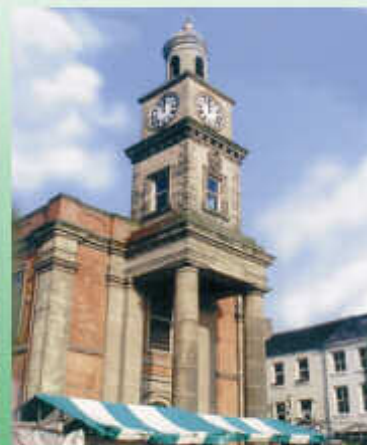
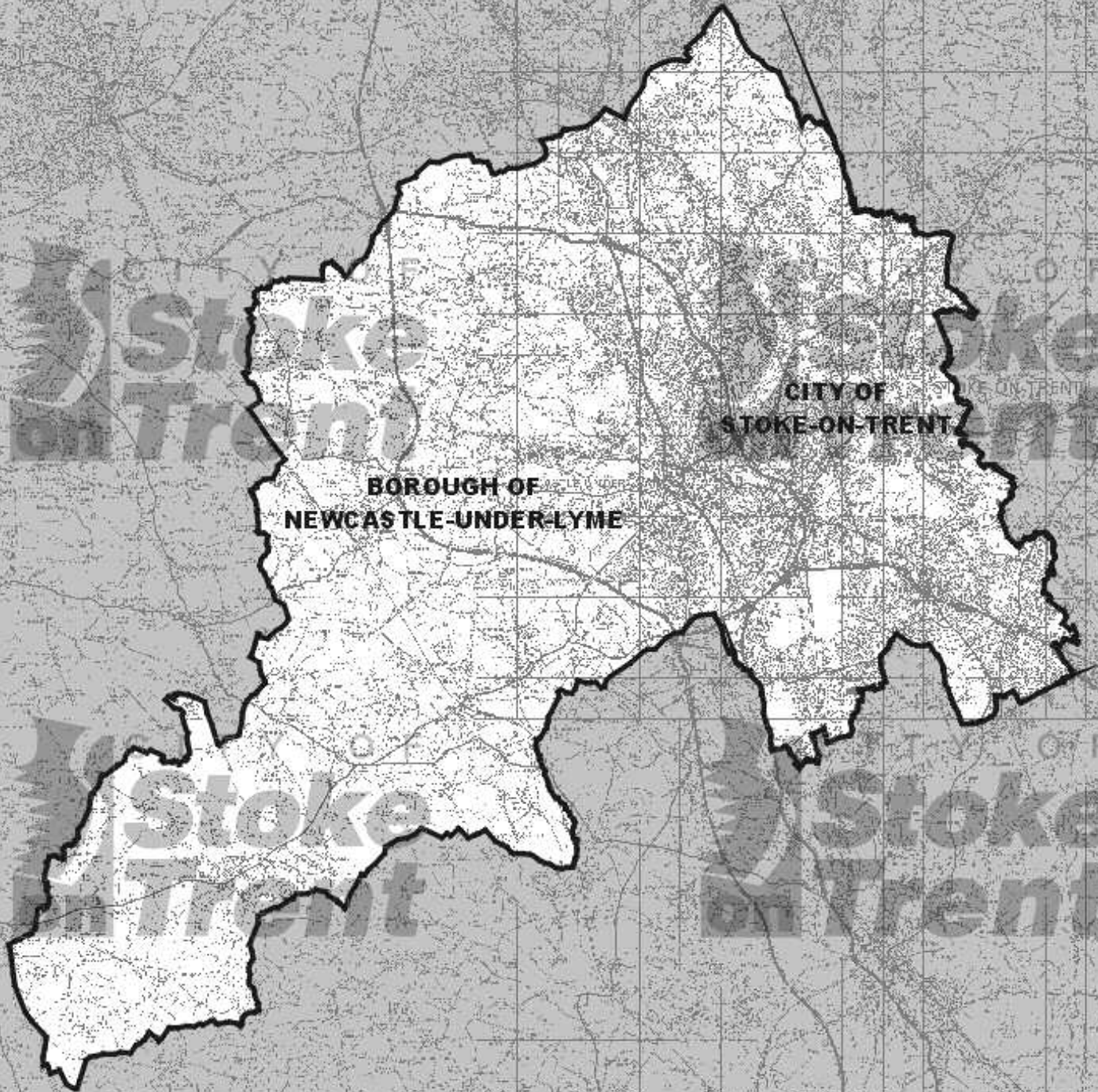


LOCAL DEVELOPMENT FRAMEWORK

NORTH STAFFORDSHIRE CORE SPATIAL STRATEGY

Preferred Options Report





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NOT TO SCALE

**CITY OF STOKE ON TRENT
AND
NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**

LOCAL DEVELOPMENT FRAMEWORK

**North Staffordshire Core Spatial Strategy
(SOT/NUL/LDD/1)**

Preferred Options

April 2006

Local Development Framework North Staffordshire Core Spatial Strategy Preferred Options Report

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1.0 PART 1 - Introduction

Purpose of this Preferred Options report

- 1.1 This document has been produced jointly by Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council as a basis for consultation on the second stage of preparing the North Staffordshire's Core Spatial Strategy.

What is a Local Development Framework?

- 1.2 Local Development Frameworks will replace the existing Staffordshire and Stoke on Trent Structure Plan and Local Plans covering the City of Stoke-on-Trent and Newcastle-under-Lyme Borough. They are being prepared under the terms of the Planning and Compulsory Purchase Act 2004 and will provide a spatial planning framework for the City of Stoke-on-Trent and Borough of Newcastle-under-Lyme guiding change in the period up to 2021. The adopted Local Development Frameworks together with the West Midlands Regional Spatial Strategy will form the statutory Development Plan for the North Staffordshire area.
- 1.3 Local Development Frameworks are made up of a portfolio of documents each with a different role to perform. They include a Core Strategy and other Development Plan Documents which set out more detailed policies and proposals for implementing the Core Strategy.
- 1.4 The new planning system is seen as a real opportunity to provide a more comprehensive approach to guiding development locally. A key feature will be shorter, more focused documents. The Local Development Framework will also provide an integrated approach which informs, takes account of and helps deliver a wide range of initiatives. It will be based on a real expectation of improving the quality of people's lives in a way that truly reflects the aspirations of local communities.
- 1.5 At the heart of the Local Development Frameworks will be the overall aim of promoting sustainable development - seeking to integrate environmental, economic and social aspirations.

What is a 'Preferred Options Report'?

- 1.6 Preferred Options Reports must be published for each statutory local development document. They set out, for consultation, the Councils' proposed policy directions and highlight alternatives that have been considered where appropriate.
- 1.7 This report sets out the Preferred Options for consultation in relation to the Core Strategy. This will be made available on the website of both Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council with hard copies available at main Council offices and libraries.

How can I get involved?

- 1.8 You may already have been involved through earlier consultation processes. The Core Strategy builds on work done in developing Stoke-on-Trent and Newcastle-under-Lyme's planning strategies over several years. This includes the Local Development Framework Issues/Options consultation in Spring 2005, as well as previous consultations on documents such as Stoke-on-Trent's First Deposit City Local Plan 2011, Newcastle-under-Lyme's adopted Local Plan 2011 and sub-regional study work in North Staffordshire undertaken to inform the Staffordshire and Stoke-on-Trent Structure Plan 2011 and West Midlands Regional Spatial Strategy.
- 1.9 A statutory period of 6 weeks will be given for people and organisations to make formal representations on this Preferred Options Report.
- 1.10 Representations should be made on the official form. This can be found on the website of Stoke-on-Trent City Council (www.stoke.gov.uk/ldf) and that of Newcastle-under-Lyme Borough Council (www.newcastle-staffs.gov.uk/ldf.asp). They are also available at main Council offices, libraries and Area Housing Offices in Stoke.

What happens next?

- 1.11 The City and Borough Councils' will consider carefully all representations received and, where appropriate, seek to resolve objections. This document will then be amended and formally "submitted" to the Secretary of State.
- 1.12 The submitted documents will be made available for another statutory six week period during which additional formal representations can be made.
- 1.13 All representations received during that second period will be considered at an Examination to be conducted by an independent Planning Inspector. He / she will test the 'soundness' of the plan. The Inspector's report will be binding on the City and Borough Councils.

Further Information

- 1.14 For further information:

City of Stoke-on-Trent: www.stoke.gov.uk/ldf, or contact the Development Plan Team - PO Box 2461 Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1WR (tel. 01782 232302)

Newcastle-under-Lyme Borough Council:
www.newcastle-staffs.gov.uk/ldf.asp, or contact Planning Policy - Civic Offices, Merrial Street, Newcastle, ST15 2AG (tel. 01782 742452)

2.0 PART 2 – Core Spatial Strategy

Purpose of the Strategy

- 2.1 This sets out our long-term vision, spatial principles and strategic aims for the sustainable regeneration of the majority of North Staffordshire to 2021. It provides an interpretation the West Midlands Regional Spatial Strategy at the sub regional level. It provides the context for preparation of other more detailed local development documents.

Plan Area

- 2.2 The Plan Area comprises the majority of the North Staffordshire conurbation together with the rural parts of Newcastle Borough. The conurbation serves a hinterland extending across parts of Staffordshire, Cheshire and Shropshire. It has an excellent strategic location with convenient access to the North West, West Midlands and East Midlands. North Staffordshire is a green conurbation, with access to a wide range of facilities and has a prominent national regeneration profile.
- 2.3 The Plan Area is shown on Plan 1 inside the front cover. It comprises about 300 sq. km. of land and has a population of about 362,000 (2001 Census). The location of the plan area and its relationship to neighbouring county and district administrative areas and to the North Staffordshire Regeneration Zone and Housing Market Renewal Pathfinder, RENEW North Staffordshire is shown on Plan 2 at end of the document.

Context

- 2.4 The Core Spatial Strategy must take account of national planning policy including the goal of achieving sustainable development and should be in general conformity with the Regional Spatial Strategy. The document gives spatial expression to public policy, community and developer aspirations at the strategic level and provides the context for detailed development plan documents. These linkages are illustrated on Diagram 1 at the back of the document.

Vision

- 2.5 ***“North Staffordshire will become the City Region of Choice for 1 million people by 2021”***
- 2.6 This vision is illustrated on the enclosed North Staffordshire Core Spatial Strategy Diagram

Spatial Principles (SP)

- 2.7 SP1 Enhance and reinforce North Staffordshire’s role as a key regional gateway, with Stoke-on-Trent City Centre as the primary commercial focus and Newcastle-under-Lyme Town Centre the complementary and thriving strategic centre within a balanced and strong North Staffordshire economy.
- SP2 Create vital, vibrant and distinctive town centres with complementary roles to play.

- SP3 Create a greener North Staffordshire by maintaining and improving its network of canals, green spaces and parks to provide the setting for high quality development of homes, employment and leisure opportunities and to foster a more sustainable way of life.
- SP4 Improve accessibility and linkages throughout North Staffordshire for local residents and visitors.
- SP5 Renewal of the urban and rural areas to enable people to live close to their work and leisure and community facilities, and to benefit from the best of urban and rural living including high density, mixed use development near the city centre, Newcastle town centre and other centres and in areas that are accessible by public transport.

Strategic Aims (SA)

- 2.8 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy.
- SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.
- SA3 To focus any appropriate development in rural areas on brownfield sites within the larger settlements to reduce the need to travel and to protect the rural environment.
- SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.
- SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.
- SA6 To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new homes are affordable.
- SA7 To ensure that new residential development makes adequate provision for community facilities including health care, education and leisure and that existing facilities are retained and enhanced where they provide for the needs of existing communities.
- SA8 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.
- SA9 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.

- SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.
- SA11 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.
- SA12 To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.
- SA13 To safeguard the North-Staffordshire Green Belt and open countryside and protect it from inappropriate development.
- SA14 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.
- SA15 To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.
- SA16 To promote the use of renewable energy sources, green construction methods and energy conservation and move towards zero carbon growth.
- SA17 To reduce the risk of flooding, pollution, and environmental deterioration in all new developments.
- SA18 To provide a sustainable framework for the winning and working of minerals in Stoke-on-Trent.
- SA19 To provide a framework for the consideration of planning applications for the development of waste management facilities or other forms of development with significant waste implications in Stoke-on-Trent.
- SA20 To encourage Investment in high value added economic development leading to good quality employment opportunities.

Soundness and Policy Linkages

- 2.9 The preferred policy approaches that follow need to take into account national planning policies and guidance, and must also be in 'general conformity' with the West Midlands Regional Spatial Strategy 2021. Appendix 1 sets out each of the preferred approaches and indicates the key policy linkages to relevant national, regional and local sources that have been drawn upon.
- 2.10 The content of the Preferred Options Report reflects a number of important considerations details of which are also contained in Appendix 2.
- 2.11 Each policy area is considered in relation to strategic aims and in terms of a broad range of policy options. Reasoned justification is provided and a

monitoring regime proposed to measure progress in relation to delivery of development plan aims.

3.0 PART 3 - Preferred Core Policies (CP)

SUSTAINABLE DEVELOPMENT

- 3.1 Sustainable development has the capacity to make a real difference to the quality of people's lives. By joining up and improving the integration between social, economic and environmental components, many benefits can be enjoyed by communities now and in the future.
- 3.2 The decline of local industries has left a legacy of economic and social problems across the sub-region, with the associated environmental degradation often experienced by those communities who experience deprivation.
- 3.3 This leads to a tendency to accept development for its immediate, often short-term, benefits rather than looking at its wider impacts and the longer-term impacts on receiving communities. This poses a challenge to delivering sustainable development.
- 3.4 In North Staffordshire it will be essential to manage short-term demands and development conflicts to secure the best outcome for the immediate area in the long term whilst ensuring that measures are imposed to minimise or eliminate the adverse local and global impacts.

Moving Towards Increased Sustainability

Links to Strategic Aims

- 3.5 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA3 To focus any appropriate development in rural areas on brownfield sites within the larger settlements to reduce the need to travel and to protect the rural environment.
- SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.
- SA16 To promote the use of renewable energy sources, green construction methods and energy conservation.
- SA17 To reduce the risk of flooding, pollution, and environmental deterioration in all new developments.

Thematic Options

- 3.6 Detailed policies dealing with sustainable development will be set out in the Generic Development Control and other Local Development Documents to be produced by both Councils at a later date. It is not considered appropriate that options are developed at a strategic level in relation to sustainable development.

Policy CP1

In developing detailed policies and determining planning applications for any type of development, regard will be had to the likely effect of the development on the general aim of moving towards increased sustainability. To the extent that such matters are material, both direct and indirect effects will be taken into account, and draw on national, regional and local policy, guidance and best practice including the work of the Sustainable Enterprise Park at Chatterley Whitfield.

Reasoned Justification

- 3.7 The pursuit of sustainable development is a statutory obligation for the planning system. Failure to include sustainable development principles into all development will lead to a long-term decline in the social, economic and environmental fabric of the area and would undermine Government policy.

Monitoring

Indicator	Target
% of new residential developments within the urban area in the period 2001 to 2021.	Within the Urban Core = 7,200 minimum. Urban Area outside the Urban Core = 11,450 maximum. Rural areas = 950 maximum.
% of new residential development built on previously developed land in the period 2001 to 2021.	85% (Stoke-on-Trent) 75% (Newcastle-under-Lyme)
The number of planning applications for the provision of new renewable energy refused and the decision overturned on appeal.	0
Number of planning applications approved against Environment Agency advice on flood risk and water quality grounds.	0

Infrastructure Provision**Links to Strategic Aims**

- 3.8 SA7 To ensure that new residential development makes adequate provision for community facilities including health care, education and leisure and that existing facilities are retained and enhanced where they provide for the needs of existing communities.

Thematic Options

- 3.9
1. Developer pays for all infrastructure requirements;
 2. Public authorities pay for all necessary infrastructure;
 3. Development is permitted without adequate infrastructure provision.

Policy CP2

Development proposals will contribute towards the cost of providing infrastructure, and of meeting social and environmental requirements, where this is necessary to make a scheme acceptable in planning terms.

The nature and scale of any planning obligations will meet the tests set out in the latest national guidance and will have regard to potential impacts upon the surrounding area and the need for contributions towards sustainable regeneration initiatives.

Contributions may also be required to meet the running costs of services and facilities provided through an obligation.

The appropriate range and level of contributions will be assessed in a comprehensive manner, taking into account strategic infrastructure requirements and using standard charges where appropriate. Standards and formulae for calculating contributions will be set out in other Local Development Documents.

