



Newcastle-under-Lyme Local Plan

Rural Area Topic Paper (July 2024)

Rural Hierarchy of Centres

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Contents

Rural Area Topic Paper (August 2024).....	1
1. Introduction	2
2. Context and Policy Review	2
3. Hierarchy of Centres	3
4. Methodology.....	4
5. Results	12
6. Conclusion	15
Appendix 1 Settlement Profiles.....	16
Appendix 2 Relevant national guidance and data on travel thresholds	27
Appendix 3 Map showing walking distance between Audley and Bignall End	30
Appendix 4 Map showing walking distance between Betley and Wrinehill.....	31
Appendix 5 Map showing walking distance between Madeley and Madeley Heath	32
Appendix 6 Map showing walking distance between Keele and Keele University	33

1. Introduction

- 1.1. The Council is currently preparing a Local Plan to help shape a sustainable future for the Borough of Newcastle-under-Lyme. It will replace the existing Joint Core Strategy (2009) & Newcastle-Under-Lyme Local Plan (2003), and will set out the spatial planning strategy and policy framework for the plan area up to 2040.
- 1.2. The Council is developing an evidence base to support and inform the preparation of Local Plan. This topic paper is designed to inform the spatial strategy for the rural area including the Hierarchy of Centres in the emerging Local Plan.

2. Context & Policy Review

- 2.1. The settlement hierarchy is a key element of the spatial strategy for the Local Plan and provides an organisational structure to the various centres in Newcastle under Lyme. The identification of a Hierarchy of Centres ensures that any new development is focused in the most sustainable locations for growth and is proportionate to the level of service provision that each centre provides. Settlements in the rural area of Newcastle under Lyme by their very nature contain a small level of service provision in relation to the higher order Strategic & Urban centres in the hierarchy (as reflected in Policy PSD2 of the Local Plan). However, because these rural centres & rural areas are in some cases located a distance from the higher order centres, their limited services are of significant value to those communities. Protecting and enhancing such services reduces the need for residents to travel long distances to meet their day-to-day needs. Additionally, such facilities can provide the opportunity for the community to interact and therefore promotes social cohesion and overall wellbeing.
- 2.2. In the context of a national need for new homes, National Planning Policy supports rural housing as a means of sustaining vital services and addressing the problem of housing affordability.

'To promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Planning policies should identify opportunities for villages to grow and thrive, especially where this will support local services. Where there are groups of smaller settlements, development in one village may support services in a village nearby.' National Planning Policy Framework (December 2023), Paragraph 83

- 2.3. National Planning Practice Guidance for Housing needs of different groups (May 2021) Paragraph 9 states

'A wide range of settlements can play a role in delivering sustainable development in rural areas, so blanket policies restricting housing development in some types of settlement will need to be supported by robust evidence of their appropriateness. A neighbourhood plan can allocate additional sites to those identified in an adopted plan so long as the neighbourhood plan meets the basic conditions'

- 2.4. Other relevant aspects of the Local Plan's evidence base, such as the Infrastructure Delivery Plan (2024) and the Retail & Leisure Study (2024) are also significant illustrations of the nature of services & facilities within settlements. Wider discussion on the proposed Spatial Strategy and the Site Selection process are made in further topic papers which are available to view as well on the Council's website.
- 2.5. This topic paper also needs to be seen through the lens of the comments received as part of the Regulation 18. Local Plan which frequently noted concerns as to the degree to which growth could be accommodated in communities and place undue pressure on the available resources. Made & emerging Neighbourhood Plans also provide added local context to specific issues.
- 2.6. It is important to recognise that this topic paper presents a point in time and that places often change & evolve, with businesses and services opening, expanding, or unfortunately in some cases, closing. Similarly, public transport timetables alter, sometimes for commercial reasons or public subsidy making more routes and frequency available.
- 2.7. Future developments may also offer the opportunity to conserve & enhance services & facilities. Where appropriate, developer contributions can be used to mitigate the impacts of new schemes, with new residents serving to enhance the vitality & viability of centres.

3. Hierarchy of Centres

- 3.1. Having a full audit of facilities in the rural area is beneficial to understand which settlements are performing a service role to a wider area and to ensure a range of services and facilities are retained to serve the population. This is compliant with the NPPF (December 2023) which in paragraph 97 states; *'to provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should: a) plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments'*.
- 3.2. As referred to above, a Retail & Leisure Study update was produced in 2024 which identifies a clear retail hierarchy of centres in the plan area. However, this relates to retail / leisure uses and does not take into account many of the factors which influence the sustainability of a settlement in the rural area such as the presence of primary schools and health care services as well as whether settlements are served by public transport.
- 3.3. This topic paper seeks to further set the context for the hierarchy of centres in the Local Plan for more rural locations. This paper takes into account other factors that are of specific importance to the sustainability of a rural settlement. This helps to establish the lower tiers of settlements in the overall hierarchy of centres which features in the Local Plan.

4. Methodology

- 4.1. There is no nationally set guidance which specifies how many tiers or levels of centres a settlement hierarchy should contain, how to define each tier or standardised terminology to refer to groups of centres. It is therefore at the discretion of the Local Authority to devise an appropriate and robust methodology which reflects the sustainability of settlements applicable to their authority area.
- 4.2. The hierarchy will define two categories of rural settlements:
- 4.3. **Rural Centres** - These settlements provide a significant role in service provision to the local population and must contain a number of essential services and facilities in order to meet the day to day needs of residents.
- 4.4. **Other Settlements & Rural Areas** These settlements contain a (very) limited number, but not all of the essential services and facilities to meet the day to day needs of residents and therefore have a more limited offer.
- 4.5. The methodology is split into the following sub-sections:
 - Study area – this section defines the settlements considered in the hierarchy;
 - Population data – to provide context to the general size of parishes and wards, where relevant;
 - Audit of services and facilities – describes what has been recorded for each settlement;
 - Commutable bus service – provides justification for the preference for a commutable bus service to Newcastle under Lyme Town Centre;
 - Accessibility to neighbouring facilities – explains the significance of the relationship between settlements and how this has been taken into account in the formulation of the hierarchy;
- 4.6. **Study Area**
- 4.7. The Newcastle-under-Lyme rural area comprises the Green Belt and countryside beyond the urban extent of Newcastle-under-Lyme and Kidsgrove (including Harseahead).
- 4.8. Settlements with no services and facilities such as small hamlets are not considered in this assessment. Equally, services in the rural area which are outside a defined settlement (such as farm shops attached to isolated farmsteads) have not been assessed as part of the hierarchy of centres. Development in these areas would not enhance or maintain the vitality of existing rural communities and therefore is not considered sustainable in the context of national planning policy.
- 4.9. Settlements with a minimum of one service or facility have been assessed and are listed in Table 1. If a settlement is not named in the list, it does not contain a convenience store, other type of shop, primary school, secondary school or community facility/ other type of service.

Table 1 List of rural settlements surveyed

Settlements
Alsagers Bank
Ashley
Audley
Baldwin's Gate
Betley
Bignall End
Butterton
Chapel Chorlton
Hales
Halmerend
Keele village & Keele university
Knighton
Loggerheads
Madeley
Madeley Heath
Maer
Miles Green
Mucklestone
Onneley
Whitmore
Woodlane
Wrinehill

4.9. The map overleaf shows where these settlements are located within the Newcastle-under-Lyme authority boundary. Note the map also contains reference to some settlements which have not met the conditions to be included in the study.

