

# Public Document Pack

<b>Date of meeting</b>	<b>Wednesday, 18th July, 2012</b>
<b>Time</b>	<b>7.00 pm</b>
<b>Venue</b>	<b>Council Chamber, Civic Offices, Merrial Street, Newcastle-under-Lyme, Staffs ST5 2AG</b>
<b>Contact</b>	Julia Cleary 01782 742227

## **Cabinet**

### **AGENDA**

#### **PART 1- OPEN AGENDA**

- 1 MINUTES (Pages 1 - 4)**  
To consider the minutes of the previous meeting held on 20 June 2012
- 2 DECLARATIONS OF INTEREST**  
To receive declarations of interest from Members on items included in the agenda.
- 3 New Performance Management Framework (Pages 5 - 22)**
- 4 Developing the Town Centre Partnership with support for the  
Portas Pilot application and a Town Centre Manager (Pages 23 - 28)**
- 5 Silverdale Community Facility (Pages 29 - 34)**
- 6 Surplus Land - Proposed Newcastle Development Programme  
Disposals (Pages 35 - 38)**
- 7 Site Allocations and Policies Development Plan Document -  
Draft Issues and Options Consultation Paper**
- 8 Site Allocations and Policies Development Plan Document  
(DPD) Draft Consultation Issues and Options Report (Pages 39 - 186)**
- 9 Reviewing the Potential Benefits of HS2 (Pages 187 - 190)**
- 10 Apprenticeship Opportunities (Pages 191 - 196)**
- 11 Support for home security checks, advice and security  
measures for vulnerable residents (Pages 197 - 202)**
- 12 Local Environment Quality and Cleanliness of the Borough (Pages 203 - 210)**
- 13 Staffordshire Local Nature Partnership (Pages 211 - 214)**
- 14 Cemeteries Memorial Safety Programme 2011-2015 (Pages 215 - 218)**
- 15 ICT Software Consolidation - Licensing (Pages 219 - 222)**
- 16 URGENT BUSINESS**

To consider any business which is urgent within the meaning of Section 100B(4) of the Local Government Act 1972.

**Members:** Councillors Mrs Bates, Mrs Beech, Boden, Kearon, Snell, Stubbs and Williams

**'Members of the Council: If you identify any personal training / development requirements from the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Committee Clerk at the close of the meeting'**

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

## CABINET

Wednesday 20 June 2012

**Present:-** Councillor G Snell – in the Chair

Councillors Mrs Bates, Mrs Beech Boden, Kearon, Stubbs and Williams

### 1. DECLARATIONS OF INTEREST

There were no declarations of interest.

### 2. MINUTES OF LAST MEETING

That the minutes of the meeting held on 23 May 2012 be agreed as a correct record.

### 3. REPLACEMENT FINANCIAL SYSTEM

A report was submitted to obtain approval to invite tenders for the replacement of the Council's financial accounting and management system. The current system had been in place since 2003 and was no longer supported by the software supplier. It was also desired to benefit from enhancements now available and to consider options for integration with other Council ICT systems. Seeking tenders would also provide reassurance that the Council was obtaining value for money in the provision of its financial system.

The Portfolio holder highlighted that the money required for the project was already in the existing budget and that this money would now be better spent to provide a better service for the Council.

Members expressed concerned regarding the fact that the current system would be difficult to restore in the event of a disaster due to its age and underlying technology. The question was raised as to whether any of the Councils other software systems would also suffer backup problems should there be a disaster. Officers agreed to feed back this information to the Chair who would communicate it to Cabinet Members.

**Resolved:** (a) That tenders be sought for a replacement financial system, within a guideline budget of £188,750

(b) That officers be authorised to invite tenders for a replacement system, via an appropriate framework agreement, including the current supplier in the process, and, following evaluation, to award the contract.

(c) That the cost be financed from the ICT Development Fund and existing revenue budget provision, as outlined in the report.

### 4. REVIEW OF COMMUNITY CENTRE PROVISION

Cabinet received a report seeking authority to commence a review of Community Centres provided by the Council and to establish a project group to undertake this work.

There were fifteen Community Centres within the Borough, which were currently operated by local management committees under an informal management agreement. Given the nature of this agreement there were a number of key issues that need to be addressed to ensure the long term sustainability of the Councils Community Centres.

