	3661. 17	8952. 30	10023 .36	16692 .98	16587 .48

<b>B2</b>	<b>B2</b>	320.8 0	298.5 6	1158. 80	- 319.3 0	- 1599. 00	7267. 00	1151. 30	3884. 50	0.00	0.00
<b>B2 Rolling Total</b>		320.8 0	619.3 6	1778. 16	1458. 86	- 140.1 4	7126. 86	8278. 16	12162 .66	12162 .66	12162 .66
<b>B8</b>	<b>B8</b>	320.8 0	- 132.0 0	554.1 5	- 196.0 0	- 1625. 90	- 3481. 81	1296. 50	- 8828. 90	- 7728. 00	1209. 00
<b>B8 Rolling Total</b>		320.8 0	188.8 0	742.9 5	546.9 5	- 1078. 95	- 4560. 76	- 3264. 26	- 12093 .16	- 19821 .16	- 18612 .16
<b>Year Total</b>		1953. 00	602.4 0	2686. 30	- 2928. 60	- 928.7 4	4842. 91	7738. 93	- 3873. 34	- 1058. 38	1103. 50
<b>Grand Rolling Total</b>		1953. 00	2555. 40	5241. 70	2313. 10	1384. 36	6227. 27	13966 .20	10092 .86	9034. 48	10137 .98

3.14. Table 4 above shows that some use classes have performed better than others. Use classes E(g)(i), E(g)(ii), E(g)(iii), and B2, have generally trended upwards between 2011 and 2021. Newcastle Under Lyme finished out the decade with around 1.66 Ha more E(g) business floor space than it had when it began, and nearly 1.22 Ha more B2 general industrial floor space.

3.15. Use class B8 'Storage or Distribution' has performed consistently poorly over the last decade, aside from a brief incline between 2016 and 2018, the drop in the amount of floor space has been precipitous, with the Borough having 1.86 Ha less than it did in 2011/2012.

Figure 1 Net Employment Floorspace Developed between 2011 and 2021



3.16. The drop in the quantity of available storage and distribution employment floorspace in the Borough, has had a significant impact on the amount of employment floorspace developed overall, offsetting many of the gains made by other use classes. Newcastle-under-Lyme has ended the decade with approximately 10,137.98m<sup>2</sup> of employment floorspace total, across all employment use classes. See Figure 1 above, which illustrates that whilst in general, employment floor space has increased since the start of the plan period with a slight decline between 2013 and 2015, but largely recovering and stabilising in the last 4 years, objective SA5 which sought to deliver 5.6 Hectares (10,000 M<sup>2</sup>) of employment development per annum has not been achieved.

3.17. Taken together these two indicators of low job growth and a positive albeit small change in overall employment floorspace during the last decade. This is showing that regardless of not monitoring the hectareage of employment development per annum, it is clear that there has been little growth, which does not align with the Councils aspirations in the Core Strategy for growth, exemplified in policy ASP5.3 - 'A minimum of 104ha of employment land will be brought forward over the plan period.'

- 3.18. However, setting aside the two years; 2014/15 and 2020/21 where there was lower overall growth, and whilst employment growth had fallen short of that was intended in the Regional Spatial Strategy, growth has been both positive and largely consistent.
- 3.19. There has been a positive trend of new office development Eg(i) use class. This is in line with the Councils aspirations in Policy ASP.4.1 Outlines the Borough Councils desire to see a 60,000m<sup>2</sup> increase in gross office floor space within, or on the edge of the town centre, to accommodate new employment of a type in keeping with the role of the Town Centre.

### Location of Completed Employment Development

- 3.20. The Core Spatial Strategy asks that the location of completed employment development should be monitored, in terms of the proportion of employment development which has been completed on brownfield land. This aspiration is relevant to the following Strategic Aims:

*SA3 - To reduce the need to travel, improve accessibility and increase the opportunities for development of sustainable and innovative modes of 33 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.*

*SA12 - To renew the fabric of urban and rural areas to promote the best of safe and sustainable urban and rural living.*

*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.*

*Table 5 Annual proportion of development completed on brownfield land*

Financial Year	Proportion of completed employment development on brownfield land
2011 - 12	66.7%
2012 - 13	100%
2013 - 14	100%
2014 - 15	100%
2015 - 16	95.2%
2016 - 17	95.2%
2017 - 18	95.5%
2018 - 19	92.6%
2019 - 20	100%
2021 - 21	100%

3.21. As you can see in Table 5 above, the proportion of employment development which has been developed on brownfield land has not dipped below 90% since the 2011/12 financial year. The borough council's track record in this regard is consistent, and in keeping with its stated environmental aspirations.

3.22. Whilst this is positive for the Borough, it should be noted that much of the employment development completed on brownfield land has come about through change of use or extensions to existing sites, not new employment sites.

### **Future employment development and progress in development of sites allocated in DPD's**

3.23. The Newcastle-under-Lyme Local Plan (2011) allocated land for industrial and business use. The 2020 ELR noted that the majority of this land had been developed but that a number of sites remained available.

3.24. Of the allocations, 57.6 Hectares remain to be built out<sup>8</sup>. These are comprised of the following sites:

- Chatterley Valley (west of mainline): 27.27 ha (2020-N13)
- London Road, Chesterton: 1.62 ha (2020-N28)
- Kidsgrove Station Road: 0.71 ha (2020-N45)
- University of Keele Science Park (Phase 3): 15.03 ha (2020-N32)
- Chemical Lane: 2.1 ha (2020-N17)
- Land at Watermills Road, Chesterton: 1.22ha (2020-N24) (This site is now permitted for 67 dwellings).

3.25. In addition to the above, the 2015 ELR noted that a number of sites were supported for the renewal of planning permissions under saved Policy E9 of the Newcastle-under-Lyme Local Plan. The following continue to have residual net developable areas<sup>9</sup> :

- Rowhurst Close, Chesterton: 1.52 ha (2020-N23)
- Chatterley Valley (east of mainline): 5.2 ha (2020-N12)
- Centre 500, Former Wolstanton Colliery Stock Yard: 2.61 ha (2020-N61)

3.26. Figure 2 below illustrates that there is only 64.8ha committed employment land remaining to be built out in Newcastle-under-Lyme Borough. As the Core Strategy itself did not set any site allocations and any such allocations relate to the previous 2011 Local Plan, it's not possible to consider that the Core Strategy itself has been a success in land delivery for employment, but the policies are likely to have promoted and helped to protect

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<sup>8</sup> Employment Needs Assessment, 2020 (Turleys)

<sup>9</sup> Pages 82-83 Economic Needs Assessment 2020 (Turleys)

employment land in line with SA5 which sought to foster and diversify the employment base of all parts of the plan area.

Figure 2 Extract from the Economic Needs Assessment detailing the existing and potential supply of employment land

Source	Employment space, net (ha)		
	Stoke-on-Trent	Newcastle-under-Lyme	Study area
<b>Existing supply of employment land</b>			
Local Plan allocations	0	57.6	<b>57.6</b>
Vacant land within existing employment sites	162.5	6.8	<b>169.3</b>
Sites with extant planning permission for B-class employment development	66.2	0.4	<b>66.6</b>
<b>Sub-total</b>	<b>228.7</b>	<b>64.8</b>	<b>293.4</b>
<b>Potential future supply of employment land</b>			
Call for sites	26.2	172.6	198.8
Other sites assessed	0	167.9	167.9
<b>Sub-total</b>	<b>26.2</b>	<b>340.5</b>	<b>366.7</b>
<b>Grand total</b>	<b>254.9</b>	<b>405.3</b>	<b>660.1</b>

Source: Stoke-on-Trent Council / Newcastle-under-Lyme Council / Aspinall Verdi analysis

### Windfall development

3.27. As there has been no site allocations since the 2011 Newcastle-under-Lyme Local Plan, it can be inferred that most of the employment development within the borough is windfall (not allocated in a plan) and that new development mostly relates to extensions to existing employment sites or change of use applications (as illustrated in Figure 2).

3.28. The core spatial strategy suggested that the losses of employment land to non-employment uses, the amount of land lost, the proportion of this land which is in the regeneration zone, and the use of 'lost' land by Use Class should be monitored. These indicators have not been monitored over the missing monitoring period.

### Economic Activity



- 3.29. The following figures are drawn from the Labour Market Profile of Newcastle-Under-Lyme, which was released by official labour market statistics (or NOMIS; National Online Manpower Information System) which is run on behalf of ONS by the University of Durham.
- 3.30. NOMIS defines the economically active as ‘people who are either in employment or unemployed.’ The economic activity rate is the number of these people expressed as a percentage of the all people.<sup>10</sup>

*Table 6 Economic Activity of Persons in Newcastle-under-Lyme, West Midlands, and Great Britain (Jun 2020 - Jul 2021)*

	<b>Number of Persons in N-U-L</b>	<b>Percentage of total population of N-U-L (%)</b>	<b>Percentage of total population of West Midlands (%)</b>	<b>Percentage of total population of Great Britain (%)</b>
<b>All Economically Active People</b>	63,000	75.8	77.9	78.4
<b>Economically Active Males</b>	37,400	82.3	81.5	82.0
<b>Economically Active Females</b>	25,600	67.8	74.3	74.4

- 3.31. This differs from the employment rate which expresses as a percentage of the population who are aged 16-64, i.e., of working age, who are currently in employment. The Core Spatial Strategy stated a desire to see an increase in the employment rate, which is to say that it wanted to see an increase in the number of working age people who are in employment; in essence to bring the number of people who can potentially work, and the number of people who are working more closely into alignment, and closer to, or better than regional and national rates, in keeping with the Council’s stated aspirations, exemplified in Strategic Aim 5 from the Core Spatial Strategy - ‘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.’

*Table 7 Resident Working Age Population (16 – 64) of Newcastle-Under-Lyme, the West Midlands, and Great Britain (2020)<sup>11</sup>*

	<b>Number of Persons in N-U-L</b>	<b>Percentage of total population of N-U-L</b>	<b>Percentage of total population of West Midlands</b>	<b>Percentage of total population of Great Britain</b>
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<sup>10</sup> ‘Employment and Unemployment’ NOMIS

<https://www.nomisweb.co.uk/reports/lmp/la/1946157176/report.aspx#tabempunemp> (Accessed 14/12/2021). See also ‘Definitions and Explanations’.

<sup>11</sup> ‘Labour Market Profile – Newcastle-under-Lyme, Resident Population – Population aged 16-64’ <https://www.nomisweb.co.uk/reports/lmp/la/1946157176/report.aspx?#ls> (Accessed 15/12/2021)

<b>All Persons Aged 16 – 64</b>	81,800	63.1%	61.7%	62.4%
<b>Males Aged 16 - 64</b>	41,200	64.0%	62.4%	63.1%
<b>Females aged 16 - 64</b>	40,600	62.3%	61.0%	61.7%

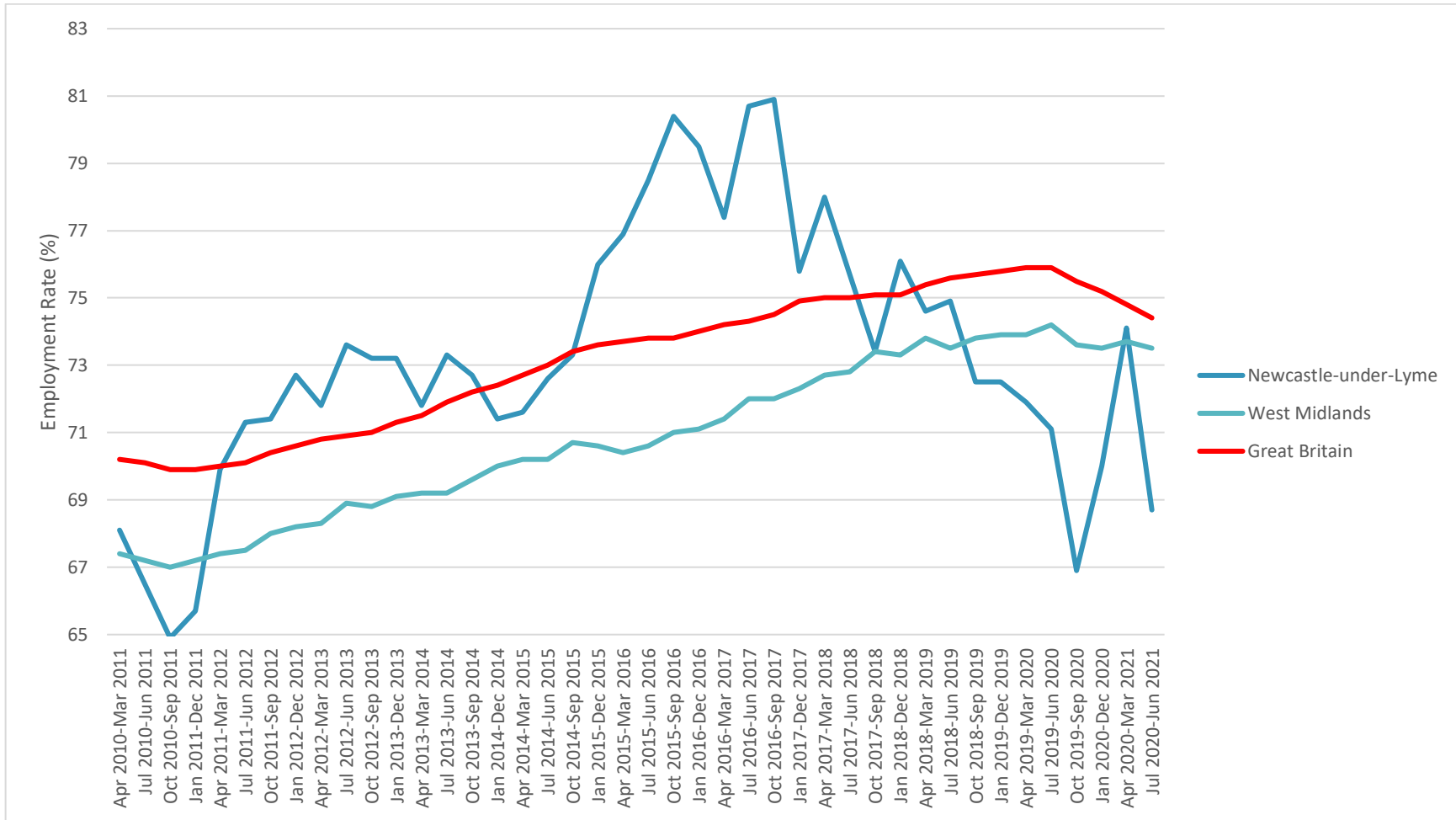
*Table 8 Employment rates in Newcastle-under-Lyme, West Midlands, and Great Britain (Jul 2020 - Jun 2021)*

	<b>Number of Persons in N-U-L</b>	<b>Percentage of total population of N-U-L (%)</b>	<b>Percentage of total population of West Midlands (%)</b>	<b>Percentage of total population of Great Britain (%)</b>
<b>All in employment</b>	57,200	68.7	73.5	74.4
<b>Employees</b>	49,300	59.0	64.8	64.7
<b>Self Employed</b>	7,900	9.7	8.6	9.4
<b>Males in employment</b>	32,400	71.1	76.5	77.6
<b>Male Employees</b>	26,100	57.1	64.7	65.2
<b>Males Self Employed</b>	6,300	14.0	11.6	12.1
<b>Females in employment</b>	24,800	65.7	70.6	71.2
<b>Female Employees</b>	23,000	61.2	64.9	64.3
<b>Females Self Employed</b>	#	#	5.5	6.7

3.32. Unfortunately, some of the data gathered by NOMIS relating to self-employed females is too small to be relied upon.

3.33. From Table 8 we can see that the employment rate is lower in Newcastle-under-Lyme than regional and national employment rates. 4.8% fewer people of working age are in employment than in the West Midlands: 5.4% fewer men, 4.9% fewer women. 5.7% fewer people of working age are in employment in Newcastle-under-Lyme than in the rest of Great Britain: 6.5% fewer men, 5.5% fewer women. However, it is worth noting that Newcastle-under-Lyme does have a higher proportion of self-employed men.

Figure 3 All people employment rate, Newcastle-under-Lyme, West Midlands, Great Britain (Apr 2010 - Jun 2021)

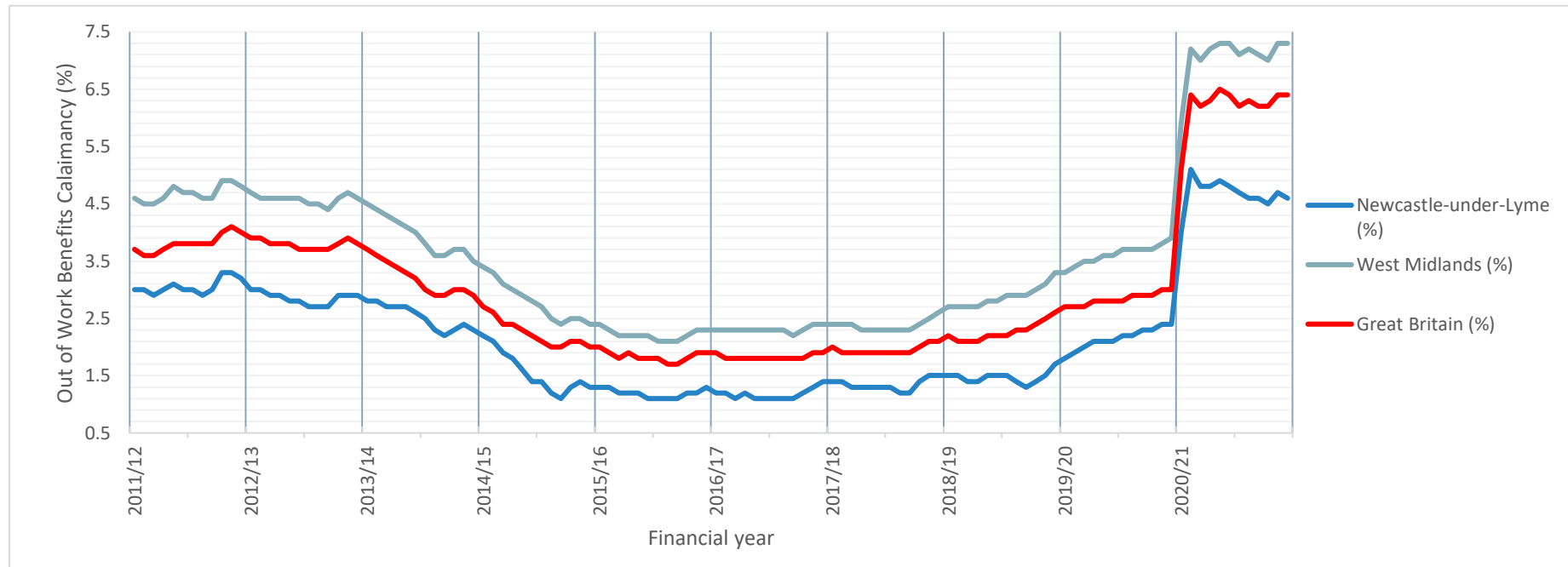


3.34. Looking back at the data on employment rates from the last decade, it may be observed that while employment rates in Newcastle-under-Lyme have fluctuated; sometimes rising above regional and national rates, sometimes dipping below, but it should be said that employment rates

have been consistently lower than the national rate since Apr 2018, and aside from a brief, slight spike around Apr 2020, lower than the regional rate since Jul 2018. This does not fit with the Borough Council's aspirations.

- 3.35. NOMIS defines its Claimant Count as 'the number of people claiming benefit principally for the reason of being unemployed. This is measured by combining the number of people claiming Jobseeker's Allowance (JSA) and National Insurance credits with the number of people receiving Universal Credit principally for the reason of being unemployed. Claimants declare that they are out of work, capable of, available for and actively seeking work during the week in which the claim is made.'
- 3.36. 'The measure of the number of people receiving Universal Credit principally for the reason of being unemployed is still being developed by the Department for Work and Pensions. Consequently this component of the total Claimant Count does not yet correctly reflect the target population of unemployed claimants and is subject to revisions. For this reason the Claimant Count is currently designated as Experimental Statistics.'

Figure 4 Out of Work Benefits Claimancy, Newcastle Under Lyme, West Midlands, & Great Britain, 2011/12 - 2020/21 <sup>12</sup>



3.37. Persons claiming out of work benefits has at all times over the last decade been lower in Newcastle-Under-Lyme than in the rest of the West Midlands region and in the rest of Great Britain. Prior to the 2020/21 financial year, out of work benefits claimancy never rose above the height of 3.3% reached in January and February of 2012. However Newcastle-Under-Lyme has broadly speaking followed national trends.

3.38. A sharp rise in the number of out of work benefits claims began in April 2020, which of course coincides with the Prime Minister’s announcement of the first national lockdown in the UK on 23<sup>rd</sup> March 2020. Yet even here, Newcastle-Under-Lyme had lower claimancy than the rest of the region and the country. In fact the gap between them and the borough widened. Prior to this, in Newcastle Under Lyme the percentage

<sup>12</sup> ' All people - Economically active - In employment Newcastle-under-Lyme'  
[https://www.nomisweb.co.uk/reports/lmp/la/1946157176/subreports/ea\\_time\\_series/report.aspx?](https://www.nomisweb.co.uk/reports/lmp/la/1946157176/subreports/ea_time_series/report.aspx?) (Accessed 14/12/2021)

of claimants never departed from that experienced in the rest of Great Britain by more than 1%, or from the West Midlands by more than 1.8%. In the financial year 2020/21, that gap widened to 1.8% from Great Britain, and 2.7% from the West Midlands.

3.39. This widening of the gap between the borough and national and sub-national trends in benefits claims might perhaps be attributed to Newcastle Under Lyme's proximity to University Hospital North Midlands, which is one of the largest hospitals in the country, one of the top public sector employers in the area with 6,000 staff, and only 1.5 miles from the town centre.