Reasoned Justification

- 3.10 Development can place additional demands upon physical infrastructure and social facilities, as well as having impacts upon the environment. In many cases developers will be required to enter into planning obligations so that provision is made for the necessary improvements to services and facilities, or to secure compensatory provision for any loss or damage created (e.g. a loss of valued open space). Obligations may also be necessary for wider planning objectives to be secured: for example, the provision of affordable housing where this is reasonable and justified. Responsibility shall be placed at the door of those who will carry out the development.
- 3.11 The preferred policy highlights the general principle that obligations will be required where necessary in planning terms, and indicates the broad range of matters that may need to be addressed. They will comply with the tests currently set out in Government Circulars (or their successors). The detailed framework for calculating and negotiating obligations will be set out in separate Local Development Documents, which will be updated on a regular basis. Within the urban area and in areas of major intervention in particular some items for which contributions will be required will be strategic in nature. The formulae will allow for contributions from individual developments to be pooled where appropriate, but in all such cases the nature and scale of contributions sought will be in accordance with national guidance and regulations.

Monitoring

Indicator	Target
The number of planning applications for development which have not made provision for necessary infrastructure and where refused such decisions were overturned on appeal.	0

Treatment of Previously Developed Land and Property

Links to Strategic Aims

- 3.12 SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.

Thematic Options

- 3.13 1. Do nothing and allow sites to deteriorate and adversely impact on amenity, image etc;
2. Ensure property owners are held accountable for condition of land and/ or premises in their portfolio.

Policy CP3

A consequence of the phased release of allocated development sites is that some may remain undeveloped for a period of years. The Councils expect that responsible landowners and developers will treat and manage all land/property in the interests of health, safety and good neighbourliness or find acceptable temporary uses whilst awaiting permanent development.

However, where such sites are not properly managed, and have an unacceptable adverse impact, the Councils will engage with the landowner and may use statutory notices to remedy specific problems. Where appropriate, the Councils will use powers of compulsory acquisition to secure the proper management of sites.

Reasoned Justification

- 3.14 Given the Councils' commitment to regeneration particularly in the urban area it is a necessity to ensure proper management of land and property in the short and long term through all available means. To not do so would increase environmental degradation and be counter to sustainable development principles. Failure to properly maintain land and property should not be an overriding justification for the granting of planning permission which is not in accordance with the Local Development Framework.

Monitoring

Indicator	Target
Number of complaints regarding the condition of land which haven't been reasonably addressed within 12 months.	0

URBAN RENAISSANCE

- 3.15 The North Staffordshire conurbation is one of four Major Urban Areas identified in the West Midlands Regional Spatial Strategy (RSS) which are to be the focus for 'urban renaissance' in the Region.
- 3.16 The conurbation will be the focus for sustainable new development with the aim of reversing the processes of out-migration and economic decline.
- 3.17 RENEW North Staffordshire, the housing market renewal pathfinder initiative for Stoke-on-Trent/Newcastle-under-Lyme, targets priority areas for action and investment. Area Action Plans will be produced by the respective authorities to provide the statutory planning framework and detailed context for the regeneration of these areas.
- 3.18 To be effective, the regeneration of the conurbation will need to be coherent and consistent and will require partnership working across many agencies and service providers. It will involve not only providing new employment opportunities and a variety of new housing, but also creating high quality environments both through upgrading existing environments and raising design standards in new development; improving the distinctiveness of the sub-region's many centres and providing adequate services (education, health, community safety, leisure and environmental services etc) and sustainable transport networks.
- 3.19 The creation of a higher quality environment is a key component to underpin overall quality of life and support wider economic and social objectives. The upgrading of existing environments and the requirement for higher quality design in all new developments will assist in meeting this objective.
- 3.20 Centres are the focus of commercial and community life and the multicentred 'family of centres' is a distinguishing feature of the North Staffordshire Conurbation. Maintaining the health of our centres must be a high priority and is wholly in accordance with national policy.

Regeneration of the Urban Area

Links to Strategic Aims

- 3.21 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy.
- SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.
- SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

SA13 To safeguard the North-Staffordshire Green Belt and open countryside and protect it from inappropriate development.

Thematic Options

- 3.22
1. Piecemeal developments across the Conurbation responding to development pressure on a site by site basis;
 2. Focused investment patterns based on the principle of regeneration in areas of greatest need.

Policy CP4

Development, other than local needs, and strategic regeneration initiatives will be guided towards the North Staffordshire Urban Area. Within that area efforts will be targeted to secure the comprehensive, area based regeneration, particularly of the Inner Urban Core, in a timely manner and create more sustainable communities; promote economic prosperity and bring about environmental improvements.

Particular emphasis will be placed on Areas of Major Intervention; General Renewal Areas and other Areas of Housing Intervention as set out below:

Areas of Major Intervention:

(1) City Centre South; (2) Hanley East; (3) Hanley North West; (4) Knutton and Cross Heath; (5) Meir; (6) Middleport, Burslem and Etruria Valley; (7) South Shelton and (8) Stoke.

General Renewal Areas:

(1) Birches Head; (2) Burslem Park; (3) Chesterton; (4) Dresden; (5) Normacot; (6) Smallthorne and (7) Tunstall

Other Areas of Housing Intervention:

(1) Abbey Hulton; (2) Bentilee; (3) Blurton (4) Coalville; (5) Fegg Hayes; (6) Kidsgrove; (7) Newcastle Town Centre; (8) Norton; and(9) Silverdale

Reasoned Justification

- 3.23 The preferred policy is consistent with the West Midlands Regional Spatial Strategy and prioritises action and investment in the areas of the conurbation that suffer from the highest levels of socio-economic deprivation in line with the strategy of RENEW North Staffordshire, the Housing Market Renewal initiative. Development in other areas could exacerbate the low demand situation which the Housing Market Pathfinder seeks to address by diverting investment away from priority areas which are most difficult to deal with.

Monitoring

Indicators	Targets
Meet minimum annual housing completion requirement as set out in the Regional Spatial Strategy.	600 p.a. (Stoke-on-Trent)
% of new employment land developed within the urban area in the period 2001 - 2021 (Stoke).	95%
% of land developed for employment within the urban area in the period 2001 - 2021 (Newcastle).	95%

HIERARCHY OF CENTRES

Vitality and Viability of Centres

Links to Strategic Aims

- 3.24 SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

Thematic Options

- 3.25 1. Continue with established the hierarchy of centres as amended by the Regional Spatial Strategy;
2. Reclassify or relocate existing centres.

Policy CP5

The vitality and viability of centres will be sustained and enhanced. The hierarchy of centres is as follows:

Sub regional centre	Stoke-on-Trent City Centre
Other Strategic Centre	Newcastle-under-Lyme
Larger District Centres	Longton, Tunstall and Stoke-upon-Trent
Smaller District Centres	Kidsgrove and Burslem
Other significant centres	Chesterton, Wolstanton, Silverdale, Fenton and Meir

Other local centres in the urban area and villages within the rural area as defined within other Development Plan Documents.

Development proposals of a nature and scale appropriate to the centres to which they relate will be encouraged provided that the interests of other centres is not comprised and that they contribute towards urban and rural renaissance.

The use of town centres will be increased through measures which maintain and promote a diversity of uses in a safe and secure environment.

Reasoned Justification

- 3.26 The preferred policy is consistent with the West Midlands Regional Spatial Strategy and places priority on major new retail, leisure and commercial development being located within Stoke-on-Trent City Centre or Newcastle-under-Lyme town centre. The proposed hierarchy supports the scale and character of existing centres all within a network of complementary centres in the North Staffordshire conurbation. Larger district centres include Longton, Tunstall and Stoke upon Trent. The status of the latter has been enhanced in view of its importance as centre of civic administration; its support role in relation to neighbouring Staffordshire University and its scale as a commercial centre. The roles for the various centres are illustrated in the enclosed Table 1. This is not to say that these centres will be confined exclusively to the roles identified.

Monitoring

Indicators	Targets
Number of strategically significant office/ retail planning permissions (as defined in Policy PA11 of the West Midlands Regional Spatial Strategy) in locations other than designated centres set out in the Local Development Framework.	0

Table 1 – Centres

Status	Location	Role
Sub Regional Centre	Stoke-on-Trent City Centre	Commercial centre for North Staffordshire and South Cheshire
Other Strategic Centre	Newcastle under Lyme	Market Town, University Town and Administrative Centre
Larger District Centres	Longton	District Centre serving the southern part of Stoke-on-Trent
	Tunstall	District Centre serving the northern part of Stoke-on-Trent
	Stoke upon Trent	University Town and Administrative Centre
Smaller District Centres	Kidsgrove	Smaller District Centre serving the northern part of Newcastle under Lyme
	Burslem	Industrial, social and literary heritage capital of Stoke on Trent
Other significant centres	Fenton	Sports and Leisure focus for Stoke-on-Trent
	Meir	Eastern Gateway to Stoke-on-Trent
Local centres and villages	Various	Local Convenience Centres

RURAL RENAISSANCE

- 3.27 The North Staffordshire conurbation sits within a large rural hinterland, comprising much of Newcastle Borough, Staffordshire Moorlands and parts of Stafford, Crewe and Nantwich and Congleton Boroughs. Traditional rural employment in agriculture, forestry and mineral working has declined together with related businesses. Rural regeneration is therefore important to provide a sound economic base, to arrest the process of social and economic decline and to ensure rural areas remain sustainable locations where local people live and work. Consequently it is important that appropriate new economic initiatives for rural diversification are encouraged and supported including further development for tourism.
- 3.28 Appropriate sustainable development should be allowed within villages to enable them to remain viable. This may include small-scale employment opportunities, housing to meet local needs and help maintain balanced communities and services and facilities to support the life of the community. However, this must be balanced by considerations of sustainable location and the fact that the Regional Spatial Strategy emphasises the need for a greater proportion of new development to be directed to the major urban areas than has recently been the case. Any development that can be allowed should be appropriate in scale and nature, respecting the environment, character and distinctiveness of the village.
- 3.29 The viability of rural areas will be maintained through:
- Providing new housing to meet demonstrable local needs and maintain sustainable and balanced communities;
 - Strengthening and diversifying the rural economy, through expansion of existing businesses and the creation of new ones;
 - Promoting identified villages as rural service centres for their surrounding rural areas;
 - Encouraging accessible health, education, social, shopping, community facilities and other services.
 - Improving the public transport system to provide better access to jobs, services and other facilities;
 - Strengthening the transport links between rural areas and the towns which help meet their service and employment needs;
 - Protecting and enhancing environmental assets, including the character of the countryside, and improving design quality in new development;

Rural Housing

Links to Strategic Aims

- 3.30 SA14 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.

Thematic Options

- 3.31
1. Set maximum number of houses for the rural area;
 2. Permit housing only in Loggerheads, Madeley, Baldwins Gate and the settlements of Audley;
 3. Permit housing on the basis of demonstrable local need.

Policy CP6

The essential character and economic and social fabric of rural areas will be maintained and improved by:

- a) Seeking the provision of affordable housing where there is demonstrable local need. The distribution between social rented and other forms of affordable housing will be determined in accordance with local conditions.**
- b) Directing development towards the more sustainable locations and preventing development where it is not matched by supporting infrastructure and facilities, or where there is little prospect of a more balanced community evolving;**
- c) Ensuring that development does not have undesirable traffic impacts and is not of a scale or design that would adversely impact on the rural setting.**

Reasoned Justification

- 3.32 There are a number of approaches to tackling rural renaissance. An approach must be selected which both enhances the economy, making rural living and working viable, but protects and enhances the environment which attracts so many people there in the first place.
- 3.33 There is an argument for preventing any additional housing in rural North Staffordshire. At present, less than 20% of the population live in rural areas. This is more than sufficient to meet rural production needs. However, a static and aging population will, overtime result in a population which suffers from social exclusion, poor accessibility, has high demands in terms of social services and contributes little to the North Staffordshire economy. This type of community is not sustainable; instead a balanced community should be sought, which, enables people of all ages to live within an area, and meets the needs of all, from education and play facilities for young people to more specialised care for the elderly.
- 3.34 To achieve a sustainable and productive rural community, it is necessary to enable limited new housing to accommodate people with a need to live in rural areas for work, caring and so on. This need will be lower than the amount of rural housing that is desired. Some level of restraint is therefore required. This restraint could be provided by setting a maximum number of houses for the whole of the rural area, within which a proportion could be set aside for local need. This option is not preferred since national policies emphasise sequential testing for housing development. This test suggests that most housing development should be directed to urban areas and brownfield land. The level of housing which is required in North Staffordshire can easily be accommodated on existing urban Brownfield sites. Rural housing, as an exception to this policy, should be restricted to local needs housing rather than market housing.
- 3.35 Alternatively, housing may be directed to locations that maximise accessibility to facilities such as doctors, schools, shops and community facilities. Loggerheads, Madeley, Baldwins Gate and the settlements of Audley parish all provide a range of facilities and act as rural service centres in the south, south west, centre and north west of the rural area. These therefore provide the most appropriate locations for housing development.

- 3.36 The third approach to providing rural housing is that it should be done on the basis of need. This would allow those with a demonstrable need to live in the countryside whilst excluding those who would like to live in rural areas but could equally be accommodated in attractive and green urban areas with access to open space, but also to schools, shops and so on without the need to drive. To justify any future development, a needs assessment would be required. Newcastle-under-Lyme Borough Council has been rolling out a parish needs assessment which identifies current and likely future need for development within a specific area. This approach has been supported by the Parish Councils.
- 3.37 The locational strategy of this plan leads to an overall planned pattern of development and constraint in the area that works towards the aim of sustainable development, reflects government guidance, conforms to the Regional Spatial Strategy and has regard to the Community Strategy and other relevant strategies.

Monitoring

Indicators	Targets
Number of new homes provided in rural areas in the period 2001 – 2021.	950 dwellings maximum.

Rural Economy

Links to Strategic Aims

- 3.38 SA15 To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.
- SA3 To focus any appropriate development in rural areas on brownfield sites within the larger settlements to reduce the need to travel and to protect the rural environment.
- SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.
- SA11 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.

Thematic Options

- 3.39
1. Economic development permitted according to specific criteria
 2. Allocate sites within (expanded) village envelopes
 3. Permit development only in Loggerheads, Madeley, Baldwins Gate and the settlements of Audley.

Policy CP7

Local economic growth opportunities in rural areas will only be encouraged where:

- a) They assist in diversifying the rural economy and underpins or improves services and community facilities;**
- b) They can help create more sustainable communities by generally providing a better balance between housing and employment and limit the need for commuting;**
- c) The scale and nature of development is controlled to ensure that it meets local need and does not encourage further outward movements of people and jobs from the urban area;**
- d) The development is capable of being served by rail or by high quality public transport within easy access of centres and facilities**

Reasoned Justification

- 3.40 Rural areas are generally not considered suitable places for large scale employment uses. These are better located within urban areas where raw materials and a labour force are available. However, there remains a need for some employment within the rural areas. Employment in agriculture and forestry is declining and it is generally considered that rural diversification, reusing existing vacant buildings and encouraging new jobs is an effective way to promote the continued active use of the countryside and the living landscape. The creation of new jobs may be based on traditional countryside skills such as sale of produce, crafts, equestrian facilities, tourism and countryside management, or new skills which do not compromise rural tranquillity through noisy manufacture or significant traffic generation such as small scale ICT uses.
- 3.41 Like housing, there is scope for debate as to the appropriate location for small-scale rural employment. Sites could be allocated within (expanded) village envelopes throughout the rural area, concentrated on the areas with the highest unemployment rates. This would facilitate the development of diverse, competitive and thriving rural enterprise whilst reducing the need to travel to the urban area for work. There is a risk in these areas that those people who are unable to find work are less likely to want to use incubator or other units to run their own commercial enterprises. It is likely therefore if successful, sites would be taken up by entrepreneurs who are likely to come from, and could equally be accommodated in urban parts of North Staffordshire. This is not thought to be the most appropriate way forward for rural economic development.
- 3.42 It may be more appropriate for development to take place in the three key village service centres of Loggerheads, Madeley and the villages of Audley parish. These areas are likely to provide sufficient employees that would make such businesses viable, although demand for such developments is uncertain.
- 3.43 Instead, a criteria-based policy is proposed, which does not allocate land, but makes provision for such developments though ensuring that any buildings are of a scale or design which is appropriate in a rural area and do not generate excessive traffic.