4.10. Location of Settlements

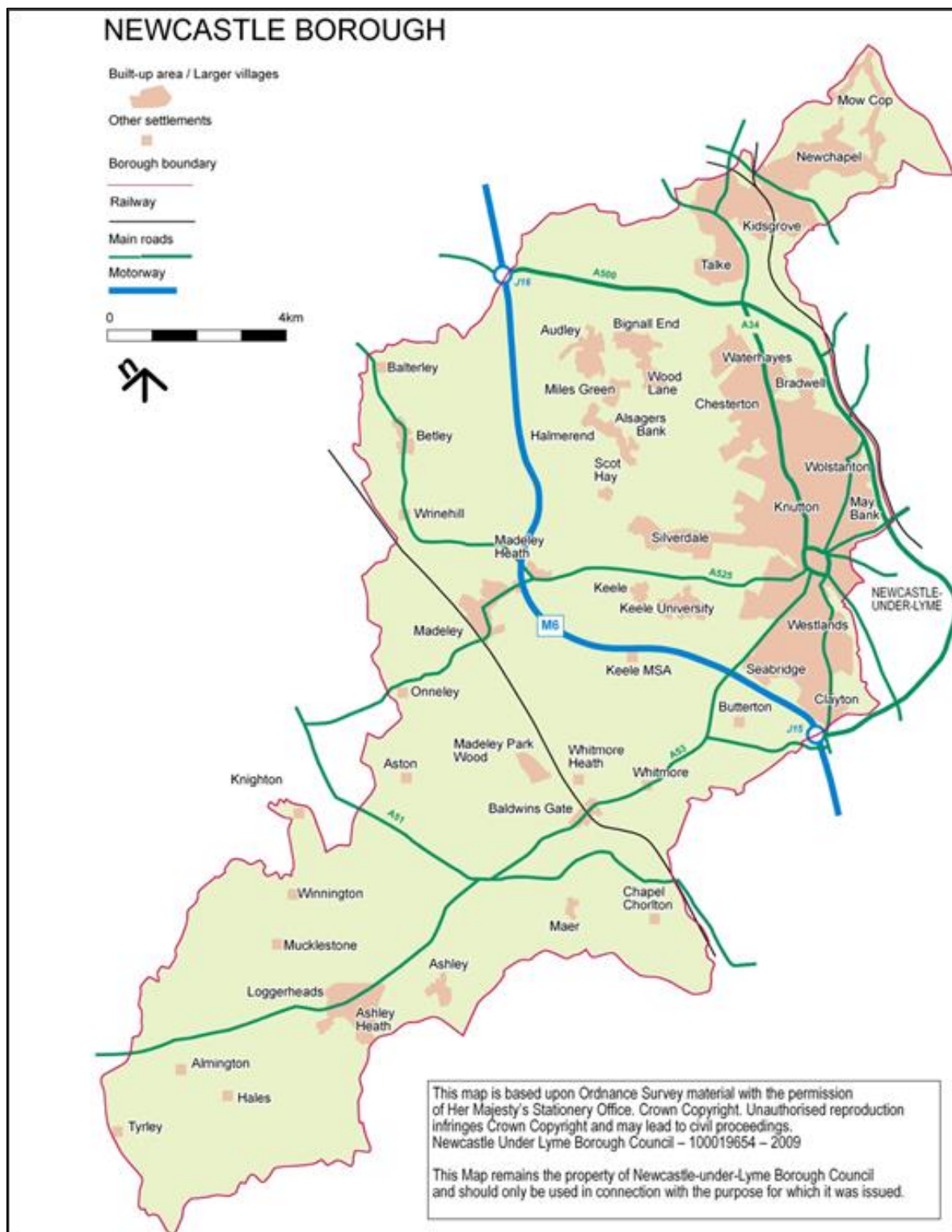


Figure 1 Map of settlements in Newcastle Borough

4.11. Population data

4.12. Population data from the UK Census provides a very general indication of the size of a settlement and the number of people which rely on the centre for day-to-day services, however this data relates to the parish or ward boundary and does not differentiate between different settlements within one parish. For instance, in the case of Audley, this has the highest population size but this is dispersed across a number of settlements in the parish. The figures within Appendix 1 have in some cases, therefore, been established based on other publicly available online information, such as Street Check & City Population, and that published by Parishes. This data has not been used as a determining criterion in the assessment of the position of settlements in the hierarchy, but is provided for information only.

4.13. Audit of services and facilities

4.14. There is no definitive guidance which states what facilities or services a rural settlement must contain to define it as a centre. However, National Planning Practice Guidance on Rural Housing (May 2016) provides examples: *'A thriving rural community in a living, working countryside depends, in part, on retaining local services and community facilities such as schools, local shops, cultural venues, public houses and places of worship. Rural housing is essential to ensure viable use of these local facilities'*.

4.15. The Local Plan Strategic Objective SO6 - VI also reiterates the importance of a range of facilities: *'Support the vitality of rural villages, preserving and enhancing the special character which is valuable to each local community whilst enabling sustainable growth to improve affordability and to provide choice in housing types for local people'*.

4.16. The audit of services and facilities seeks to capture the type and range of facilities in the rural settlements with an emphasis on identifying key services which meet the 'day to day' needs of residents and therefore reduce the need to travel by car. The assessment differentiates between day to day services (listed in Table 2), which inform the categorisation of settlements and 'additional services and facilities' which would generally only be used occasionally, if at all, by the local population, such as a veterinary practice or car showroom, for example. These 'additional' facilities are beneficial to the settlement, but the loss of such facilities would not be considered critical to the overall sustainability of the settlement.

4.17. The presence of a secondary school has also been recorded but not used as a determining criterion for the identification of Rural Centres. The methodology that has been developed for this assessment is not a weighted scoring system, but for clarity and simplicity seeks to count the presence of services and facilities. It is recognised that secondary schools are a significant resource for the local community and a wider catchment area. However, as there are only two secondary schools within the rural area, one of which is within a settlement with very limited other services or facilities, it was considered inappropriate to require a secondary school

to be present in order to meet the definition of a Rural Centre as this would disproportionately skew the results.

4.18. The Council have determined that in order to be categorised a Rural Centre, a settlement should, as a minimum, contain a primary school, convenience store/Post Office, at least three community facilities and a health facility. The settlement must also have a commutable bus service to the strategic &/or urban centres within the Local Plan area i.e. Newcastle & Kidsgrove.

4.19. **Commutable public transport service**

4.20. In accordance with the principles of sustainable development, new development should be located in areas where there is good accessibility by walking and cycling to services and facilities. This ensures car journeys are minimised.

4.21. It is recognised in rural areas that settlements may not contain all of the services needed to serve the needs of residents, such as places of employment. For this reason, the ability to commute by public transport to town and city centres within standard working hours is considered one of the key determining factors that should be considered when assessing the position of a settlement in the hierarchy.