The Portfolio holder highlighted ways in which savings could be made for Community Centres such as the shared acquisition of fuel and supplies and the rolling out of best practice as was currently in place in some community centres. The Chair agreed and stated that it was vital to ensure that money spent by the Council on community centres met the needs of the communities and that both current users and potential users would be included in the consultation process.

**Resolved:** (a) That Cabinet agree the scope and timeframe for the Community Centre review and the establishment of a project working group.

(b) That Cabinet agree to receive a future report in relation to the modernisation of Community Centre Provision within the Borough.

(c) That Cabinet request the Scrutiny Coordinating Committee form a Working Group or Task and Finish Group to shadow the work of the review group, and as part of its work visit each site, speak with committees, users and make recommendations to the Cabinet of the future of centres.

(d) That an interim report be submitted to Cabinet with the detailed plan of how the review will be conducted, including engagement with management committees and stakeholders, having obtained the Task and Finish Groups views on the plan.

(e) That officers submit regular updates and progress reports to the Task and Finish Group during the review period.

**5. PUBLIC SECTOR COMMISSIONING IN PARTNERSHIP - COLLABORATIVE COMMISSIONING**

A report was submitted to inform Cabinet of the work and outcomes of the Third Sector Commissioning Framework Project Group, to identify the opportunities (where available) for joining the collaborative approach being adopted as part of the Public Sector Commissioning in Partnership (PSCiP) work, to maximise efficiencies and to jointly commission services with other organisations, ensuring in the process that there is no detrimental effect on the overall service to residents of the Borough in line with service outlines.

The report had been discussed by the Active and Cohesive Overview and Scrutiny Committee on 14 June 2012 and the Chair of that Committee raised the following concerns:

- That Newcastle under Lyme and Kidsgrove needed to be protected and that there were concerns that money would be allocated only to known hotspots.
- That if money was centralised at the County Council, the Borough would have no say as to where it would be spent.
- That that it was unknown which organisations would be putting in bids or as to whether these would be for profit or not for profit organisations.

- The majority of other local authorities appeared to be taking a back seat at this stage and that it should be 100% buy in from all.

The Portfolio Holder for Regeneration, Planning and Town Centres stated that limitations would be applied through heads of terms and that these would hopefully satisfy the concerns raised. It was also confirmed that the Scrutiny Committee would be consulted further before any final decision was made.

Cabinet thanked the Chair of the Scrutiny Committee.

**Resolved:** (a) That Cabinet agree in principle that Newcastle-under-Lyme Borough Council as part of its commissioning process for 'information and advice' and 'infrastructure support' services join the PSCiP programme.

(b) That subject to agreement funding approximate to £163,000 of the possible £248,510 commissioning budget in years 2013/14 and 2014/15 be allocated to the PSCiP programme, this sum being paid to Staffordshire County Council who will commission the delivery of the service for the period highlighted.

(c) That your officers support PSCiP staff in the drafting of service outlines to reflect the needs of residents of the borough in the delivery of an 'information and advice' and 'infrastructure support' service.

(d) That your officers establish and agree as part of the work suitable reporting on outcomes to ensure delivery of a responsive service for residents of the borough.

(e) That in delivering the above objectives opportunities, as part of the aggregation of spend and delivery of a collaborative solution delivers savings for the authority.

## 6. **OUTCOMES FOLLOWING THE COMMISSIONING PROCESS WITH THE THIRD SECTOR**

A report was submitted regarding the Council's Third Sector Commissioning Framework's process, outcomes to date and future contracting. The Commissioning process with the voluntary/community (third sector) for 2012/13 had now commenced and officers had received submissions from prospective service providers for 5 of the 6 services identified. Expected returns for the sixth service 'Rough Sleepers Outreach Service' being commissioned with the City Council were expected during June 2012.

As the new contracts were due to commence from 1 July 2012 and as Cabinet did not meet again until 18 July 2012 approval was sought to complete the evaluation and award process with the support of the newly formed commissioning board and to finalise contracts. Following completion of the process an information paper informing Cabinet of the successful providers would be produced.

It was confirmed that Elected Members had looked through the bids prior to any decisions being made.

**Resolved:** (a) That the report be received

(b) That approval be given to finalise and award contracts following appraisal and review of submissions by the Commissioning Board

(c) That a subsequent information report be submitted to Cabinet informing them of the successful providers following completion of the commissioning process.

**7. STRATEGIC REVIEW AND CONSOLIDATION OF ICT SYSTEMS**

Cabinet received a report requesting approval to invite tenders for the replacement of the Council's financial accounting and management system.