- 3.44 People living and working in rural areas must be able to access education, retail, community and leisure facilities without having to drive back into the urban areas. This is one of the factors that contributes to sustainable communities. To underpin the preferred options for housing and employment development within rural areas, the development and protection of community facilities needs to follow the same pattern.
- 3.45 The locational strategy of this plan leads to an overall planned pattern of development and constraint in the area that works towards the aim of sustainable development, reflects government guidance, conforms to the Regional Spatial Strategy and has regard to the Community Strategy and other relevant strategies.

Monitoring

Indicators	Targets
Amount of completed retail, office and leisure development respectively in the rural area.	n/a

Countryside Protection

Links to Strategic Aims

- 3.46 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA3 To focus any appropriate development in rural areas on brownfield sites within the larger settlements to reduce the need to travel and to protect the rural environment.

Thematic Options

- 3.47
1. To ensure that all development respects the countryside;
 2. Allow development which compromises the uniqueness of the Staffordshire countryside;
 3. Prevent any development within rural areas.

Policy CP8

Where rural development can be permitted it will:

- a) Be sympathetic to landscape character and quality;**
- b) Contribute to the regeneration, restoration, enhancement, maintenance or conservation of the landscape affected;**
- c) Not cause unacceptable visual harm;**
- d) Not introduce elements which do not contribute positively to the rural landscape and / or remove those already in existence;**
- e) Maintain landscape elements that contribute to local distinctiveness;**
- f) Maintain historic elements which contribute significantly to landscape character and quality, such as field, settlement or road patterns;**
- g) Protect and manage semi-natural vegetation which is characteristic of that landscape type;**
- h) Enhance the views and condition of landscape elements and;**
- i) Maintain tranquillity.**

Reasoned Justification

- 3.48 The countryside in North West Staffordshire falls into two types. The north and western fringes are characterised as Northern Meres and Mosses. The area is generally used for dairy and stock farming, with some arable. Fields are hedged, of irregular sizes and of average agricultural quality. Villages tend to be linear, and older buildings made of timber frames, giving way to dark red-brown bricks later. Around the urban area, the landscape has been subject to more industrial intervention. The North Staffordshire Coalfield where deep mining, opencasting and clay extraction has taken place has had a significant landscape impact. Similarly, in the nineteenth century, the potteries towns grew to exploit the wealth of raw materials. The remainder of the rural landscape characterised as 'Potteries and Churnet valley' tends to be below average quality agricultural land.
- 3.49 Although there may be social or economic justification for development in rural areas, such as to enhance rural living, or to provide local jobs development must ensure that it does not compromise the attractiveness of the rural natural and cultural environment. The Staffordshire countryside has evolved as the result of interaction between natural resources, landform and man over centuries. It continues to evolve, but future changes should be respectful of the process to date and not compromise its future appeal.
- 3.50 Those elements which contribute to diversity, character and distinctiveness should be protected and enhanced since it is these which distinguish Staffordshire from other parts of the UK. Therefore, landscapes, biodiversity and the historic environment within open countryside and rural settlements will be conserved, enhanced and restored.

- 3.51 The countryside will be safeguarded for its own sake and non-renewable and natural resources will be afforded protection. New building in the open countryside, away from areas allocated for development is contrary to the 'saved' Newcastle-under-Lyme Local Plan and will continue to be restricted in replacement DPDs. Development should protect the key character and assets of rural areas, whilst not preventing appropriate development which would contribute to the viability of rural areas.

Monitoring

Indicator	Target
Number of developments in open countryside.	n/a

Green Belt

Links to Strategic Aims

- 3.52 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA13 To safeguard the North-Staffordshire Green Belt and open countryside and protect it from inappropriate development.

Thematic Options

- 3.53 1. No inappropriate development shall take place in the Green Belt;
2. Alter the Green Belt.

Policy CP9

No inappropriate development will take place in the Green Belt.

Reasoned Justification

- 3.54 Much of the rural area of North Staffordshire, including all of the rural area in Stoke-on-Trent is defined as greenbelt. This area is clearly shown in the existing Newcastle-under-Lyme Local Plan 2011 and the Stoke-on-Trent City Local Plan 2001 and will be taken forward in the appropriate DPDs as these supersede the existing plans.
- 3.55 Green Belt is largely governed by national policies (see PPG2) and restricts development to limit urban sprawl and ensure the retention of open countryside around major urban areas.
- 3.56 In exceptional circumstances, changes may be made to the greenbelt to increase or reduce its coverage. At present, the greenbelt covers all areas east, south and north of the conurbation which are pertinent to this plan. To the west, the greenbelt extends to West Coast main railway line. It is not considered appropriate or necessary to expand the greenbelt further. This would not preclude amendments to the Green Belt in exceptional circumstances.

- 3.57 There are areas of greenfield land on the urban fringe which are within the greenbelt. In the past, such areas have been deleted from the greenbelt for exceptional purposes. Some parcels of white land remain on the edges of villages which fall between the village envelope and the greenbelt. It is not thought that further land should be treated as such since there is no demonstrable need for development in the greenbelt and those existing should be considered for inclusion in the Green Belt.
- 3.58 The Green Belt is covered by national planning policies. There are no apparent overriding reasons why as a generality the Green Belt should be altered. It will therefore be protected in accordance with PPG2.

Monitoring

Indicators	Targets
Amount of land in Green Belt permitted for development.	No targets as this is exceptional development.
Number of developments permitted in the Green Belt.	No targets as this is exceptional development.

SUSTAINABLE COMMUNITIES

- 3.59 There is significant variation in housing conditions in North Staffordshire with some areas experiencing development pressure whilst others are experiencing market failure.
- 3.60 Statistics relating to the condition of a significant proportion of the existing housing stock in the urban area make for grim reading. It is clear that opportunities need to be taken to regenerate this stock through a mixture of measures focusing upon improvement, adaptation and re-use of existing properties, but also including clearance and re-development where this is the best option overall. The award of Housing Market Renewal Pathfinder status is a reflection of these circumstances.
- 3.61 Ensuring that the area's existing and future housing stock meets identified housing needs is an essential part of the Councils' aim. It is important that high quality residential environments are created that help to encourage people to live in the more sustainable locations. Ideally, people would choose to live in the main urban area rather than outside it, and by preference within the Inner Urban Core itself. This will only be achieved through the hard work of many partnership agencies and organisations working to resolve some of the problems and issues facing the area. It is intended that the policies set out in the Core Strategy will set out the general priorities of this approach and that further Development Plan Documents will provide the focused site based approach to put this policy into effect.

Housing Land Supply

Links to Strategic Aims

- 3.62 SA1 To meet the overall development requirements for the sub-region in accordance with the West Midlands Regional Spatial Strategy.
- SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

Thematic Options

- 3.63
1. Regional Spatial Strategy minimum build rate;
 2. Regional Spatial Strategy build and demolition rates; and
 3. Forecasts for population and economic development, taking account of likely demolitions.

Policy CP10

Sufficient land will be allocated in the Plan Area to allow for the completion of 19,600 dwellings over the period 2001-2021.

Should a level of demolition above 9,500 dwellings be likely to be achieved during this period, additional land will be made available to ensure replacement on a 1 for 1 basis. Should fewer than 9,500 demolitions be likely to be achieved, the overall level of provision will be reviewed.

Reasoned Justification

3.64 The Regional Spatial Strategy sets certain requirements for the provision of housing land and consequently the realistic options which can be put forward for consideration are limited. In addition new information has become available since the Regional Spatial Strategy was prepared, including the North Staffordshire Integrated Economic Development Strategy (NSIEDS) and the research being carried out in support of the partial review of the Regional Spatial Strategy.

3.65 Option 1: Regional Spatial Strategy Minimum Build Rate

In this scenario, the housing provided in the plan area between 2001 and 2021 would amount to 11,000 dwellings. This would not meet the need for housing in the area resulting from demographic change and anticipated additional demand arising from economic growth. It has not therefore been considered further as an option.

3.66 Option 2 : Regional Spatial Strategy Build and Demolition Rates

Were the approach set out in the Regional Spatial Strategy followed, based upon current estimates of apportionment and making an assumption about demolitions for the Borough based on past trends, and assuming the Regional Spatial Strategy build and demolition rates in the City, then in the Plan Area there would be approximately 17,000 new builds and 10,200 demolitions.

3.67 However, were this approach to be followed there would be insufficient housing provided to meet need arising from demographic change and increased demand assuming the lower level of the North Staffordshire Integrated Economic Development Strategy was met. This would result in population being displaced to surrounding authorities, leading to pressure on housing in surrounding areas, increased commuting and the perverse prospect of the necessity for increased greenfield development in surrounding areas. This has not therefore been considered further as an option.

3.68 Option 3 : Forecast Population and Economic Growth and Assumed Demolitions.

As a starting point, it has been assumed that there will be a level of demolitions of 9,500 across the conurbation in the Plan period. Taking into account newly emerging assessments of demographic change, the lower economic forecast in the North Staffordshire Integrated Economic Development Strategy and the goal of reducing void rates to 2.5% by 2021, then at a demolition rate of 9,500 it would be appropriate to build approximately 19,600 in the Plan area in the period 2001 to 2021. Were the level of demolitions to be increased significantly above the 9,000 level, then these would be replaced on a 1 for 1 basis.

3.69 Government guidance advises authorities to adopt a plan, monitor and manage approach in the preparation of their Local Development Frameworks. In determining the appropriate level of housing to be provided the best available information has been taken into account. The proposed level of housing is above the minimum level set out in the Regional Spatial Strategy. At the same time it represents a realistic level of provision which will meet local needs and at the same time accommodate the programme of Housing Market renewal being put forward by RENEW North Staffordshire. The level of commitments and completions will be monitored annually and if a different level of provision is required, the document will be reviewed.

Monitoring

Indicator	Target
Meet minimum annual housing requirement as set out in the Regional Spatial Strategy.	600 p.a. (Stoke-on-Trent).

Housing Distribution

Links to Strategic Aims

- 3.70 SA1 To meet the overall development requirements for the sub-region in accordance with the West Midlands Regional Spatial Strategy.
- SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.
- SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

Thematic Options

- 3.71 1. To apportion urban residential development in accordance with historic patterns of distribution;
2. To prioritise urban residential development in favour of the Inner Urban Core.

Policy CP11

For the period 2001 to 2021, sufficient land will be allocated to allow for completion of dwellings in the following areas:

Within the Inner Urban Core	7,200 minimum
Urban area outside the Inner Urban Core	11,450 maximum
Rural areas	950 maximum

Reasoned Justification

- 3.72 The approach which the Regional Spatial Strategy promotes, in line with Government guidance, is one of guiding growth and regeneration towards the Major Urban Areas whilst at the same time restraining further house building in the surrounding areas. It is proposed that in North Staffordshire a similar approach will be followed. Development will be prominently concentrated in the Inner Urban Core where there is access to employment, leisure and retail facilities, where there is the opportunity to access public transport and achieve a modal shift, and which are inherently more sustainable than suburban car-based commuter settlements.
- 3.73 Whilst development in the Inner Urban Core is considered to be a priority, it is recognised that there are a significant number of existing commitments and that some development will continue, albeit at a lower level, in the rest of the urban area. There will also be some limited development in the rural area, in Newcastle-under-Lyme, where this is in line with Government policy. In line with the approach to development taken in the Regional Spatial Strategy, to ensure that development is prioritised in the most sustainable locations house building in the Inner Urban Core will be a minimum, whilst for the remaining areas the targets will be maximum.

Monitoring

Indicators	Targets
Number of dwelling completions in the Inner Urban Core in the period 2001 – 2021.	7,200 dwellings minimum
Number of dwelling completions in the Urban Area outside the Inner Urban Core in the period 2001 – 2021.	11,450 dwellings maximum 6,580 dwellings maximum in Stoke on Trent 4,870 dwellings maximum in urban Newcastle
Number of dwelling completions in the Rural Area in the period 2001 – 2021.	950 dwellings maximum

Phasing of Housing Developments

Links to Strategic Aims

- 3.74 SA1 To meet the overall development requirements for the sub-region in accordance with the West Midlands Regional Spatial Strategy.
- SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

Thematic Options

- 3.75 1. To apply a uniform annual built rate across the plan period;
2. To vary build rates to accord with regeneration priorities.

Policy CP12

Development should make provision for dwellings to be built at 5 year mean average rates specified below and phased to accord with the urban renewal programme in Areas of Major Intervention as set out in the Area Action Plans.

Period	2001-6	2006-11	2011-16	2016-2021	Total
Stoke-on-Trent	3,610	3,705	3,605	2,860	13,780
Newcastle-under-Lyme Urban	940	1,400	1,470	1,060	4,870
Newcastle-under-Lyme Rural	310	260	190	190	950
Total	4,860	5,365	5,265	4,110	19,600

Reasoned Justification

- 3.76 National guidance and good planning practice suggest that it is not appropriate to release housing in an uncoordinated manner. To adopt such an approach would be to invite piecemeal development which would fail to make the best use of scarce resources or contribute to the significant improvement in the overall stock condition, particularly in the Inner Urban Core, which will be needed to deliver urban renaissance.
- 3.77 Over the Plan period construction of 19,600 dwellings would amount to an average build rate of 980 per annum in the Plan Area. However, what must also be taken into account is the need for replacement dwellings to facilitate the Housing Market Renewal programme, together with the level of existing completions and commitments already in the planning pipeline following a period of high demand for housing and rapidly rising prices. Consequently there is a degree of weighting towards the early years of the Plan Period.

Monitoring

Indicators	Target
Number of dwelling completions in Stoke-on-Trent/ Newcastle-under-Lyme.	Phasing as set out in CP12

New Residential Development Requirements**Links to Strategic Aims**

- 3.78 SA1 To meet the overall development requirements for the sub-region in accordance with the West Midlands Regional Spatial Strategy.
- SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.
- SA6 To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new houses are affordable.

- SA7 To ensure that new residential development makes adequate provision for community facilities including health care, education and leisure and that existing facilities are retained and enhanced where they provide for the needs of existing communities.
- SA14 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.

Thematic Options

- 3.79 1. Manage new residential development so as to make a positive Contribution to the overall regeneration of North Staffordshire;
2. Not to use housing development as a tool for regeneration.

Policy CP13

New residential development will:

- a) **Assist wider regeneration objectives and contribute positively to the restructuring of the housing market;**
- b) **Contribute to widening the housing mix;**
- c) **Not put undue pressure on the provision of community facilities (and where appropriate, it will be accompanied by proposals to increase such provision);**
- d) **Not harm features of acknowledged importance;**
- e) **Be located on previously developed land which can reasonably be regarded as requiring redevelopment in preference to greenfield land.**

Development will be carried out on previously developed land in accordance with the following minimum targets:

Stoke-on-Trent	85%;
Newcastle-under-Lyme	75%.

Reasoned Justification

- 3.80 This approach is consistent with the plan, monitor and manage approach and sustainable community agenda. and the co-ordinated release of land must be managed in accordance with the emerging regeneration strategy for North Staffordshire.

Monitoring

Indicators	Target
Net additional dwellings.	In accordance with HMR renewal and replacement programmes.

Housing Affordability

Links to Strategic Aims

- 3.81 SA6 To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new houses are affordable.

Thematic Options

- 3.82
1. Do not request an affordable housing requirement at all as part of any new development;
 2. Confine requests for affordable provision solely to sites within RENEW North Staffordshire Areas of Major Intervention;
 3. Adopt a North Staffordshire wide policy that spreads the burden across all development.

Policy CP14

New residential development will generally be required to contribute towards affordable housing at a rate equivalent to 25% of the dwellings to be provided.

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 will be required at the equivalent rate.

In other areas, particularly within areas of intervention, there may be a need for a higher level of affordable provision drawing on a cocktail of funding sources. In this event developers may be asked to accommodate a higher percentage of affordable dwellings within their site.

Reasoned Justification

- 3.83 Traditionally there has been limited need for affordable housing provision to accompany new residential development in the North Staffordshire conurbation. This has in part been due to availability of public sector, registered social landlord housing and low cost market housing. Rising house prices relative to incomes and loss of public stock due to Right to Buy are changing this. The effects of market restructuring will also accelerate the requirement for affordable housing, particularly to accommodate displaced households. Initial assessments indicate that in some Areas of Major Intervention the requirement for affordable housing could be as high as 40%. If the burden of affordable provision were to fall solely within areas of greatest need this would provide a perverse incentive to residential development where there is less need. A policy which accords with national guidance and spreads the burden across the plan area whilst recognising the need for higher levels of provision in some areas, particularly within the Inner Urban Core, is more equitable. Supplementary planning advice will be prepared to provide further guidance on Affordable Housing Provision.