4.22. The Local Plan seeks to decrease net outward migration from Newcastle-under-Lyme by improving economic competitiveness as well as supplying a balanced variety of housing to meet needs across the Borough to retain and attract population in the rural and urban areas. In support of this objective, it is considered preferable for settlements to be on a bus route to Newcastle town centre. In order to enable people to commute to work, it has been assessed whether the bus service operates before 9am and after 5pm.

4.23. Bus services were surveyed in Spring 2024 using the most up to date bus timetables & routes held via web resources including Traveline & Staffordshire County Council's Plan Your Journey, with the services highlighted within Appendix 1 demonstrate that the service ran before and after the standard 9-5 working day.

4.24. **Accessibility to neighbouring facilities**

4.25. The NPPF acknowledges in Paragraph 83: '*Where there are groups of smaller settlements, development in one village may support services in a village nearby*'. Accessibility to neighbouring facilities has been considered to determine whether residents in one settlement can walk safely to services in a neighbouring settlement.

4.26. Where settlements are geographically close to one another which are joined by footpaths, along well-lit roads with speeding restrictions for traffic, there is opportunity for easy pedestrian and potentially cycling access between settlements. In these cases it is important that the hierarchy recognises the interdependence of

some communities on services and facilities in both settlements, and that they operate collectively as a service centre for both communities.

4.27. There is no national universally adopted threshold for walking distances to essential services. However, there has been a number of guidance notes produced which are reviewed in Appendix 3. On the basis of this evidence, the Council have determined for the purposes of this assessment an acceptable walking distance to essential facilities is 1200m which equates to a 15-minute walk. Therefore, where the accessibility to neighbouring facilities indicates that the centre of two settlements is within a 15 minutes walking distance of each other and collectively contain enough services and facilities to function as a Rural Centre, these settlements will be designated jointly as one centre.

4.28. Appendix 4 contains maps for the proposed Rural Centres (Joint) which illustrate the walking distance to services.

4.29. The commentary boxes (included as part of Appendix 1) also note the distance from the edge of villages to neighbouring services and facilities, to provide an indication of the proximity of settlements to one another. However, accessibility from the edge of villages is not a determining criterion for the consideration of a Rural Centre (Joint). In order to function as a Rural Centre (Joint), central points of each village have been measured which means that at least half of all residents in either of the adjoining villages are within 15 minutes walking distance of services in the neighbouring settlement.

4.30. **Constraints**

4.31. The growth of a settlement can be constrained by physical conditions such as flood risk or the topography of an area, for example. Settlements may also be constrained by policies which effectively restrict growth in areas such as international wildlife designations. This assessment does not attempt to audit all the constraints which affect settlements in forming the basis of the settlement hierarchy. However, such constraints are considered in the Local Plan when examining possible distributions of development and the detailed site selection process.

4.32. **Summary**

4.33. The following table summarises the methodology used to categorise settlements.

Table 2 Classification of Settlements

Category	Description
Rural Centre	<p>These settlements provide a significant role in service provision to the local population and should contain the following essential services and facilities in order to meet the day to day needs of residents:</p> <ol style="list-style-type: none"> 1. Convenience shop/post office; 2. Primary school; 3. Community facility - this could include further retail/service/leisure provision but must include a minimum of 3 facilities. Facilities could include a pub, place of worship, café, restaurant, takeaway, hairdressers, community centres or room, community or village halls, library, butchers, farm shop; 4. Health care provision. This could comprise a G.P. surgery or pharmacy; 5. In addition, the settlement should be served by a public transport service which enables people to commute by a direct service to Newcastle and/or Kildgrove within the standard 9-5 working hours. <p>Where a settlement does not meet all 5 criterion, but one or more settlements are within a maximum 1200m walkable distance (on safe, lit footpaths) from the central service area of the settlement to the majority of services and facilities in a nearby settlement and collectively meet all 5 or more of the criterion these are considered to still meet the threshold for a Rural Centre and will be designated as a Rural Centre (Joint).</p>
Other Settlements and Rural Areas	<p>It is recommended that those settlements which do not fall into the Rural Centres category above should not feature explicitly in the Hierarchy of Centres (Policy PSD2) in the Local Plan. For the purposes of local planning policy & collectively termed as Other Settlements and Rural Areas, they are not considered sustainable locations for growth due to the lack of services and facilities present to support a changing population. These areas typically comprise smaller settlements, the open countryside and areas of Green Belt where development is restricted. Nonetheless, it is recognised that the rural economy is a key asset of the Borough, that will grow stronger through the Plan period, based primarily on agriculture and</p>

Rural Hierarchy of Centres Topic Paper

	supplemented by appropriate rural diversification, where justified.
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5. Results

5.1. The detailed audit of the services, facilities and commutable public transport service of each settlement are contained in the Settlement Profiles which can be viewed in Appendix 1. Each settlement has been categorised according to the methodology summarised in Table 2.

5.2. The recommended Rural Centres for the Hierarchy of Centres in the Local Plan are as follows:

Rural Centres

- Audley and Bignall End (Joint)
- Baldwins Gate
- Betley and Wrinehill (Joint)
- Keele and Keele University (Joint)
- Loggerheads
- Madeley and Madeley Heath (Joint)

Other Settlements & Rural Areas

Alsagers Bank & Halmer End, Ashley, Butterton, Chapel Chorlton, Hales, Knighton, Madeley Heath, Maer, Miles Green, Mucklestone, Onneley, Whitmore, Wood Lane.

Comparison Tool

5.3. The following table provides a broad visual representation of the recommended classification of settlements in the settlement hierarchy for comparison purposes. As previously stated, this is a qualitative assessment that looks beyond simply what is contained within any one settlement and considers where settlements are closely connected and collectively perform the function of a Rural Centre. For this reason, the table should be viewed as a simplified overview of the sustainability of a settlement. The table does not attempt to classify the settlements (i.e. the RAG rating does not equate to a quantitative scoring system). The detailed assessment which informs the recommended classification of settlements is contained in the settlement profiles (Appendix 1).

5.4. The table provides a simple indication of the sustainability of a settlement, based on a Red, Amber, Green (RAG) rating, where settlements with more green scores are considered to contain a greater level of vital services and facilities and/or a well serviced commutable bus route to higher order centres, than those with a greater number of amber or red scores.