The current system had been in place since 2003 and was no longer supported by the software supplier. It was also desired to benefit from enhancements now available and to consider options for integration with other Council ICT systems. Seeking tenders would provide reassurance that the Council was obtaining value for money in the provision of its financial system.

The Chair drew Members attention to section 8.1 of the report which highlighted the fact that there would be a total saving on software of approximately £100,000 over 5 years. Members congratulated the Head of Service for forward thinking in respect of ICT.

**Resolved:** That the strategy and course of action, as detailed in the report be agreed.

**G SNELL  
Chair**

## **Development of an outcome-based performance framework for the Council**

**Submitted by:** Mark Bailey, Head of Business Improvement & Partnerships

**Portfolio:** Communications, Transformation and Partnerships

**Ward(s) affected:** All

### **Purpose of the Report**

To summarise the findings of the latest stage of the performance management framework review – report to be found at Appendix A – designed to focus on outcomes.

### **Recommendations**

- a) That Cabinet notes the review findings as set out in the attached report (found at Appendix A of this report)
- b) That Cabinet offer any suggestions or changes to the proposals set out in this report where necessary
- c) That Cabinet authorise officers to use the framework to develop performance management across the authority in time for the reporting of the new framework at the next meeting of Cabinet in September
- d) That further reports are provided to Cabinet on performance, using the new framework as the basis for this information

### **Reasons**

To implement a new outcome-focused performance management framework – one which recognises the key areas of concern for the Borough and how the Council will improve these areas via delivery of its services

## 1. **Background**

- 1.1 This report builds on the work already done by the Council in reviewing its performance management framework. A review was undertaken by the Audit Commission in October 2011, and findings were initially reported to the Transformation & Resources Overview & Scrutiny Committee in November 2011.
- 1.2 The review itself was instigated following the changes made to the national performance framework following the election of the Coalition Government in May 2010. Included in these changes was the reduction in national indicators, the ending of the Comprehensive Area Assessment (CAA) and Local Area Agreement (LAA) and the reduction of the role of the Audit Commission.
- 1.3 The overall result of these changes was that Councils have an opportunity to develop their own performance frameworks, albeit one which allows them to track the delivery of positive outcomes (i.e. the results of activity in key areas of life such as health, economy and safety) rather than merely recording the activity itself. Given the increasing reductions in resources and rising public expectations seen presently in local government, it is

imperative that performance measures what benefits the Council is providing for the Borough.

- 1.4 Based on these factors, therefore, the Council took the view that a new performance management framework was required – one which was reflective of local issues and one which focused on key outcome areas. To this end, a scrutiny brief was developed in September 2011 setting out the parameters of a review of the existing performance management framework of the Council.
- 1.5 Building on the brief, a review of performance management took place in September and October 2011, and was carried out by the Audit Commission. It was important that an independent review was carried out in order to encourage a dispassionate assessment of the existing position and also to bring in examples from elsewhere were required.
- 1.6 Overall, the review concluded that NBC has a performance management framework which is roughly in line with many other local authorities and has been relatively successful in driving up levels of performance. The review also concluded, however, that the existing framework does not adequately identify or measure outcomes and – instead – focuses almost entirely on activity and outputs, rather than the impact the Borough Council's work is having on the people and communities we serve and represent.
- 1.7 Despite these perceived shortcomings, the review recognised that there are a number of positives in place which can be built on by the Borough Council and its partners in seeking to develop an outcome-based framework across the public sector as a whole. These strengths included: -
  - A good basic understanding of outcomes (even if this is not always translated into practice);
  - A culture of focusing on measurement and reporting of performance as a basic part of service delivery and development; and
  - A clear desire on the part of the organisation to challenge itself and develop new ways of managing performance in order to keep it relevant, vital and effective
- 1.8 Following consideration and discussion of the review and its potential implications for NBC, the Transformation & Resources Committee agreed to establish a Member Working Group to examine the existing performance framework and which areas could potentially be changed.
- 1.9 The full list of areas identified by the review was: -
  - Corporate Plan/Priorities
  - Delivery Planning
  - Success Measures and Indicators
  - Value for Money (VFM)
  - Project Management
  - IT systems
  - Personal Performance Management
  - Reporting

It was envisaged by the review that each of these areas would form the building blocks for the development of a 'new' performance management framework for NBC, and it is these areas which have formed the basis for the Working Group's work programme.