Monitoring

Indicators	Target
% of affordable housing provision accommodated within future planning permissions.	90% of eligible sites to include provision for affordable housing at a rate of 25%

ECONOMIC PROSPERITY

- 3.84 Economic prosperity is a key concern in terms of its effect on the overall quality of life within North Staffordshire. When looked at in terms of the national and regional scales, the sub-region is relatively impoverished. The most affluent and skilled households are leaving the North Staffordshire and it is necessary to try to retain young qualified people, and encourage diverse communities with higher incomes by ensuring there are sufficient jobs for the future. Ensuring better skills and types of jobs will also help local people increase their earnings.
- 3.85 At the heart of North Staffordshire we have a City Centre with massive potential surrounded by attractive historic towns including Newcastle under Lyme. There are two universities (one with a medical school) and the parks and open spaces make the North Staffordshire urban area one of the greenest in the UK. North Staffordshire has much to offer as a tourist destination. There is a wealth of industrial heritage including ceramics and three magnificent canals, the Trent and Mersey, the Shropshire Union and the Caldon. Alton Towers and the Peak District, both of national importance are in close proximity and enhance the attractiveness of North Staffordshire to visitors and residents.
- 3.86 These assets can be promoted through a planned strategy to greater enhance economic prosperity within North Staffordshire over the next 20 years and beyond.
- 3.87 The Regional Spatial Strategy sets out several key considerations which must be taken forward by the policies contained within both the Core Strategy and subsequent Development Plan Documents that are produced in line with it. By complying with these considerations, any such policies will also be in conformity with the Regional Economic Strategy, ensuring that North Staffordshire will be making a positive contribution to the economic growth of the West Midlands as a whole, as it takes forward the process of creating a stronger and more sustainable local economy.
- 3.88 Stoke-on-Trent City Centre and Newcastle Town Centre, as well as the other ten settlements included within the hierarchical levels as shown in the Key Diagram, all lie within the Urban Area. North Staffordshire's economic conditions are obviously dependent on the vitality of the urban area, and the process of economic growth must be focused here. A series of strong, interdependent local economies that combine to create a more healthy and vibrant urban area, will act as a catalyst for the future development of North Staffordshire on all fronts.
- 3.89 The Economic prosperity chapter encompasses a broad range of topics and themes that include population, jobs, employment requirements, town and city centres and tourism among others. These will help to highlight the needs of North Staffordshire in terms of its economic development, and therefore the general direction of policies influencing it.

Economic Opportunities

Links to Strategic Aims

- 3.90 SA1 To meet the overall development requirements for the sub-region in accordance with the West Midlands Regional Spatial Strategy.
- SA8 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.
- SA9 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.
- SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.
- SA11 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.
- SA15 To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.
- SA20 To encourage Investment in high value added economic development leading to good quality employment opportunities.

Thematic Options

- 3.91 1. Accepting any job creation as and when it may occur;
2. Promoting quality jobs in a quality environment.

Policy CP15

The growth of the North Staffordshire's economy will be achieved through the following means:

- a) **Diversification and modernisation of centres for new business investment, particularly in terms of retailing, education, leisure, entertainment, culture, office development and residential development that is appropriate in scale and nature to the respective centre;**
- b) **Harnessing the creative and knowledge assets of North Staffordshire to develop high value business growth, in particular investment in Keele University, Staffordshire University and University Hospital, and in the new growth sectors of medical and healthcare technologies and creative industries;**
- c) **Improvement in the levels of productivity, modernisation and competitiveness of existing economic activities, whilst attracting new functions to the conurbation, especially in terms of service-based industries. Ensuring a balance between promoting North Staffordshire's unique heritage and its cultural distinctiveness, and conveying an image of a dynamic, vibrant sub-region, in terms of strengthening its viability as a tourist destination;**
- d) **Capitalising on North Staffordshire's potentially strong geographical position, its people and its productive asset base.**
- e) **Strategically planned land use on major brownfield sites for high value business growth identified in Policy CP17.**

Reasoned Justification

- 3.92 North Staffordshire currently possesses a weak economic base. There has been a marked decline in the number of manufacturing jobs and even though the service sector has expanded over time, total employment has declined.
- 3.93 In general, the concentration of employment in relatively low paid activities within manufacturing and in sectors such as distribution underlines the need to increase employment in higher value jobs. Between 1995 and 2002 there has been a transition from manufacturing towards services, particularly distribution, consumer and public services, but far less towards financial and business services. The risk of a Business as Usual approach would be that this trend will continue. Other options would be to focus on either population or economic stabilisation. However there is a danger that in focussing too much effort on developing one element of the strategy to the neglect of others could result in less than optimum levels of economic growth. This would lead to the continuation of a weak sub-regional economy. In turn, this would perpetuate the trend of out-migration and the existence of unsustainable communities, further exacerbating the problems of a weak local economy.
- 3.94 Contraction of the local economy is most obviously exhibited through job losses has meant that North Staffordshire now receives special assistance from the Government. Most of the Urban Area is covered by the North Staffordshire

Regeneration Zone. It has been recognised that the effective regeneration of the North Staffordshire urban area requires concerted and co-ordinated action on a number of related fronts. A strategic approach would allow the urban areas to be transformed into 'areas of opportunity'. The key 'drivers for change' identified in the North Staffordshire Integrated Economic Development Strategy (NSIEDS) comprise the business base; knowledge assets; image; the physical realm and skills and workforce. They should be taken into account in preparing the policies within the Core Strategy. These 'drivers' are consistent with the Regional Spatial Strategy and in terms of promoting a sub-regional focus and the need for a managed hierarchy of centres, as well as with the sustainable communities agenda. The North Staffordshire Integrated Economic Development Strategy recommended a strategic approach of reversing past out-migration from the inner core to make it the focus of development and investment – particularly where this supports the transformation of the environment and the strengthening of the City Centre and Newcastle-under-Lyme Town Centre and diversifying and modernising these centres for new business and investment.

- 3.95 In order to maximise the potential for population growth, it is essential to deploy a range of other initiatives, such as ensuring that an appropriate mix of housing and community facilities are provided. As well as aiming to attract inward investment, any strategy for economic growth must focus on improving local competitiveness by means of 'upskilling' the local population and recognising the need for modernisation and or expansion of existing businesses. To not include this provision within the strategy will impair progress towards economic prosperity which can continue in an upwards spiral. Training and education provision is vitally important therefore in terms of ensuring that economic growth becomes an increasingly indigenous process, governed by and catering for the needs of the local population and business expansion.
- 3.96 North Staffordshire already possesses a strong cultural identity, based upon its potteries and ceramics heritage. This individuality is an important asset, and should be utilised in terms of creating a positive image, which the sub-region can exploit as a 'brand name' in terms of marketing itself across the region and beyond. Also, this has obvious positive implications in terms of tourism and culture. The development of facilities concerned with these particular sectors should incorporate this distinctive identity, as well as the physical assets that currently exist e.g. the canal network, sites and buildings of historic interest and green space, gardens and natural attractions.
- 3.97 The preferred policy is consistent with the Regional Spatial Strategy and promotes a sub-regional focus and managed hierarchy of centres. The policy fits in with Housing Market Renewal Pathfinder as it promotes sustainable communities strategy through increased employment opportunities through range of initiatives. This approach will also aid the turnaround of past trends in the types of employment being developed in this area by creating a more balanced economy to capitalise and enhance upon existing assets whilst maintaining flexibility to address differing economic trends and requirements within the North Staffordshire Area.

Monitoring

Indicators	Target
Hectares of land developed for employment by type in the period 2005-2021.	90Ha (Stoke-on-Trent) 45Ha (Newcastle-under-Lyme) 56Ha (Chatterley Valley)

Meeting Employment Needs

Links to Strategic Aims

- 3.98 SA8 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.
- SA9 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.
- SA11 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.
- SA15 To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.
- SA20 To encourage Investment in high value added economic development leading to good quality employment opportunities.

Thematic Options

- 3.99 1. Land required to accommodate low rates of economic growth;
2. Land required to accommodate higher rates of economic growth.

Policy CP16

In order to achieve sustainable development and economic growth provision will be made for at least 190 hectares of employment land based on a programme of phased release during the period 2005 to 2021. Provision will be made for at least 90 hectares within Stoke-on-Trent; at least 45 hectares within Newcastle under Lyme and at least 56 hectares at Chatterley Valley. This excludes relocations arising from the urban renewal process.

Reasoned Justification

- 3.100 North Staffordshire has a large number of existing industrial estates and other existing employment areas, as well as large areas of brownfield and derelict land. Trends provide some guide to future land requirements - Stoke-on-Trent has seen a 5 year average take up of around 20 hectares of employment land, and

Newcastle-under-Lyme 27 hectares. The amount of land taken up annually however can vary significantly from year to year.

- 3.101 The North Staffordshire Integrated Economic Development Strategy sets a framework to support the economic regeneration of North Staffordshire and at a more detailed level, within Appendix B of the document, ensures that an appropriate supply of land is available to underpin this identified need. In addition there will be a certain degree of regular churn in the market caused by the contraction, relocation or expansion of existing occupiers. As well as

ensuring that there is an adequate supply of land for employment development, it is important to make sure there is sufficient range and choice to meet local economic needs and to find land to meet the key economic opportunities identified in the previous preferred policy.

- 3.102 The amount of land made available through identifying and allocating sites needs to be realistic and phased to ensure sites are brought forward or developed in line with a sustainable approach. If there is an unrealistic amount of employment land available, it is difficult to protect it for the purpose it was intended. Too much choice could weaken the strategic approach, particularly in terms of recognising that investment should contribute towards creating thriving urban centres. To have too little identified land will make it impossible to bring land forward in a managed and phased approach. Policies therefore need to be specific, robust and provide certainty in the approach to planning for employment growth that can ensure that a balance of types of uses to 2021 can be brought forward.
- 3.103 The policy is consistent with the Regional Spatial Strategy and with the preferred strategy approach developed through the North Staffordshire Integrated Economic Development Strategy. The policy is consistent with the key economic opportunities policy and provides a specific and robust approach to planning for employment growth, which will enable a balance of types of uses to be brought forward to 2021.

Monitoring

Indicators	Targets
No of planning permissions for educational development.	In accordance with PFI Schools and HE Development Programmes
Hectares of land developed for employment by type in the period 2005-2021.	90Ha (Stoke-on-Trent) 45Ha (Newcastle-u-Lyme) 56Ha (Chatterley Valley)

Strategic Employment Sites

Links to Strategic Aims

- 3.104 SA8 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.
- SA1 To meet the overall development requirements for the sub-region in

accordance with the approved West Midlands Regional Spatial Strategy.

SA11 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.

Thematic Options

- 3.105 1. Accommodate all RSS strategic employment policy initiatives;
2. Accommodate some RSS strategic employment policy initiatives.

Policy CP17

Two Regional Investment Sites (RIS) will be allocated within North Staffordshire, at:

- a) **Chatterley Valley RIS (1) and**
b) **Trentham Lakes RIS (2)**

No Regional Logistics Site will be allocated in North Staffordshire

Reasoned Justification

- 3.106 The Regional Spatial Strategy requires the provision of Regional Investment Sites (RIS) to support the diversification and modernisation of the Region's economy and in particular the development of the Region's cluster priorities. Regional Investment Sites need to be between 25 and 50 hectares, should generally be high-quality sites attractive to national and international investors, served or capable of being served by multi-modal transport facilities and be well related to the motorway and trunk road network. Sites need to be located within, or close to the areas of greatest need and be accessible to effective education and training opportunities to ensure that the employment benefits are available to the local workforce. The Regional Spatial Strategy requires consideration of existing Premium Employment Sites (PES) in identifying Regional Investment Sites. Trentham Lakes and Chatterley Valley are identified as existing Premium Employment Sites that are capable of being Regional Investment Sites within the North Staffordshire Regeneration Zone. These sites will be key in terms of the diversification of the North Staffordshire economy, and will place particular emphasis on the development of those 'high impact' employment sectors mentioned in strategic aim CPSA8. Strong links between these sites and the sub-region's educational and training infrastructure are necessary, in order to ensure that they are effective in terms of bringing about a step change in North Staffordshire's economy. To not identify a Regional Investment Site within the Regeneration Zone would be contrary to the Regional Spatial Strategy.
- 3.107 With regard to Regional Logistics Sites the Regional Spatial Strategy requires consideration of such sites within North Staffordshire. Sites should generally be in the order of 50 hectares or more; possess good quality access to the Regional rail and highway networks and public transport links, or capable of having such links provided; be served or proposed to be served by multi-modal transport facilities and broadband IT infrastructure; have easy access to an appropriate labour supply and education and training opportunities; and aim to minimise compromise to the local environment. There are no sites within North Staffordshire which meet all the necessary criteria for a Regional Logistics site.

Although Chatterley Valley would nearest meet the identified criteria, a planning application for a mix of uses on this site has recently been considered to promote quality and diversity of employment opportunities. This site, along with a number of other sites within North Staffordshire, together provide a significant amount of land capable of accommodating logistics development but North Staffordshire does not have a readily available Regional Logistics site which fits the required criteria.

- 3.108 The policy is consistent with the Regional Spatial Strategy and with the preferred strategy approach developed through the North Staffordshire Integrated Economic Development Strategy. The policy is consistent with the key economic opportunities policy and contributes to the provision of a specific and robust approach to planning for employment growth.

Monitoring

Indicators	Target
Identify Regional Investment Site opportunities at Chatterley Valley and Trentham Lakes	56Ha Chatterley Valley 30Ha Trentham Lakes

Economic Development Portfolio

Links to Strategic Aims

- 3.109 SA11 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.
- SA20 To encourage Investment in high value added economic development leading to good quality employment opportunities.

Thematic Options

- 3.110
1. To adopt a planned approach to provision of an economic development portfolio;
 2. To adopt a reactive approach to economic development initiatives.

Policy CP18

The allocation of sites for economic development will have regard to the following:

- a) **Prioritisation of sites that are convenient to and easily accessible by the residents of the North Staffordshire Regeneration Zone;**
- b) **Promotion of office development sites capable of meeting modern occupier requirements at an appropriate scale within the City Centre, Newcastle-under-Lyme town centre and other town centres within the hierarchy of centres;**
- c) **Development of the further and higher education sectors as a means of fostering economic growth, particularly Keele University and Staffordshire University, will be supported. Development proposed under the provisions of the policy will seek to strengthen infrastructure links between the universities, other educational and training institutions including the University Hospital of North Staffordshire and the Regional Investment Sites;**
- d) **Establish and maintaining a portfolio of sustainable employment sites by ensuring a range and number of sites attractive to developers and to the type of businesses which the area is seeking to foster;**
- e) **Support the ongoing improvement of established employment areas within North Staffordshire.**

Reasoned Justification

- 3.111 In bringing employment sites forward to meet the identified employment needs for North Staffordshire, land made available needs to be feasible and phased to ensure sites are brought forward or developed in line with a sustainable approach.
- 3.112 The North Staffordshire Integrated Economic Development Strategy provides a framework to support the economic regeneration of North Staffordshire and at a more detailed level sets out requirements within each of the district areas and Chatterley Valley to ensure that an appropriate supply of land is available to underpin the identified need.
- 3.113 In undertaking an assessment of employment land the Regional Spatial Strategy requires local authorities to give priority to Regeneration Zones in meeting employment needs within the Region. This is consistent with an approach to ensure that accessible employment opportunities are contributing to the regeneration of identified priority areas.
- 3.114 Aligned with the above approach, one of the key economic opportunities identified within North Staffordshire Integrated Economic Development Strategy is to strengthen the vitality and viability of the urban centres to ensure that these centres within North Staffordshire's urban area will together, and individually, 'punch their weight' and be attractive as a first choice destination for residents, business and visitors. The North Staffordshire Integrated Economic Development Strategy examined a strategic approach to reversing past out-migration from the

inner core and to make it the focus of development and investment – particularly where this supports the transformation of the environment and the strengthening of the City Centre and Newcastle-under-Lyme town centre and diversifying and modernising these centres for new business and investment. This is the preferred policy approach to providing key economic opportunities with this Core Spatial Strategy. To deliver this identified requirement development should be focussed within urban areas.