Table 9 Out of Work Benefits Claimant count by sex (July 2021) <sup>13</sup>

	Number of Persons in N-U-L	Percentage of total population of N-U-L	Percentage of total population of West Midlands	Percentage of total population of Great Britain
<b>All People</b>	3,160	3.9	6.5	5.5
<b>Males</b>	1,875	4.6	7.6	6.5
<b>Females</b>	1,285	3.2	5.3	4.5

Table 10 Out of Work Benefits Claimant count by age (July 2021)

	Number of Persons in N-U-L	Percentage of total population of N-U-L	Percentage of total population of West Midlands	Percentage of total population of Great Britain
<b>Aged 16+</b>	3,160	3.9	6.5	5.5
<b>Aged 16 - 17</b>	5	0.2	0.3	0.3
<b>Aged 18 - 24</b>	605	4.4	8.5	7.2
<b>Aged 18 - 21</b>	335	4.1	8.6	7.3
<b>Aged 25 - 49</b>	1,780	4.5	7.2	6.1
<b>Aged 50+</b>	765	3.0	5.0	4.2

3.40. The most recent data on out of work benefits claims is from July 2021 at the time of writing. As above in Figure 4, and Tables 9 and 10. Newcastle Under Lyme has proportionally fewer benefits claimants than the West Midlands, and Great Britain, in both sexes and across all recorded age categories.

3.41. Claimancy is higher among men than above women, at the local, sub-national, and national levels. Newcastle-Under-Lyme has 590 more male claimants than female; a percentage difference of 37.34%.

3.42. Unemployment benefits normally only apply to people aged 18 years and over. They can only be claimed by 16 and 17 year olds in exceptional circumstances. Consequently the counts for this age group are typically very low.

<sup>13</sup> 'Out of work benefits' NOMIS

<https://www.nomisweb.co.uk/reports/lmp/la/1946157176/report.aspx#tabidbr> (Accessed 03/09/2021)

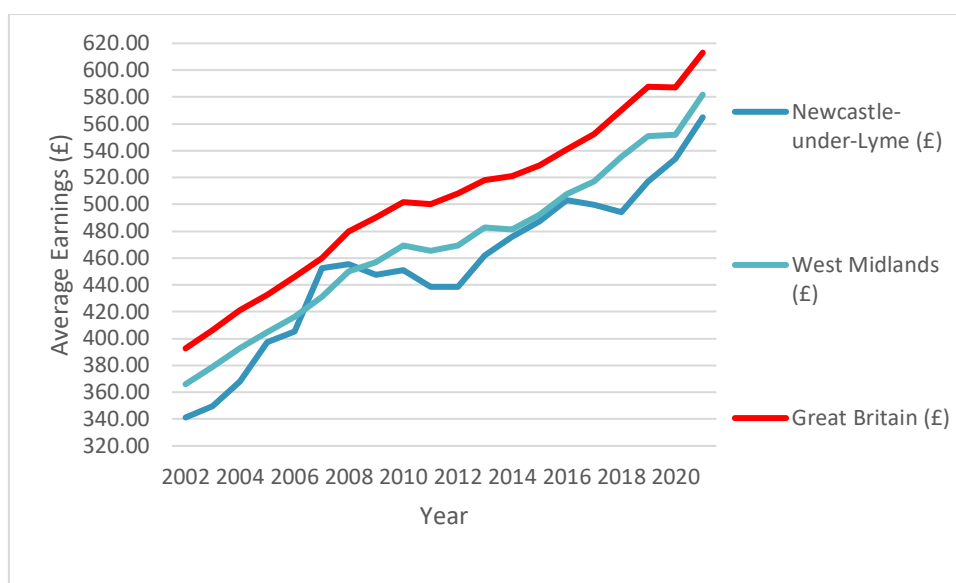


- 3.43. The under 17s aside, the percentage difference between the proportion of the population of Newcastle-Under-Lyme claiming out of work benefits, and that of the West Midlands and Great Britain is least pronounced among the over 50s. 1.2% more people over 50 in the Great Britain claim out of work benefits than in Newcastle-Under-Lyme, and 2% more people over 50 in the West Midlands. In all other categories recorded by NOMIS, the percentage gap is wider still.
- 3.44. What this data indicates is that even before the COVID-19 Pandemic which first began to significantly affect the jobs market in the UK around the end of March 2020 and the beginning of April 2020, Newcastle-Under-Lyme's population claims less benefits.

### **Average Earnings**

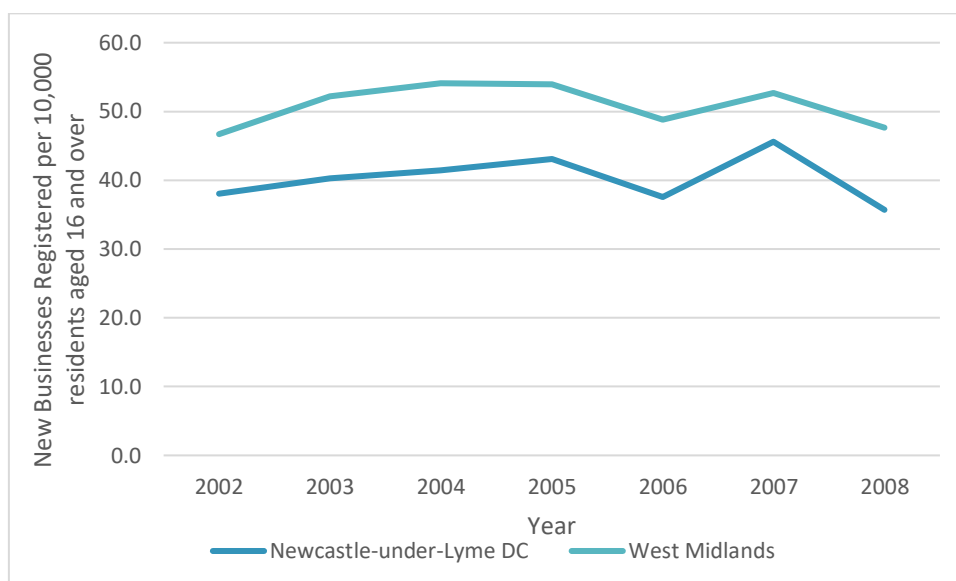
- 3.45. In the Core Spatial Strategy the Borough Council stated a desire to narrow the gap between local, regional, and national average earnings, in line with Strategic Aim 5 - 'To foster and diversify the employment base of all parts of the plan area, both urban and rural, including development of 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.'
- 3.46. Earnings for full time workers fall short of national averages in Newcastle-Under-Lyme. A resident of Newcastle Under-Lyme in full time employment earns £535.10 in gross weekly pay on average, this is less than across the rest of the West Midlands; £551.70, and across the rest of Great Britain; £587.10. Full time workers earn £13.86 per hour, excluding overtime, which is £0.21 less than the average across the West Midlands, and £1.32 less than the average across Great Britain.
- 3.47. Looking at Figure 4 below, average earning for full time workers have risen alongside regional and national average earnings. From 2007 – 2009 average earning in Newcastle-under-Lyme rose above that of the West Midlands, although it then returned to a lower level. A positive result is that the gap has narrowed between the West Midlands average earnings and the Borough average earnings which is in line with aspirations from the Core Strategy set out in SA5. However, average earnings have at all times been lower in Newcastle-under-Lyme than averages across Great Britain and the gap has not narrowed across the plan period so far.

Figure 5 Average Earnings (£) Newcastle-under-Lyme, West Midlands, and Great Britain, (2002 - 2021) <sup>14</sup>



### New Businesses.

Figure 6 New Business Registration Rate

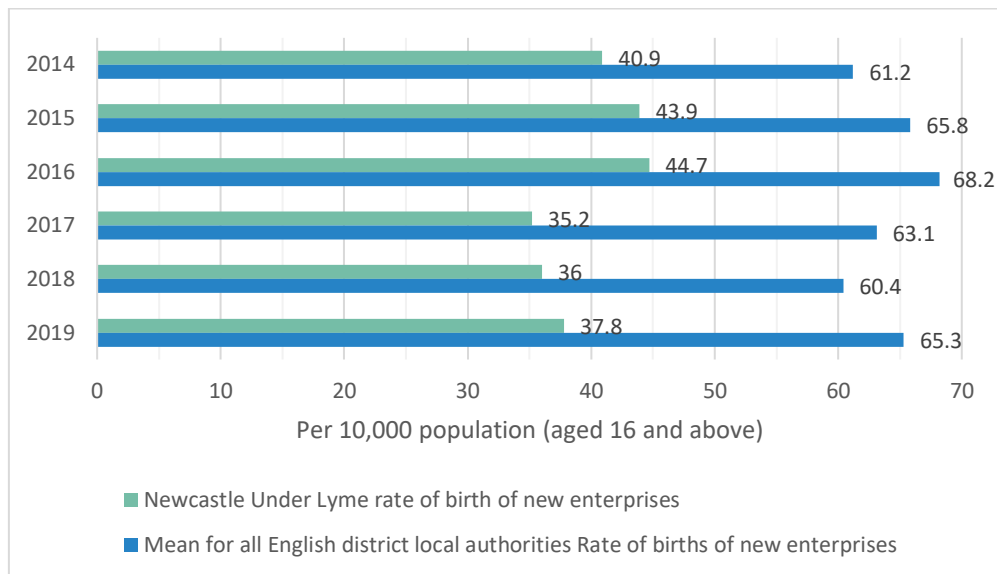


3.48. Figure 6 above shows the new business registration rates in Newcastle-under-Lyme and the West Midlands between 2002 and 2008. Whilst Newcastle-under-Lyme is below the rate seen in West Midlands, it can be seen to follow the same pattern. Data in relation to National Indicator 171 is not available after these dates, therefore it cannot be said whether Strategic Aim 5 has impacted the new business registration rate in the Borough.

<sup>14</sup> 'Gross Weekly Pay – All Full Time Workers, Newcastle Under Lyme' (2002 – 2021) [https://www.nomisweb.co.uk/reports/lmp/la/1946157176/subreports/asher\\_time\\_series/report.aspx?](https://www.nomisweb.co.uk/reports/lmp/la/1946157176/subreports/asher_time_series/report.aspx?) (Accessed 14/12/2021)

### Rate of births of new enterprises.<sup>15</sup>

Figure 7: Rate of births of new enterprises per 10,000 resident population aged 16 and above (from 2014 – 2019) For Newcastle-Under-Lyme.

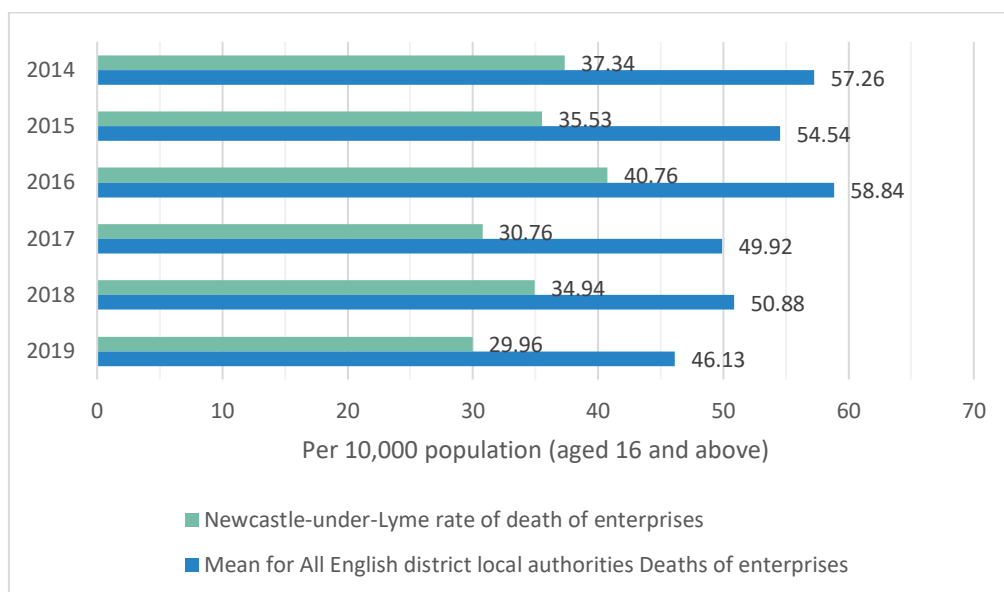


3.49. During the period of 2014 to 2019, though Newcastle-Under-Lyme has broadly speaking followed the yearly trends of enterprise births in England, an average of 24.5 fewer enterprises were born in Newcastle-Under-Lyme than the mean number of enterprises born across all English district local authorities. Furthermore, Newcastle-Under-Lyme saw a decrease of 3.1 enterprises born every year between 2014 and 2019. Whereas the mean for all English district local authorities has increased, rising by another 4.1 enterprises born over the same period.

<sup>15</sup> New business registrations (identified through registration of the administrative units, that is, Value Added Tax (VAT) and Pay as You Earn (PAYE)) are referred to as business births. The birth rate is calculated using the number of births as a proportion of the active businesses.

### Rate of death of enterprises.<sup>16</sup>

Figure 8: Rate of deaths of enterprises per 10,000 resident population aged 16 and above (from 2014 – 2019) For Newcastle-Under-Lyme.



3.50. The rate of death of enterprises is consistently lower in Newcastle-Under-Lyme, than the mean across all district local authorities in England. This is to be expected given the fewer new enterprises are born in the Borough than elsewhere. Whilst between 2014 and 2019, the number of new enterprises exceeds the number of enterprises which have ceased to trade, it is far from a wide margin.

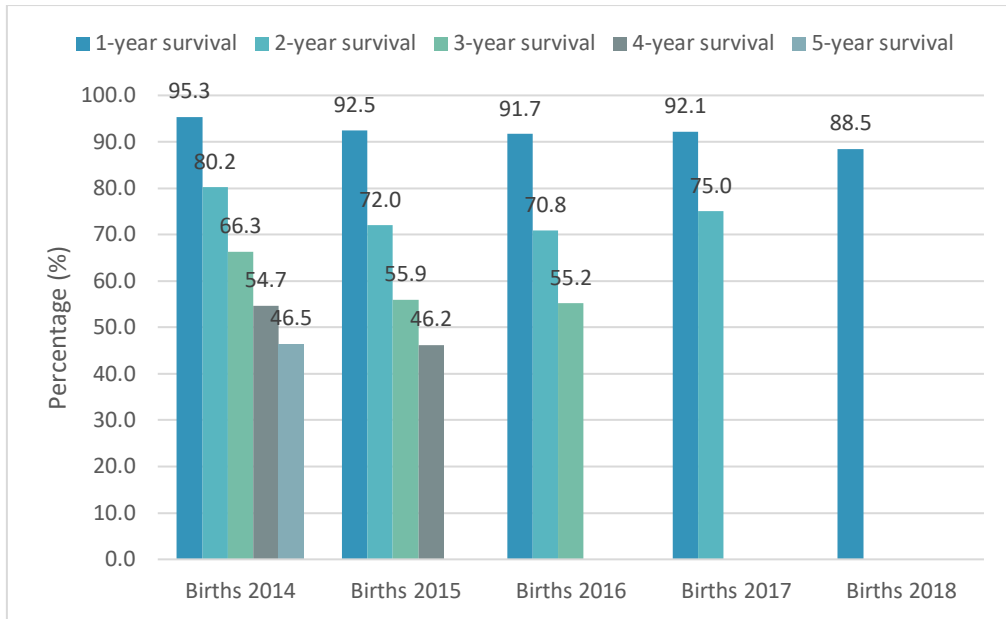
### Survival of Newly Born Enterprises.<sup>17</sup>

Figure 9: The five year survival rate for enterprises in Newcastle-Under-Lyme, born 2014 – 2018.

<sup>16</sup> Businesses that have ceased to trade (identified through de-registration of the administrative units) are referred to as business deaths. The death rate is calculated using the number of deaths as a proportion of the active businesses.

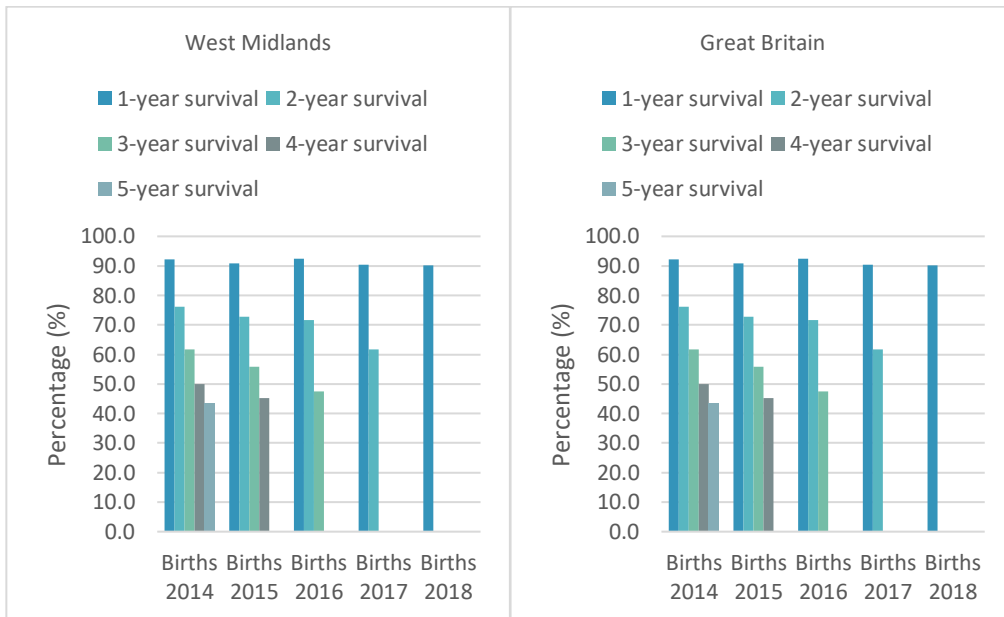
<sup>17</sup> 'Business Demography 2019'

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/bulletins/businessdemography/latest> (accessed 29/09/2021)



3.51. The five year survival rate for businesses born Newcastle-Under-Lyme in 2014 is 46.5%. In this sense, businesses fare better in Newcastle-Under-Lyme than elsewhere, the rate in the West Midlands is 43.4%, and in Great Britain as a whole; 42.5%.

Figures 10 and 11: The five year survival rate for enterprises in the West Midlands and Great Britain, born 2014 – 2018.



3.52. However, the percentage of businesses surviving their first year in Newcastle-Under-Lyme decreased by 6.8% between 2014 and 2018. There was a percentage decrease in the West Midlands and Great Britain also over the same, but less so; a 2% decrease in the West Midlands, and 2.9% across Great Britain.

3.53. Therefore, taking the above information in to consideration, it cannot be said that Strategic Aim 5 (SA5) has positively impacted new businesses in the Borough. Figure 4 shows that an average of 24.5 fewer enterprises were born in Newcastle-Under-Lyme than the mean number of enterprises born across all English district local authorities. Further,

the percentage of businesses surviving their first year in Newcastle-under-Lyme decreased by 6.8% between 2014 and 2018. However, the five year survival rate in Newcastle-under-Lyme is slightly higher than the West Midlands and Great Britain.

### Employment profile.

3.54. The Core Spatial Strategy asks that the number of businesses in each target should be monitored, and the proportion which each target sector makes up in Newcastle-under-Lyme's employment sector as a whole. It also asks that the number of people employed in each of these target sectors should be monitored, and the number/proportion of businesses in target sectors as well as the number/proportion employed in target sectors.