1.10 Following consideration by the Transformation & Resources Overview and Scrutiny Committee of the work of the Working Group in April 2012, a list of recommendations was agreed for further work. These were: -

- a). To develop a Borough Plan (made up of inputs from all partner agencies), using the newly developed Newcastle Partnership structures and processes to establish a dialogue with partners and also ensuring that partners are included in the next corporate planning process due to get underway by NBC in May 2012
- b) To work with Staffordshire County Council in order to better understand the processes they went through in developing priority outcomes and also in developing Outcome Plans
- c) Using the lessons learnt by the County Council (and also elsewhere) to develop a set of outcomes for the Borough Council, together with supporting planning, measurement and reporting processes
- d) To work towards a process of joint delivery planning with partners, but – recognising the difficulties inherent in this process – to seek to ensure that existing service plans link more effectively with corporate strategies and plans, and with corporate priorities and outcomes
- e) To continue to review the existing performance indicators and success measures collected, measured and reported by the Council with a view to ensuring that they measure and report outcomes, not activity
- f) In reviewing these indicators and measures, to note work being done elsewhere in the Borough Council and also in partner organisations and to ensure that all work is co-ordinated
- g) To request that, following completion of the 2012/13 service planning process, that a revised dashboard is developed which takes note of the points raised by the Working Group
- h) To request that the corporate planning process for 2013/14 seeks to develop an outcome-based approach as outlined in this report and reflects this approach in the development of appropriate measures and indicators as outlined by the review process above
- i) To instigate greater working with partners in the reporting of performance information, in order to reflect the benefits (and otherwise) of partnership working
- j) To work on a clear focus on outcomes and the impact of activity on these outcomes in reports produced on performance, including greater contextual information in performance reports
- k) To request more timely reports on performance coming to scrutiny in the future, so as to avoid to great a gap in time between reports being considered by Cabinet and by Scrutiny Committees

1.11 This report focuses on those recommendations which relate to the development of an outcomes-based framework. Work is taking place in the other areas outlined above, but these are not the focus of this report.

1.12 In taking this work forward, an approach was made to Mazars, as the effective successor to the Audit Commission in this area of work. Phil Morgan, who did the original piece of work in September/October 2011 was commissioned to undertake this follow-up work and assist with the implementation of a new performance framework for the Council. To this end, he began work in June 2012 and has met with a number of key stakeholders in developing the new framework.

## 2. Issues

2.1 As said, the original review of performance management at NBC made a series of recommendations for change. Central to these recommendations was to develop a performance management framework which allowed for the measurement and reporting of outcomes – in other words, the impact the Council's work is having on the Borough and its residents, businesses and others.

2.2 As the attached report at Appendix A sets out, an agreement was reached for a framework to be developed against outcomes set out in the Corporate Plan and – liaising with EMT, Heads of Service and other managers – to draft templates for reporting against these outcomes and potentially linking these frameworks to those of key partners.

2.3 As before, the decision to use Mazars was taken because it allows for independence in the development of these frameworks and also the use of best practice where relevant.

2.4 It should be pointed out that the existing Corporate Plan for the Council is to be refreshed in order to, in part, recognise the proposed new framework and a further report will come to Cabinet in September 2012 in order to present the newly refreshed Plan.

2.5 A number of improvements to existing Council outcomes have been set out in the attached report, based on the notion that some of the existing outcomes were not fit for purpose. It may also be necessary to review aspects of the work the Council is doing in different areas to ensure that outcomes are being built into everything that is being done by the organisation.

2.6 In total, the 'new' outcomes being proposed are now 18 in number, and the templates contained within the attached report need to be completed with performance indicators which fit in with tracking their delivery. The indicators to be proposed may be ones already used by the Council, and also new ones not currently used. The challenge for managers is to identify the indicators most appropriate to measure the outcomes and the overall impact of the Council's work.

2.7 Other areas covered by this stage in the review and set out in the draft templates at the end of Appendix A, include the area of accountability – who is answerable for delivery and performance. At present, the Corporate Plan is organised on the basis of Cabinet portfolios. It is proposed that the newly refreshed Plan focuses on outcomes and is organised on the basis of outcomes. Under each outcome heading, a Cabinet Member and/or senior officer can be identified, but the focus will remain on the outcome itself.