- 3.115 A particular need identified to aid a turn around in economic prosperity is the growth of the office market. The area suffers from a substantial under-representation of office-based private sector service activity (financial, professional and business service) that must be addressed. The strategy to encourage relocation of commercial office activity to the conurbation depends on attracting new investment in competitive commercial property. To support a strategic approach and to ensure North Staffordshire makes the most of future opportunities, the location of office development should be within the City Centre, as a first priority, and Newcastle-under-Lyme town centre and then other centres within the hierarchy for appropriately sized developments thereafter. Such an approach will ensure that policies are consistent with the Regional Spatial Strategy. By not recognising a strategic approach or the hierarchy of centres there would be a danger in providing uncertainty to the development industry and such an approach would not provide a robust and deliverable employment package for bring sites forward by 2021.
- 3.116 North Staffordshire's further and higher educational establishments have a vital role to play within this process. The planning system will act, where possible, to aid the development of such institutions, particularly the two universities. Their potential in terms of strengthening the knowledge and skills base within the local population is invaluable, especially through the development of research facilities and mechanisms which can, in turn, facilitate the process of 'technology transfer' and foster the growth of businesses reliant on, and complementary to, such research processes.
- 3.117 The preferred policy is consistent with the Regional Spatial Strategy, supports the strategy developed through North Staffordshire Integrated Economic Development Strategy and is consistent with the key economic opportunities policy. This policy approach will ensure sites are brought forward or developed in line with sustainability objectives and contributes to the provision of a specific and robust approach to planning for employment growth

Monitoring

Indicators	Target
Availability of employment land in the period 2005 to 2021.	In accordance with CP16.

VITALITY AND VIABILITY OF CENTRES

- 3.118 The status of Stoke-on-Trent City Centre as the sub-regional, strategic centre and Newcastle-under-Lyme town centre as a complementary strategic centre, as set out in the Regional Spatial Strategy and Core Policy CP5, means that these will be the primary destinations for new retail, commercial and leisure development. However, it is not the aim of Core Strategy policy that this should lead to competition between the two. Rather, it should facilitate the distribution of such development in a manner that allows for the two centres to complement each other. The city centre is seen as the sub-regional hub in terms of retail and other associated uses, and an ideal location for businesses and brands of national renown. Newcastle will complement this by exploiting its 'market town' image, thus being more suitable for more specialist retail sectors. It currently possesses a healthy professional services sector, and this should be capitalised on in terms of its potential role in improving the local knowledge and skills base. The two centres will be strengthened by policies which limit the impact of out-of-centre development, provide a framework for improving the quality of the public realm and encourage opportunities for town centre living.
- 3.119 Retail and commercial development within the other settlements of the Urban Area will be much smaller scale and cater for a more localised clientele, generally not extending beyond the population base of each locality. Policies that reflect this are not intended to constrain the economic vitality of each centre, but instead to ensure that each one fulfils its required role in terms of the sub-regional hierarchy.

The Sequential Approach - Strategic and District Centres

Links to Strategic Aims

- 3.120 SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres

Thematic Options

- 3.121
1. To relate the scale and character of new centre development to the scale and character of the host centre;
 2. To accommodate all central area development proposals irrespective of impacts upon the host or neighbouring centres.

Policy CP19

All proposals for retail, office and leisure developments within designated centres will be assessed in accordance with a sequential approach to site selection, having regard to the scale of development and the hierarchy of centres as defined in Core Policy CP5. Appropriate development will be of a type and scale that fits into the respective centre and that complements its role and function. The appropriate scale of development for each centre will be defined within other appropriate Local Development Documents. Such developments will:

- a) Not, either individually or cumulatively, harm the vitality or viability of the host centre or any other centre, within the anticipated catchments;**
- b) Be accessible by a choice of transport modes with facilities for disabled people, pedestrians and cyclists, and not significantly increase the need to travel by car; and**
- c) Not have a detrimental effect on the amenity of neighbouring residential properties.**

Reasoned Justification

- 3.122 Retailing is a highly competitive business with competition between individual business, different centres, and between centres and out-of-town retail outlets. The retail industry has seen, and will continue to see, dramatic changes arising from new formats, increased competition, customer mobility and technological development which can have both positive and negative impacts on urban centres.
- 3.123 Competitive urban centres are essential to the prosperity of North Staffordshire. In England, town and city centres have traditionally provided a focus for commercial and administrative activity and represent an invaluable opportunity to project a high quality image to a large number of visitors and potential investors. Consumers however have ever rising expectations, it is essential therefore that urban centres can meet, and indeed exceed these expectations if they are to retain their competitive position.
- 3.124 In promoting and enhancing existing centres national Planning Policy Statement (PPS6) recognises that at both a regional and local level planning bodies should consider the network of settlements within their area and the relationship each of these centres have with others in the hierarchy. National Planning Guidance requires Local Authorities to establish how best to distribute any identified growth to achieve the objectives of their spatial strategies.
- 3.125 The North Staffordshire Integrated Economic Development Strategy considered the benefit of driving forward beneficial change under four strategic priorities:
- To strengthen the vitality and viability of the urban centres and increase the quality of what they offer;
 - To improve the accessibility of the urban centres to shoppers and other visitors;
 - To enhance the image of the urban centres and address any lingering negative images that may be held among existing and potential users;

- To support and develop complementary service centre locations in the North Staffordshire Conurbation.
- 3.126 This approach is consistent with the objectives of PPS6 where all proposals for retail, office and leisure developments should be assessed in accordance with a sequential approach to site selection which encourages development within town centres as a first preference. Policies need to be robust in ensuring that all town centres should be looked at prior to edge of centre and then out of centre locations but flexible enough to recognise that different town centres have differing roles and functions and that proposals for retail, office and leisure developments make better use of existing land and buildings and promote the development of specialist roles at an appropriate scale and function for that centre.
- 3.127 The sequential approach to site selection has been a central theme to national planning policy for a number of years and continues to be one of the Governments prime objectives. To locate development away from these urban centres or to steer proposals away from the established hierarchy of centres would be contrary to PPS6, would be inconsistent with the Regional Spatial Strategy and would not be compatible with a strategic approach to planning for economic prosperity and sustainable communities.
- 3.128 The preferred policy is consistent with the Regional Spatial Strategy and the Sub-Regional focus, supports the approach developed through North Staffordshire Integrated Economic Development Strategy in terms of strengthening the vitality and viability of the urban centres and is consistent with the key economic opportunities policy. This policy approach is consistent with PPS6 and will ensure proposals are brought forward or developed in line with sustainability objectives.

Monitoring

Indicators	Target
No of strategically significant office/ retail planning permissions (as defined in Policy PA11 of the West Midlands Regional Spatial Strategy) in out-of-centre and non-designated locations as set out in the Local Development Framework.	0

The Sequential Approach: Edge-of-Centre and Out-of-Centre Developments

Links to Strategic Aims

- 3.129 SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

Thematic Options

- 3.130 1. To adopt a sequential approach to the assessment of edge and out of centre developments;
2. To discount the impact on existing centres.

Policy CP20

If no suitable sites or buildings are available within a specific centre having considered scale and flexibility in formats, sequentially the hierarchy of centres as set out in core policy CP5 will next be considered. Only then, if there are no appropriate edge-of-centre, district centre or local centre sites available, should out-of-centre sites, in locations that are accessible by a choice of transport modes, be considered. All developments outside town centres should demonstrate need for the proposal and should be within established built-up area boundaries. Such developments should:

- a) Not, either individually or cumulatively, impact upon or harm the vitality or viability of any strategic centre, other town centre or neighbourhood or local centre, within the anticipated catchments;**
- b) Demonstrate they have been flexible about their proposed business model in their consideration of alternative sites;**
- c) Be accessible by a choice of transport modes with facilities for disabled people, pedestrians and cyclists;**
- d) Promote sustainability objectives by reducing travel distances for local residents and not significantly increase the need to travel by car;**
- e) Not have a detrimental effect on the amenity of neighbouring residential properties;**

Reasoned Justification

3.131 In line with the previous policies a sequential approach to retail, office and leisure development in edge-of-centre and out-of-centre locations has to be in line with PPS6 and the Regional Spatial Strategy policies. Policies need to be robust in ensuring that all town centres should be looked at prior to edge of centre and then out of centre locations but flexible enough to recognise that different town centres have differing roles and functions and that proposals for retail, office and leisure developments make better use of existing land and buildings and promote the development of specialist roles at an appropriate scale and function for that centre. In adopting a sequential approach the scale of the development is critical to ensuring the approach is carried out correctly. The sequential approach should recognise the hierarchy of centres, looking at these in turn but recognising that the scale and type of development has to be appropriate to the centre being considered. In approaching the scale of the development the flexibility of retail trading format is a key consideration which needs to be applied robustly and demonstrated for each proposal.

3.132 The preferred policy is consistent with PPS6 and with a strategic approach in supporting and strengthening the vitality and viability of the urban centres whilst providing for development proposals of an appropriate scale and type to be brought forward in the right locations to support the principles of sustainable development.

Monitoring

Indicators	Target
No of strategically significant office/ retail planning permissions (as defined in Policy PA11 of the West Midlands Regional Spatial Strategy) in out-of-centre and non-designated locations as set out in the Local Development Framework.	0

Leisure, Culture and Tourism

Links to Strategic Aims

- 3.133 SA15 To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire's unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.

Thematic Options

- 3.134 1. North Staffordshire already possesses a number of cultural and tourism facilities, which policy should primarily concentrate on protecting;
2. Encourage the provision of new facilities that incorporate this strong cultural heritage, where they would not be of detriment to existing ones;
3. Encourage the development of tourism and leisure facilities that may adversely affect existing facilities.

Policy CP21

The development of leisure, cultural and tourism facilities will be encouraged, provided that the following provisions are met:

- a. **Development of tourism facilities should make use of the natural and cultural heritage of North Staffordshire, without causing harm to any such assets;**
- b. **Development can be shown not to be prejudicial to the interests of currently existing facilities, or if so, that the benefit gained from the development of new facilities would more than offset the detriment suffered by the decline or loss of existing ones;**
- c. **Development will ensure that it does not adversely affect the local transport infrastructure or residential amenity, or mitigate such effects where they are likely to arise;**
- d. **Development of tourist facilities in the rural area will be limited to those that make use of the natural environment in a sustainable manner, and will not adversely affect the natural environment, biodiversity or visual amenity.**

Reasoned Justification

- 3.135 North Staffordshire is fortunate in terms of possessing a strong cultural identity. Stoke-on-Trent is nationally recognised as the centre of the ceramics industry. Despite its decline in its role of providing the mainstay of the sub-regional economy, which is also true of other complementary industries and activities that once dominated North Staffordshire, its legacy lives on in terms of the distinctive environment that exists here today.
- 3.136 Tourism and culture are key concepts in terms of utilising North Staffordshire's unique heritage, as part of an overall approach to economic development. This heritage should be incorporated within new developments focusing on attracting visitors, in line with the Regional Spatial Strategy policy. In North Staffordshire, this specifically relates to the ceramics and pottery heritage, and physical assets such as the canal network, sites and buildings of historic interest and green and open space and natural attractions. In terms of policy formulation, there are several options, though the Regional Spatial Strategy requirement has a significant effect on their viability. These options are as follows
- 3.137 The first option would not be viable. Although it aims to protect the level of current provision, it would have the result of constraining future development and therefore not allowing North Staffordshire to fulfil its potential as a culturally rich location.
- 3.138 The second option is the favoured one, as it complies with the Regional Spatial Strategy policy PA10 as well as ensuring that all new development is of a sustainable nature. It would allow for the growth and development of North Staffordshire's cultural sector whilst protecting existing assets. The sub-region's cultural heritage is unique in a West Midlands context; therefore incorporating this into any new developments will ensure that this sector is in a position to compete with others in other parts of the region, as well as to complement them. This aspect renders the third option obsolete.

Monitoring

Indicators	Target
Number of planning application for the provision of leisure, cultural and tourism related activities and where refused such decisions were overturned on appeal.	0

ENVIRONMENTAL QUALITY

- 3.139 New developments will be designed to reflect the character of their surroundings. High quality contemporary designs that respect their site and wider setting will be encouraged. Higher standards of construction will also be achieved, especially in relation to the environmental performance of buildings and to avoid pollution.
- 3.140 Both Councils will work with owners, occupiers and other agencies to conserve the wealth of historic sites and buildings in North Staffordshire. These assets will play a key role in the regeneration and enhancement of our town centres (for example, through the restoration and re-use of Stoke-on-Trent's Bethesda Chapel and Newcastle's Guildhall).
- 3.141 Strategic Greening for Growth projects to improve habitats, landscape quality and recreation opportunities will be implemented in several areas. These will include enhancement of the wider Trent Valley landscape and a major green corridor providing a buffer between Stoke-on-Trent and communities in neighbouring parts of the Inner Urban Core and Newcastle-under-Lyme.
- 3.142 As part of the continuing regeneration of the City Centre South area of major intervention, a comprehensive package of greenspace improvements will be implemented.
- 3.143 North Staffordshire's waterways will remain a key focus for leisure and tourism, and this role will be further enhanced through progressive development of canalside residential development opportunities along North Staffordshire's waterways.

Environmental assets

Links to Strategic Aims

- 3.144 SA14 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.

Thematic Options

- 3.145 Respect for the Environment is a prerequisite to sustainable living and sacrificing environmental quality in pursuit of other goals is not a realistic option.

Policy CP22

The quality of the environment will be maintained and enhanced to complement wider economic and social regeneration objectives by:

- a) **Supporting proposals to restore degraded areas, provide appropriate greenspace and recreation facilities;**
- b) **Conserving and respecting areas or items of intrinsic natural heritage, landscape, woodland value and any other features of similar acknowledged importance; and**
- c) **Promoting biodiversity.**

Loss of valued irreplaceable environmental assets will not be accepted. Development will provide a net gain to environmental assets and mitigate and compensate for loss of replaceable environmental asset.

Reasoned Justification

- 3.146 North Staffordshire's topography has dictated its urban form. We have a legacy of quality green spaces penetrating the conurbation, views out over the stunningly beautiful countryside and a richness of wildlife. A reflection of this is in the number of environmental designations across North Staffordshire. Not only are these assets cherished by the people of North Staffordshire, but provide for recreation, support biodiversity and benefit the attractiveness of the area as a location for economic development and tourism. Their protection and enhancement are considered essential.
- 3.147 North Staffordshire's environmental assets play a major role in shaping the character of our environment, stimulating leisure and tourism and supporting the overall quality of life. North Staffordshire's Greening for Growth Strategy for example, identifies a number of landscape character areas across the conurbation, and it is important that both the quality and distinctive characteristics of these areas are conserved and enhanced in a when new development occurs.

Monitoring

Indicators	Target
Not to unreasonably grant planning permissions in designated areas and valued landscape character areas.	0

Green Space Network

Links to Strategic Aims

- 3.148 SA14 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.

Thematic Options

- 3.149 1. To enhance and improve existing greenspace;
2. To erode the value and availability of existing greenspace.

Policy CP23

Within the strategic Green Space Network:

- a) **co-ordinated action will be taken to improve their biodiversity, landscape and recreational value through appropriate forms of habitat creation and landscape management, and projects to promote quiet enjoyment of the countryside;**
- b) **development proposals will be compatible with these objectives, and contribute positively to their achievement.**

Reasoned Justification

- 3.150 The identification of areas for large-scale greenspace enhancement is required by strategic guidance, while ensuring that development proposals are compatible with this objective (and contribute positively to its achievement) is necessary if the objective is to be achieved.
- 3.151 Improving the biological, visual and recreational value greenspace brings obvious environmental and social gains, but can also benefit the local economy through increased visitor spending. It is something that should be addressed by all development proposals but some particular opportunities for significant enhancement have been identified in areas for major change.
- 3.152 These areas of 'strategic greenspace enhancement' reflect the target areas for the Urban Core Study and Greening for Growth Strategy for example together with similar opportunities that have been identified to date. They include:
- a) a series of well used and maintained landmark parks which offer real choice across the conurbation in recreational provision and attract residents to live nearby
- b) a network of safe, attractive off road routes for pedestrians and cyclists along canals, rivers and disused railways linking green spaces with homes and places of work across North Staffordshire
- c) a landscape to be proud of where major transport routes and new developments are framed by interesting, high quality landscapes and a wider fabric where woods, water and wildlife are part and parcel of urban life in North Staffordshire.

- 3.153 Focusing greenspace enhancement efforts on these areas will give maximum scope for consolidating and linking important areas of greenspace, and enable complementary access improvements to be pursued. Within the defined areas, it will be important to ensure that development proposals do not conflict with this vision, and - when development does occur - that the design, landscaping and any community benefits contribute to its realisation.