Table 3 Visual illustration of the sustainability of settlements

Settlement	Shop/PO	Primary School	Community Facility	Health care	Commutable public transport	Local Plan Designation (Policy PSD2)
Audley & Bignall End	Green	Red	Green	Green	Green	Rural Centre (Joint)
	Green	Green	Green	Red	Green	
Baldwin's Gate	Green	Green	Green	Green	Green	Rural Centre
Betley & Wrinehill	Green	Green	Green	Red	Green	Rural Centre (Joint)
	Red	Red	Yellow	Green	Green	
Keele & Keele University	Red	Green	Green	Red	Green	Rural Centre (Joint)
	Green	Dark Red	Green	Green	Green	
Loggerheads	Green	Green	Green	Green	Green	Rural Centre
Madeley & Madeley Heath	Green	Green	Green	Green	Green	Rural Centre (Joint)
	Red	Green	Yellow	Red	Green	
Other Settlements & Rural Areas:						
Alsagers Bank	Red	Green	Yellow	Red	Green	Other Settlement & Rural Areas
Halmer End	Green	Red	Yellow	Red	Green	
Ashley	Red	Red	Yellow	Green	Green	
Butterton	Red	Red	Red	Red	Red	
Chapel Chorlton	Red	Red	Red	Red	Red	
Hales	Red	Red	Yellow	Red	Red	
Knighton	Red	Red	Yellow	Red	Red	
Maer	Red	Red	Yellow	Red	Red	
Miles Green	Red	Red	Yellow	Red	Green	
Mucklestone	Red	Green	Red	Red	Red	
Onneley	Red	Red	Red	Red	Red	
Whitmore	Red	Red	Yellow	Red	Green	
Wood Lane	Red	Green	Red	Red	Green	

Table 4 RAG system scoring criteria

	Green	Amber	Red
Shop/Post Office	Settlement has a Shop/Post Office	Not applicable	Settlement does not have a Shop/Post Office
Primary School	Settlement has a Primary School	Not applicable	Settlement does not have a Primary School
Community Facility	This could include further retail/service/leisure provision but must include a minimum of 3 facilities, typically a pub, a church and an appropriate community meeting space consisting of a non-religious community centre, community meeting room or a village hall.	Settlement contains more than one but less than 3 community facilities	Settlement contains one or no community facilities
Health Care	Settlement has a G.P. or pharmacy	Not applicable	Settlement does not have a G.P or pharmacy
Commutable Public Transport	The settlement is served by a public transport service which enables people to commute by a direct service to Newcastle and/or Kildgrove for the standard 9-5 working hours.	The settlement is served by a public transport service which enables people to travel (either non-directly and/or at very limited/sporadic times) to Newcastle and/or Kildgrove.	The settlement is not served by a bus service

6. Conclusion

- 6.1. This Topic Paper has sought to identify the most sustainable settlements within the rural part of the district of Newcastle-under-Lyme. The assessment has considered the level of service provision, quantity and range of facilities and accessibility to Strategic and Urban Centres via public transport at peak times for commuting.
- 6.2. The result of the categorisation of settlements in the rural area has led to the recommendation to designate a number of Rural Centres. The assessment has identified two (2) individual settlements and four (4) Joint settlements which meet the criteria to be designated as a Rural Centre in the Local Plan: Audley and Bignall End (Joint); Baldwins Gate; Betley and Wrinehill (Joint); Keele & Keele University (Joint); Loggerheads; Madeley and Madeley Heath (Joint).
- 6.3. This Topic Paper forms the assessment of the rural area and identifies the Rural Centres and Other Settlements & Rural Areas to support Policy PSD2: Settlement Hierarchy, in the Local Plan.
- 6.4. For ease of reference, the recommended Rural Centres (plus, Other Settlements & Rural Areas) are listed below:

Rural Centres

- Audley and Bignall End (Joint)
- Baldwins Gate
- Betley and Wrinehill (Joint)
- Keele and Keele University (Joint)
- Loggerheads
- Madeley and Madeley Heath (Joint)

Other Settlements & Rural Areas

Alsagers Bank & Halmer End, Ashley, Butterson, Chapel Chorlton, Hales, Knighton, Madeley Heath, Maer, Miles Green, Mucklestone, Onneley, Whitmore, Wood Lane.

Appendix 1 Settlement Profiles

Rural Centres:

Audley & Bignall End

AUDLEY	
Population (2021)	8,323 Audley Parish
Essential Services/facilities	
Convenience shop/Post Office	Tesco Express and Nisa Local. Post Office
Primary School	None
Community Facilities	Three hot-food takeaways, three hairdressers, 2 pubs, 2 restaurants, 1 café, 2 Community Centres, Library (open 5 days a week), 2 Places of Worship (St. Michael's Orthodox Church and St. James's Church), 1 Service Station.
Health Care	Audley Health Centre, Pharmacy, Dental Clinic
Accessibility	
Public Transport (commutable service)	No. 1A Service to & from Newcastle Town Centre No. 95 Service to & from Kidsgrove Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Accountancy & business services, Farm Shop, Hardware Store, Pet Care Store, Cricket Club, Bowling Club, amateur theatre, Audley Climbing Centre, Care Home, Audley Scout Group.
Accessibility to neighbouring facilities	
<p>All facilities and services in Bignall End are accessible within approximately 1100m via well-lit footways from the north eastern corner of the village. These are a primary school, place of worship, hairdressers, butchers, convenience store, post office, pub, and courier service. The pub in Miles Green is approximately 950m from the south eastern corner of the village and is accessible via well-lit footways along Ryehills. It is 1650m from the High School, 1850m from the nearby pub and 1950m from the convenience store in Halmer End. Both the hardware store/post office and place of worship in Halmer End are also within 1850m. The village is connected to all of these facilities via well-lit footways.</p> <p>From the approximate centre point of the settlement it is an estimated 15 minute walk to the neighbouring village centre of Bignall End.</p>	
Recommendation	
Rural Centre (Joint) with Bignall End	

BIGNALL END	
Population (2021)	Part of Audley Parish
Essential Services/facilities	
Convenience shop/Post Office	Post Office, Londis convenience store
Primary School	Ravensmead Primary School
Community Facilities	Place of worship (Audley Methodist Church), 2 Hairdressers, 2 Pubs
Health Care	None
Accessibility	
Public Transport (commutable service)	No. 1A Service to & from Newcastle Town Centre No. 95 Service to & from Kidsgrove Town Centre

Additional services/facilities	
Secondary School	None
Other services/facilities	Courier Service, Cricket/Social Club, Dog trainers, Beauty salon, Book shop,
Accessibility to neighbouring facilities	
The western edge of the village is approximately 550m from the centre of Audley Village, which contains a number of services and facilities (see above). These facilities are accessible via well-lit footways. The eastern edge of the village is approximately 950m away from the place of worship in Wood Lane and 1200m away from the primary school in Wood Lane. Both of these can be accessed via well-lit footways. From the approximate centre point of the settlement it is an estimated 15 minute walk to the neighbouring village centre of Audley.	
Recommendation	
Rural Centre (Joint) with Audley	

Baldwin's Gate

BALDWIN'S GATE	
Population (2021)	1,118
Essential Services/facilities	
Convenience shop/Post Office	Convenience store and post office, petrol station forecourt shop
Primary School	Baldwin's Gate Primary School
Community Facilities	Village Hall, Hairdresser, Pub, Baldwin's Gate Methodist Church, Butchers
Health Care	G.P Surgery (restricted opening hours 9am-12am)
Accessibility	
Public Transport (commutable service)	No. 64 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Tanning Salon, Kitchen Furniture shop
Accessibility to neighbouring facilities	
The eastern edge of the village boundary is approximately 1230m away from the café, pub and church in Whitmore. However, the main walking route along the A53 to these facilities requires the majority of this distance to be covered along an unlit footway which runs alongside a national speed limit road, therefore reducing the likelihood of its pedestrian use Slaters Craft Village is approximately 1000m away from the western edge of the village . However, the roads connecting the village to these facilities (Sandy Lane and Woodside) are national speed limit country roads with no footways for pedestrians	
Recommendation	
Rural Centre	