Table 11 UK Business Counts; Newcastle-Under-Lyme, the West Midlands, and Great Britain (2020).<sup>18</sup>

	N-U-L (Numbers)	N-U-L (%)	West Midlands (Numbers)	West Midlands (%)
<b>Enterprises</b>				
Micro (0 To 9)	3,090	87.9	198,475	89.4
Small (10 To 49)	345	9.8	19,060	8.6
Medium (50 To 249)	65	1.8	3,450	1.6
Large (250+)	20	0.6	925	0.4
Total	3,515	-	221,910	-
<b>Local Units</b>				
Micro (0 To 9)	3,515	81.8	218,610	84.3
Small (10 To 49)	625	14.6	32,525	12.5
Medium (50 To 249)	135	3.1	7,225	2.8
Large (250+)	20	0.5	1,110	0.4
Total	4,295	-	259,470	-

Table 12 Number of VAT and/or PAYE based enterprises in districts, counties and unitary authorities within region and country by broad industry group, (2007)<sup>19</sup>

	Newcas tle Under Lyme number of enterprises (2007)	% of enterpri ses in Newcas tle Under Lyme (2007)	West Midland s number of enterpri ses (2007)	% of enterpri ses in West Midland s (2007)	Great Britain number of enterpri ses (2007)	% of enterpri ses in Great Britain (2007)

<sup>18</sup> NOMIS 'UK Business Counts (2020)'

<https://www.nomisweb.co.uk/reports/lmp/la/1946157176/report.aspx#tabidbr> accessed 03/09/2021

<sup>19</sup> 'UK business: activity, size and location'

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/ukbusinessactivitysizeandlocation> Accessed 31/08/2021

<b>01-03 : Agriculture, forestry &amp; fishing</b>	180	6%	11,155	7%	121,035	6%
<b>05-39 : Production</b>	220	7%	15,160	9%	130,590	6%
<b>41-43 : Construction</b>	450	15%	22,165	13%	262,965	13%
<b>45 : Motor trades</b>	130	4%	6,365	4%	64,225	3%
<b>46 : Wholesale</b>	165	5%	9,810	6%	101,190	5%
<b>47: Retail</b>	325	11%	16,350	10%	181,900	9%
<b>49-53 : Transport &amp; Storage (inc postal)</b>	100	3%	6,605	4%	65,185	3%
<b>55-56 : Accommoda tion &amp; food services</b>	215	7%	9,975	6%	126,140	6%
<b>58-63 : Information &amp; communicati on</b>	165	5%	9,265	5%	143,635	7%
<b>64-66 : Finance &amp; insurance</b>	55	2%	2,995	2%	40,770	2%
<b>68 : Property</b>	85	3%	5,775	3%	73,135	4%
<b>69-75 : Professional, scientific &amp; technical</b>	380	12%	22,965	13%	319,295	16%
<b>77-82 : Business administrati on &amp; support services</b>	185	6%	12,295	7%	144,800	7%
<b>84 : Public administrati on &amp; defence</b>	5	0%	215	0%	2,750	0%
<b>85 : Education</b>	45	1%	2,515	1%	30,605	2%

<b>86-88 : Health</b>	140	5%	6,705	4%	77,385	4%
<b>90-99 : Arts, entertainment, recreation &amp; other services</b>	245	8%	11,090	6%	146,240	7%
<b>Total</b>	3,090	100%	171,405	100%	2,031,845	100%

Table 13 Number of VAT and/or PAYE based enterprises in districts, counties and unitary authorities within region and country by broad industry group, (2020) <sup>20</sup>

	<b>Newcas tle Under Lyme number of enterpri ses (2020)</b>	<b>% of enterpri ses in Newcas tle Under Lyme (2020)</b>	<b>West Midland s number of enterpri ses (2020)</b>	<b>% of enterpri ses in West Midland s (2020)</b>	<b>Great Britain number of enterpri ses (2020)</b>	<b>% of enterpri ses in Great Britain (2020)</b>
<b>01-03 : Agriculture, forestry &amp; fishing</b>	190	5%	12,480	6%	130,520	5%
<b>05-39 : Production</b>	240	7%	15,565	7%	147,370	6%
<b>41-43 : Construction</b>	495	14%	26,150	12%	340,705	13%
<b>45 : Motor trades</b>	120	3%	7,600	3%	74,285	3%
<b>46 : Wholesale</b>	180	5%	9,780	4%	98,220	4%
<b>47: Retail</b>	250	7%	16,965	8%	203,125	8%
<b>49-53 : Transport &amp; Storage (inc postal)</b>	185	5%	15,360	7%	120,310	4%
<b>55-56 : Accommodation &amp; food services</b>	245	7%	12,490	6%	157,485	6%

<sup>20</sup> 'UK business: activity, size and location'

<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/ukbusinessactivitysizeandlocation> Accessed 31/08/2021



<b>58-63 : Information &amp; communication</b>	185	5%	12,715	6%	223,710	8%
<b>64-66 : Finance &amp; insurance</b>	60	2%	3,620	2%	60,850	2%
<b>68 : Property</b>	110	3%	7,730	3%	99,955	4%
<b>69-75 : Professional, scientific &amp; technical</b>	490	14%	31,175	14%	461,535	17%
<b>77-82 : Business administration &amp; support services</b>	240	7%	24,630	11%	232,915	9%
<b>84 : Public administration &amp; defence</b>	10	0%	700	0%	7,625	0%
<b>85 : Education</b>	75	2%	3,595	2%	44,305	2%
<b>86-88 : Health</b>	165	5%	8,880	4%	100,530	4%
<b>90-99 : Arts, entertainment, recreation &amp; other services</b>	275	8%	12,470	6%	171,075	6%
<b>Total</b>	<b>3,515</b>	<b>100%</b>	<b>221905</b>	<b>100%</b>	<b>2,674,520</b>	<b>100%</b>

3.55. A marked change can be observed between '07 and '20, Newcastle-Under-Lyme's own sectors of industry have changed over the plan period relative to the West Midlands and Great Britain.

Table 14 Percentage Growth/ Shrinkage of Employment Sectors between 2007 & 2020.

	<b>% Increase/ Decrease</b>	<b>% Increase/ Decrease</b>	<b>% Increase/ Decrease</b>
	<b>Newcastle Under Lyme</b>	<b>West Midlands</b>	<b>Great Britain</b>

<b>01-03 : Agriculture, forestry &amp; fishing</b>	5.56%	11.88%	7.84%
<b>05-39 : Production</b>	9.09%	2.67%	12.85%
<b>41-43 : Construction</b>	10.00%	17.98%	29.56%
<b>45 : Motor trades</b>	-7.69%	19.40%	15.66%
<b>46 : Wholesale</b>	9.09%	-0.31%	-2.94%
<b>47: Retail</b>	-23.08%	3.76%	11.67%
<b>49-53 : Transport &amp; Storage (inc postal)</b>	85.00%	132.55%	84.57%
<b>55-56 : Accommodation &amp; food services</b>	13.95%	25.21%	24.85%
<b>58-63 : Information &amp; communication</b>	12.12%	37.24%	55.75%
<b>64-66 : Finance &amp; insurance</b>	9.09%	20.87%	49.25%
<b>68 : Property</b>	29.41%	33.85%	36.67%
<b>69-75 : Professional, scientific &amp; technical</b>	28.95%	35.75%	44.55%
<b>77-82 : Business administration &amp; support services</b>	29.73%	100.33%	60.85%
<b>84 : Public administration &amp; defence</b>	100.00%	225.58%	177.27%
<b>85 : Education</b>	66.67%	42.94%	44.76%

<b>86-88 : Health</b>	17.86%	32.44%	29.91%
<b>90-99 : Arts, entertainment, recreation &amp; other services</b>	12.24%	12.44%	16.98%
<b>Total</b>	13.75%	29.46%	31.63%

3.56. By observing the general trends displayed in the table above we see that all employment sectors have grown over the period of 2007 – 2020 in Newcastle-Under-Lyme with the exception of two; motor trades and retail.

3.57. The growth of Newcastle-Under-Lyme’s education sector over the period covered by the data exceeded that of the West Midlands and Great Britain by as much as 23.73%. Newcastle-Under-Lyme also succeeded in growing its wholesale retail sector by 9.09% where the West Midlands and Great Britain saw a decline. Newcastle-Under-Lyme also performed proportionally 6.42% better than the West Midlands in the growth of its production sector.

3.58. In every other sector, Newcastle-Under-Lyme did not experience the same level of growth as in the West Midlands and in Great Britain more broadly. Taking all the gains and losses in the number of enterprises across all employment sectors into account; employment grew in Newcastle-Under-Lyme 15.71% less than in the rest of the West Midlands, 17.88% than all Great Britain.

3.59. As mentioned earlier, in the case of the motor trade and retail sectors, Newcastle saw a shrinkage of 7.69% and 23.08% respectively, where the West Midlands and Great Britain experienced growth in those same sectors, a percentage difference of around 27% separating the Borough from the rest of the region, and the rest of the Country.

Figure 12 Percentage of enterprises in Newcastle-under-Lyme by Industry Group (2007)

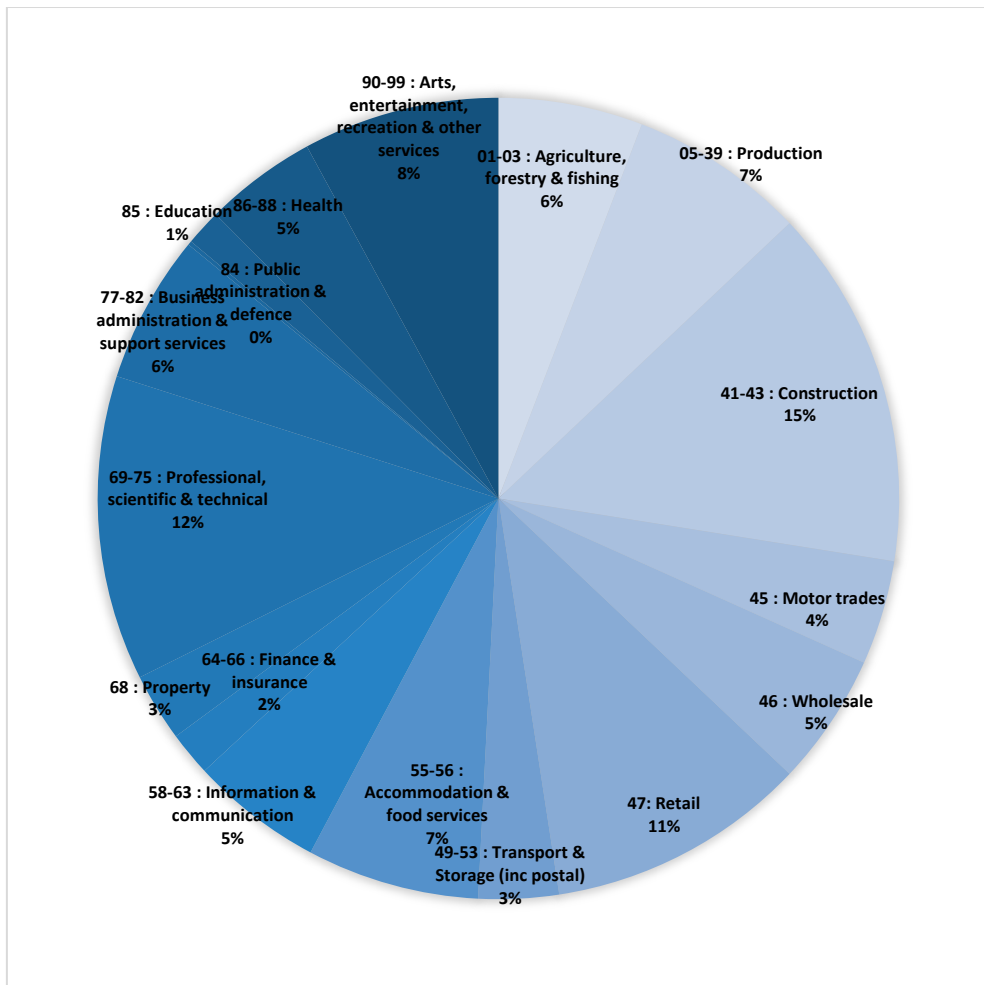
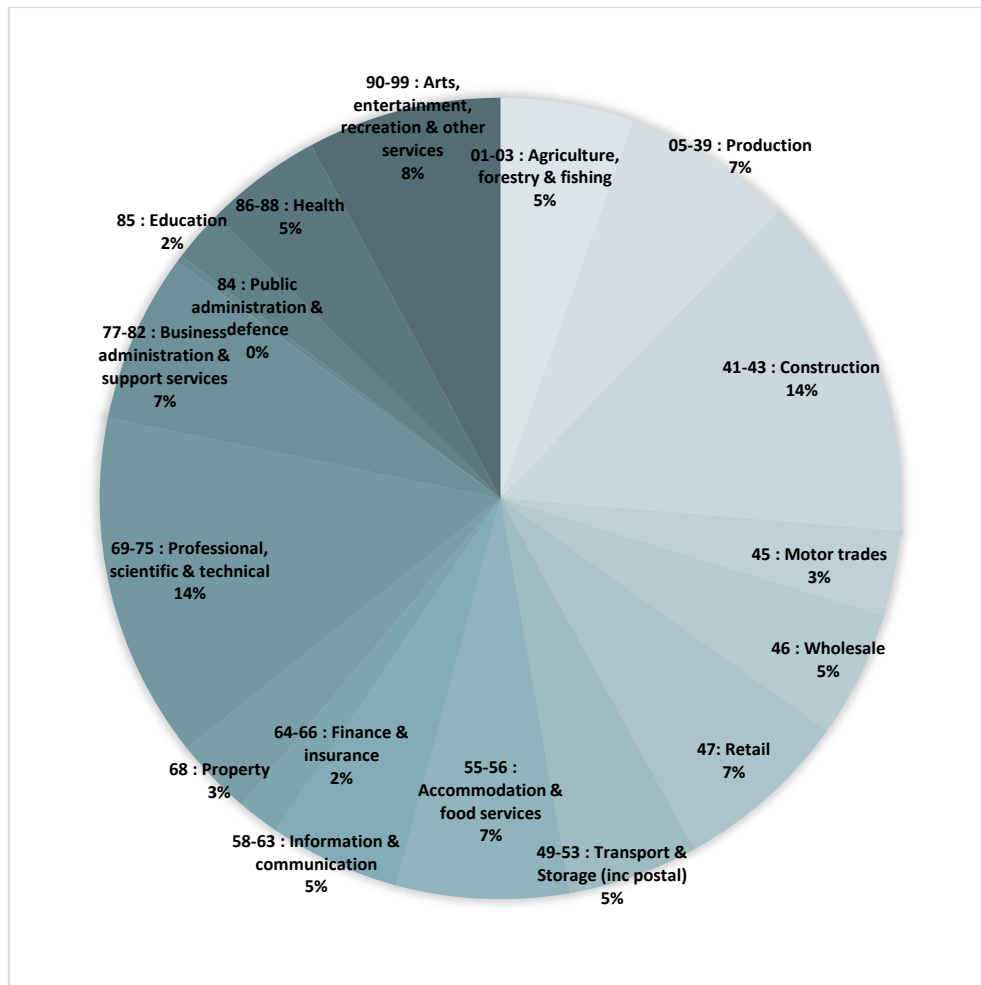


Figure 13 Percentage of enterprises in Newcastle-under-Lyme by Industry Group (2020)



3.60. The AMR 2011 outlines that numbers 5 and 6 are the most relevant Strategic Aims in relation to employment profile. It can be considered that these aims have been somewhat successful as the growth of Newcastle-Under-Lyme’s education sector (SA5) over the period covered by the data exceeded that of the West Midlands and Great Britain by as much as 23.73%.

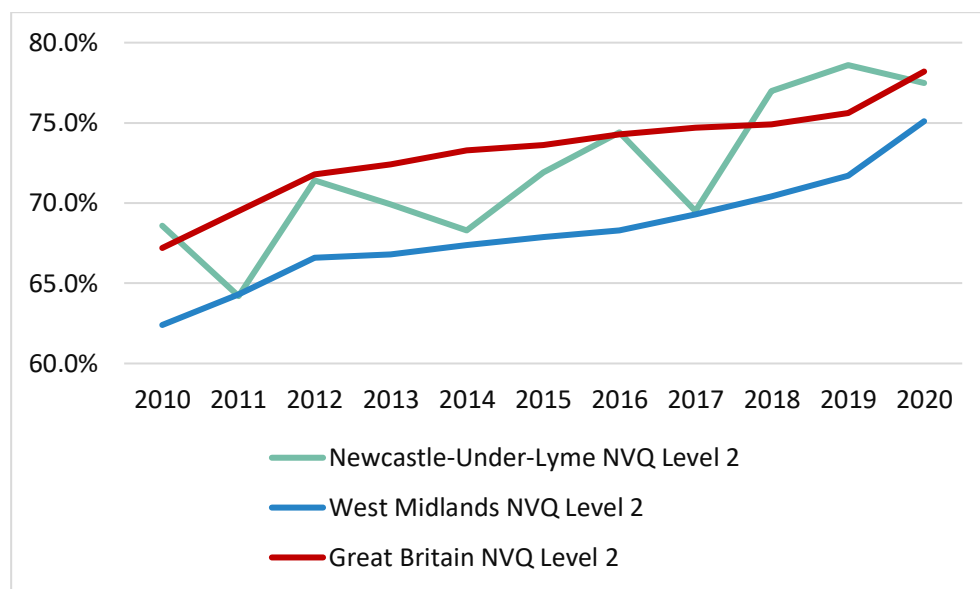
3.61. Furthermore, all employment sectors (SA6) have grown over the period of 2007 – 2020 in Newcastle-Under-Lyme with the exception of two; motor trades and retail. However, whilst these aims have been successful in aiding the growth of employment sectors, not all did so at the same rate as the West Midlands and Great Britain. As stated above, taking all gains and losses in enterprises across all employment sectors into account; employment grew in Newcastle-Under-Lyme 15.71% less than in the rest of the West Midlands and 17.88% less than all Great Britain. In this respect, SA5 and 6 were not successful.

## Workforce Skills.

Table 11: Working age population qualified to at least Level 2 or higher. <sup>21</sup>

	Working age population of N-U-L qualified to at least NVQ Level 2	Percentage of working age population of N-U-L qualified at least NVQ Level 2	Percentage of working age population of West Midlands at least NVQ Level 2	Percentage of working age population of Great Britain at least NVQ Level 2
2010	54,400	68.6%	62.4%	67.2%
2011	50,300	64.2%	64.3%	69.5%
2012	55,700	71.4%	66.6%	71.8%
2013	55,800	69.9%	66.8%	72.4%
2014	53,700	68.3%	67.4%	73.3%
2015	57,100	71.9%	67.9%	73.6%
2016	59,200	74.4%	68.3%	74.3%
2017	57,200	69.5%	69.3%	74.7%
2018	64,400	77.0%	70.4%	74.9%
2019	64,400	78.6%	71.7%	75.6%
2020	63,000	77.5%	75.1%	78.2%

Figure 14 Percentage of working age population qualified to at least NVQ2



3.62. The percentage of the working age population of Newcastle-Under-Lyme qualified to at least NVQ2 has risen between 2010 and 2020. 8.9% more, or approximately 8,600 more people were possessed of at least 4-5 GCSE grades A\*-C or a vocational equivalent of

<sup>21</sup> NOMIS 'Qualifications time series, NVQ2 and above, Newcastle Under Lyme'  
[https://www.nomisweb.co.uk/reports/lmp/la/1946157176/subreports/quals\\_time\\_series/report.aspx](https://www.nomisweb.co.uk/reports/lmp/la/1946157176/subreports/quals_time_series/report.aspx)  
 Accessed 19/08/2021

these qualifications at the end of the decade than at the beginning. Though Newcastle-Under-Lyme's percentage growth has in this regard been less steady, the borough generally performed better than the West Midlands, and in the years 2018 and 2019 exceeded the proportion of Great Britain's population qualified to this level.

- 3.63. The AMR 2011 asks that the achievement of 5 or more A\*-C grades at GCSE should also be monitored. This data is not available at the Borough level, and therefore cannot be monitored. The above information cannot be compared to the National Indicators 75 and 163, as set out in the Core Spatial Strategy. This is because no data is available for these indicators post 2009. The AMR 2011 outlines that numbers 5 and 6 are the most relevant Strategic Aims in relation to workforce skills. In 2010, the percentage of the working age population of Newcastle-under-Lyme qualified at least NVQ Level 2 was above the West Midlands and England. This has fluctuated between 2010 and 2020, and still remains above the level seen in the West Midlands, but below England. However, it can be seen that whilst fluctuating, the overall percentage has increased from 68.6% to 77.5% within the ten year time period. Therefore, Strategic Aims 5 and 6 have been successful in improving education and diversifying the employment base of the plan area.

## 4 Housing

4.1 The following policies and strategic aims contained within the Core Strategy relate to housing aspirations for the Borough:

*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.*

*SA10 - To facilitate development within identified priority regeneration areas of the North Staffordshire conurbation*

*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*

*SA18 - To promote mixed use and residential development where it can support city, town and local centres*

*SP1.1 - New housing will be primarily directed towards sites within:*

- *the Inner Urban Core, including the City Centre;*
- *Newcastle Town Centre;*
- *Neighbourhoods within General Renewal Areas and Areas of Major Intervention and other Areas of Housing Intervention identified by RENEW North Staffordshire, and*
- *within the identified significant urban centres,*

*All as indicated on the Key Diagram and where it can demonstrably support the Housing Market Renewal Strategy.*

*Within the Inner Urban Core particular emphasis will be given to development within Areas of Major Intervention.*

*SP1.7 - New development will be prioritised in favour of previously developed land where it can support sustainable patterns of development and provides access to services and service centres by foot, public transport and cycling.*

*ASP5.1 - For the period 2006 – 2026, a minimum of 4,800 net additional dwellings will be provided within the urban area subject to the outcome of the Regional Spatial Strategy Revision as referred to in paragraph 2.11, of which approximately 25% will be affordable. These figures are purely indicative and will be adjusted further through subsequent Development Plan Documents.*

*The figure for 'Newcastle Urban Central' comprises the communities within the Renew Pathfinder boundary. As such it includes development in the Town Centre, which is addressed separately in the Newcastle Town Centre Area Spatial Strategy.*

- *Kidsgrove - 600*



- Newcastle Urban Central (including Silverdale, Thistleberry, Knutton, Cross Heath, Chesterton and the Town Centre) – 3,200
- Newcastle Urban South and East (including Clayton, Westlands, Seabridge, May Bank, Wolstanton, Porthill and Bradwell) – 1,000

*ASP5.4 - Close partnership working between the Council, RENEW North Staffordshire, Staffordshire County Council, local Registered Social Landlords, and the private sector, will create an urban community that boasts a number of distinctive, attractive and vibrant residential neighbourhoods offering a greater choice of housing types, tenures and prices.*

*ASP5.5 - The density of new development will balance the need to make the most efficient use of land and the need to provide a wide range of housing types, tenures, sizes and prices. In some areas it may be appropriate to plan for lower densities where there is an identified need for higher value housing.*

*ASP6.1 - There will be a maximum of 900 net additional dwellings of high design quality primarily located on sustainable brownfield land within the village envelopes of the key rural service centres... namely - Loggerheads, Madeley and the villages of Audley Parish, to meet identified local requirements – in particular, the need for affordable housing.*

*ASP6.4 - A positive approach will be taken towards development for supported and special needs housing where it supports the Housing Strategy for Newcastle Borough.*

#### *Policy CSP6 – Affordable Housing*

- 1. All development involving housing above the following size thresholds must make provision for an element of affordable housing to meet identified need in the latest published evidence of need.*
- 2. New residential development within the urban area, on sites or parts of sites proposed to, or capable of, accommodating 15 or more dwellings will be required to contribute towards affordable housing at a rate equivalent to a target of 25% of the total dwellings to be provided.*
- 3. New residential development within the rural areas, on sites of 5 dwellings or more will be required to contribute towards affordable housing at a rate equivalent to a target of 25% of the total dwellings to be provided.*
- 4. In some areas the local need for affordable housing may be for less than 25%. In this case a financial contribution to off-site affordable housing provision will be required at the equivalent rate to meet priority needs elsewhere.*
- 5. Housing developments within the identified City Centre boundary will not be required to provide affordable housing to assist promotion of this new housing market sector and ensure increased investment in the quality of adjacent public spaces.*

6. *In other areas, particularly within Areas of Major Intervention, a higher level of affordable provision will be accommodated on the site if demonstrated by local needs surveys. Increased provision will be funded from a cocktail of sources including developer contributions.*
7. *Within the plan area the affordable housing mix will be negotiated on a site by site basis to reflect the nature of development and local needs. Generally, affordable housing types will be expected to reflect that of the site as a whole.*
8. *Affordable housing units should be fully integrated with the market housing, be built to the same design, quality and space standards and should not be visually distinguishable from other development on site. It should be assumed that affordable housing will be required to be provided without subsidy.*
9. *Within the rural area, where published evidence of need highlights a local need not capable of being met through normal housing provision policy, sites may be released as Rural Exception Sites – as defined in Planning Policy Statement 3. If such a site cannot be accommodated within an existing village, then a site immediately adjoining the village may be deemed appropriate. The scale of development should not exceed the level of need identified. Schemes should be able to be afforded by local people identified as having housing need and will remain affordable in perpetuity.*

## Housing trajectory

4.2 The table below displays the net dwelling completions over the plan period so far.

*Table 12 Net Housing Completions 2013/21*

Year	Net dwelling completions
2006-07	208
2007-08	142
2008-09	277
2009-10	207
2010-11	183
2011-12	251
2012-13	414
2013-14	295
2014-15	219
2015-16	154
2016-17	412
2017-18	263
2018-19	236
2019-20	320

2020-21	631
<b>TOTAL</b>	<b>4208</b>

4.3 The Core Spatial Strategy (CSS) set a target of 5,700 new homes to be built between 2006-2026. The CSS housing targets and evidence base it relates to is out of date and therefore a new Local Plan is required to address a new housing target and trajectory. Simply for completeness, monitoring against the Core Strategy target does indicate that 4,208 homes of the 5,700 set in the CSS has been built. The trajectory was broadly on track to meet the overall CSS target by 2026, if a build out rate of approximately 300 homes a year for the next 5 years was achieved.