Monitoring

Indicators	Target
Amount of strategic greenspace network improved/ enhanced i.e. landmark parks, routes, landscape structure.	increase

BUILT ENVIRONMENT

- 3.154 The content and quality of the man made environment is critical to the form, function, character and perception of North Staffordshire.

Design Quality

Links to Strategic Aims

- 3.155 SA4 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban city living.

Thematic Options

- 3.156
1. Lowering design quality standards;
 2. Raising design quality standards.

Policy CP24

All development will demonstrate a high quality of design in terms of its layout, resource efficiency, form and contribution to the character of the area by:

- a) responding appropriately to the particular characteristics of the site and its surroundings, through the size and arrangement of development plots, the position, orientation, scale and massing of buildings, and the use of sustainable building materials and architectural qualities and features and use of appropriate landscaping to enhance and screen the development as appropriate;
- b) incorporating a clear network of routes that provide a good level of connectivity with the wider settlement and assist navigation through the development, where appropriate;
- c) using building frontages to define streets, squares and green spaces and help distinguish between public and private areas;
- d) incorporating sustainable methods of construction and site management including energy efficiency measures, use of developing sustainable drainage and water recycling technologies and waste management options;
- e) ensuring that motor vehicles do not dominate the urban form, by using the arrangement of buildings to shape the spaces occupied by roads, and limiting the amount of on-street parking;
- f) achieving an appropriate degree of enclosure to streets and spaces through the grouping, positioning and height of buildings and landscape features;
- g) creating variety and interest within a unified design, by using a coherent palette of materials and design features, create and make use of landmarks and focal points, and enabling views into and out of the scheme;
- h) incorporating (and/or connecting to) a network of open spaces, green corridors and community facilities that provide opportunities for recreation and biodiversity;
- i) Conserving and respecting areas or items of intrinsic archaeological, historic and /or architectural or townscape value and any other features of similar acknowledged importance
- j) accommodating servicing and recycling requirements in ways which minimise visual intrusion;
- k) making a positive contribution to the public realm;
- l) improving accessibility and security;
- m) promoting mixed use development opportunities, where appropriate and
- n) protecting amenity

Reasoned Justification

- 3.157 A high standard of design is essential for the creation of attractive and successful places. The planning system has a key role to play in encouraging schemes that will make a positive contribution to the area, by promoting an understanding and application of key design considerations.
- 3.158 This policy sets out basic principles that need to be addressed if developments are to display character, complement their surroundings, and provide attractive and sustainable environments for users. As well as being of critical importance for all new projects, many of the criteria will also be relevant when considering alterations and extensions to existing buildings.
- 3.159 If the criteria are to be applied successfully, it is essential that design proposals emerge from an understanding of the site and its context, rather than relying on the unimaginative use of standard site layouts and building types. In order to show how the design has evolved and considered these points, it is important that all schemes are accompanied by a design statement.
- 3.160 Design quality will be improved as a priority and in practical terms will be supported by the use of design strategies, codes and guidance, community participation and independent design advice through the North Staffordshire Urban Vision Design Panel. In addition to these practical measures, further design policy will be provided in generic development control policies and amplified in supplementary guidance.

Monitoring

Indicators	Target
Number of listed buildings demolished	0
% of conservation areas with published management proposals.	2 out of 23 by March 2006 in Stoke and rolled out thereafter. 5 out of 18 in Newcastle by March 2008.
% of listed buildings at risk at risk of neglect or decay.	decrease
No of historic parks/garden at risk of neglect or decay.	decrease

TRANSPORT & ACCESSIBILITY

3.161 The ease and manner in which people, goods and services are moved about or made available in North Staffordshire is crucial to its economic prosperity; social well being and environmental condition. Transportation provides the circulation system which connects the various organs which make up North Staffordshire.

Reduce the need to travel and improve travel choice

Links to Strategic Aims

- 3.162 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by transport modes other than the private car.
- SA3 To focus any appropriate development in rural areas on brownfield sites within the larger settlements to reduce the need to travel and to protect the rural environment.
- SA12 To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.

Thematic Options

- 3.163 1. Increase reliance on the private car;
2. Reduce reliance on the private car.

Policy CP25

Development must help deliver transport systems which supports the economy and quality living environment.

Reducing the need to travel and maximising the use of sustainable travel modes will be achieved by:

- a) Locating development in areas that are accessible by walking, cycling and public transport, and avoiding inappropriate levels of additional car and lorry traffic on unsuitable roads;**
- b) Achieving a balanced mix of land uses and patterns of development;**
- c) Ensuring the layout and design of transport infrastructure in new developments accords with the relevant best practice design guidance;**
- d) Supporting the retention and enhancement of neighbourhood service provision and co-location of services;**
- e) Encouraging the use of Information and Communication Technology (ICT) for the purposes of businesses and for other service provision;**
- f) Supporting key public transport schemes that are being promoted through the Local Development Framework and Transport Plan, such as park and ride, bus priority corridors and interchanges;**
- g) Supporting local road improvements where the primary effect relates to environmental enhancement, public transport enhancement, major regeneration or road safety;**
- h) Safeguarding existing rail connections, potential alignments and infrastructure needs including freight;**
- i) Supporting safe and efficient use of the highway network through traffic management schemes (including bus priority, cycle lanes, pedestrianisation schemes and traffic control systems) as determined by local need;**
- j) Supporting work with commercial operators to secure improvements to urban and rural bus services by establishing Statutory Quality Partnerships and encouraging the introduction of rural demand responsive transport;**
- k) Supporting the improved management of existing transport resources and facilities to minimise delays, accidents, pollution and to overcome problems where demand exceeds design capacity.**

Reasoned Justification

3.164 There are major accessibility and congestion problems in and around Stoke-on-Trent and Newcastle, which if not addressed will continue to have an ever worsening effect on our economy, environment and quality of life. There needs to be a shift to more sustainable forms of transport, including public transport and to a culture change that encourages more walking and cycling. In terms of locating new development we should plan to reduce the need for long journeys and

concentrate growth in locations accessible by public transport. A policy which seeks to reduce the need to travel by car and improve public transport accessibility to quality services is therefore preferable.

- 3.165 Such a policy will increase the opportunity to live in a place that is pleasant and safe to travel. It will also support the key principles of sustainable communities by reducing the consumption of energy and promoting economic diversification. However, achieving this culture change requires substantial investment in upgrading public transport systems, together with investment in cycling networks, green corridors, measures to improve air quality, as well as the commitment of schools and employers to develop travel plans and partnership initiatives to raise peoples' level of physical activity. Restricting the dominance of the car, particularly, in rural areas is not an easy option due to gaps in public transport provision, cost barriers and limited access to local services and amenities as well as safe pedestrian and cycle access. Also any transport policies need to take account of the need to encourage rural diversification.
- 3.166 The implementation of a policy which aims to achieve a shift to more sustainable forms of transport, including public transport and to a culture change that encourages more walking and cycling relies on improving the local "transport offer". The Local Transport Plans will be able to provide capital funding towards these improvements. As the North Staffordshire and Staffordshire LTP strategies share the Government's priorities of accessibility, congestion, road safety, and air quality and supports the Renew and Regeneration Zone initiatives, it is more likely to maximise the funding we can receive from Government. However additional sources of funding need to be explored for North Staffordshire. For example the Government's Transport Innovation Fund (TIF) for smarter, innovative local transport packages that combine demand management with an improved transport offer to tackle congestion and improve accessibility, and developer contributions.
- 3.167 Placing the emphasis on public transport alone, will not reduce the congestion problems as car drivers will always be reluctant to change to the bus regardless of the difficulty of their car journey. Furthermore, without significant increases in bus patronage public transport improvements will need to be heavily subsidised.
- 3.168 In moving forward there are some key issues that need to be addressed. It needs to be accepted that it will be very difficult to improve the quality of many resident's lives without investing heavily in public transport. However, it also needs to be accepted that simply improving public transport, in isolation, is not a viable way forward because, although it may be possible to subsidise improved bus services in the short to medium term, it is not a sustainable solution for the longer term.
- 3.169 The purpose of this Core policy is to achieve sustainable patterns of land use and maintain and enhance living and working conditions in order to facilitate economic and social advancement.
- 3.170 The policy both supports the government priorities of accessibility, congestion, road safety, and supports the Renew and Regeneration Zone initiatives, consequently it is more likely to maximise the funding we can receive from Government.
- 3.171 Adherence to the policy will improve travel conditions for sustainable transport and ensure that conditions for motorists are no worse than today.

3.172 The policy is both realistic and able to be monitored.

Monitoring

3.173 The outputs and outcomes of the transport strategy will be monitored by the Local Transport Plans for North Staffordshire and Staffordshire.

Indicators	Target
Amount of completed non-residential development within UCOs A, B and D complying with car-parking standards set out in the local development framework.	To be determined
Amount of new residential development within 30 minutes public transport time of: a GP; a hospital; a primary school; a secondary school; areas of employment; and a major retail centre(s).	To be determined

MINERALS & WASTE

- 3.174 The Minerals and Waste policies in this document cover only Stoke on Trent. The appropriate policies for Newcastle are covered by the Staffordshire Minerals and Waste Local Development Frameworks. More information on these documents is available from Staffordshire County Council or www.staffordshire.gov.uk
- 3.175 The growth of North Staffordshire was based on the working of coal, clay and iron ore. Today mineral working in the City is a pale shadow of historic production and mining operations constrained by proximity to people. The City has only limited reserves of workable primary minerals. There remains the opportunity to recycle material to produce secondary aggregates where this can be done in an environmentally acceptable and efficient manner.
- 3.176 Waste material is a by product of living in an industrial City of nearly quarter of a million people. Sustainable waste management measures are necessary to ensure that waste production and treatment meet contemporary standards.

Mineral Resources (Stoke only)

Links to Strategic Aims

- 3.177 SA18 To provide a sustainable framework for the winning and working of minerals in Stoke-on-Trent.

Thematic Options

- 3.178 The City has only limited reserves of proven primary minerals. This is principally clay, which is worked at only a single site (Copshurst Quarry) and where there is a further single long standing permission that has not been implemented (Bankeyfields), and coal.

Policy CP26

Within Stoke on Trent important mineral resources will be conserved and efficient mineral working and reuse and recycling of alternatives be encouraged. Proposals to work minerals will be considered having regard to national and regional policy, alternative supplies and capacity to absorb development without unacceptable adverse impacts upon people, transportation systems or the environment.

Reasoned Justification

- 3.179 National guidance does not require landbanks for energy minerals thus there is no need to bring forward specific proposals. The need for and supply of clays must be considered in wider context than the City alone and specification of a City landbank would not be appropriate. In accordance with national policy safeguarding valued mineral reserves would be a material consideration in relation to planning proposals.

- 3.180 Part of the protection of primary minerals will arise from the appropriate use of recycled minerals. The Regional Spatial Strategy at paragraph 8.70 indicates that there needs to be an increase in the amount of reclamation of recycled aggregates over the period to 2021, and an appropriate target to achieve this is set out below.

Monitoring

Indicators	Target
Production of secondary/ recycled aggregates.	By 2021 to produce 0.8 tonnes per annum of recycled or alternative aggregates per head of population.

Waste Management (Stoke only)

Links to Strategic Aims

- 3.181 SA19 To provide a framework for the consideration of planning applications for the development of waste management facilities or other forms of development with significant waste implications in Stoke-on-Trent.

Thematic Options

- 3.182 It is not appropriate to consider alternatives to sustainable waste management. This approach is required by national and strategic guidance.

Policy CP27

Within Stoke on Trent and in accordance with the principles of sustainable waste management:

- a) **Proposals at or near the top of the ‘waste hierarchy’ will be favoured provided that the proposals represent the ‘best practicable environmental option’, include sensitive working and restoration practices and do not cause any unacceptable direct or indirect adverse impacts;**
- b) **New proposals will be located reasonably close to the source of waste production in accordance with the ‘proximity principle’;**
- c) **An appropriate contribution towards the treatment and disposal of waste arising within the West Midlands or adjoining regions will continue to be provided, in accordance with the principle of ‘regional self-sufficiency’ and the ‘proximity principle’, provided that it would not cause any unacceptable direct or indirect adverse impacts upon people, transportation systems or the environment;**
- d) **Stoke on Trent will aim to continue to be self-sufficient in the management of waste arising in the Plan area taking account of regional targets;**

The waste implications of all major development proposals and the measures to be taken to manage the waste generated will be identified and be consistent with the ‘waste hierarchy’ and the ‘best practicable environmental option’.

Reasoned Justification

- 3.183 The approach to the management of waste is clearly set out in PPS10 and other Government documents enshrining the approach of reduce, re-use, recycle and safe disposal as a descending order of priorities for the management of waste. Targets for the management of various waste streams are set out in the Regional Spatial Strategy, but have been included with figures for Staffordshire and Stoke on Trent. It is not possible at this stage to meaningfully disaggregate these figures to give realistic targets for the provision of new waste facilities. However, further work along these lines is currently being undertaken as part of the partial review of the Regional Spatial Strategy. The forthcoming Waste Site Allocations DPD will follow the lead set by the Regional Spatial Strategy in the provision of appropriate sites to meet the contribution the City needs to make towards achieving sustainable waste management.

Monitoring

Indicators	Targets
Capacity of new waste management facilities by type.	Targets for Stoke-on-Trent are not currently available. These will be defined through the partial review of Regional Spatial Strategy.
Amount of municipal waste arising, and managed by management type, and the percentage each management type represents of the waste managed.	Recover value from at least 40% of municipal waste by 2005, 45% by 2010 and 67% by 2015. Recycle or compost at least 25% of household waste by 2005, 30% by 2010 and 33% by 2015.

Policy CP1 – Moving Towards Increased Sustainability

Policy Linkages	
PPGs / PPSs	PPS1
RSS	Desired outcomes include opportunities for an improved quality of life; advanced, thriving and diverse economy; urban/ rural renaissance achieved; diverse and distinctive cities, towns and sub-regions; a distinctive, high quality natural and built environment; sustainable transport network; all regional interests working towards an agreed sustainable future
Structure Plan policies	D1
Existing Local Plan 'saved' policies	n/a
Community Strategy	Long-term vision for Stoke-on-Trent as a thriving and diverse city where people want to live, work and study with a desired outcome of a healthier city, safer city, learning city, wealthier city, greener city, with a strong sense of community
Other linkages	n/a

Policy CP2 – Infrastructure Provision

Policy Linkages	
PPGs / PPSs	Circular 1/97, Draft revised circular on Planning Obligations 2004
RSS	UR4, CF6, PA6, Guiding Principle A
Structure Plan policies	D8
Existing Local Plan 'saved' policies	IP1
Community Strategy	Desired outcome of improved infrastructure and services necessary for sustainable communities, develop the physical infrastructure to drive economic improvement, equality of access to services
Other linkages	n/a

Policy CP3 – Treatment of Previously Developed Land

Policy Linkages	
PPGs / PPSs	PPS1
RSS	CF4, PA5, QE2
Structure Plan policies	D1
Existing Local Plan 'saved' policies	n/a
Community Strategy	Secure high quality uses for derelict sites and under used buildings
Other linkages	n/a

Policy CP4 – Regeneration of the Urban Area

Policy Linkages	
PPGs / PPSs	PPS1
RSS	UR1
Structure Plan policies	D3
Existing Local Plan 'saved' policies	n/a
Community Strategy	Develop a Neighbourhood Management Approach with communities taking a key role in the Housing Market Renewal Pathfinder intervention areas
Other linkages	n/a

Policy CP5 – Vitality and Viability of Centres

Policy Linkages	
PPGs / PPSs	PPS6
RSS	PA11
Structure Plan policies	TC1, CP5
Existing Local Plan 'saved' policies	
Community Strategy	Desired outcomes include a sustainable, buoyant and balanced local economy. Specific actions to promote the local economy through our rivers and waterways, and promote the cultural, environmental and leisure opportunities
Other linkages	

Policy CP6 – Rural Character

Policy Linkages	
PPGs / PPSs	PPS7
RSS	RR1, RR3, QE5, QE6
Structure Plan policies	D4, NC1, NC2, H9, H10, H11
Existing Local Plan 'saved' policies	n/a
Community Strategy	Desired outcome includes a high quality built and natural environment
Other linkages	n/a

Policy CP7 – Rural Economy

Policy Linkages	
PPGs / PPSs	PPS7
RSS	RR1, RR3, RR4, PA14, PA15
Structure Plan policies	D4, E9, E10, TC5
Existing Local Plan 'saved' policies	n/a
Community Strategy	Newcastle
Other linkages	n/a