Betley & Wrinehill

BETLEY	
Population (2021)	1,021 (Parish)
Essential Services/facilities	
Convenience shop/Post Office	Post Office/Village Store
Primary School	Betley Primary School
Community Facilities	Village Hall, pub, hairdressers, Place of Worship (St. Margaret's)

Health Care	None
Accessibility	
Public Transport (commutable service)	No. 85 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Pool Farm Veterinary Surgery
Accessibility to neighbouring facilities	
The southern edge of the village is approximately 400m away from the village hall to the south along the A531. The GP and a pub in Wrinehill are also within 1100m of this point, with the other southern-most pub in Wrinehill being within 1500m of this point. The village is connected to Wrinehill by well-lit footways along the A531. The G.P surgery in Wrinehill is within 1200m of the centre of Betley.	
Recommendation	
Rural Centre (Joint) with Wrinehill	

WRINEHILL	
Population (2021)	Part of Betley Parish
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Two pubs
Health care	G.P Surgery
Accessibility	
Public Transport (commutable service)	No. 85 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Roosters Day Nursery (Pre-school), Well Dogs Canine Hydrotherapy pool
Accessibility to neighbouring facilities	
The northern edge of the village is approximately 350m from a village hall on the A531, to which it is connected by well-lit footways. The northern edge of the village is within 1100m of all facilities in Betley (village hall, place of worship, primary school, convenience store, hairdressers, pub) to which it is connected by well-lit footways. The G.P surgery in Wrinehill is within 1200m of the centre of Betley.	
Recommendation	
Rural Centre (Joint) with Betley	

Keele & Keele University

KEELE	
Population (2021)	2.886 (Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	St. John's Primary School
Community Facilities	Place of worship (St. John the Baptist Church - adjacent to village boundary), Pub, Village Hall
Health Care	None
Accessibility	

Rural Hierarchy of Centres Topic Paper

Public Transport (commutable service)	No. 25 & 85 Services to & from Newcastle Town Centre
Community Facilities	Place of worship (St. John the Baptist Church - adjacent to village boundary), Pub, Village Hall
Additional services/facilities	
Secondary School	None
Other services/facilities	Bed and Breakfast, Architects
Accessibility to neighbouring facilities	
The eastern edge of Keele Village is approximately 1100m away from the facilities at Keele University, and is connected to these facilities by well-lit pedestrian routes which partially run along a 20mph road. The village is approximately 1050m away from a Golf Shop along the A525, which can be accessed along the Keele Road, which has street lighting and a footway.	
Recommendation	
Rural Centre (Joint) with Keele University	

KEELE UNIVERSITY	
Population (2021)	Part of Keele Parish, plus over 2,700 bedrooms on campus
Essential Services/facilities	
Convenience shop/Post Office	Costcutter, Co-op
Primary School	None
Community Facilities	Place of worship (Keele Chapel), University Library, Day nursery, bank, bookshop, hairdressers
Health Care	Keele Practice (G.P), pharmacy
Accessibility	
Public Transport (commutable service)	No. 25 & 85 Services to & from Newcastle Town Centre
Community Facilities	Place of worship (St. John the Baptist Church - adjacent to village boundary), Pub, Village Hall
Additional services/facilities	
Secondary School	None
Other services/facilities	Sports complex, student facilities including café's, bars, a theatre and events hall.
Accessibility to neighbouring facilities	
The western edge of Keele University is approximately 1100m away from the facilities at Keele Village, and is connected to these facilities by well-lit pedestrian routes which partially run along a 20mph road. The village is approximately 1050m away from a Golf Shop along the A525, which can be accessed along the Keele Road, which has street lighting and a footway.	
Recommendation	
Rural Centre (Joint) with Keele Village	

Loggerheads

LOGGERHEADS	
Population (2021)	4,260 (Parish)
Essential Services/facilities	
Convenience shop/Post Office	Cooperative Food, Post Office, the Village Shop (off license/convenience)
Primary School	Hugo Meynell Primary School (adjacent to village boundary)

Community Facilities	Library (open 3 days a week), Hairdressers, Restaurant, Pub, Butchers, Farm shop (adjacent to village boundary), community room available to hire in the Fire Station.
Health Care	Pharmacy (closed Sundays)
Accessibility	
Public Transport (commutable service)	No. 64 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Vehicle repair shop
Accessibility to neighbouring facilities	
Some facilities in Ashley are within 2km but quality of the walking routes are poor and lack footways	
Recommendation	
Rural Centre	

Madeley & Madeley Heath

MADELEY	
Population (2021)	4,210 (Parish)
Essential Services/facilities	
Convenience shop/Post Office	Premier Convenience and One Stop, Post Office, Nisa local convenience store
Primary School	Sir John Offley Primary School
Community Facilities	- 2 Places of Worship (All Saints Church and Madeley Methodist Church), two hot-food takeaways, a restaurant, pub, hairdresser, Village Hall, butchers
Health Care	GP surgery (open 5 days a week), Dental Surgery, pharmacy
Accessibility	
Public Transport (commutable service)	No. 85 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	Madeley High School
Other services/facilities	Mobile library (1 day each week), Pet Supply Store, Motor Supply Store, Police Station, Staffordshire Neurological OT Services Occupational therapist, Little HoneyBees Nursery school
Accessibility to neighbouring facilities	
The eastern edge of the village is connected to Madeley Heath via the A525, which contains well-lit footways and a 30 mph speed limit. The eastern edge of the village is approximately 700m from the primary school in Madeley Heath and approximately 950m from the pub in Madeley Heath. The south-western edge of the village is approximately 1000m away from a farm shop along the A525, but this portion of the road has no pedestrian footway. The centre of the village of Madeley is within 15 minutes walk to the centre of Madeley Heath.	
Recommendation	
Rural Centre (Joint) with Madeley Heath.	

MADELEY HEATH	
Population (2021)	Part of Madeley Parish
Essential Services/facilities	

Convenience shop/Post Office	None
Primary School	The Meadows Primary School
Community Facilities	Pub
Health care	None
Accessibility	
Public Transport (commutable service)	No. 85 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
<p>The western edge of the village is connected to Madeley via the A525, which contains well-lit footways and a 30mph speed limit. The western edge of the village is approximately 800m from the post office and pharmacy in Madeley. The western edge of the village is approximately 1100m from the village centre of Madeley, which contains a high school, place of worship, village hall, two convenience stores, motor supply shop, dentist, pet supply store, butchers, hairdressers, restaurant and pub. The remaining facilities and services in Madeley (a GP, convenience store, primary school and place of worship) are all within 1800m of the western edge of Madeley Heath's village boundary. The centre of the village of Madeley is within 15 minutes walk to the centre of Madeley Heath.</p>	
Recommendation	
Rural Centre (Joint) with Madeley.	