**Housing completions, brownfield/ greenfield distribution.**

4.4 Monitoring data collected by the Borough Council indicates that the total gross site area in hectares of completed housing development in the financial year 2020-2021 was 8.366 Ha.

4.5 As stated before in the employment monitoring section of this document. Not all of this development was the erection of brand new dwellings, but rather the figure above covers also the demolition and replacement of housing, extensions and changes of use.

That having been stated, of that 8.366 Ha, 6.176 Ha was completed on brownfield land in the period 2020-2021, which expressed as a percentage of all completed development is 73.8%. In the same period, 1.83 Ha was completed on greenfield land, while a further 0.36 Ha was completed on land which can be said to be of mixed type.

**Housing completions on greenbelt land.**

4.6 Taking that same total gross site area of 8.366 Ha, the gross site area of greenbelt land developed for housing in hectares is 1.55 Ha in the period 2020-2021 which expressed as a percentage is 18.5%.

4.7 The data shows the majority of housing development was located on brownfield land (includes change of use) and this fits with the Councils stated policies which seeks to provide housing in suitable, sustainable locations.

**Proposed housing trajectory**

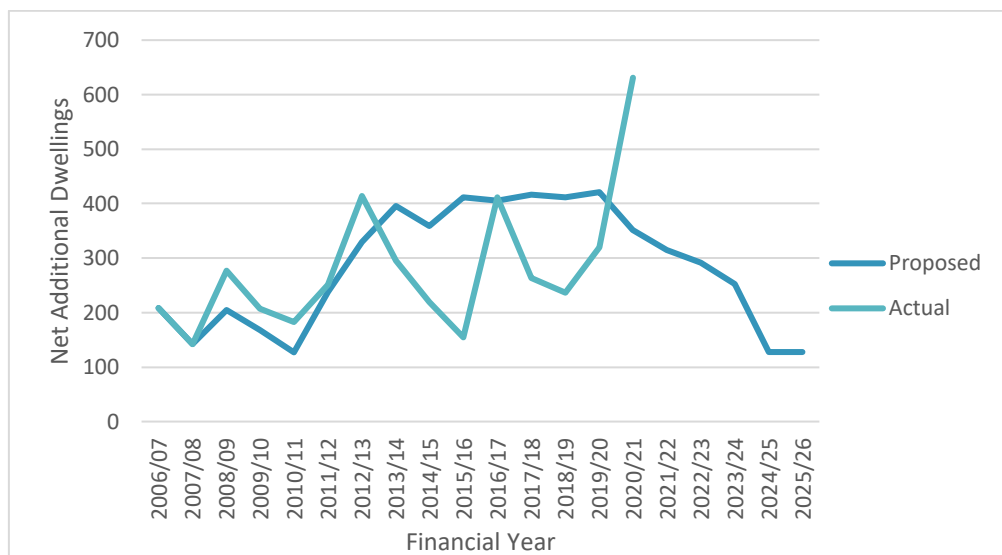
4.8 To meet anticipated RSS requirements and trajectory shown in Core Spatial Strategy 2006 – 2026; a net gain of 5,700 dwellings across Newcastle-Under-Lyme Borough was proposed.

*Table 13 Proposed Housing Trajectory, taken from Core Spatial Strategy*

	<b>Gross Completions</b>	<b>Net Additional Dwellings</b>	<b>Demolitions</b>	<b>Cumulative Completions to the end of the plan period</b>
<b>2006/07</b>	260	208	52	208
<b>2007/08</b>	204	142	62	350
<b>2008/09</b>	284	205	79	555
<b>2009/10</b>	216	168	48	723

<b>2010/11</b>	188	127	61	850
<b>2011/12</b>	269	238	31	1088
<b>2012/13</b>	345	329	16	1417
<b>2013/14</b>	411	395	16	1812
<b>2014/15</b>	375	359	16	2171
<b>2015/16</b>	427	411	16	2582
<b>2016/17</b>	421	405	16	2987
<b>2017/18</b>	432	416	16	3403
<b>2018/19</b>	427	411	16	3814
<b>2019/20</b>	437	421	16	4235
<b>2020/21</b>	367	351	16	4586
<b>2021/22</b>	331	315	16	4901
<b>2022/23</b>	307	291	16	5192
<b>2023/24</b>	268	252	16	5444
<b>2024/25</b>	144	128	16	5572
<b>2025/26</b>	144	128	16	5700

Figure 15 Proposed vs. Actual Net Additional Dwellings over plan period (2006/26)



4.9 The Core Spatial Strategy set a trajectory but was not followed up by a DPD which allocated sites therefore it was difficult to predict an annual build rate without having set site allocations. The table above shows the target trajectory against what was actually completed in the monitored years. It doesn't follow the Core Strategy's predicted trends but there has been fluctuations, some of which could be attributed to periods where the Council did not have a 5 year housing supply and the building of high volume student accommodation.

4.10 The Core Spatial Strategy suggests that the location of completed dwellings, the proportion of these dwellings which are on brownfield land, and the number of these dwellings which are in each of the identified Area Spatial Strategy areas (city centre, inner urban core etc.) should be monitored. These indicators have not been monitored.

- 4.11 The Core Spatial Strategy seeks to monitor the number / proportion of housing developments not on allocated sites in terms of planning status and physical development. This is known as windfall development and table 12 shows the level of windfall completions over the past decade. Windfall is usually additional unplanned development but in this case all housing development since 2006 can be classed as windfall as no sites were allocated in any development plan.
- 4.12 The Core Spatial Strategy suggests that future housing development, and the area of land allocated in Development Plan Documents (DPD's) / with planning permission for residential development should be monitored, with the stated target of meeting Planning Policy Statement 3 (PPS3) requirements (5 and 15 year supply) e.g. the provision of a wide choice of homes, or varying sizes, values and tenures, the widened opportunities for home ownership the improved affordability through an increased housing supply, and the creation of sustainable, inclusive and mixed communities. Whilst PPS3 has since been superseded by later guidance, the requirements are similar.
- 4.13 Likewise, it suggests that the progress in development of sites allocated in DPD's should be detailed, as well as progress on housing allocations in terms of planning status and physical development.
- 4.14 There were no site allocations for residential development in the Core Strategy, and the Council has not adopted a site allocations Development Plan Document (DPD). Therefore it is not possible to monitor the progress of any residential allocations.
- 4.15 The Council's most recent housing trajectory can be found in its 5 year land supply assessment report (2020 -2025), it more accurately reflects the number of houses which it predicts that shall be built.

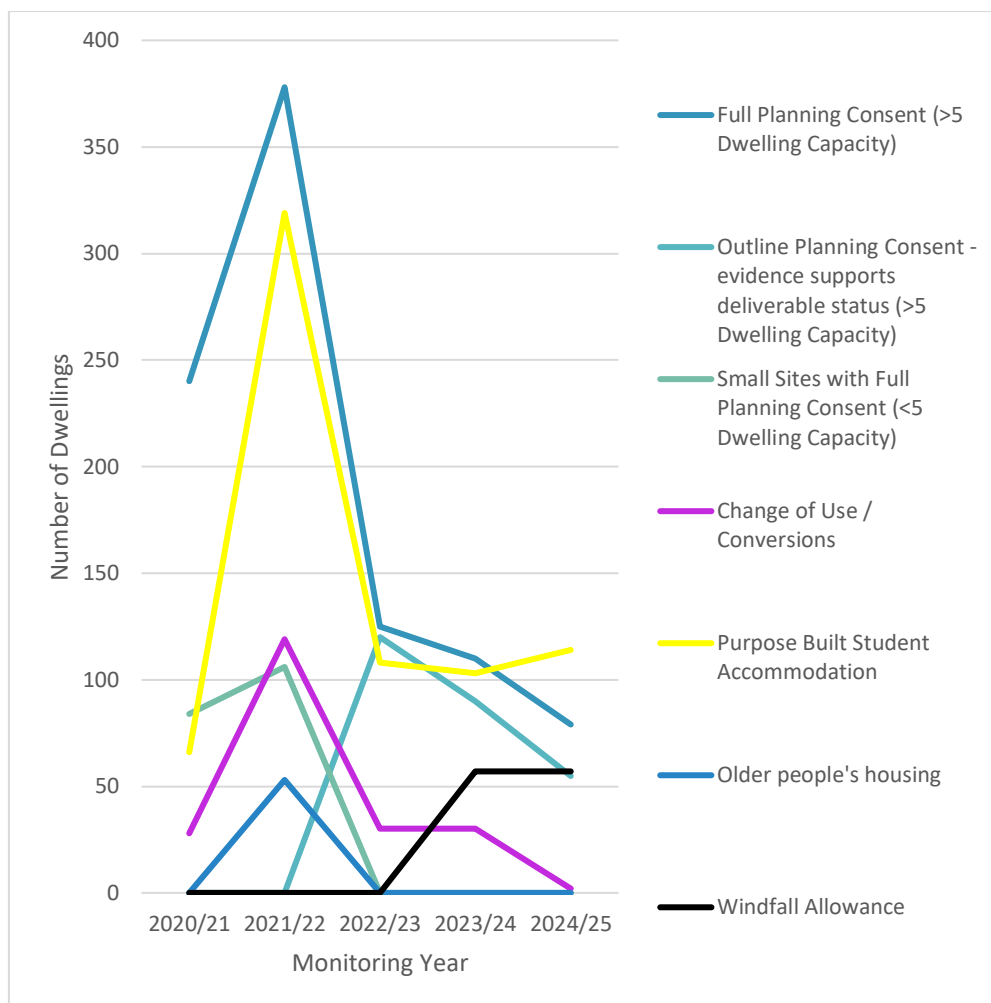
Table 14 Five Year Supply Trajectory<sup>22</sup>

	2020/2 1	2021/2 2	2022/2 3	2023/2 4	2024/2 5	Total
<b>Full Planning Consent (&gt;5 Dwelling Capacity)</b>	240	378	125	110	79	932
<b>Outline Planning Consent – evidence supports deliverable status (&gt;5 Dwelling Capacity)</b>	0	0	120	90	55	265

<sup>22</sup> '5-year housing land supply assessment report 2020-2025', p.11-12. <https://www.newcastle-staffs.gov.uk/downloads/download/137/5-year-housing-land-supply-assessment-reports> (Accessed 16/12/2021)

<b>Small Sites with Full Planning Consent (&lt;5 Dwelling Capacity)</b>	84	106	0	0	0	190
<b>Change of Use / Conversions</b>	28	119	30	30	2	209
<b>Older people's housing (housing release onto market)</b>	66	319	108	103	114	710
<b>Student Accommodation (housing release onto market from deliverable student provision)</b>	0	53	0	0	0	53
<b>Windfall Allowance (added to years' 4 and 5)</b>	0	0	0	57	57	114
<b>Total Number of Dwellings</b>	418	975	383	390	307	2473

Figure 16 Trajectory of Deliverable Sites According to Planning Consent<sup>23</sup>



4.16 Comparing the housing trajectory outlined in the Core Spatial Strategy against that shown in the 5-year housing land supply assessment report 2020-2025, the more recent trajectory predicts a reduction in the number of additional dwellings; 405 fewer dwellings than was originally predicted. This is explained by the fact that the Core Strategy was not supported by any site allocations and therefore in the later part of the plan period the predictions could not have been very accurate.

### Density of residential development

4.17 The Core Spatial Strategy suggests that the density of residential developments should be monitored. It states that ideally, the number or proportion i.e., the density of dwellings built per

<sup>23</sup> '5-year housing land supply assessment report 2020-2025', p.11-12. <https://www.newcastle-staffs.gov.uk/downloads/download/137/5-year-housing-land-supply-assessment-reports> (Accessed 16/12/2021)

hectare in residential developments should remain at around 50 dwellings, and that by doing so this would help the Borough Council to meet its housing aspirations laid out in Strategic Aim 4;

*‘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.’*

4.18 The density of individual residential developments has not been monitored. However, the Borough Council does work from the standard density assumptions by ward which are explained in the Strategic Housing Land Availability Assessment (SHLAA). This will be reviewed when updating the methodology this year and more recent planning application data will be utilised to test the assumptions.

Table 15 Housing Density Assumptions, taken from Strategic Housing Land Availability Assessment (SHLAA) <sup>24</sup>

Areas	Wards	Density Assumptions for the SHLAA (Dwellings per hectare)
Audley and Rural North	Audley and Bignall End and Halmerend wards	30
Central	May Bank, Cross Heath, Wolstanton, Porthill, Bradwell, Chesterton, Holditch, Knutton and Silverdale, Silverdale and Parksite	50
Central	Town Ward	180 dwellings per hectare, or 50 dwellings per hectare
Clayton	Clayton, Seabridge, Westlands and Thistleberry Wards	40
Keele	Keele Ward	20
Kidsgrove and Talke	Talke, Butt Lane, Ravenscliffe, Kidsgrove and Newchapel Wards	40
Madeley	Madeley Ward	30
Rural South	Loggerheads and Whitmore Ward	20

4.19 Regarding the difference between Town Ward and other central area wards the SHLAA does state:

4.20 *‘In Newcastle-under-Lyme, Town Ward has been split apart from the rest of the Central area, to ensure the higher density nature of this ward is appropriately considered. This largely reflects completions of apartments within or surrounding the town centre. However, there are also*

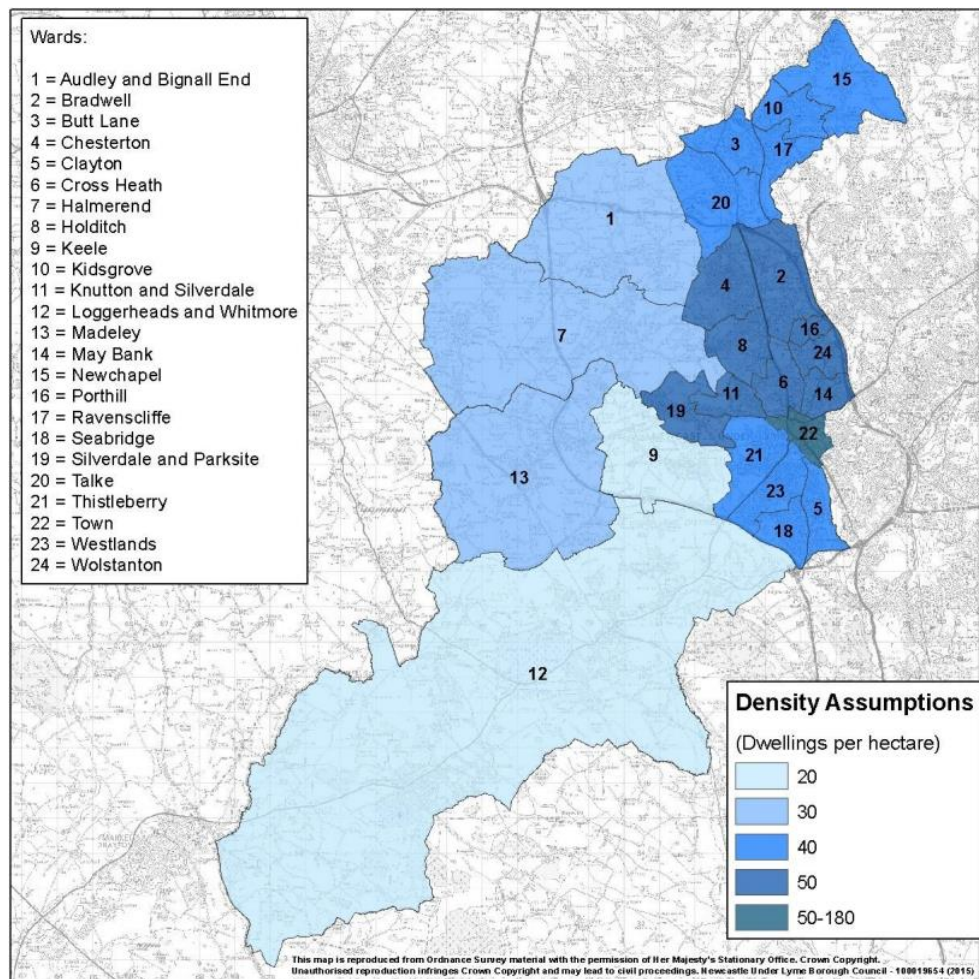
<sup>24</sup> ‘Strategic Housing Land Availability Assessment Methodology (July 2017)’, p.14 -15 <https://www.newcastle-staffs.gov.uk/downloads/download/280/strategic-housing-land-availability-assessment-methodology-july-2017> (Accessed 15/12/2021)



locations within the Town ward where high density apartment developments would not appropriately reflect the character of the surrounding area. In these cases a lower density of 50.d.p.h. will be applied as a starting point to reflect the character of the wider Central sub-market area.’<sup>25</sup>

4.21 Please see the spatial map below which displays the methodology outlined in the previous table.

Figure 17 Map of Housing Density Assumptions, taken from Strategic Housing Land Availability Assessment (SHLAA) <sup>26</sup>



4.22 The SHLAA will be updated as the new Borough Local Plan progresses.

### Dwelling Types

<sup>25</sup> ‘Strategic Housing Land Availability Assessment Methodology (July 2017)’, p.14 -15 <https://www.newcastle-staffs.gov.uk/downloads/download/280/strategic-housing-land-availability-assessment-methodology-july-2017> (Accessed 15/12/2021)

<sup>26</sup> ‘Strategic Housing Land Availability Assessment Methodology (July 2017)’, p.14 -15 <https://www.newcastle-staffs.gov.uk/downloads/download/280/strategic-housing-land-availability-assessment-methodology-july-2017> (Accessed 15/12/2021)

4.23 The Core Spatial Strategy suggests that the type and size of dwellings constructed in the Borough should be monitored. These indicators are difficult to monitor and have not been monitored over the missing monitoring period.

**Affordable housing trajectory**

4.24 No new affordable housing has been completed during the financial year 2020 - 2021. However, there are multiple developments not yet completed where there has been an agreement (most often as part of a Section 106 Agreement between the developer and the Local Authority) to deliver affordable housing either directly on-site, or indirectly in the form of financial contributions to be put towards providing off-site affordable housing.

4.25 At the end of the 2020 – 2021 financial year, there were 29 applications with affordable housing contributions which were not yet complete. Of those 29, 16 were currently under construction. They are detailed below.

*Table 15 Affordable housing contributions under construction 2020 - 2021 financial year*

<b>Most Recent Planning Application:</b>	<b>Address:</b>	<b>Affordable Housing Contribution</b>	<b>Affordable Housing Contribution On site (Y/N)</b>
17/00281/FUL	Land Around Wilmot Drive Estate Lower Milehouse Lane Newcastle Under Lyme Staffordshire ST5 9AX	Non-policy compliant amount of affordable housing off site, recommendation is an off site commuted sum £929,570 (Committee Report) / £899,570 (S106 statement)	N
16/00902/DEEM4 18/00854/REM	Land Off Deans Lane And Moss Grove Red Street Newcastle Under Lyme Staffordshire	12	Y
17/01033/FUL	Land At Birch House Road, Holly Road And Whitethorne Way Chesterton Newcastle Under Lyme Staffordshire ST5 7BL	30	Y

15/01004/FUL & 17/00953/FUL	University Of Keele Keele Newcastle Under Lyme Staffordshire	21	N
18/00932/FUL	Stanton Close And Site Of Former Forge Inn Public House Knutton Newcastle Under Lyme Staffordshire ST5 6EZ	30	Y
18/00443/FUL	Land Off St Bernards Road Knutton Newcastle Under Lyme Staffordshire	8	Y
15/00202/OUT 18/00315/REM	Land South Of Mucklestone Road And West Of Price Close Loggerheads Market Drayton TF9 4ES	18	Y
17/01001/FUL	Land To The North East Of Eccleshall Road South East Of Pinewood Road And North West Of Lower Road Hook Gate Market Drayton Shropshire TF9 4QJ	4	Y

18/00016/FUL	Land Adjacent 16 St Giles Road Knutton Newcastle Under Lyme Staffordshire	4	Y
18/00461/FUL	Land Adjacent 25 Arthur Street Knutton Newcastle Under Lyme Staffordshire	2	Y
18/00465/FUL	Land Adjacent 45 Moran Road Knutton Newcastle Under Lyme Staffordshire	2	Y
18/00441/FUL	Land Between 155 And 161 Knutton Lane Newcastle Under Lyme ST5 6HD	2	Y
18/00714/FUL	The Brighton Sneyd Terrace Silverdale Newcastle Under Lyme Staffordshire ST5 6JT	19	Y
14/00948/OUT 19/00623/REM	Hamptons Metal Merchants Keele Road Newcastle Under Lyme Staffordshire ST5 5AA	28	Y
20/00336/FUL 14/00477/FUL	Newcastle Baptist Church London Road Newcastle Under Lyme Staffordshire ST5 1LN	6	N

17/00722/FUL	2-4 Marsh Parade Newcastle Under Lyme Staffordshire ST5 1BT	7	Y
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For more information concerning off-site financial contributions see the Borough Council's Infrastructure Funding Statements.