Policy CP8 – Countryside Protection

Policy Linkages	
PPGs / PPSs	PPS7
RSS	QE6, QE7, QE8, QE9
Structure Plan policies	D6, NC1, NC2
Existing Local Plan 'saved' policies	n/a
Community Strategy	Newcastle
Other linkages	n/a

Policy CP9 – Green Belt

Policy Linkages	
PPGs / PPSs	PPG2
RSS	Spatial Strategy Diagram
Structure Plan policies	D5A, D5B
Existing Local Plan 'saved' policies	n/a
Community Strategy	n/a
Other linkages	

Policy CP10 – Housing Land Supply

Policy Linkages	
PPGs / PPSs	PPG 3, PPS7
RSS	CF3
Structure Plan policies	H1,
Existing Local Plan 'saved' policies	HP1, HP4, HP5
Community Strategy	Specific action to bring forward adequate land to meet projected housing needs. 15 Ha of land reclaimed at Trentham Lakes for housing.
Other linkages	n/a

Policy CP11 – Housing Distribution

Policy Linkages	
PPGs / PPSs	PPG3, PPS7
RSS	CF1, CF2
Structure Plan policies	H2, H4, H5, H6
Existing Local Plan 'saved' policies	HP4, HP5
Community Strategy	Specific actions of developing policies to promote sustainable communities and achieve targets to meet housing need in a sustainable manner
Other linkages	n/a

Policy CP12 – Phasing of Housing Developments

Policy Linkages	
PPGs / PPSs	PPG3, PPS7
RSS	CF3
Structure Plan policies	n/a
Existing Local Plan 'saved' policies	HP4, HP5
Community Strategy	Work with the Housing Market Pathfinder to address housing standards in the City to improve health
Other linkages	n/a

Policy CP13 – New Residential Development requirements

Policy Linkages	
PPGs / PPSs	PPG3, PPS7
RSS	CF6
Structure Plan policies	H4, H3,
Existing Local Plan 'saved' policies	HP2, HP4, HP5
Community Strategy	Specific actions: Provide a high quality living environment for all by clearing poor dwellings, investing in our existing housing stock and attracting inward investment to develop new residential areas; Strive to ensure all new housing and business developments have a high quality sustainable environment.
Other linkages	n/a

Policy CP14 – Affordability

Policy Linkages	
PPGs / PPSs	PPG3, circular 6/98, Planning for Mixed Communities (ODPM 2005) consultation paper
RSS	CF5
Structure Plan policies	H8, H10
Existing Local Plan 'saved' policies	HP2
Community Strategy	Specific actions: Provide a high quality living environment for all by clearing poor dwellings, investing in our existing housing stock and attracting inward investment to develop new residential areas. Implement the Supporting People Strategy, to bring major improvements to the quality of housing related support services for vulnerable groups to allow them to live more independent lives in the community.
Other linkages	n/a

Policy CP15 – Economic Opportunities

Policy Linkages	
PPGs / PPSs	PPG4
RSS	PA1, PA11
Structure Plan policies	n/a
Existing Local Plan 'saved' policies	n/a
Community Strategy	Priorities: To create a culture of enterprise and innovation and make Stoke-on-Trent a good place to do Business; To make Stoke-on-Trent an investment location; To provide new quality jobs for our communities; To develop the physical infrastructure to drive economic improvement
Other linkages	North Staffs Integrated Economic Strategy

Policy CP16 – Meeting Employment Needs

Policy Linkages	
PPGs / PPSs	PPG4
RSS	PA6
Structure Plan policies	E1
Existing Local Plan 'saved' policies	EP1
Community Strategy	Outcomes: Prepared Integrated economic development strategy for North Staffordshire; Reclaimed 162Ha of land at Trentham Lakes for mixed use development; 60Ha land reclaimed at Chatterley Valley; 200Ha of land at Etruria Valley developed for mixed use
Other linkages	North Staffs Integrated Economic Strategy

Policy CP17 – Strategic Employment Sites

Policy Linkages	
PPGs / PPSs	PPG4, PPG7, PPG13
RSS	PA7
Structure Plan policies	E4
Existing Local Plan 'saved' policies	n/a
Community Strategy	Bring forward the development of Strategic Sites, through the preparation and implementation of individual action plans, in line with the City's aspirations, vision and market needs i.e. Chatterley Valley, Etruria Valley, Radial Park \ Sideway and Trentham Lakes, Stoke Links.
Other linkages	North Staffs Integrated Economic Strategy

Policy CP18 – Economic Development Portfolio

Policy Linkages	
PPGs / PPSs	PPG4
RSS	PA6
Structure Plan policies	E2, E3, E6, E7, E8
Existing Local Plan 'saved' policies	EP1
Community Strategy	n/a
Other linkages	North Staffs Integrated Economic Strategy

Policy CP19 – The Sequential Approach - Strategic and District Centres

Policy Linkages	
PPGs / PPSs	PPS6
RSS	PA11, UR2, UR3
Structure Plan policies	TC3A, TC3C
Existing Local Plan 'saved' policies	EP8
Community Strategy	Specific action to develop the City Centre to be a City that we can be proud of, providing a 24 hour sub-regional centre that will be a focus for quality retail, commerce, entertainment and employment. Including the priority development of a new bus station.
Other linkages	North Staffs Retail Study 2005

Policy CP20 – The Sequential Approach: Edge-of-Centre and Out-of-Centre Developments

Policy Linkages	
PPGs / PPSs	PPS6
RSS	PA13
Structure Plan policies	TC3B
Existing Local Plan 'saved' policies	n/a
Community Strategy	n/a
Other linkages	North Staffs Retail Study 2005

Policy CP21 – Leisure, Culture and Tourism

Policy Linkages	
PPGs / PPSs	PPS6, PPS7, PPG17, PPG21, R1, R2A, R3, R4, R5A, , R6, R7, R8
RSS	PA10
Structure Plan policies	E11A, E11B, E12
Existing Local Plan 'saved' policies	EP9
Community Strategy	Priority action - to improve the collective benefits of the centres (their facilities, competitiveness and appeal). Specific action to promote each of the towns, including the provision of suitable premises for larger retailers and enhancing the choice and variety of evening activities
Other linkages	North Staffs Integrated Economic Strategy

Policy CP22 – Environmental assets

Policy Linkages	
PPGs / PPSs	PPS1, PPS6, PPS7, PPG9, PPS12, PPG15, PPG16, PPG19, PPS22, PPS23, PPS24, PPG25
RSS	QE1, QE2, QE4, QE5, QE6, QE7, QE8, QE9
Structure Plan policies	NC5, NC6, NC7B, NC7C, NC8, NC9, NC10, NC11, NC13, NC14, NC15, NC16, NC17A, NC17B, NC18, NC19
Existing Local Plan 'saved' policies	Complementary work being pursued on environment sustainability through LA21. Green City ambition seeks to achieve a quality environment for future generations. Priorities include: to provide a landscape to be proud of; provide well used, well maintained parks; create a cleaner city; protect natural heritage; to be an environmentally aware city
Community Strategy	Priorities include provision of a landscape to be proud of; provide well maintained parks;
Other linkages	North Staffordshire Greenspace Audit/ Strategy

Policy CP23 – Green Space Network

Policy Linkages	
PPGs / PPSs	PPS9
RSS	QE4,
Structure Plan policies	R6
Existing Local Plan 'saved' policies	n/a
Community Strategy	'Green City' with well maintained parks and green space, and a strong commitment to developing and planning in a sustainable manner. Specific action to maintain a network of green spaces and wildlife corridors to enable wildlife to thrive; Improve the strategic routes and corridors and open spaces across the City through the 'Greening for Growth' initiative.
Other linkages	North Staffordshire Greenspace Audit / Strategy

Policy CP24 – Design requirements

Policy Linkages	
PPGs / PPSs	PPS1, PPG3, PPS6, PPS12
RSS	QE3
Structure Plan policies	D2
Existing Local Plan 'saved' policies	n/a
Community Strategy	Change by Design - to provide better designed buildings and spaces. Providing key landmark buildings and features including key employment sites and business parks to raise the image of the City and attract inward investment. Developing the North Staffordshire Urban Design Forum to promote good design, practice and principles.
Other linkages	

Policy CP25 – Reduce the need to travel and improve travel choice

Policy Linkages	
PPGs / PPSs	PPG13
RSS	T1, T2, T3, T4, T5, T6, T7, T8, T9, T10
Structure Plan policies	T1A, T1B, T2, T3, T4, T5, T6, T7, T8A, T8B, T9, T10, T11, T12, T13, T14, T15A, T15B, T16, T17, T18A, T18B
Existing Local Plan 'saved' policies	TP1, TP2
Community Strategy	Transport - the infrastructure or 'glue' for successful economic and spatial planning. Priority is to develop the physical infrastructure to drive economic improvement. Desired outcome is an efficient safe and environmentally sustainable transport network, linking the places where people live, work, shop and play. Specific actions: To link the City Centre to Stoke Station, the Learning Quarter, Festival Park and the A500 through high profile, integrated public transport system; Work in partnership to improve the effectiveness of the transportation corridors; Implement the A500 pathfinder to improve the traffic flow throughout the major transportation corridor; Provide an integrated public transport network including the development of quality bus routes throughout the City.
Other linkages	North Staffs Integrated Transport Study

Policy CP26 – Mineral Resources (Stoke only)

Policy Linkages	
PPGs / PPSs	PPG14, PPS1, MPG1-
RSS	M2, M3, M4
Structure Plan policies	MW1, MW2, MW3, MW4
Existing Local Plan 'saved' policies	n/a
Community Strategy	n/a
Other linkages	n/a

Policy CP27 – Waste Management (Stoke only)

Policy Linkages	
PPGs / PPSs	PPS10, PPG14
RSS	WD1, WD2, WD3
Structure Plan policies	MW5, MW6, MW7, MW8, MW9
Existing Local Plan 'saved' policies	n/a
Community Strategy	Priority: To create a Cleaner City. Specific actions to reduce the amount of litter and pollution and recycle more of our waste.
Other linkages	n/a

Key Issues and Influences

Spatial Portrait of North Staffordshire

North Staffordshire is a microcosm of the West Midlands and is formed from the combined communities of the City of Stoke-on-Trent and Borough of Newcastle-under-Lyme. The area is characterised by one distinctive City Centre and a collection of large towns and urban villages, as well as, attractive countryside and dispersed rural communities lying largely to the west of the market town of Newcastle (combined population 362,676 and 30,345 hectares). The location of the plan area and its relationship to neighbouring administrative areas and to the North Staffordshire Regeneration Zone and Housing Market Pathfinder, North Staffordshire RENEW is shown on Plan 2.

North Staffordshire is centrally located midway between Manchester and Birmingham. Its zone of influence extends across the West Midlands and North West Regions. Its distinctive feature is its multi centred character. Diversity and choice is one of its key strengths. The City sits on the doorsteps of some of the finest countryside that England has to offer and because of its historic urban development few parts of the built environment are far from open green space. Many of the ingredients are now in place to secure the sustained development of this industrial city into a modern metropolis meeting the demands of the 21st century. The North Staffordshire Core Spatial Strategy is one of the tools to be used to facilitate regeneration.

Over the last 30 years this area of North Staffordshire has been experiencing a protracted and painful process of structural change which up until recently was accelerating. As the economy has declined local jobs in traditional industries, such as ceramics, coal mining and engineering, have largely disappeared and the ability of people, particularly in the more deprived communities, to access new employment is limited by low aspirations as well as a lack of career opportunities. Within Newcastle this situation, coupled with growing (private) suburbanisation, has resulted in the increasing polarisation of labour and housing markets. The polycentric form of North Staffordshire, combined with an outworn Victorian road network, also restricts and increases the cost of movement, which in the inner urban core is exacerbated by a growing surplus of land further fracturing the urban form.

Low earnings and poor health affect the ability of residents to secure affordable, well maintained housing, particularly in the owner occupied sector and within some urban areas this has led to surplus housing and obsolete properties creating unsustainable neighbourhoods. This environment reduces the quality of urban life, and exacerbates the poor image of the area acting as a major disincentive to investment. Fortunately the economy is moving from a persistent net contraction in employment, to one where the new economy, characterised most visibly by logistics and distribution, is helping to offset the loss of traditional jobs. In addition the areas number of significant assets, including; its central location straddling the M6 (junction 15 and 16); large quantities of urban green space; rolling countryside in the Borough of Newcastle; Keele and Staffordshire universities and a medical technologies cluster sector, are helping the area to realise its full potential. It is also benefiting from major investment in health care, education and the environment.

Integrated Policy Context

National

National planning policies are set out in Planning Policy Guidance notes (PPGs). These are being progressively reviewed and replaced by Planning Policy Statements (PPSs). They provide guidance on a wide range of planning issues. They set out the national norm and provide the starting point for consideration of specific planning topics. The Council's must take latest Government policy and guidance into account when preparing Local Development Documents. Where circumstances suggest a departure from the national approach then it should be supported by reasoned justification.

Regional

Regional Spatial Strategy for the West Midlands (RSS) provides the strategic spatial strategy for regional development in the period to 2021 including strategic transportation considerations. The purpose of RSS is to guide the preparation of local authority development plans and transport plans.

It's fundamental aim is to focus major development and investment back into the Major Urban Areas (MUA's) of the West Midlands rather than allowing a continued outward migration of people and jobs to the surrounding areas. Ultimately the aim of the Spatial Strategy is for each part of the Region to meet its own needs in a sustainable way.

This is of significance for the North Staffordshire Core Strategy area (Stoke-on-Trent and Newcastle-under-Lyme) as it is identified as one such MUA. The intention is to create more development opportunities in order to retain and attract people and investment mainly by:

- Supporting market renewal
- Tackling deprivation and creating employment in the Regeneration Zone
- Enhancing and protecting the quality of the urban environment
- Supporting / regenerating existing town and city centres as a focus for retail, leisure and office development
- Resisting peripheral housing expansion but allowing strategic employment development which supports urban renaissance
- Improving the quality of the transport network

It is envisaged that the economic and social roles of the MUA's as service centres and the focus for culture and historic heritage will be developed – in the case of North Staffordshire this means building on the ceramics and engineering base but realising its potential as an accessible location with good links to adjoining regions.

Centres

A key part of RSS is to promote the renaissance of accessible, high quality towns and cities. Revitalising city and town centres is a critical element of attracting people back into urban areas. Their role in not only providing services but also in providing people with a sense of place is highlighted. This is particularly pertinent in North

Staffordshire which was formed by the merging of towns and where people still strongly identify with their local town. The aim is to create a distinctive role for all centres (both the City Centre and Newcastle are identified within the group of 25 strategic centres across the Region). Specifically the City Centre is recognised as the sub-regional focus for major retail, office, leisure, cultural, and tourism development.

Communities for the Future

The Spatial Strategy of RPG requires a change in the distribution of housing in the Region so that more is being built within the MUA's compared to the areas outside. The aim is to stem decentralisation by providing for essentially local housing needs away from the MUA's. This reverses the tack of the previous Regional Planning Guidance which catered for development within a 'Central Crescent' of towns (including Stafford) to meet the needs of those working in the metropolitan area. The new RSS emphasis lies on optimising the use of previously developed land, protecting greenspace and creating a quality environment in order to attract and retain people.

Significant action and investment, including where appropriate large-scale redevelopment, is to be targeted where the housing market is particularly weak – this includes the market renewal area of Stoke-on-Trent/ Newcastle-under-Lyme. The Renew initiative will need to be reflected in local development plans, which are to provide the framework for proposed rehabilitation and redevelopment.

A housing completion rate of a minimum of 600 dwellings per annum is proposed for Stoke-on-Trent throughout the plan period to 2021. The corresponding rate for the rest of Staffordshire is a reducing rate of a maximum of 2,900 dwellings per annum to the year 2007, 2,500 in the period 2007-2011 and 1,600 in the period 2011-2021.

It is assumed that 500 dwellings per annum will be demolished in Stoke-on-Trent and the target rate for development on previously developed land is 84%. It is recognised that the actual requirement for housing provision will vary with the level of demolitions and the replacement rates achieved – if demolition rates were to be higher there is flexibility to allow additional new build. In their development plans local authorities are required to clearly define additional housing provision, and specify demolition, replacement and vacancy rate assumptions.