Other Settlement & Rural Areas

ALSAGERS BANK	
Population (2021)	1,157 for Alsagers Bank/Halmer End (Part of Audley Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	The Richard Heathcote Community Primary School
Community Facilities	Pub/restaurant
Health care	None
Accessibility	
Public Transport (commutable service)	No. 1A Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Sports club with sports field
Accessibility to neighbouring facilities	
<p>The northern edge of the village is approximately 100m away from a place of worship (St. John's Church). The northern edge of the village is approximately 350m from the hardware store, post office and church in Halmer End, and is approximately 750m to the convenience store in this village and 850m to the high school. The village is connected to these facilities by well-lit footways running along High Street. The northern end of the village is also approximately 1000m from the pub in Miles Green and it connected to this by well-lit footways.</p> <p>From the approximate centre point of the settlement it is an estimated 15 minute walk to the neighbouring village centre of Halmer End.</p>	

HALMER END

Population (2021)	1,157 for Alsagers Bank/Halmer End (Part of Audley Parish)
Essential Services/facilities	
Convenience shop/Post Office	Post Office/Hardware Store and convenience store
Primary School	None
Community Facilities	Place of Worship (Halmer End Methodist Church), Pub, Community Centre, Restaurant
Health Care	None
Accessibility	
Public Transport (commutable service)	No. 1A Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	Sir Thomas Boughy High School
Other services/facilities	Dog groomers
Accessibility to neighbouring facilities	
<p>The north western edge of the village is approximately 1800m walk away from the centre of Audley village, which contains a wide variety of services and facilities. It is connected to these facilities by Heathcote Road, Station Road and Ryehills, all of which contain well-lit footways.</p> <p>The north eastern edge of the village is approximately 470m from the pub in Miles Green which can be reached via well-lit footways. It is also approximately 1650m to the school in Wood Lane and 1900m to the church in Wood Lane, but a section of road linking Miles Green to this village (Peggy's Bank) is a narrow country lane with no lighting or footway. The south-eastern edge of the village is 150m to the place of worship further along High Street and is approximately 450m from the primary school and pub in Alsagers Bank.</p> <p>From the approximate centre point of the settlement it is an estimated 15 minute walk to the neighbouring village centre of Alsager's Bank.</p>	

ASHLEY	
Population (2021)	315 (Part of Loggerheads Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Places of Worship (Our Lady & St. John the Baptist Catholic Church and St John the Baptist's Church - adjacent to former village boundary), restaurant
Health Care	Health Centre (open 5 days a week)
Accessibility	
Public Transport (commutable service)	No. 64 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
<p>Pub approximately 320m away from village boundary and can be accessed via a short walk along pedestrian pavement All likely walking routes linking Ashley to wider facilities (including Loggerheads) lack pedestrian footways along majority of their length.</p>	

BUTTERTON	
Population (2021)	380

Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Place of worship (St. Thomas' Church)
Health Care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
No well-lit footways leading to facilities outside of village.	

CHAPEL CHORLTON	
Population (2011)	409 (total for Chapel & Hill Chorlton Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Place of worship (St. Laurence Church)
Health care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
No well-lit footways leading to facilities outside of the settlement	

HALES	
Population (2021)	268
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Place of Worship (St. Mary's Church), Community Hall (Hales & District Club)
Health Care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
No well-lit footways leading to facilities outside of the settlement	

KNIGHTON

Rural Hierarchy of Centres Topic Paper

Population (2021)	265
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Village Hall, Pub
Health Care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
No well-lit footways leading to facilities outside of the settlement	

MAER	
Population (2021)	507
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Place of Worship (St. Peter the Anglican Church), Village Hall
Health care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
No well-lit footways leading to facilities outside of the settlement or to the A51	

MILES GREEN	
Population (2021)	865 (Part of Audley Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Pub, Specialist takeaway
Health care	None
Accessibility	
Public Transport (commutable service)	No. 1A Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	2 Repair Garages
Accessibility to neighbouring facilities	
The northern edge of the village is approximately 900m away from the centre of Audley village, which contains a wide variety of services and facilities. It is connected to these facilities by Station Road and Ryehills, all of which contain well-lit footways. The convenience store, High School, place of worship and hardware store/post office in	

Halmerend are all within 600m of the southern edge of the village and the primary school and pub in Alsagers Bank are approximately 850m away from the village. There are well-lit footways between all of these facilities and the village. The nearest facilities in Bignall End are approximately 1100m from the north eastern corner of the village. However, the southern section of Boon Hill Road, which would be used to access these facilities, has no footway to allow pedestrian use.

MUCKLESTONE	
Population (2021)	279
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	St Mary's Primary School
Community Facilities	Place of Worship (St. Mary's Church)
Health care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
The facilities in Loggerheads village centre are approximately 2000m away from Mucklestone, but the lanes and roads linking the two settlements have no defined footways or lighting	

ONNELEY	
Population (2021)	358 (Part of Madeley Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Village Hall
Health care	None
Accessibility	
Public Transport (commutable service)	Settlement not directly served by public transport
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
No facilities accessible within 2km on walking routes of sufficient quality to encourage walking	

WHITMORE	
Population (2021)	380
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	None
Community Facilities	Place of Worship (St Mary & All Saints Anglican Church), Pub, Cafe

Health Care	None
Accessibility	
Public Transport (commutable service)	No. 64 Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	None
Accessibility to neighbouring facilities	
The western edge of the village is approximately 1350m away from the nearest convenience store in Baldwins Gate. However, the main walking route along the A53 to these facilities requires the majority of this distance to be covered along an unlit footway which runs alongside a national speed limit road, therefore does not provide for safe pedestrian access.	

WOOD LANE	
Population (2021)	301 (part of Audley Rural Parish)
Essential Services/facilities	
Convenience shop/Post Office	None
Primary School	Wood Lane Primary School
Community Facilities	Place of Worship (Wood Lane Methodist Church), Community Centre, Post office (8 hours per week)
Health Care	None
Accessibility	
Public Transport (commutable service)	No. 1A Service to & from Newcastle Town Centre
Additional services/facilities	
Secondary School	None
Other services/facilities	Cricket Club with bar
Accessibility to neighbouring facilities	
The north eastern corner of the village is approximately 1000m away from the convenience store, post office, courier service and pub in Bignall End. It is 1400m from the hairdressers and butchers in Bignall End also and the remaining facilities in Bignall End (a pub, primary school and place of worship) are all within approximately 1700m. All of these facilities are accessible via well-lit footways. These facilities can also be accessed via Boon Hill Road from the north western corner of the village at shorter distances, although the quality of the pedestrian route is poorer due to more limited street lighting.	