4.26 The Core Spatial Strategy suggests that housing conditions should be monitored, also the tenure and the number of homes failing decent homes standard. It would be difficult for the Borough Council to produce a reliable dataset detailing the condition of all privately owned and privately rented dwellings. The Decent Homes Standard applies only to social housing, which is for the most part no longer developed or maintained by the Borough Council, rather through separate entities like registered providers of social housing such as Aspire Housing Ltd. As such, the Borough Council do not monitor whether homes meet this standard, and this duty would fall to the likes of Aspire.

4.27 Likewise, more specific information concerning housing tenure, such as the number and percentage of dwellings and their tenure has not been monitored, and for the same reason as stated above; either it would have been difficult to create such a dataset, or the duty to monitor these indicators would fall to the registered provider, not the Borough Council.

### House Prices

4.28 The Borough Council has stated its aspirations with regards to House Prices in *Policy CSP6 – Affordable Housing* which is repeated in full detail at the beginning of this section on Housing. Though the following is not enshrined in any particular policy, the Core Spatial Strategy also states;

*‘Until relatively recently affordability was not a significant issue within the North Staffordshire conurbation due to the availability of public sector, registered social landlords and low cost market housing. However, the gap between house prices and incomes has widened.’*

4.29 Despite the difference between the lower costs of market housing in the Borough of Newcastle-under-Lyme versus regional and national prices which has been commented upon in the past, it is important that housing in the Borough is accessible and affordable to the people who live in it.

4.30 Drawing upon recent data made available to the general public by HM Land Registry (Sep 2021); the average sale prices for properties in Newcastle under Lyme are as follows.<sup>27</sup>

*Table 16 Average Sale Prices for House Types in Newcastle-under-Lyme*

	Newcastle-Under-Lyme	West Midlands	England
<b>All Property Types</b>	£175,621	£231,501	£287,895
<b>Average price Detached houses</b>	£263,324	£ 385,606	£ 447,617

<sup>27</sup> ‘ House Price Statistics: Newcastle-Under-Lyme’

<https://landregistry.data.gov.uk/app/ukhpi/browse?from=2020-07-01&location=http%3A%2F%2Flandregistry.data.gov.uk%2Fid%2Fregion%2Fnewcastle-under-lyme&to=2021-07-01&lang=en> (Accessed 07/12/2021)

<b>Average price Semi-detached houses</b>	£165,848	£224,878	£273,470
<b>Average price Terraced houses</b>	£130,806	£184,208	£236,797
<b>Average price Flats and maisonettes</b>	£128,843	£140,281	£241,884

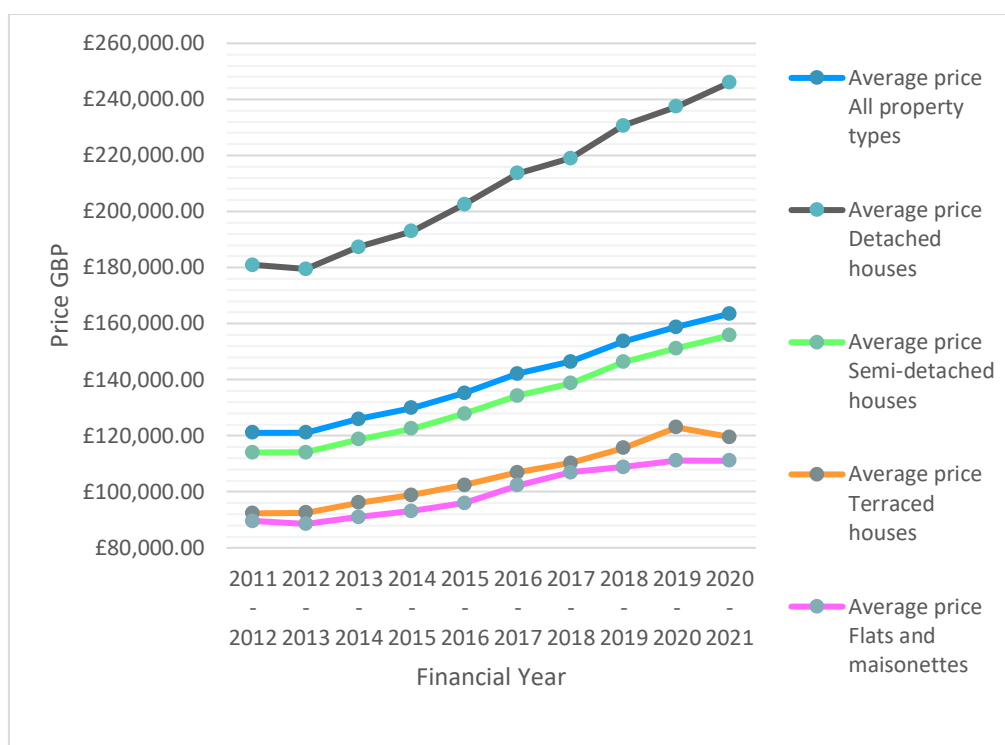
- 4.31 Looking at all property types, in Newcastle-under-Lyme prices are 27.5% cheaper than in the West Midlands, and 48.4% cheaper than the average prices in England.
- 4.32 A detached house is 37.7% cheaper in Newcastle-under-Lyme than across the West Midlands, 51.8% cheaper than across England.
- 4.33 A semi-detached house is 30.2% cheaper in Newcastle-under-Lyme than across the West Midlands, 49.0% cheaper than across England.
- 4.34 A terraced house is 33.9% cheaper than across the West Midlands, and 57.7% cheaper than across England.
- 4.35 Flats and maisonettes are 8.5% cheaper than across the West Midlands, and 61.0% cheaper than across England.
- 4.36 Property prices remaining cheaper in Newcastle-under-Lyme than elsewhere in the country does fit with the Borough Council's stated aspiration of making housing affordable, although this is reflective of the market generally rather than planning policy initiatives.

#### **Average sale price for individual house types**

- 4.37 Property prices in Newcastle-under-Lyme are rising. The following graphics illustrates average sale prices for house types in Newcastle-Under-Lyme across the last decade and the missing monitoring period, beginning with the financial year 2011-2012 and ending in 2020-2021.



Figure 18 Average Property Prices in Newcastle-under-Lyme Apr 2011 - Mar 2021

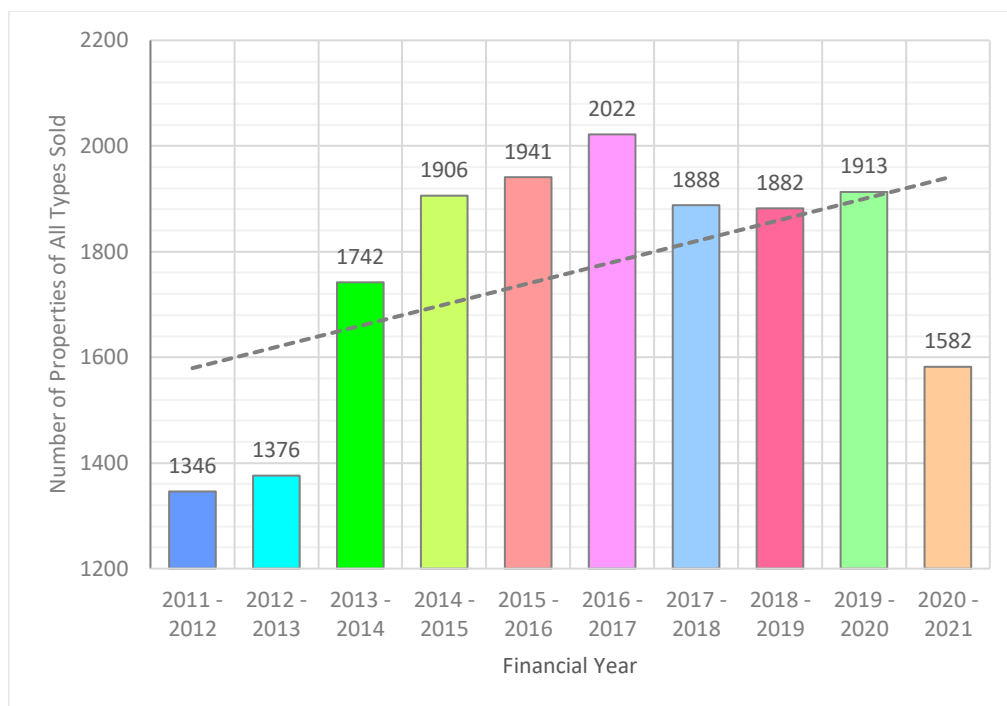


- 4.38 According to the Office of National Statistics, ‘changes to house prices were most even across towns in the West Midlands’ compared with other regions over the course of the last decade, the average house price has still risen by £42,398.50 over that time, which is a percentage increase of 35%.
- 4.39 The price of detached houses has risen by £65,031.50; an increase of 35.9%. The price of semi-detached houses has risen by £41,758.50; an increase of 36%.
- 4.40 Though the price of terraced houses today have, unlike detached and semi-detached properties, fallen slightly from that of the previous financial year instead of rising year on year, the average price has still risen by £30,635 in the last decade; an increase of 33.2%.
- 4.41 Likewise, though the price of flats and maisonettes fell from 2019/20 to 2020/21, prices have still generally risen by £ 21,544.50 from where they were in 2011/12; an increase of 24.1%.
- 4.42 This rise in the average price of properties does not fit with the council’s stated aspirations but is reflective of national market conditions.

### Housing Sales Volume

- 4.43 Below, figure 19 illustrates the number of houses sold in the Borough of Newcastle-under-Lyme across the past decade.

Figure 19 Housing Sales Volume in Newcastle-under-Lyme



4.44 This shows a general stable trend until recently where the pandemic had an impact on movement in the housing market, and is reflective of national market conditions.

### Gypsy & Traveller Sites

4.45 All local authorities have a statutory duty to provide for the accommodation needs of the Gypsy and Traveller communities. The following Policy detailed in the Core Spatial Strategy reflects that duty and outlines criteria which such accommodation must meet.

#### *Policy CSP7 – Gypsy and Travellers*

*Additional pitches will be located wherever possible on sites which –*

- 1. Provide good access to shops, education, healthcare facilities and other essentials services.*
- 2. Provide safe and convenient access to public transport and the highway network.*
- 3. Have the capacity to incorporate all necessary on - site infrastructure e.g. parking, storage, waste disposal, play and residential amenity space.*
- 4. Minimise any negative impacts upon local landscapes, environments and neighbouring communities.*

4.46 The Core Spatial Strategy states the following future requirements for Gypsy and Traveller accommodation, based upon estimates made in The North Housing Market Area Gypsy and Traveller Accommodation Needs Assessment 2007. The CSS states the Borough Council's target; to progress towards meeting 100% of identified need by 2026 as identified in the local Gypsy and Traveller Accommodation Needs Assessment.

*Table 17 Gypsy and Traveller estimated additional future pitch requirements (2007)*

<b>Newcastle-under-Lyme</b>	<b>2007 - 2012</b>	<b>2012 - 2016</b>	<b>2016 - 2021</b>	<b>2021 - 2026</b>
Residential pitches	15	4	6	7
Transit pitches	5	-	-	-
Travelling show-people pitches	5	-	-	-

4.47 The Gypsy and Traveller and Travelling Show-person Accommodation Assessment (2020) details the following authorised pitches within Newcastle-under-Lyme Borough recorded through site survey fieldwork.<sup>28</sup>

4.48 **Reference HA1 - Cemetery Road**, Silverdale, Newcastle, ST5 6PJ (19 pitches total, all pitches occupied).

4.49 **Reference TSP - Hardings Wood Road**, Kidsgrove, ST7 1EF (4 pitches total, all pitches occupied).

4.50 No new plots have been allocated by the Borough Council for use by Gypsies, Travellers and Travelling Show-persons during the plan period as a site allocation document was never produced. The Council's aspiration too deliver additional pitches has not been achieved. This has since been superseded by more up to date evidence and the Council will seek to address this need through the new Local Plan.

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<sup>28</sup> ' Table 4.6 Gypsy and Traveller pitch and Showperson plot summary by local authority and survey responses ' Gypsy and Traveller and Travelling Showperson Accommodation Assessment 2020, p.32.  
<https://www.newcastle-staffs.gov.uk/downloads/file/755/gypsy-and-traveller-and-travelling-showperson-accommodation-assessment-2020> (Accessed 14/12/2021).

## 5 Retail

5.1 The Core Spatial Strategy sets the following aim in relation to retail:

*Strategic Aim 7 (SA7) - To enhance the City Centre of Stoke-on-Trent's role as sub regional commercial centre; 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.*

5.2 The Retail and Leisure Study (2020) sets out how the Borough is performing in terms of retail function and recommends a retail hierarchy according to how each centre performs. The following information is derived from the Retail and Leisure Study produced by Nexus Planning.

5.3 The Retail Study uses Venuescore's UK Shopping Venue Rankings 2016/17 to categorise each centre. Venuescore's index ranks nearly 3,500 retail venues in the UK (including town centres, standalone malls, retail warehousing and factory outlet centres) based on the strength of their current provision. Each retail venue is ranked with reference to the provision of national multiple retailers, including anchor stores, fashion operators, and non-fashion multiples. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores such as John Lewis, Marks & Spencer and Selfridges receive higher weightings. Due to the way the rankings are compiled, relatively small centres can secure a relatively high rank if they are anchored by national multiple retailers.

5.4 Newcastle-under-Lyme town centre has a Venuescore of 86th and was ranked 312th of all UK shopping venues at 2016/17. Whilst this is an improvement on its rank of 318th in 2015/16, it represents a relatively significant decline from its position of 257th in 2010. However, in considering changes in a centre's performance, it is important to note that the loss of even one high profile national multiple operator can impact significantly on the Venuescore ranking of moderately sized town centres and any sudden changes in performance should be viewed in this context. Newcastle-under-Lyme is the second highest ranked centre in the Stoke and Newcastle area and is identified as being of Sub-Regional importance, which reflects its role for residents within the western part of the Study Area.

5.5 Wolstanton Retail Park also features in the Venuescore rankings (937th). The rank of the Freeport Outlet and Wolstanton Retail Park has improved significantly in recent years, and the performance of these destinations is reflective of the level of out of centre floorspace within the Stoke and Newcastle area.

5.6 For more detailed information about retail performance in the Borough please see the Nexus Retail and Leisure Study (2020) <https://www.newcastle-staffs.gov.uk/planning-policy/local-plan-evidence-base/8>

Table 18 Changes in retail floorspace M<sup>2</sup>

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	Total Net
A1 (sqm)	UNAVAILABLE		-906	-2863	-2758	156.5	438.99	126.8	-464.7	541.3	-1051.28	4991.97	<b>-1787.4</b>

5.7 Strategic Aim 7 (SA7) outlines the aim to help Newcastle continue to thrive as a strategic centre, both within a network of accessible and complementary, vital, vibrant and distinctive North Staffordshire town centres. The changes in retail floorspace has fluctuated over the past 10 years with a period of growth during 2014-2017. However, there has been an overall decrease of -1787.4 sqm in A1 retail floor space between 2011 and 2021. The Retail and Leisure Study provides a fuller picture of the way retail has changed both nationally and in the Borough but it is clear that the rise of the online retail sector is having a national effect on the take up of retail floorspace.

5.8 The Borough Council has been awarded £23.6 million in funding towards the Town Deal vision and Town Investment Plan and a further £11 million through the Future High Street Fund which should help to boost the retail sector as well as reimagine the two high streets of Newcastle and Kidsgrove going forward.

## 6 Leisure

6.1 The Core Spatial Strategy sets the following aim in relation to leisure:

*Policy CSP5 - The plan area's open space, sports and leisure assets will be enhanced, maintained and protected.*

*Table 19 Changes in leisure floorspace M<sup>2</sup>*

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	Total Net
D2 (sqm)	UNAVAILABLE								0 completed	249.0	394.10	1972.84	<b>2615.94</b>

6.2 Policy CSP5 aims to enhance, maintain and protect leisure spaces across the Borough. The data above presents the net floor space of leisure (use class D2) across Newcastle-under-Lyme. Data between 2009/10 and 2016/17 was unavailable. It can be seen that between 2017 and 2021, there has been an increase of 2615.94 sqm in leisure floor space. This shows that Policy CSP5 has been successful in enhancing the Borough's leisure assets.

## 7 Rural Services and Development

7.1 The following strategic aims of the Core Strategy relate to rural services development in the Rural Area:

*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 33 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 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.*

7.2 The Council published the Rural Area Topic Paper in 2021<sup>29</sup>. This document records the services and facilities for each village as well as documenting commutable bus services for the larger villages.

7.3 The existing hierarchy of centres is established in the Joint Core Strategy (2009). This was informed by the Rural Services Survey produced over 10 years ago (2009) which was last updated in 2011 (albeit this last review did not inform an adopted Local Plan policy). As services and facilities change over time, this information requires reviewing to inform the positioning of settlements in the hierarchy.

7.4 The terminology of Rural Centres and Key Villages remains consistent with the Core Strategy, but a set methodology was created to categorise them. The new Local Plan is not adopted and therefore this could change. However, what is evident from monitoring services and facilities is that some villages are more significant and some have a reduced role in terms of service provision. For full details of the services and provision of each village, please see the Rural Topic Paper.

7.5 Further monitoring information on development within the villages is likely to be undertaken in support of the Local Plan and will be documented in future AMR's.

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<sup>29</sup> <https://www.newcastle-staffs.gov.uk/planning-policy/local-plan-evidence-base/14>

## 8 Environment

### Open Space

8.1 The following Aim and Policy detailed in the Core Spatial Strategy relates to improvements to the environment:

*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*

*Policy CSP5 – Open Space/Sport/Recreation The plan area’s open space, sports and leisure assets will be enhanced, maintained and protected*

8.2 Whilst the Borough Council does not monitor the amount of open space delivered each year, the Council undertake Open Space and Green Infrastructure Assessments which are periodically updated. These reports provide an audit and assessment of a variety of open space typologies. These include natural and semi-natural greenspace, amenity greenspace, green corridors, provision for children and young people, civic spaces, allotments, cemeteries and churchyards and water based recreation.

8.3 An Open Space Assessment outlines areas of need and deficiencies in open spaces across the whole Borough, which in turn enables the Borough Council to focus on these areas. The newest Open Space and Green Infrastructure Assessment is currently being produced and is anticipated to be published on the evidence base pages of the Councils website in Summer 2022.

### Brownfield development

8.4 Housing and employment completions on brownfield, greenfield and green belt land have been detailed in previous sections and showed that the majority of development in 2020-21 has occurred on brownfield land.

8.5 The following Aim and Policy detailed in the Core Spatial Strategy relates to improvements to the brownfield development:

*Policy CSP9 - Comprehensive Area Regeneration – A comprehensive, area-based approach will be taken to the design and implementation of regeneration proposals using all reasonable means available. Development proposals that would prejudice an integrated and comprehensive approach will not be permitted.*

Table 20 Brownfield sites detailed in the Brownfield register (2021)

	2021 (number of sites)
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<b>Ownership status: owned by local authority</b>	10
<b>Ownership status: not owned by local authority</b>	34
<b>Planning status: granted</b>	25
<b>Planning status: no permission</b>	29
<b>Deliverable?</b>	22

8.6 Whilst the Borough Council does not monitor the number of brownfield sites, a brownfield Site Register is compiled annually in accordance with the Town and Country Planning (Brownfield Land Register) Regulations 2017 and the Town and Country Planning (Permission in Principle) Order 2017. Newcastle-under-Lyme Borough Council first published a brownfield register on 22 December 2017.

8.7 Brownfield land registers are intended to provide up-to-date and consistent information on sites that local authorities consider are appropriate for residential development.

4.51 Table 21 above quantifies the brownfield sites in the Borough which are appropriate for development. This was last updated in December 2021 and is expected to be updated in December 2022. There is currently a total of 44 sites on the brownfield register, of which 25 have planning permission granted, 22 have no permission and 2 were pending at the time the register was completed. It is believed that 22 of the 44 sites are deliverable (within the next 5 years).

8.8 The high number of granted planning permissions on brownfield sites within the Borough shows that Policy CSP9 has been successful in implementing regeneration projects using all reasonable means available.

## **Renewable energy**

8.9 2006 marked the beginning of the plan period for the Core Spatial Strategy (2006 – 2026) which currently forms part of the Borough Council’s Development Plan. From 2006 to the present day the Borough Council has approved 57 planning applications for the installation of renewable energy capacity. Of the 57 total, 34 planning applications have been completed and implemented from 2006 to the present day.

8.10 The types of renewable energy schemes are predominantly solar and wind. Solar energy is created through the capturing of the sun’s rays using solar panels which then generate power to heat homes, businesses, to warm water and power devices. Wind energy is generated through the rotary mechanism of a turbine blade aided by the wind which then feeds an electrical generator to produce electricity.