Prosperity for All

In order to reverse the processes of economic decline in the MUA's it is proposed that the policies and programmes of local authorities, AWM, local economic partnerships and other agencies should focus investment within the Urban Regeneration Zones (URZ's), including the North Staffordshire Regeneration Zone.

A range of sustainably located employment sites is to be provided in the Region. The portfolio includes:

- Regional Investment Sites (RIS) linked to each URZ - North Staffordshire is considered to be currently adequately served by sites at Trentham Lakes, Blythe Bridge and Chatterley Valley;
- Major Investment Sites (MIS) to accommodate very large scale investment by single users – the need for an MIS in North Staffordshire is to be reassessed

- Regional Logistic Sites (RLS) to provide opportunities for the concentrated development of warehousing and distribution uses – priority is given to bringing forward such a site on previously developed land in North Staffordshire.

Other economic priorities of relevance to North Staffordshire concern the development of the skills and abilities of the workforce and the development of higher education institutions and research facilities (one of the 'growth clusters' identified in AWM's Regional Economic Strategy).

The further development of tourism and culture is seen as a key element in the diversification of the rural economy and the LDF should include appropriate policies to support and further develop the assets of the area including those related to ceramics and pottery heritage.

Environment

Environmental improvement is a key component of the Regional Spatial Strategy in order to underpin the overall quality of life in the Region and to support wider economic and social objectives. The underlying philosophy is that although the environment may constrain some types of development, overall it should be regarded as a major asset and a key component in regeneration.

Emphasis is placed on bringing derelict land and buildings back into use, conserving existing environmental assets and creating a high quality built and natural environments particularly within the MUA's. It is policy to raise the standard of design, as it contributes to sustainable regeneration and it is recognised that good design can contribute to creating high quality environments where more people want to live, work and invest. The creation of high quality built environments should be promoted in development plans and other strategies, as should the creation and enhancement of urban greenspace networks and recreational assets.

Strategic river corridors (including the River Trent) and canals are recognised for their historic significance; and Areas of Enhancement are proposed in relation to biodiversity. A range of policies to protect and enhance land, air, water, biodiversity and the woodland resource are also set out. The contribution that tree planting can make to health, recreation and regeneration is highlighted.

Transport

The need to improve accessibility and mobility and to provide high quality public transport in the MUA's is recognised in the Spatial Strategy. Reducing the need to travel is seen as key to achieving sustainable development. The priority for transport investment is within MUA's and specific transportation proposals of direct relevance to North Staffordshire are the improvements to the West Coast Mainline, widening of the M6 and junction improvements on the A500 at City Road and Stoke Road and on the A50 at Trentham Lakes.

The RSS is a sister document to the Regional Economic Strategy for the West Midlands (RES) which provides the framework for sustainable economic growth based on developing a diverse and dynamic business base; promoting a learning and skilful region; creating conditions for growth and regenerating communities. It is not part of the Development Plan but it is an important strategic policy document.

Sub Regional

Two key regeneration drivers in North Staffordshire are the North Staffordshire Regeneration Zone Board and Renew North Staffordshire Board. Their regeneration aspirations are set out in the Zone Implementation Plan (ZIP) and the Renew Prospectus respectively. The former relates solely to the City of Stoke on Trent and Newcastle-under-Lyme Borough. The latter also includes Biddulph East within Staffordshire Moorlands. The Core Strategy and Area Action Plans will be key mechanisms to facilitate delivery of Regeneration Zone and Renew priorities. Development of the Core Strategy has been carried out in full consultation with the Regeneration Zone and Renew teams. The Statement of Community Involvement will set out the minimum requirements for active participation in statutory planning which will be supplemented by additional arrangements as regeneration proposals are refined and developed.

The North Staffordshire Regeneration Zone aims to ensure that 'North Staffordshire is a successful and rewarding place in which to work and invest, an exciting place to visit with an increased quality of life for all'. These are addressed through a series of priority actions set out in the Zone Implementation Plan 2005 – 08:

- To develop new growth clusters/sectors that will form the basis of new economic activity
- To address the low level of business start-ups
- To improve the level of innovation amongst the business base
- To improve substantially the image as a place to invest, "do business", live and visit
- To develop a University Quarter which provides a focus for educational progression
- To ensure that employers have the right skills to support the success of their business and individuals have the skills to be employed.
- To respond to the 'Knowledge Revolution' through the enhancement of the broadband infrastructure, providing access to all households and businesses within the urban conurbation.
- To raise the individual aspirations of the people of North Staffordshire to build for the future economic growth and prosperity.
- Create a strong and vibrant City Centre
- Physically develop the Medical Technology Cluster, maximising the potential benefits of the new hospital
- Develop the strategic employment site at Chatterley Valley
- The regeneration of Burslem Town Centre
- To ensure the planned new hospital project and investment in the healthcare sector benefits local people.
- To remove barriers to employment and training, faced by disadvantaged groups
- Building the capacity of our communities - develop employee opportunities through joint working with employers, voluntary and community organisations to deliver employment and training.
- Promote and support social enterprises
- Undertake the North Staffordshire Marketing Communications Programme that is core to the regeneration process.
- Raise the design standard in company product development and the built environment

- Create a high quality environment through the exploitation of the sub-regions green assets.

The North Staffordshire Housing Renewal Pathfinder Initiative – Renew North Staffs – has been established to address housing market failure, obsolescent housing stock and mismatch between housing supply and demand. The Pathfinder area includes most of Stoke on Trent and parts of Newcastle-under-Lyme Borough. Progression of housing market renewal is critically linked to creation of higher value employment, a more diverse and aspirational housing stock and radical improvement of the urban environment and infrastructure. In addition to investment in economic development, planning and transport, the aim is to clear 14,500 properties, refurbish 36,000 properties and build 12,000 new homes. Neighbourhood based interventions will be an important tool for the Renew process based on the principles of:

- Regeneration of the Core of the Conurbation;
- Promotion of Town and City Centre Living;
- Support for Vulnerable Neighbourhoods and
- Restructuring the Social Sector.

Work has now been completed on the production of the North Staffordshire Integrated Transport Strategy (NSITS). This sets out a clear and robust transportation strategy for the North Staffordshire conurbation and drawing on the wider travel to work area. It pays due regard to the ZIP and Prospectus. The NSITS feeds into the new style LDFs and North Staffordshire Local Transport Plan.

Work has been completed on the North Staffordshire Integrated Economic Strategy (NSIES) drawing on the RES, ZIP and Renew Prospectus. This is a sustainable economic strategy that identifies priority sectors/markets/clusters and other initiatives for the future development of the North Staffordshire conurbation. The Strategy has informed the preparation of LDFs, LTP and other non spatial policy initiatives.

Work has also been completed on the North Staffordshire Retail Study of the quantitative need for retail floorspace, qualitative deficiencies in provision and how these needs can be accommodated in a manner consistent with the sustainable regeneration of the City.

Local

The City of Stoke on Trent Community Strategy: Our City, Our Future 2004 – 2014 provides the overarching vision and general direction for the City. It has been produced by the City of Stoke on Trent Local Strategic Partnership, the City Council and a range of City stakeholders. The shared vision is that:

‘Stoke on Trent will be a thriving and diverse City where people want to live, work and study.’

To achieve these changes a range of priorities have been identified which work towards:

- Fostering a **Healthier City** where communities live longer in a caring environment and enjoy a better quality of life;
- Encouraging a **Safer City** where individuals and communities feel safe and neighbourhoods are increasingly free from crime;

- Inspiring a **Learning City** where people are encouraged to learn, engage creatively to develop their skills and improve their opportunities of getting a job and increasing their income;
- Creating a **Wealthier City** with good job prospects and good wage levels, where businesses are supported and new businesses are attracted to provide a diverse economy, with a good transportation system linking people and communities to their place of work;
- Creating a **Green City** that provides well maintained open spaces with excellent facilities, and that seeks to provide a quality environment through its commitment to sustainable development, and
- Ensuring that Stoke on Trent has a **Strong sense of Community** with equal opportunities for all where diversity is recognised and celebrated. Providing good quality services and the opportunity for all people to take part in community life and influence the regeneration of their neighbourhood and the City.

A Provisional Local Transport Plan for North Staffordshire 2006/7 - 2010/11 was submitted in July 2005 and a Final Plan will follow in March 2006 to ensure that detailed transportation policies and investment streams complement regeneration initiatives.

Analysis of environmental, social and economic issues

The Core Strategy has been informed by a range of studies being produced by the City Council to support the Local Development Framework. Those of most relevance to the Core Strategy are listed below, and the completed studies can be viewed on the Council's web site:

- North Staffordshire Integrated Transport Strategy (NSITS)
- North Staffordshire Integrated Economic Strategy (IEDS)
- Regional Economic Strategy (RES)
- Regeneration Zone Improvement Plan (ZIP)
- North Staffordshire Retail Study
- North Staffordshire Urban Core Study
- Heritage Characterisation Study

The Scoping Report which has been prepared as a basis for the sustainability appraisal draws together the main findings of these and other relevant research to provide an overall analysis of environmental, social and economic conditions in North Staffordshire. On this basis it identifies key spatial issues that the Local Development Framework needs to address, and potential policy responses. Those findings have been an important influence on the proposed content of the Core Strategy, and should be read alongside this document.

Public and key stakeholder involvement

The views of local people and organisations have already had a significant bearing upon the proposed content of the Core Strategy. In April 2005 the Councils invited views on a range of issues and options under the banner 'Issues and options'. A leaflet was distributed to homes and businesses throughout the area, and this was supported by a number of seminars and presentations. This exercise generated a wealth of information which helped to shape the initial development of the spatial vision, objectives and policies.

The role of sustainability appraisal

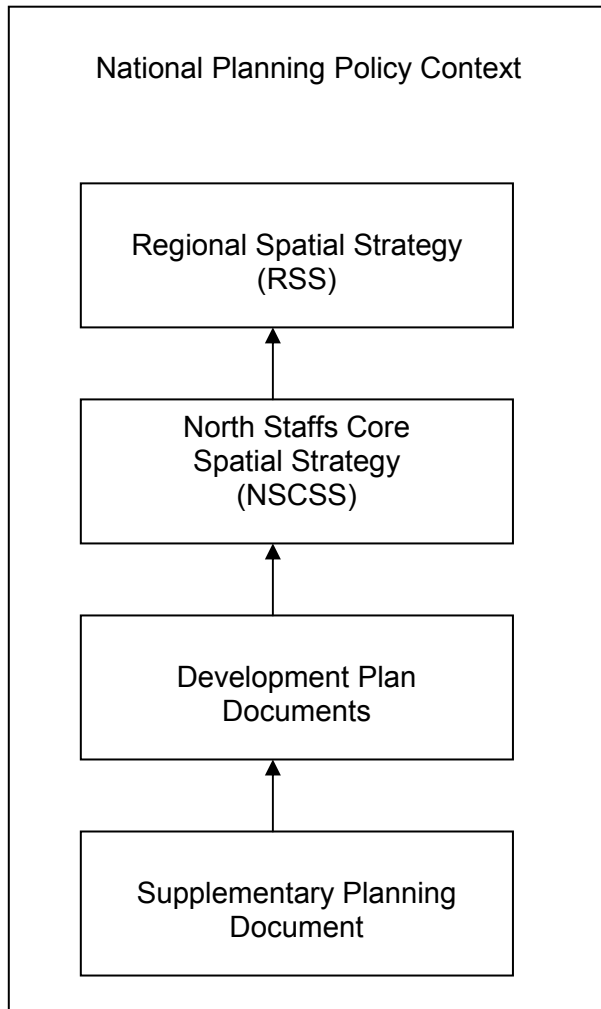
One other key influence on the content of the Preferred Options Report has been the process of sustainability appraisal. This is a systematic process undertaken during plan production, the purpose of which is to assess the extent to which emerging policies and proposals will help to achieve relevant environmental, social and economic objectives.

A Scoping Report was produced as the first step in this process; this identified relevant issues that needed to be addressed and appropriate criteria for appraising policies. It also contained a full explanation of the appraisal process.

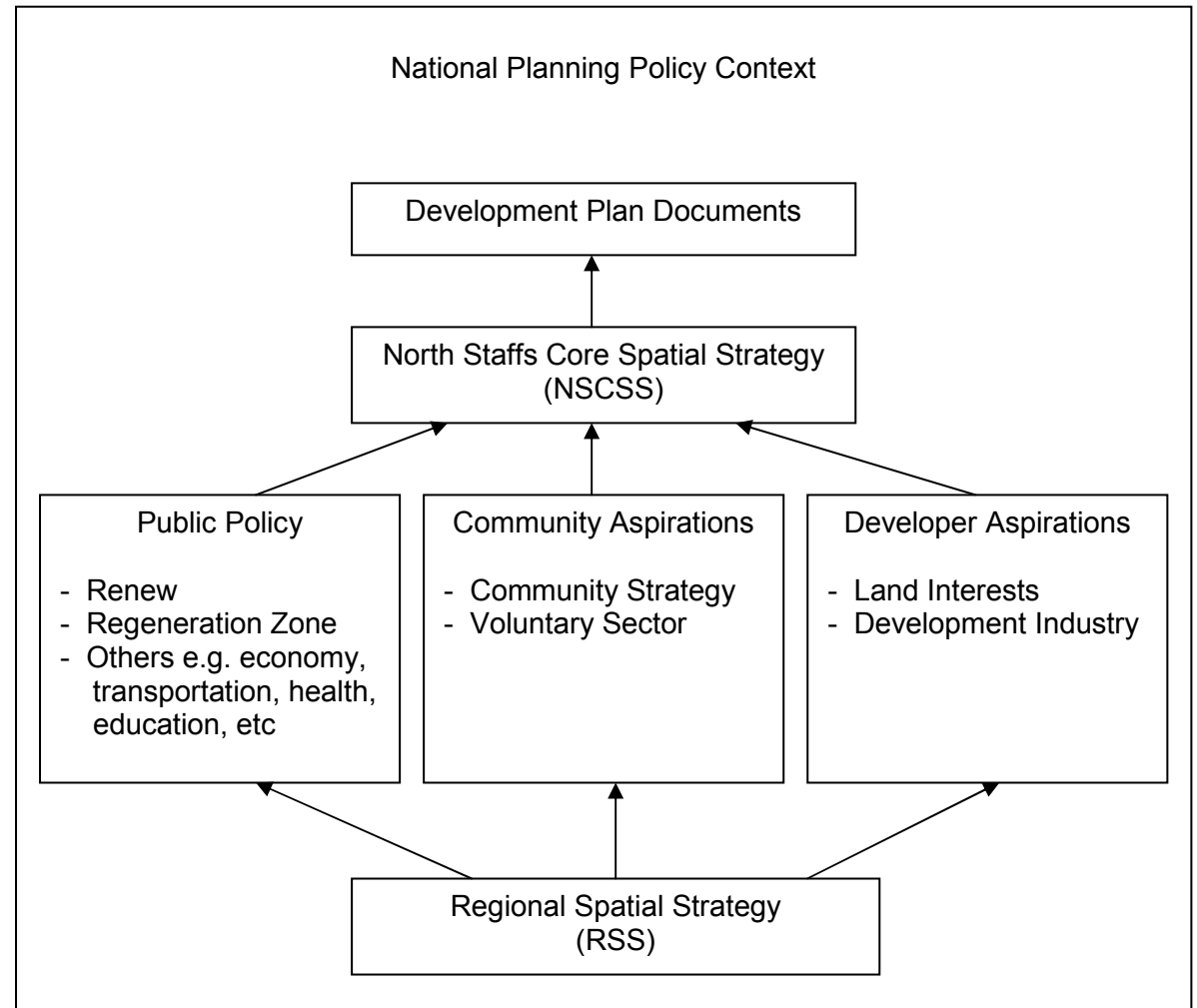
Using the baseline information and appraisal framework contained in the scoping report, a Sustainability Appraisal' of the preferred policy options has been undertaken by the Council and which is being published alongside the Preferred Options Report to inform the consultation process. It is being issued along with an updated version of the Scoping Report, as the two should be read together.

Diagram 1

1. Hierarchy of General Conformity



2. Refinement and Mapping Planning Policy



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ਅਸੀਂ ਤੁਹਾਡੀ ਮੱਦਦ ਕਰਾਂਗੇ । 01782 232302

यदि आप यह पुस्तिका नहीं पढ़ सकते तो हमें बताएं
हम आपकी सहायता करेंगे । 01782 232302

اگر آپ کو اس کتابچے (پیک) کو پڑھنے میں مشکل پیش آئے، تو ہم سے رابطہ قائم کریں،
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