Appendix 2 Relevant national guidance and data on travel thresholds

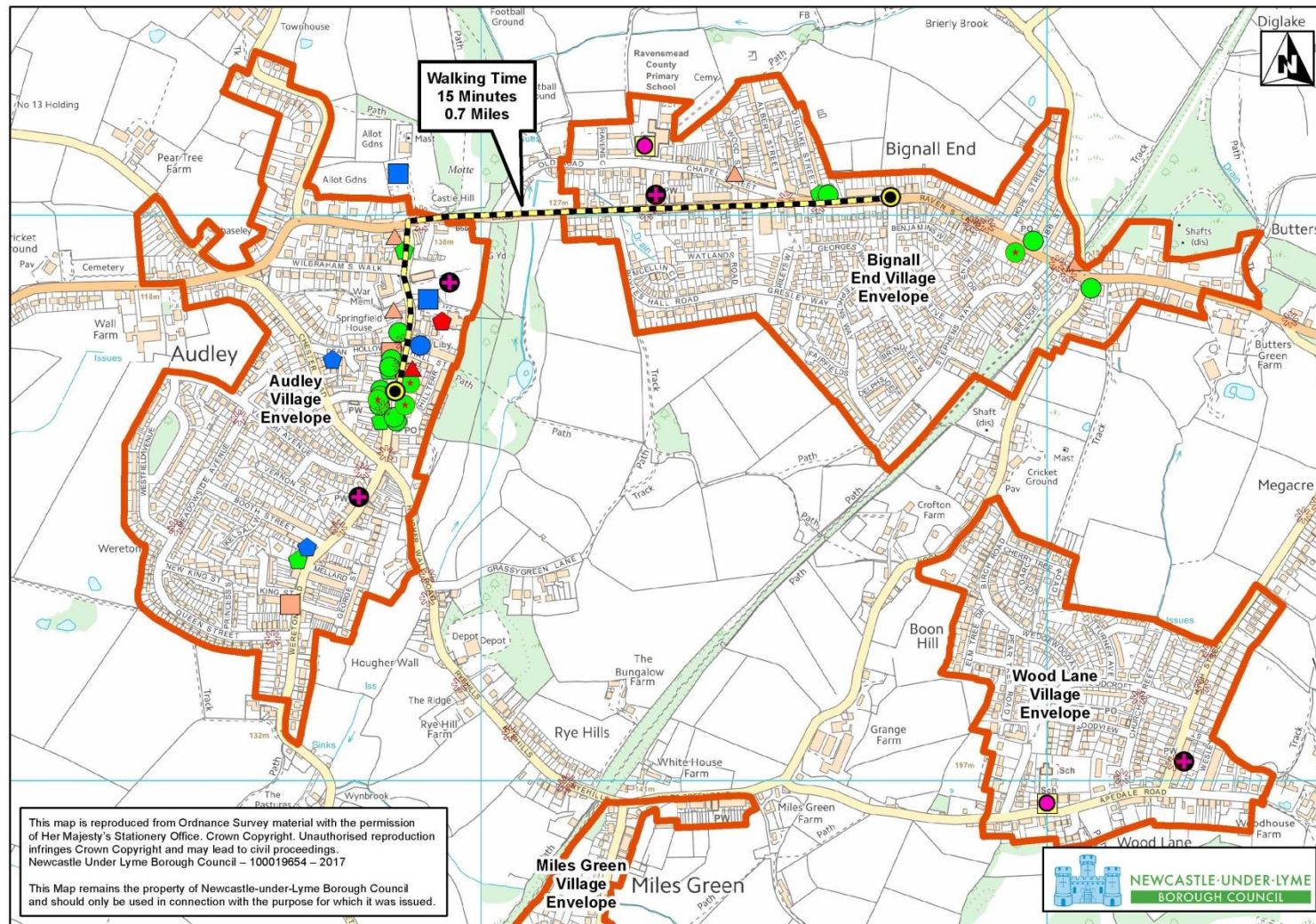
Source	Thresholds considered	Notes
<p><i>Department for Transport: Accessibility Statistics : Guidance (October 2014)</i></p>	<p>Upper and lower threshold times were produced for 8 key services. Lower thresholds were based on median travel time for that trip purpose, upper thresholds were based on times within which approximately 80-90% of all trips for the purpose were completed. Based on National Travel Survey Data;</p> <p>The following lower thresholds were identified: Employment = 20 minutes Primary School = 15 minutes Secondary School = 20 minutes Further Education = 30 minutes GP = 15 minutes Hospital = 30 minutes Food Store = 15 minutes Town Centre = 15 minutes</p> <p>The following upper thresholds were identified: Employment = 40 minutes Primary School = 30 minutes Secondary School = 40 minutes Further Education = 60 minutes GP = 30 minutes Hospital = 60 minutes Food Store = 30 minutes Town Centre = 30 minutes</p>	<p>Published by Department for Transport</p> <p>Note: 10 minutes = 800m walk distance</p> <p>These statistics don't specify the mode of transport used for each trip purpose and as such should only be afforded limited weight in calculating walking thresholds specifically, where other national guidance is available. Furthermore, paragraph 1.2 of the guidance makes it clear that the statistics should be used alongside other evidence and may not take account of local circumstances.</p> <p>However these travel times can help to offer an indication as to which of the numerous suggested walking thresholds in other national guidance are likely to be more or less realistic, based on recent National Travel Survey Data. They can also be useful in identifying thresholds for public transport travel times.</p>

		These distance thresholds effectively translate to a lower-upper threshold range of 1200m – 2400m for trips to Primary Schools, Food Stores, Town Centres and GPs (assuming 10 minutes walk = 800m).
<i>CIHT (2015) 'Planning for walking'</i>	"Most people will only walk if their destination is less than a mile away. Land use patterns most conducive to walking are thus mixed in use and resemble patchworks of "walkable neighbourhoods," with a typical catchment of around 800 m or 10 minutes' walk"	Published by CIHT This suggests that most journeys on foot will be made if the destination is less than a mile (i.e. roughly 1600m) away
<i>Manual for Streets (2007)</i>	Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.	Published by Department for Transport This suggests that sustainable modes of transport (i.e. walking) can be promoted over car transport if journeys to facilities are kept within 2km
<i>CIHT (2000) 'Providing for Journeys on Foot'</i>	Suggests the following preferred maximum walking distances: Town centres (800m), Commuting/School/Sight-seeing (2000m), Elsewhere (1200m)	Published by CIHT This suggests that the maximum acceptable walking distances to facilities are likely to be 2000m to schools/employment locations and 1200m to other locations
<i>Building for Life 12 (2015)</i>	Refers to CIHT (2000) distances (see above) as suggested acceptable walking distances to determine if a development is acceptably close to facilities	Endorsed by Design Council, CABE, Design for Homes and Home Builders Federation This suggests that the maximum acceptable walking