8.11 From the 34 total, 7 planning applications have been implemented for wind energy including the erection of wind turbines. The majority of these planning applications have been implemented within wards located in the rural area of Newcastle-under-Lyme. This is to be

expected given that the rural area is predominantly open in character, and is exposed to the weather elements such as wind. Table 22 below provides a list of all planning applications completed and implemented for wind energy:

*Table 21 All planning applications completed and implemented for wind energy from 2006 to the present day*

Application Number	Decision Date	Address	Proposal Description	Energy Source	Ward	Development Status
06/00940/FUL	01-Dec-06	Chestnut Farm Stadmorslow Lane Harriseahead Stoke-On-Trent ST7 4SH	Free standing 12 metre high wind turbine	Wind	Newchapel	Completed
08/00858/CPO	30-Jan-09	Apedale Country Park Apedale Road Chesterton Newcastle Under Lyme Newcastle-Under-Lyme Staffordshire ST5 7LB	Construction of Apedale Energy Centre with improved access and car parking, landscape works, ancillary works and fencing, various green energy and operational works including underground heat pump. two 15 m high wind turbines.	Wind	Halmer End	Completed
10/00714/FUL	02-Feb-11	Fields Farm Wharmadine Lane Ashley Market Drayton TF9 4NF	Erection of a 20Kw 27metre (maximum height to the blade tip) wind turbine	Wind	Loggerheads	Completed

10/00599/C PO	01-Aug-11	Apedale Country Park Black Bank Road Chesterton Newcastle Under Lyme  Staffordshire ST5 7RR	Minor material amendment to planning permission N.08/13 - amendment to wind turbine locations	Wind	Holditch	Completed
11/00434/F UL	18-Oct-11	Home Farm Keele Road Keele Newcastle Staffordshire ST5 5AA	Installation of a vertical axis wind turbine mounted on a ten metre pole.	Wind	Keele	Completed
14/00636/F UL	12-Dec-14	Land South Of Field Farm Church Lane Betley Crewe CW3 9AY	Installation of 1no. 500kw wind turbine (maximum tip height 77m) and associated infrastructure, including an access track. Diversion of public footpath.	Wind	Halmer End	Completed
18/00933/F UL	30-Aug-19	Land Adjacent To Springpool Wood, South Of Phase 3 And West Of Newcastle Golf Course, Keele University Keele Newcastle Under Lyme  Staffordshire ST5 5BW	Development of two wind turbines known as "The Low Carbon Energy Generation Project (Wind Development)", one up to 77m to tip and one up to 67m to tip, along with associated infrastructure.	Wind	Keele	Completed

8.12 Of the 34 total, 27 planning applications have been implemented for solar energy through the installation of photovoltaic and PV solar panels. These planning applications have been implemented across both the urban and rural area of Newcastle-under-Lyme.

8.13 Table 23 below provides a list of all planning applications completed and implemented for solar energy:

*Table 22 All planning applications completed and implemented for solar energy from 2006 to the present day*

Application Number	Decision Date	Address	Proposal Description	Type	Ward	Development Status
08/00605/F UL	22-Aug-08	The Grove Methodist Church London Road Chesterton Newcastle Staffordshire ST5 7JD	Amendments to previously approved proposal to provide four dwellinghouses (ref 08/00044/FUL) amendment to provide four roof solar panels	Solar	Holditch	Completed
09/00462/F UL	30-Oct-09	Castle View Station Road Halmer End Stoke-On-Trent ST7 8AR	Retention of hipped roof over garage, solar panels, the insertion of various windows including ones associated with the use of the first floor of a former garage building for purposes incidental to the enjoyment of the dwellinghouse known as Castle View a	Solar	Halmer End	Completed

09/00233/F UL	29-Jun-09	25 Ladygates Betley Crewe  Staffordshire CW3 9AN	Installation of solar panel on roof	Solar	Halmer End	Completed
10/00144/F UL	05-May-10	Tesco Store Liverpool Road Kidsgrove Stoke-On- Trent  Staffordshire ST7 1DX	Installation of new solar panels to existing roof	Solar	Kidsgrove	Completed
09/00564/R EM 09/00564/N MA	16-Apr-10	Land Off Lower Milehouse Lane (Former GEC) Newcastle Under Lyme  Staffordshire ST5 9BE	Non material amendment to planning permission ref 09/00564/REM for the installation of roof mounted photovoltaic solar panels	Solar	Cross Heath	Completed
10/00104/F UL	31-Mar-10	24 The Covert Newcastle  Staffordshire ST5 4BL	Installation of solar panels to flat roof	Solar	Clayton	Completed
11/00113/F UL	27-Apr-11	Partridge Nest Farm Springwood Road Chesterton Newcastle Staffordshire ST5 6BP	Installation of solar panels	Solar	Chesterton	Completed

11/00410/F UL	03-Oct- 11	Hungers Heath Farm Ashley Market Drayton Shropshire TF9 4EJ	Installation of one hundred and fifty 200W photovoltaic solar panels on an agricultural building	Solar	Loggerhe ads	Completed
11/00540/F UL	06-Dec- 11	Old Springs Farm Old Springs Market Drayton Shropshire TF9 2PG	Installation of photovoltaic solar panels on an agricultural building and replacement of roof sheets	Solar	Loggerhe ads	Completed
11/00546/F UL	05-Jan- 12	Eldswood The Dorothy Clive Garden  Willoughbrid ge Market Drayton Shropshire TF9 4EU	Installation of 16 PV solar panels	Solar	Loggerhe ads	Completed
11/00562/F UL	16-Dec- 11	Ivy Cottage Lymes Road Butterton  Staffordshire ST5 4DR	Installation of 12 Solar PV panels (6 panels x2) on Roof of Garage	Solar	Loggerhe ads	Completed
11/00641/F UL	08-Feb- 12	Kingsley Brampton Road Newcastle Staffordshire ST5 0PQ	Installation of roof mounted solar panels	Solar	May Bank	Completed
11/00519/F UL	06-Dec- 11	Wade Centre The Avenue Kidsgrove Stoke-On- Trent	Installation of solar panels	Solar	Butt Lane	Completed

		Staffordshire ST7 1AG				
11/00606/F UL	13-Dec- 11	Butterton Nurseries Park Road Butterton  Staffordshire ST5 4DZ	Installation of 96 ground mounted photovoltaic solar panels	Solar	Loggerhe ads	Completed
12/00233/F UL  12/00234/L BC	11-Jul- 12	The Old Dairy Hills Barns Berrisford Road Peatswood Market Drayton Shropshire TF9 2PA	Retention of 14 photovoltaic solar panels to south facing roof	Solar	Loggerhe ads	Completed
12/00819/PL D	27-Feb- 13	Darwin Building, Lindsay Court And Holly Cross Keele University Three Mile Lane Keele Newcastle Under Lyme  Staffordshire ST5 5AU	Application for certificate of lawful development for proposed installation of three solar PV systems	Solar	Keele	Completed
12/00693/F UL	11-Jan- 13	Home Farm Cottage Peatswood Market Drayton Shropshire TF9 2PA	Installation of 16 no. 250w ground mounted solar panels	Solar	Loggerhe ads	Completed

11/00693/F UL  11/00693/N MA	13-Jun- 13	3 Leys Drive Newcastle Under Lyme  Staffordshire ST5 3JG	Application for a non material amendment to provide alteration to first floor rear elevation window and inclusion of roof lights to side and rear elevations relating to Planning Permission 11/00693/FUL - Amendments to previously approved planning application	Solar	Westlands	Completed
10/00480/F UL  10/00480/N MA	13-May- 13	Corona Park Sandford Street Chesterton Newcastle Under Lyme  Staffordshire ST5 7EH	Application for a non material amendment for the omission of chimneys, change of corner house type, addition of solar panel and roof window, relating to planning permission 10/00480/FUL for the erection of 16 terraced dwellings	Solar	Chesterton	Completed
13/00432/F UL	26-Jul- 13	Aston Farm Aston  Staffordshire TF9 4JF	Installation of 200 Ground Mounted Photovoltaic Panels	Solar	Loggerheads	Completed



13/00685/F UL	23-Oct-13	Manor House Farm Park Lane Ashley Market Drayton Shropshire TF9 4EH	Installation of 30kWe ground mounted solar PV system	Solar	Loggerheads	Completed
13/00798/F UL	28-Nov-13	27 Sheldon Grove Chesterton Newcastle  Staffordshire ST5 7PW	Ground floor front extension, internal alterations and installation of solar panels to the south and west facing roof slopes	Solar	Holditch	Completed
14/00267/F UL	28-Jul-14	Shortfields Farm Nantwich Road Audley Stoke On Trent  Staffordshire ST7 8DY	Installation of Ground Mounted Solar PV Panels	Solar	Halmer End	Completed
14/00978/F UL	14-Apr-15	Stop Inn Liverpool Road Cross Heath Newcastle Under Lyme Newcastle-Under-Lyme  Staffordshire ST5 9DX	Refurbishment of existing hotel premises including installation of biomass boilers and flues, solar panels, minor external alterations, and formation of new pedestrian access and change of use of part of car park area of hotel to	Solar	Holditch	Completed

			storage of pre-sales cars			
16/00220/F UL	15-Jun-16	Green Acres Park Lane Audley Stoke On Trent  Staffordshire ST7 8HP	Erection of a first floor extension with dormer windows, and alterations complimented by renewable technologies and supplemented by a subterranean heat sink	Solar	Audley	Completed
18/00934/F UL  18/00934/N MA	30-Aug-19	Land Adjacent To Springpool Wood, South Of Phase 3 And West Of Newcastle Golf Course, Keele University Keele Newcastle Under Lyme  Staffordshire ST5 5BW	Development of solar photovoltaic farm and energy storage facility known as "The Low Carbon Energy Generation Project (Solar Storage Development)" along with associated infrastructure	Solar	Keele	Completed

18/00797/PL D	28-Nov- 18	Butterton Cottage Park Road Butterton  Staffordshire ST5 4DZ	Application for a lawful development certificate for Solar Panels	Solar	Whitmore	Completed
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8.14 The data shown in Tables 21 and 22 indicates that some progression has been made towards the aim to address climate change, to reduce carbon emissions and to utilise renewable energy sources. It can be observed that a large proportion of planning applications for renewable energy schemes are derived from domestic / residential use. Larger scale renewable energy schemes can also be observed at Keele University through the production of renewable energy from wind and solar sources.

8.15 Overall, the above data shows a peak number of planning applications for renewable energy granted in 2011 (9 applications) and 2013 (7 applications). However, the number of granted schemes appears to have tailed off in recent years.

8.16 Overall there has been an effort to achieve Strategic Aim 15 (SA15) outlined within the Core Spatial Strategy 2006-2026, which seeks to minimise the adverse impacts of climate change in the move towards zero carbon growth through energy efficiency, and promote the use of renewable energy sources. However a positive trend for the number of planning applications granted and implemented must continue to achieve this strategic aim.

8.17 In 2019 Newcastle-under-Lyme Borough Council declared a climate change emergency to mitigate the impacts of climate change as a corporate priority. The vision and objectives support the principle of sustainability as defined in the National Planning Policy Framework meeting social, economic and environmental objectives and also embrace the UN's Sustainable Development Goals which address social progress, economic well-being and environmental protection.

8.18 Furthermore, the emerging Local Plan for Newcastle-under-Lyme will seek to mitigate the impacts of climate change by ensuring local policies promote sustainability, and harness opportunities for renewable energy regeneration, carbon sequestration and greener construction where it viable and deliverable.

### **Historic Environment**

8.19 There are currently 21 conservation areas in the borough. The areas are set out below with the date they were designated and any amendments. In the intervening period between this document and the last AMR issued in 2011, the boundaries of the Audley, The Brampton, Keele, Madeley, and Maer conservation areas have been extended.

Table 23 List of conservation areas

Conservation Area	Date Designated, and any Amendments	Conservation Area	Date Designated, and any Amendments
Audley	1976: extended 2013	Mucklestone	1977
Basford	2006: extended 2007	Newcastle-Under-Lyme	1973: extended 2000 & 2008
Betley	1970: extended 2008	Shropshire Union Canal	1984
The Brampton	1984: extended 2016	Silverdale	1993
Butterton	2006	Stubbs Walk	1993 reviewed 2016
Clayton	1992	Talke	2000
Keele	1989: extended 2018	Hardings Wood (Trent & Mersey Canal)	1988
Keele Hall	1993	Watlands Park	2016
Kidsgrove	1997	Whitmore	1971
Madeley	1972: extended 2012	Wolstanton	1993: extended 1997
Maer	1970: extended 2019		

8.20 The Core Strategy seeks to monitor the List of locally important buildings, designated Historic Assets and the condition of Designated Assets.

8.21 Since 2011, 6 additional conservation area appraisals have been undertaken.

8.22 There are 380 Listed Buildings in the Borough<sup>30</sup>.

<sup>30</sup> <https://www.newcastle-staffs.gov.uk/downloads/download/72/statutory-list-of-listed-buildings> list accessed 15/06/22

Table 24 List of Scheduled Monuments.

Parish	Scheduled Monument Name	OS National Grid ref	Historic England List Entry Number
Audley	<a href="#">Motte and Bailey, Castle Hill</a>	SJ 79938 51036	1011071
Loggerheads	<a href="#">Audley's Cross, Tyrley</a>	SJ 71452 35283	1012664
Loggerheads	<a href="#">'Auctioneers Mound' near Ashley Church</a>	SJ 76352 36506	1011065
Loggerheads	<a href="#">Hales Roman Villa &amp; pre-Roman structures</a>	SJ 72227 33716	1003652
Loggerheads	<a href="#">'Devil's Ring and Finger' whirl stones, near Oakley Hall</a>	SJ 70726 37781	1003495
Loggerheads	<a href="#">Moated Site, Willoughbridge Park</a>	SJ 74296 39029	1011052
Madeley	<a href="#">Heighley Castle</a>	SJ 77236 46748	1011070
Madeley	<a href="#">Old Madeley Manor</a>	SJ 77299 42294	1206157
Maer	<a href="#">Berth Hill Camp</a>	SJ 78754 39076	1009771
Maer	<a href="#">Bowl Barrow, Maer Hills</a>	SJ 78035 39735	1009345
Maer	<a href="#">Moated site, Lea Head Manor</a>	SJ 75000 42113	1011892
Newcastle - Town	<a href="#">Castle Motte, Silverdale Road</a>	SJ 84398 46029, SJ 84425 45940	1020853
Newcastle - Chesterton	<a href="#">Springwood Blast Furnace</a>	SJ 82119 49915	1003719

Table 25 List of Registered Battlefields

Parish	Registered Battlefield Name	OS Grid ref	Historic England List Entry Number
Loggerheads	<a href="#">Battle of Blore Heath (1459)</a>	SJ 71345 35300	1000002

Table 26 List of Registered Parks and Gardens

Parish	Registered Park or Garden Name	Grade	OS Grid ref	Historic England List Entry Number
Keele	<a href="#">Keele Hall</a>	II	SJ 81814 44760	1001165
Maer	<a href="#">Maer Hall</a>	II	SJ 78701 38555	1001246

4.52 The Local list contains 135 assets. Since 2011 the local list has been reviewed 5 times. In 2012, 2014, 2016, 2018 and 2020. New buildings and structures have been added to the list each time. A consultation is taking place this year (2022) to identify any further additions to the Local List.

## 9 Miscellaneous

### Population

9.1 The following figures are drawn from the Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland, which were released by the Office of National Statistics (ONS) on 25/06/2021.<sup>31</sup>

9.2 The ONS has given its estimate of the mid-2020 UK population broken down by Local Authority Boundaries, the population of Newcastle Under Lyme is as follows;

*Table 27 Population of Newcastle-under-Lyme mid 2020*

	Population Males	Population Females	Total Estimated Population
Newcastle-under-Lyme	64,428	65,182	129,610

9.3 The estimated population of the Borough has risen steadily over the last decade, and is on average higher than other Non-Metropolitan Districts in the United Kingdom, see table 29 below;

*Table 28 Population of Newcastle-under-Lyme versus the average population of a non-metropolitan district in the UK, from Mid 2011 - Mid 2020*

	Total Estimated Population of N-U-L	Total Estimated Average Population of a Non-Metropolitan District in UK
Mid-2020	129,610	115,332
Mid-2019	129,441	114,727
Mid-2018	129,490	114,006
Mid-2017	128,963	113,303
Mid-2016	128,126	112,716
Mid-2015	126,863	111,716
Mid-2014	125,978	110,935
Mid-2013	125,184	110,078
Mid-2012	124,104	109,393
Mid-2011	123,878	108,726

9.4 Table 29 above shows that Newcastle-under-Lyme has witnessed a gradual increase in population between 2011 and 2020; an increase of 5732 residents. This is in line with the total estimated average population of a non-metropolitan district in the UK, also presented in table 29; an increase of 6606.

9.5 In mid-2020, the average resident of Newcastle-Under-Lyme was 41.8 years old, which is slightly higher than the UK average of 40.4. For a breakdown of residents of Newcastle-Under-Lyme by

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<sup>31</sup> 'Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland'  
<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland> Accessed 11/08/2021

age category, and the percentages of the total estimated population which they represent, please see Table 30 below;

*Table 29 Age structure of the population of Newcastle-under-Lyme*

Age Groups	Persons in Newcastle-under-Lyme in mid 2020	Percentage of Total Population in mid 2020
<b>0-4</b>	5872	4.53%
<b>5-7</b>	3931	3.03%
<b>8-9</b>	2795	2.16%
<b>10-14</b>	8297	5.31%
<b>15</b>	1421	1.10%
<b>Below 16 years of age</b>	20895	16.12%
<b>16-17</b>	2629	2.03%
<b>18-19</b>	3592	2.77%
<b>20-24</b>	10200	7.87%
<b>16-24</b>	16421	12.67%
<b>25-29</b>	9070	7.00%
<b>30-44</b>	22832	17.62%
<b>45-59</b>	25772	19.88%
<b>60-64</b>	7673	5.92%
<b>25-64</b>	65347	50.42%
<b>65-74</b>	14272	11.01%
<b>75-84</b>	9111	7.03%
<b>85-89</b>	2306	1.78%
<b>Age 90 and over</b>	1258	0.97%
<b>Total Estimated Pop.</b>	129610	100.00%

9.6. In mid-2019, the average male and female resident of Newcastle-Under-Lyme was White British, with 93.18% of residents falling within that category, meaning that 6.82% of Newcastle-under-Lyme residents are from some other ethnic background, including those who are white but not British. See table 31 below <sup>32</sup>;

*Table 30 Ethnic and gender structure of the population of Newcastle-under-Lyme*

	Males	Males as Percentage	Females Total	Females as Percentage	Population Total	Population Total as Percentage
<b>White</b>	60,770	94.44%	61,214	94.86%	121,989	94.65%

<sup>32</sup> 'Population denominators by broad ethnic group and for White British, local authorities in England and Wales: 2011 to 2019'

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/008781populationdenominatorsbybroadethnicgroupandforwhitebritishlocalauthoritiesinenglandandwales2011to2017>



<b>of which White British</b>	59,842	92.99%	60,251	93.37%	120,093	93.18%
<b>Mixed</b>	1,029	1.6%	870	1.35%	1,899	1.47%
<b>Asian</b>	1,914	2.97%	1,864	2.89%	3,777	2.93%
<b>Black</b>	386	0.6%	440	0.68%	826	0.6%
<b>Other</b>	247	0.38%	143	0.22%	390	0.3%
<b>All Ethnicities Total</b>	64,351	100%	64,530	100%	129,881	100%

9.7 Strategic Aim 1 (SA1) aims to halt the outward migration from Stoke-on-Trent and retain and attract population to the conurbation.

9.8 Table 29 above shows that Newcastle-under-Lyme has witnessed a gradual increase in population between 2011 and 2020; an increase of 5732 residents. This is in line with the total estimated average population of a non-metropolitan district in the UK, also presented in table 29; an increase of 6606.

9.9 Whilst slightly below the increase seen across the UK, these figures for Newcastle-under-Lyme show that SA1 has been successful in retaining and attracting population to the conurbation.

9.10 Table 32 below shows the yearly percentile increase/decrease in the amount of people migrating in to Newcastle-under-Lyme against the previous year<sup>33</sup>. For example, the number of people migrating to Newcastle-under-Lyme was 5.88% higher in mid 2015 to mid 2016 compared to the previous year. Please note that mid 2019 to mid 2020 is lower than other years due to the Covid-19 pandemic.

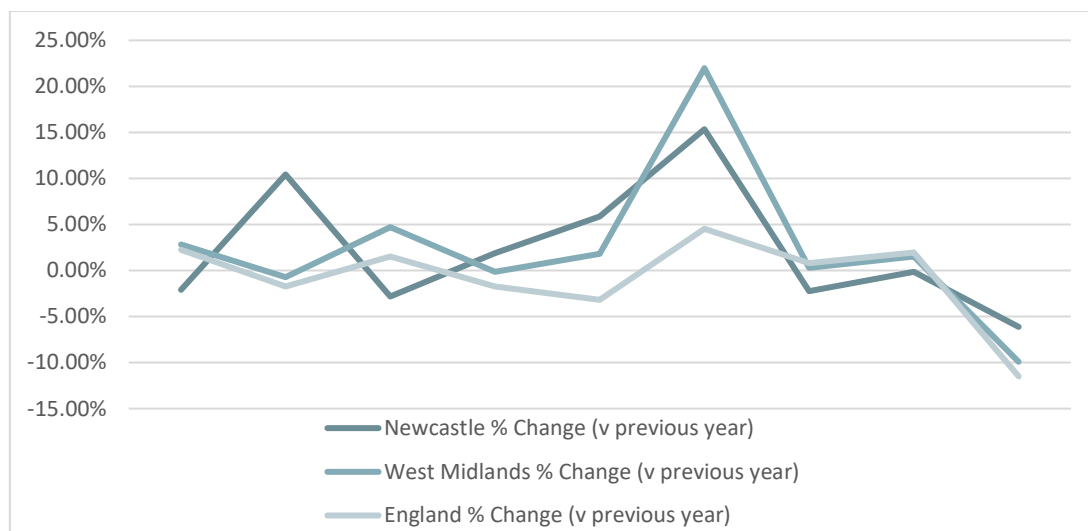
Table 31 Migration inflow to Newcastle-under-Lyme

Inflow	Newcastle % Change (v previous year)	West Midlands % Change (v previous year)	England % Change (v previous year)
Mid 2010 to mid 2011	N/A	N/A	N/A
Mid 2011 to mid 2012	-2.11%	2.85%	2.28%
Mid 2012 to mid 2013	10.47%	-0.70%	-1.74%
Mid 2013 to mid 2014	-2.80%	4.7%	1.49%
Mid 2014 to mid 2015	1.9%	-0.15%	-1.71%
Mid 2015 to mid 2016	5.88%	1.79%	-3.15%
Mid 2016 to mid 2017	15.35%	21.98%	4.53%
Mid 2017 to mid 2018	-2.21%	0.29%	0.79%
Mid 2018 to mid 2019	-0.11%	1.52%	1.95%
Mid 2019 to mid 2020	-6.12%	-9.91%	-11.49%

33

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/localareamigrationindicatorsunitedkingdom>

Figure 20 Migration inflow to Newcastle-under-Lyme



9.11 Table 32 below shows the yearly percentile increase/decrease against the amount of people migrating out of Newcastle-under-Lyme against the previous year<sup>34</sup>.

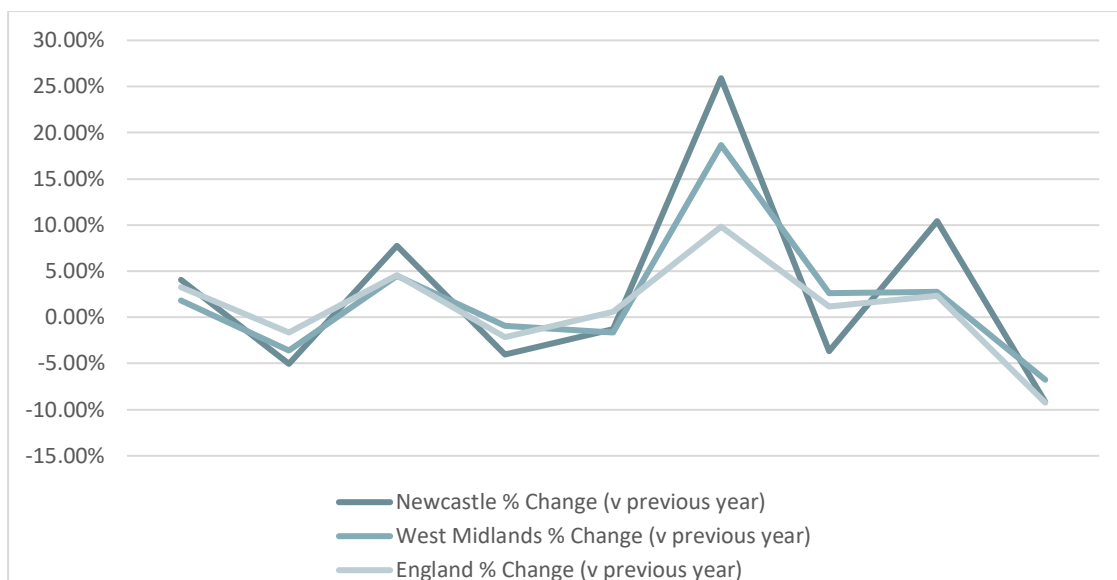
Table 32 Migration outflow from Newcastle-under-Lyme

Outflow	Newcastle % Change (v previous year)	West Midlands % Change (v previous year)	England % Change (v previous year)
Mid 2010 to mid 2011	N/A	N/A	N/A
Mid 2011 to mid 2012	4.09%	1.82%	3.30%
Mid 2012 to mid 2013	-5.04%	-3.59%	-1.65%
Mid 2013 to mid 2014	7.75%	4.52%	4.59%
Mid 2014 to mid 2015	-4.01%	-0.95%	-2.14%
Mid 2015 to mid 2016	-1.27%	-1.62%	0.61%
Mid 2016 to mid 2017	25.90%	18.66%	9.82%
Mid 2017 to mid 2018	-3.66%	2.59%	1.17%
Mid 2018 to mid 2019	10.40%	2.75%	2.30%
Mid 2019 to mid 2020	-9.16%	-6.76%	-9.24%

34

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/localareamigrationindicatorsunitedkingdom>

Figure 21 Migration outflow from Newcastle-under-Lyme



9.12 Strategic Aim 1 (SA1) aims to halt net outward migration from Stoke-on-Trent and retain and attract population to the conurbation.

9.13 Figures 20 and 21 above show that whilst Newcastle-under-Lyme differs slightly in terms of migration inflow to the borough, peaking at different points, it can be seen to follow the overarching average of migration in the West Midlands and England. This can also be seen in figure 21 and table 33 which shows migration outflow, albeit closer to the average than inflow. Migration in/outflow, as well as natural change, has led to an increase in population in the Borough, as seen in table 32 on page 75. Therefore, it can be said that Strategic Aim 1 (SA1) has been successful in retaining and attracting population to the conurbation.

### Provision of Community Facilities

9.14 The Core Spatial Strategy sought to monitor: the provision of community facilities and the number of facilities secured through either planning agreements (section 106) or Community Infrastructure Levy and their financial value. These are difficult indicators to monitor as the description of development written by an applicant does not always clearly express the proposal and such development may be marked by a number of use classes, depending what it is.

9.15 Community facilities have been recorded in the Rural Topic Paper and this has also been considered when ranking centres in the Retail and Leisure Study where the facility falls under those categories. As such there is a good understanding of how centres are performing and how change has occurred in centres but less understanding of individual facilities at risk and how these have been determined. This could be considered in future.

### Further and Higher Education

9.16 Whilst the Borough Council does not monitor the number of jobs and student places currently taken/available at further and higher education facilities across the Borough, regular

contact is maintained with these organisations in order to understand and aid development and growth.

9.17 Keele University is a major employer with over 2000 staff, equivalent to 1750 full-time (FTE) jobs (2018). This makes the University one of the largest employers in the area, alongside the NHS and local government. The University is a key facilitator of job creation for the Borough and wider region.

9.18 The existing Science and Innovation Park currently provides some 600 jobs across some 50 companies (July 2020). These range in size and status from start-up companies to satellite premises of multi-national organisation. All are knowledge-based enterprises.

9.19 The University has developed a 2040 vision for expansion to allow for an additional 1500 students every 5 years.

9.20 Keele University is planning a number of capital projects including £45m state-of-the-art sport and science facilities including new laboratories and teaching spaces on its campus, a £18m Smart Innovation Hub to house its management school and incubated companies and a £13m SMART Energy Network Demonstrator (SEND). The SEND will be the first facility in Europe for at-scale living laboratory research, development and demonstration of new smart energy technologies and services in partnership with business and industry. The project will create a decentralised energy system, providing Keele University with the infrastructure to monitor and manage its energy across the campus – the largest in the UK.

9.21 The University are in the process of producing an Estates Strategy & Masterplan setting out how the campus should develop over the next 10 years. The masterplan framework will offer flexibility in responding to the challenges and opportunities that the next decade will bring in maintaining and enhancing services and facilities and delivering development strategies and site specific schemes across the campus.

9.22 Two Strategic Aims were produced under the Core Spatial Strategy to aid higher and further education organisations within the Borough. They are:

*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 10 (SA10)*

*To facilitate development within identified priority regeneration areas of the North Staffordshire conurbation.*

9.23 The above statistics show that SA6 and SA10 have aided Keele University to become the largest employer in Newcastle-under-Lyme and to invest in the Science and Innovation Park, as well as outlining their ambitions for student growth up to 2040 and capital projects on the campus.

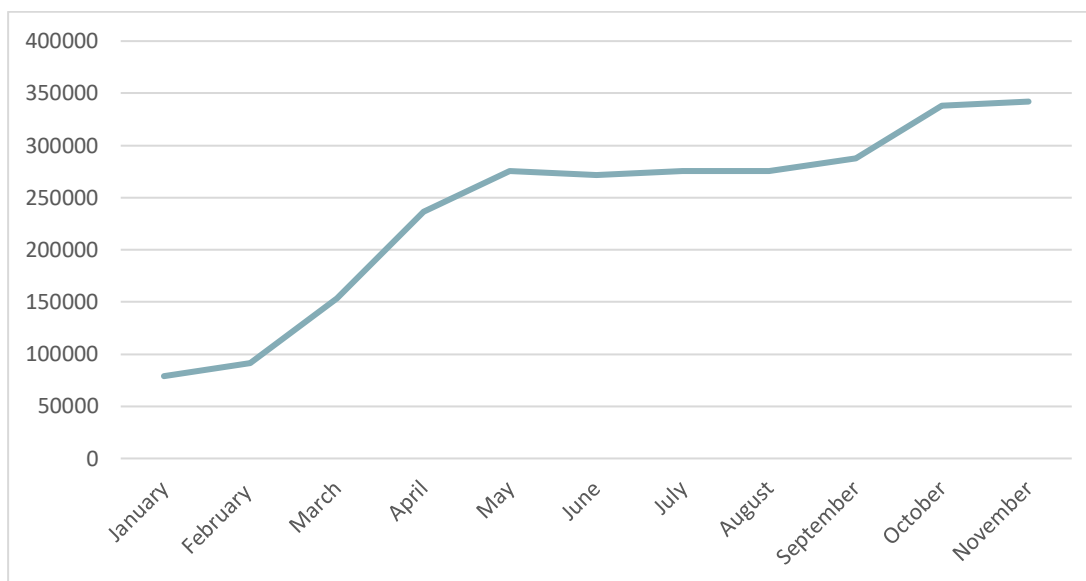
## Tourism

9.24 The 2011 AMR stated that tourism statistics would be monitored and that the number of visitor attractions and the visits made to them would be quantified. The Newcastle-under-Lyme Business Improvement District (NuL BID) were contacted for these figures. However, this data had not been collected prior to January 2021. The data available for Newcastle-under-Lyme town centre is presented below in Table 34 and Figure 22.

Table 33 Newcastle-under-Lyme Town Centre Footfall (2021)

Month 2021	Footfall
January	78,905
February	91,433
March	153,371
April	236,478
May	275,340
June	271,867
July	275,554
August	275,479
September	287,357
October	338,071
November	342,044

Figure 22 Newcastle-under-Lyme Town Centre Footfall (2021)



9.25 The 2011 AMR stated that relevant Strategic Aim to tourism was 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.

9.26 However, due to the lack of data over a longer period, and as a result of the impact the Covid-19 pandemic would have had on the 2021 figures above, it cannot be said whether SA8

has had a positive or negative impact on tourism in Newcastle-under-Lyme. However, this data will continue to be monitored going forward, meaning that it can be analysed in future AMRs.

### Regeneration Funding

9.27 Table 35 below outlines the funding awarded to Newcastle-under-Lyme Borough Council for regeneration projects across the Borough.

Table 34 Regeneration funding awarded

Year	Amount (£)	Source
September 2009	£593,000	AWM for regeneration of the Lancaster Building
May 2019	£50,000	One Public Estate for the Knutton Masterplan
July 2020	£1,750,000	Advance Town Deal Funding
March 2021	£115,000	Welcome Back Fund
March 2021	£16,900,000	Kidsgrove Town Deal
April 2021	£11,000,000	Future High Street Fund
June 2021	£23,600,000	Newcastle Town Deal
October 2021	£414,000	Cross Street Estate Regeneration
June 2022	£115,000	Restarting High Street Safely Fund
<b>Total</b>	<b>£54,537,000</b>	

9.28 The above table compiles all of the regeneration funding which has been awarded to Newcastle-under-Lyme Borough Council between 2009 and the present day. Significant amounts of funding have been rewarded to the Borough since 2019, with the total amount of funding since 2009 totalling £54,537,000.

9.29 Several policies and strategic aims outline the Council's vision for regeneration across the Borough. These are as follows:

*Policy CSP9 - Comprehensive Area Regeneration*

*A comprehensive, area-based approach will be taken to the design and implementation of regeneration proposals using all reasonable means available. Development proposals that would prejudice an integrated and comprehensive approach will not be permitted.*

*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 10 (SA10)*

*To facilitate development within identified priority regeneration areas of the North Staffordshire conurbation.*

*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.*

9.30 Whilst specific sums of funding meet specific Strategic Aims (for example the Future High Street Fund and the Newcastle Town Deal and SA7), all funding will continue to help the

Borough Council meet Policy CSP9 and Strategic Aims 7, 10 and 12, outlined above. Funding rewarded to the Council in recent years will help with the implementation of regeneration projects across the Borough in the coming years.

## Deprivation

9.31 The English Indices of Deprivation measure relative levels of deprivation in 32,844 small areas or neighbourhoods designed to be of a similar population size, with an average of approximately 1500 residents or 650 households, called Lower-layer Super Output Areas (LSOAs), in England.

9.32 The levels of deprivation are produced based on factors called ‘domains’ which have different weightings based on their importance.

- Income: Measures the proportion of the population experiencing deprivation relating to low income (22.5%).
- Employment: Measures the proportion of the working age population in an area involuntarily excluded from the labour market (22.5%).
- Education: Measures the lack of attainment and skills in the local population (13.5%).
- Health: Measures the risk of premature death and the impairment of quality of life through poor physical or mental health (13.5%).
- Crime: Measures the risk of personal and material victimisation at local level (9.3%).
- Barriers to Housing & Services: Measures the physical and financial accessibility of housing and local services (9.3%).
- Living Environment: Measures the quality of both the ‘indoor’ and ‘outdoor’ local environment (9.3%).

9.33 The LSOAs are ranked, a rank of 1 is the most deprived and the LSOA with a rank of 32,844 (total in the country) is the least deprived. The 32,844 LSOAs in England are also divided into 10 equal groups called deciles; LSOAs in decile 1 fall within the most deprived 10% of LSOAs nationally, and LSOAs in decile 10 fall within the least deprived 10% nationally.

9.34 In total there are 79 LSOAs in Newcastle-Under-Lyme, they have an average rank of 16,926, and an average decile of 6. See table 36 below.

Table 35: Index of Multiple Deprivation (IMD) 2019, Newcastle-Under-Lyme only.

LSOA Name	Index of Multiple Deprivation (IMD) Rank	Index of Multiple Deprivation (IMD) Decile
Newcastle-under-Lyme 001A	22,026	7
Newcastle-under-Lyme 001B	28,927	9
Newcastle-under-Lyme 001C	20,989	7
Newcastle-under-Lyme 001D	22,342	7
Newcastle-under-Lyme 001E	18,960	6
Newcastle-under-Lyme 001F	22,938	7
Newcastle-under-Lyme 002A	8,921	3

Newcastle-under-Lyme 002B	19,415	6
Newcastle-under-Lyme 002C	4,083	2
Newcastle-under-Lyme 002D	11,340	4
Newcastle-under-Lyme 003A	15,662	5
Newcastle-under-Lyme 003B	10,672	4
Newcastle-under-Lyme 003C	13,643	5
Newcastle-under-Lyme 003D	5,190	2
Newcastle-under-Lyme 003E	14,464	5
Newcastle-under-Lyme 003F	7,423	3
Newcastle-under-Lyme 004A	28,338	9
Newcastle-under-Lyme 004B	23,038	8
Newcastle-under-Lyme 004C	20,800	7
Newcastle-under-Lyme 004D	27,107	9
Newcastle-under-Lyme 004E	19,184	6
Newcastle-under-Lyme 005A	18,854	6
Newcastle-under-Lyme 005B	22,320	7
Newcastle-under-Lyme 005C	24,097	8
Newcastle-under-Lyme 005D	10,190	4
Newcastle-under-Lyme 005E	18,409	6
Newcastle-under-Lyme 006A	11,910	4
Newcastle-under-Lyme 006B	8,469	3
Newcastle-under-Lyme 006C	18,776	6
Newcastle-under-Lyme 006D	11,639	4
Newcastle-under-Lyme 006E	7,249	3
Newcastle-under-Lyme 007A	5,185	2
Newcastle-under-Lyme 007B	3,389	2
Newcastle-under-Lyme 007C	13,431	5
Newcastle-under-Lyme 007D	5,263	2
Newcastle-under-Lyme 007E	7,067	3
Newcastle-under-Lyme 008A	19,634	6
Newcastle-under-Lyme 008B	18,480	6
Newcastle-under-Lyme 008C	19,880	7
Newcastle-under-Lyme 008D	19,180	6
Newcastle-under-Lyme 008E	13,996	5
Newcastle-under-Lyme 009A	24,167	8
Newcastle-under-Lyme 009B	25,590	8
Newcastle-under-Lyme 009C	20,403	7
Newcastle-under-Lyme 009D	21,189	7
Newcastle-under-Lyme 009E	23,127	8
Newcastle-under-Lyme 010A	7,441	3
Newcastle-under-Lyme 010B	1,747	1
Newcastle-under-Lyme 010C	2,638	1
Newcastle-under-Lyme 010D	12,329	4
Newcastle-under-Lyme 010E	10,440	4



Newcastle-under-Lyme 010F	9,004	3
Newcastle-under-Lyme 011A	10,756	4
Newcastle-under-Lyme 011B	11,877	4
Newcastle-under-Lyme 011C	8,515	3
Newcastle-under-Lyme 011D	11,405	4
Newcastle-under-Lyme 011E	6,068	2
Newcastle-under-Lyme 012A	31,784	10
Newcastle-under-Lyme 012B	8,036	3
Newcastle-under-Lyme 012C	10,193	4
Newcastle-under-Lyme 013A	28,379	9
Newcastle-under-Lyme 013B	29,366	9
Newcastle-under-Lyme 013C	20,189	7
Newcastle-under-Lyme 013D	11,971	4
Newcastle-under-Lyme 014A	8,706	3
Newcastle-under-Lyme 014B	26,923	9
Newcastle-under-Lyme 014C	6,547	2
Newcastle-under-Lyme 014D	28,285	9
Newcastle-under-Lyme 014E	27,636	9
Newcastle-under-Lyme 014F	14,106	5
Newcastle-under-Lyme 015B	31,548	10
Newcastle-under-Lyme 015C	24,304	8
Newcastle-under-Lyme 015E	27,283	9
Newcastle-under-Lyme 015F	32,345	10
Newcastle-under-Lyme 015G	28,153	9
Newcastle-under-Lyme 016A	17,385	6
Newcastle-under-Lyme 016B	25,592	8
Newcastle-under-Lyme 016C	18,331	6
Newcastle-under-Lyme 016D	30,493	10
<b>Average</b>	<b>16,926</b>	<b>6</b>

Table 36 Index of Multiple Deprivation (IMD) Newcastle-under-Lyme Deciles 2019

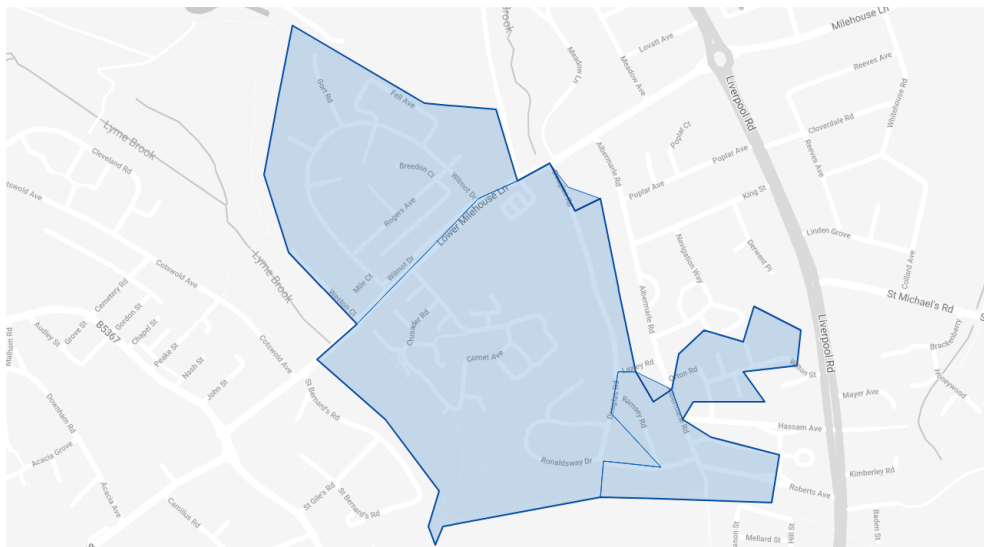
Index of Multiple Deprivation (IMD) Decile	Number of LSOAs in Newcastle-under-Lyme in Decile	Total in upper and lower decile groups
1	2	37
2	7	
3	10	
4	12	
5	6	
6	11	42
7	10	
8	7	

9	10	
10	4	

9.35 Table 37 places 37 LSOAs in the bottom 5 deciles and 42 in the top 5 deciles. There are 2 LSOAs in Newcastle-under-Lyme in the most deprived 10% of LSOAs nationally, and 4 LSOAs in Newcastle-under-Lyme in the least deprived 10% of LSOAs nationally.

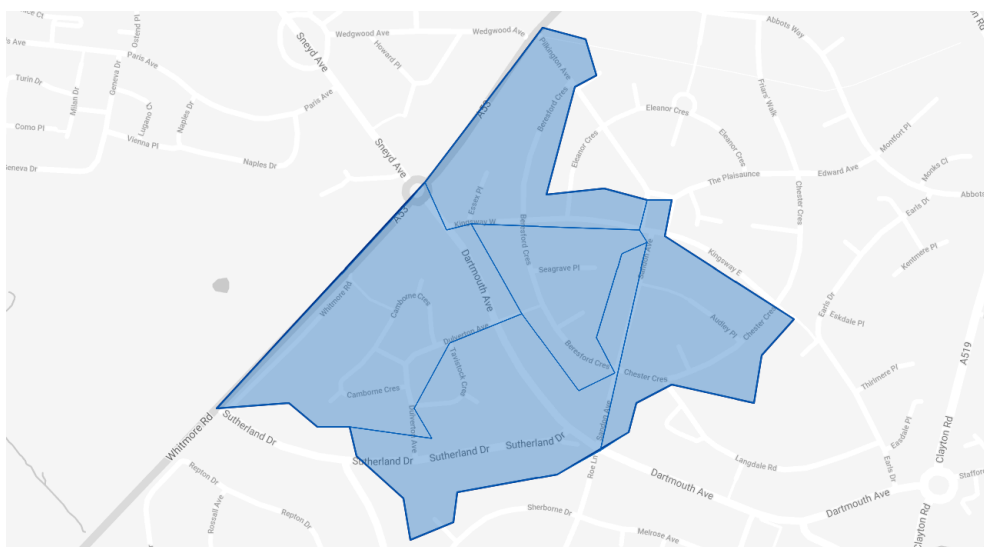
9.36 The most deprived LSOA in the borough is Newcastle-under-Lyme 010B, which lies within the parent area of Newcastle West & Cross Heath.