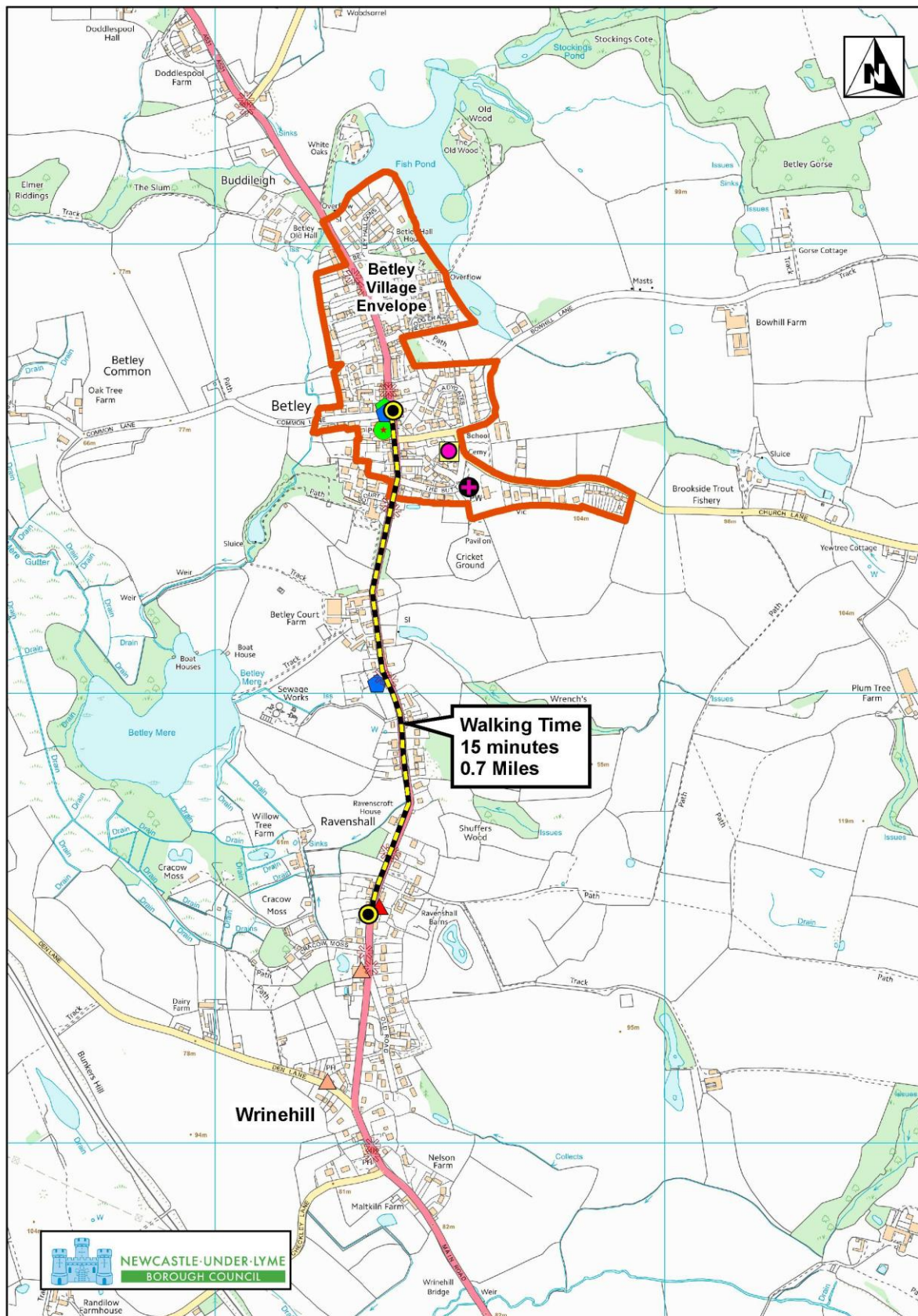
Rural Hierarchy of Centres Topic Paper

		distances to facilities are likely to be 2000m to school and 1200m to other locations. It also has the backing of a number of urban design bodies and the HBF
	https://www.wyg.com/uploads/files/news/WYG_how-far-do-people-walk.pdf	

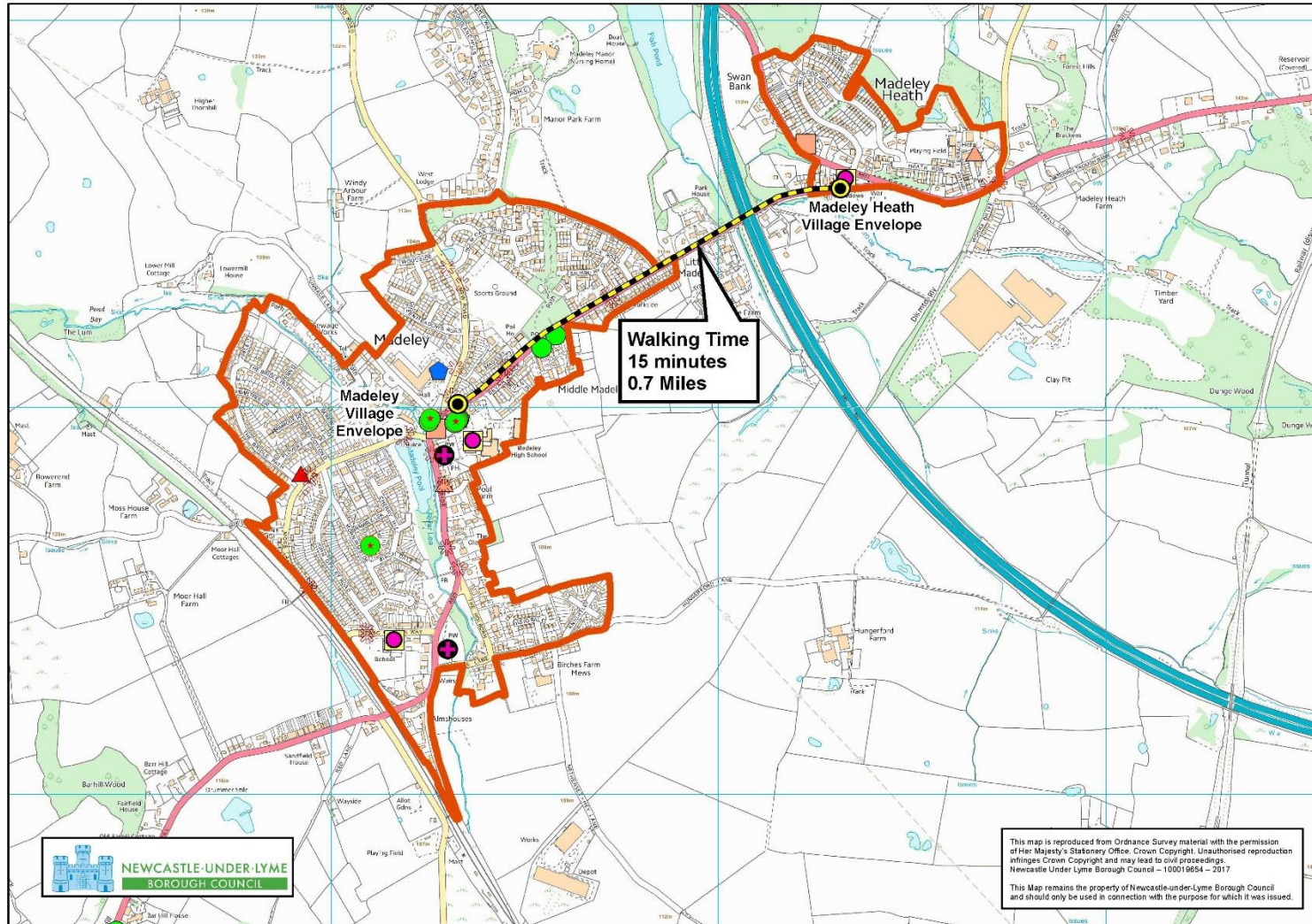
Appendix 3 Map showing walking distance between Audley & Bignall End - Rural Centre (Joint)



Appendix 4 Map showing walking distance between Betley & Wrinehill – Rural Centre (Joint)



Appendix 5 Map showing walking distance between Madeley and Madeley Heath – Rural Centre (Joint)



Appendix 6 Map showing walking distance between Keele & Keele University (Rural Centre (Joint))