Figure 23 Boundaries of LSOA 'Newcastle-under-Lyme 010B'



9.37 The least deprived LSOA in the borough is Newcastle-under-Lyme 015F, which lies within the parent area of Westlands & Seabridge.

Figure 24 Boundaries of LSOA 'Newcastle-under-Lyme 015F'



9.38 Whilst no Strategic Aims or Policies from the Core Spatial Strategy specifically make reference to deprivation, there is an overarching aim to improve the economy of the Borough. Further the strategic vision states that the Borough will be a prosperous area.

9.39 Whilst the number of LSOAs in Newcastle-under-Lyme in table 37 does not show a change over time, it does show that currently there is a larger proportion of LSOAs in the top 5 Index of Multiple Deprivation deciles. Further, Newcastle-under-Lyme as a borough has an average decile of 6.

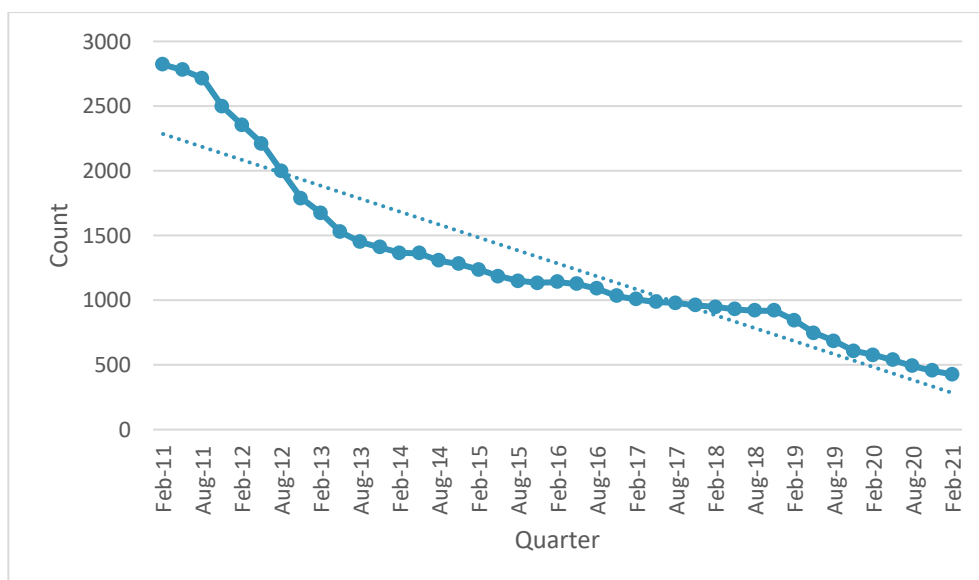
9.40 Therefore, it can be said that work has successfully taken place to make Newcastle-under-Lyme a prosperous area, and this work will continue under the new Local Plan.

### Income Support Claimancy

9.41 The Core Spatial Strategy states that we should monitor the number of people in the Borough on Income Support (I.S.). I.S. was intended to help cover costs for people on low household incomes.

9.42 Our difficulty here lies in the fact that during the missing monitoring period, I.S. began to be phased out. It is being replaced and combined with a number of other previously separate income-related benefits for working-age people; Employment and Support Allowance, Jobseeker's Allowance, Child Tax Credit, Working Tax Credit, and Housing Benefit.

Figure 25 The Count of Income Support (IS) claimants Newcastle-under-Lyme

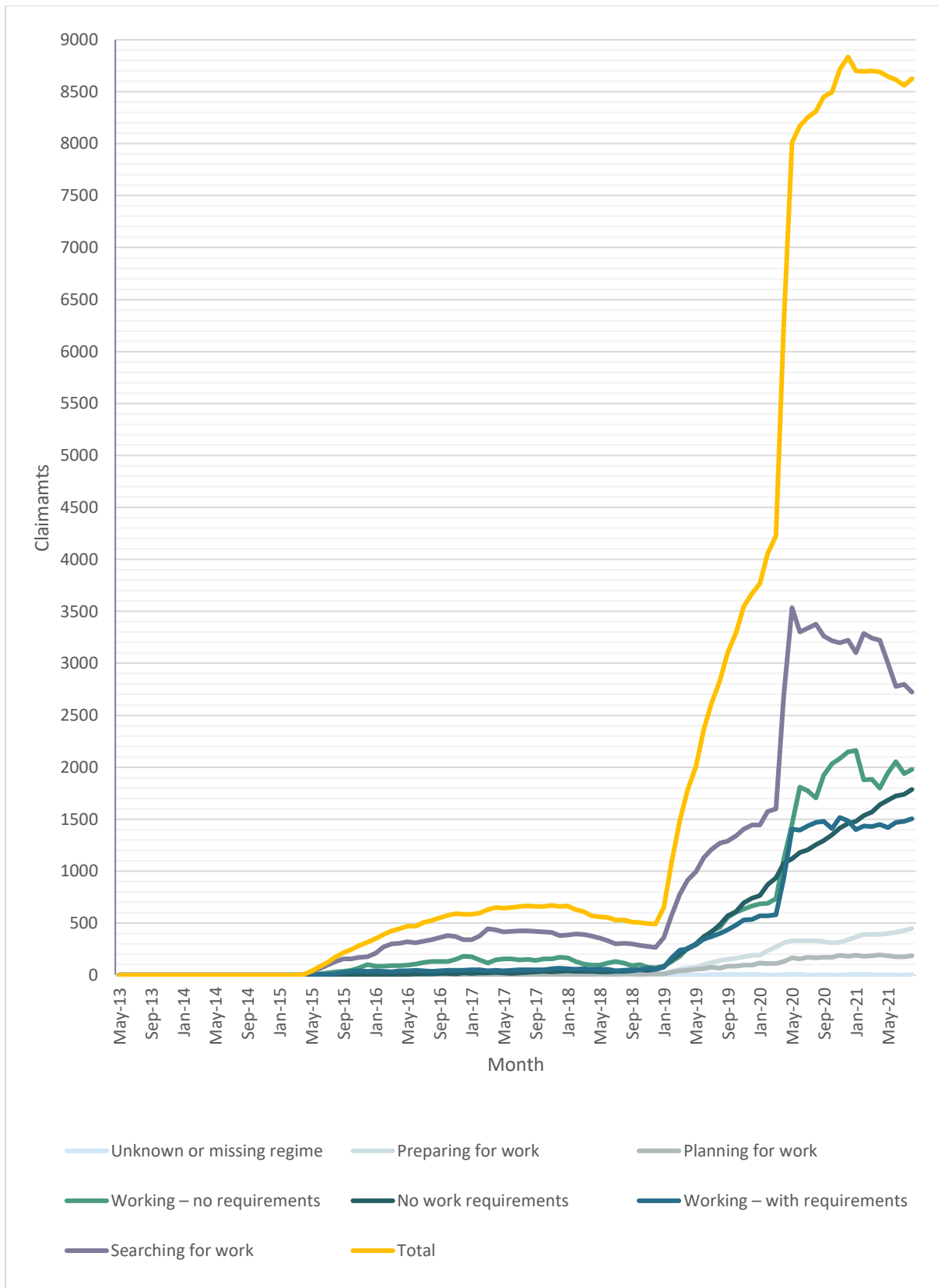


9.43 So while over the last decade, Newcastle-Under-Lyme has seen a dramatic drop in the numbers of people claiming I.S., that is likely only because I.S. is being phased out, and I.S. cannot be claimed at the same time as the new benefit; Universal Credit (U.C.). U.C. was introduced and began to roll out in 2013, and it was intended that 3 million recipients nationwide would have been transferred to the new system by April 2017, but this has since

been pushed back. The current official completion date for the move of legacy benefit claimants to U.C. is September 2024, however, this may change due to the impacts of the coronavirus pandemic.

9.44 Unfortunately, from a monitoring perspective the incomplete transition from an old system to a new one, and the fact that the new system combines several legacy systems including I.S., leaves us with a somewhat muddled picture. In general the reduction of claims of different types of income support directly correlates with the uptake in Universal credit support, but until the legacy systems are completely phased out it is necessary to look at the numbers of claimants using both systems to gain a complete picture of how many residents of the Borough are seeking support.

Figure 26 Universal Credit Claimants in Newcastle-Under-Lyme (May 2013 – Aug 2021)



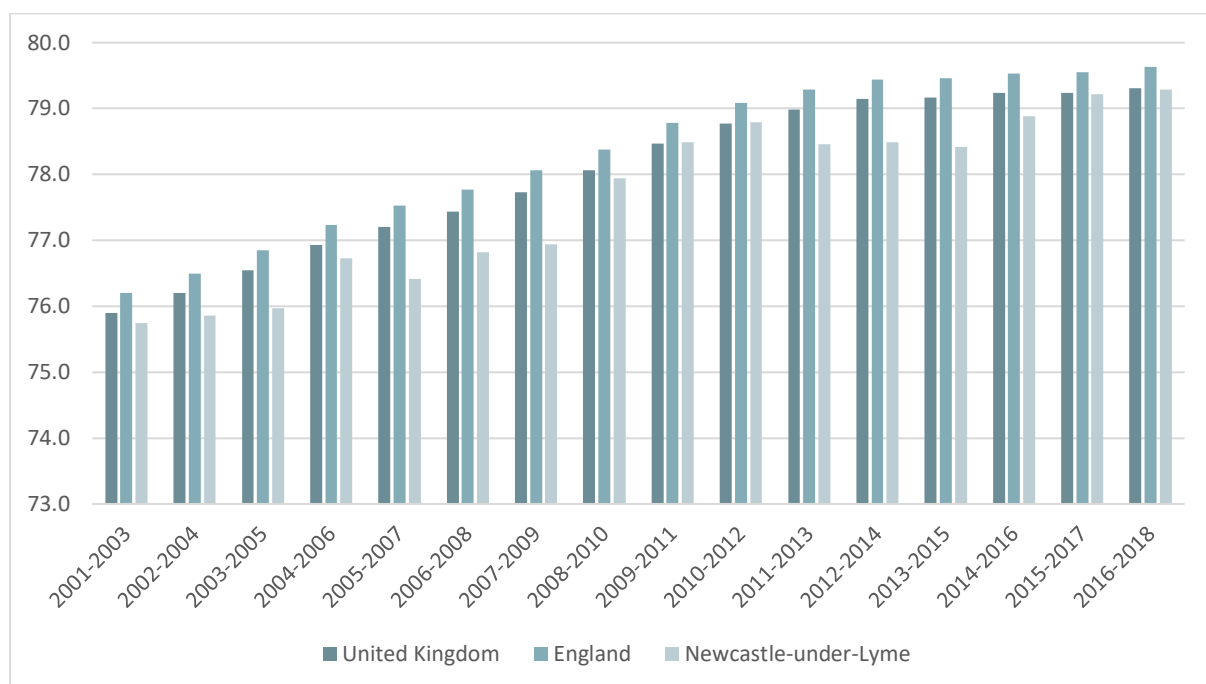
9.45 Though, figure 25 above shows that between February 2011 and February 2021, there has been a significant drop in the number of Income Support claimants in Newcastle-under-Lyme, by

viewing the data in figure 26 it can be seen that many of the people seeking income support are likely to have simply switched over to the new Universal Credit system since its introduction rather than having ceased to claim any form of support.

## Health

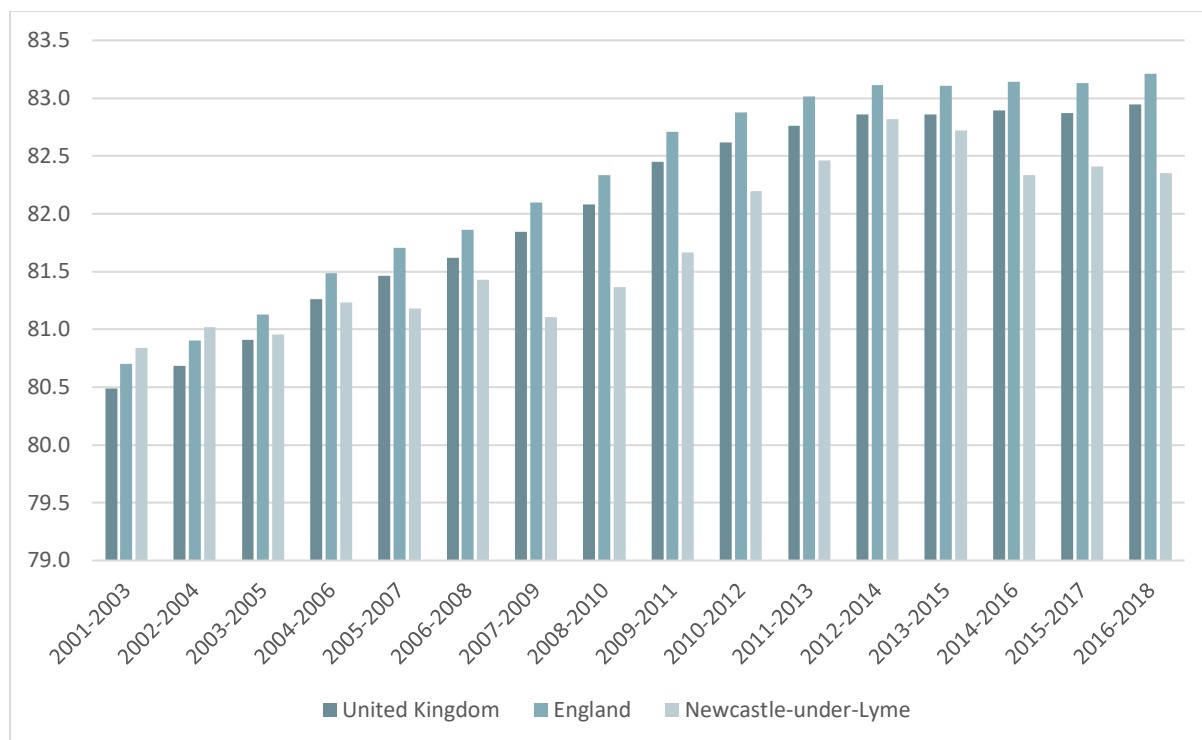
9.46 According to ONS’s recording of subnational trends in life expectancy which was released on 09/11/2020, the life expectancy of the average male resident of Newcastle-Under-Lyme is 79.3, while the average female resident lives to 83.<sup>35</sup>

Figure 27 Life Expectancy at birth for males, 2001-2018



<sup>35</sup> 'Life Expectancy by Local Authority' <https://www.ons.gov.uk/datasets/life-expectancy-by-local-authority/editions/time-series/versions/1> Accessed 11/08/2021

Figure 28 Life expectancy at birth for females, 2001-2018



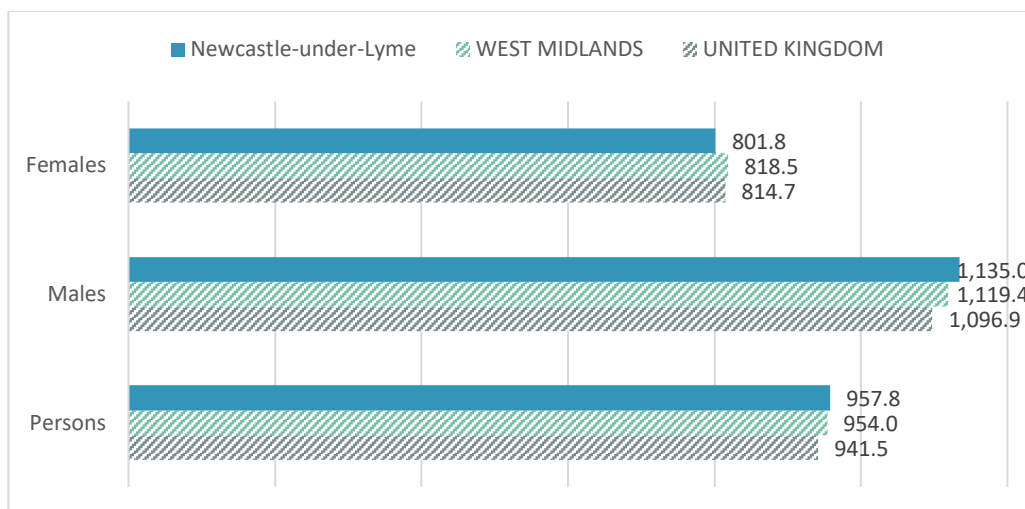
9.47 Figures 27 and 28 above show that life expectancy for both males and females in Newcastle-under-Lyme has consistently been lower than the UK and England averages. It can be seen that the largest margins between Newcastle-under-Lyme and the UK/England were between 2005 and 2012. However, in recent years life expectancy in Newcastle-under-Lyme has begun to increase towards the UK average, particularly for males.

9.48 Figure 29 below shows the age standardised mortality rate per 100,000 of the population<sup>36</sup>. Figure 29 also shows that whilst the male mortality rate is higher in the Borough than in England and the United Kingdom, the female mortality rate in the Borough. However, the average for both males and females is higher compared to the country.

<sup>36</sup> 'Deaths registered by area of usual residence, UK'

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/datasets/deaths-registered-by-area-of-usual-residence-england-and-wales> (accessed 07/10/2021)

Figure 29 Age standardised mortality rate by area of usual residence (per 100,000 population) 2019 registrations



9.49 Figure 30 below shows that the neonatal, infant and crude mortality rate is higher in Newcastle-under-Lyme compared to England and the United Kingdom. However, the perinatal mortality rate is lower in the borough.

Figure 30 Infant mortality rate by usual area of residence (per 1,000) 2019 registrations

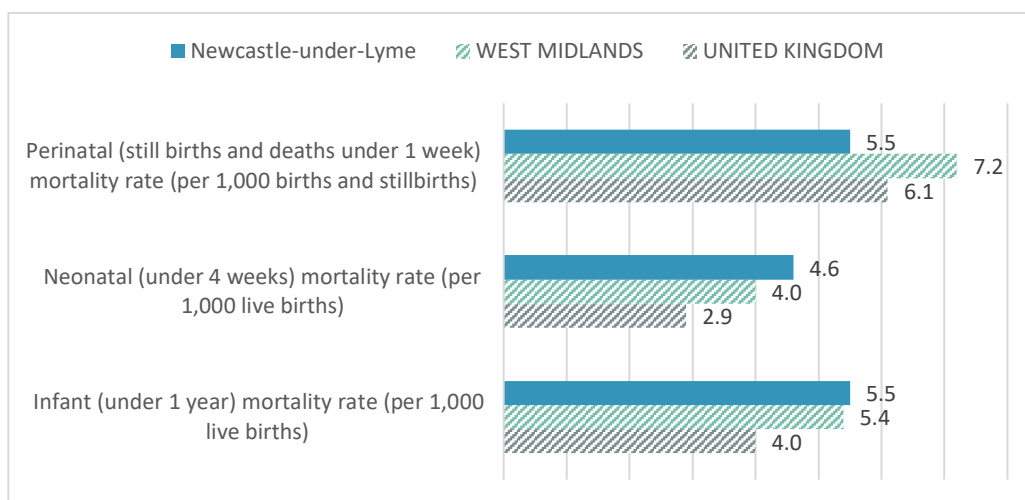
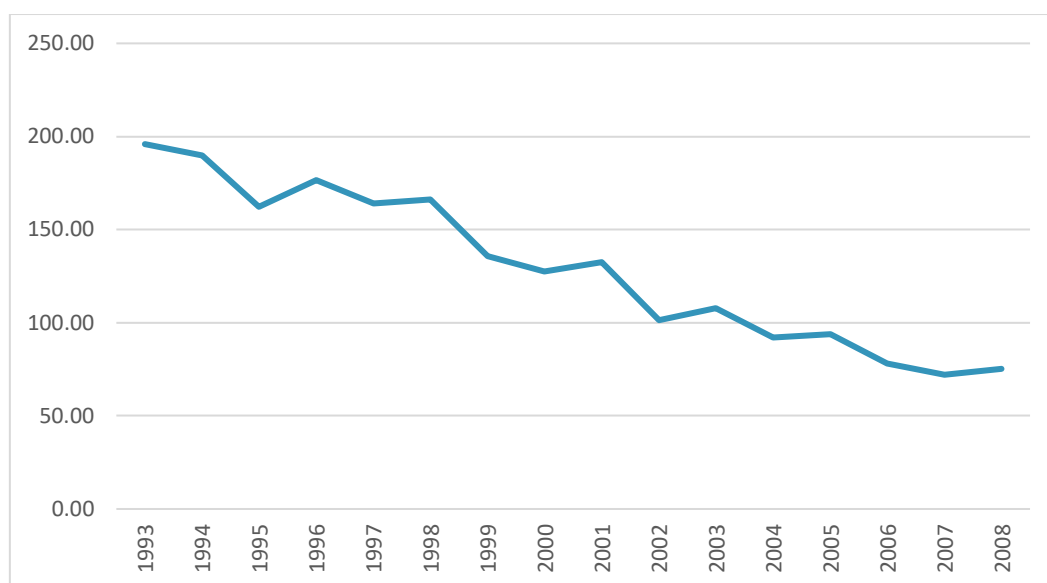




Figure 31 National Indicator 121 level for Newcastle-under-Lyme



9.50 Figure 31 above shows that between 1993 and 2008, the health of residents in Newcastle-under-Lyme has improved. National Indicator 121 is measured by deaths from all circulatory diseases, classified by underlying cause of death registered in the respective calendar year(s). Good performance is typified by a reduction in rate.

9.51 Strategic Aim 2 (SA2) aims 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.

9.52 The above data shows that SA2 has been somewhat successful in improving the health of those living in the Borough. As discussed previously, it can be seen that the life expectancy in the Borough has been increasing, particularly within the male population, towards the national average. also, infant deaths are on average and perinatal deaths are below average. Further, as Newcastle-under-Lyme's NI121 level has decreased from 195.90 to 75.32.

9.53 However, further work is still required to improve health across Newcastle-under-Lyme. Whilst it has been increasing, life expectancy is still below average, and the number of neonatal deaths are above average.