2.8 Also included in the attached report and the templates proposed are issues such as: -

- Data quality – managers need to establish this
- Benchmarking – establishing other organisations to measure progress against
- Ownership – who owns the information
- Weighting – identifying to what extent each indicator assists in measuring the outcome in question

- Disaggregation – whether performance information needs to be (or can be) disaggregated on the basis of geography or along other dimensions

2.9 As the report points out, there are other considerations for the Council to address in embedding the proposed new framework. These include the setting of targets; the use of surveys to collect performance data; and the appropriate approaches to reporting performance information.

2.10 It is proposed that this new framework is implemented as soon as possible. As said, a newly refreshed Corporate Plan will set out the new outcomes contained in this report. Based on this change, these outcomes need to be populated with relevant indicators and also responsible officers need to be identified. This process will be started following this Cabinet meeting, with identified officers being asked to work on getting indicators in place. It is envisaged that all new indicators will be identified and included in the new framework by the end of quarter 2 at the latest.

2.11 It is proposed that the new framework will be used in the presentation of quarter 1 performance information at the meeting of Cabinet in September 2012. At this meeting, Members will be asked for feedback and changes will be made, if necessary, in time for the presentation of performance information for quarter 2.

2.12 As said, further work is ongoing in relation to some of the other recommendations which came from the Transformation & Resources Overview and Scrutiny Committee at its meeting in April 2012. Further details on this work will be presented to Cabinet when it becomes available.

### 3. **Options Considered**

3.1 Option A – approve the recommendations in this report – this will allow for the implementation and further development of the new outcome-focused performance framework (Recommended)

3.2 Option B – reject the recommendations in this report – this would mean that the new framework is not implemented and that outcomes would not be measured, thereby not allowing the Council to measure the impact of its work – a key factor in the current economic situation where the value for money coming from council services is constantly monitored.

### 4. **Proposal**

4.1 That Cabinet approve in principle the recommendations set out in this report.

### 5. **Reasons for Preferred Solution**

5.1 To facilitate the implementation of a new outcome-focused performance management framework, designed to provide Members and the public with greater information on the impact of Council services on the Borough as a whole.

### 6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

6.1 The proposals support the Council's priority of 'Developing an Excellent Council'. It will also have implications for the delivery of all council services.

### 7. **Legal and Statutory Implications**

7.1 None at this point.

8. **Equality Impact Assessment**

8.1 No discernable differential impact has been identified.

9. **Financial and Resource Implications**

9.1 The financial implications of the report will be determined as part of the development of the new performance framework.

9.2 The ongoing reporting of performance and financial information in a combined report will be continued, although some review of this process will need to be undertaken given the introduction of a new performance framework.

10. **Major Risks**

10.1 No major risks have been identified at this stage.

11. **Key Decision Information**

11.1 The report will not entail significant expenditure or savings for the Council in the short-term at least, but will impact on more than 2 wards. It has therefore been included in the Forward Plan.

12. **Management Sign-Off**

Each of the designated boxes need to be signed off and dated before going to Executive Director/Corporate Service Manager for sign off.

A REPORT OUTLINING

# **The development of an outcome-focused Performance Management Framework**

27 June 2012

Newcastle-under-Lyme  
Borough Council



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# 1. Introduction and Background

## 1.1 Context – links to our previous work

This report outlines the work that we carried out in June 2012 to assist you in developing a new, outcome-focused Performance Management Framework (PMF). It builds on work that we did when we were with the Audit Commission in autumn 2011. In our autumn report we made a number of recommendations suggesting how your PMF could be improved. The central recommendation was that you needed to do more to measure the impact activities were having on the local area – in other words, to be able to report on whether outcomes were being achieved, rather than simply reporting on outputs or activities that were being undertaken.

## 1.2 Scope of work

Following on from the 2011 work, you commissioned us to develop a detailed PMF which would allow you to measure and report the outcomes that your activities were having on local people. More specifically, you agreed we would:

- provide you with a draft performance management framework to consist of a series of indicators and actions against each of the outcomes in your 2012/13 Corporate Plan;
- engage with a selection of your senior managers to ensure that they are aware of, and buy-into, the new developing framework;
- provide you with a draft template for reporting against your outcomes ;
- advise you on how to link the framework to other issues such as your emerging strategies on community safety and health and wellbeing, your liaison with the County Council about shared outcomes and your own partnership working; and
- provide you with the best advice and support that we can, based on our understanding of best practice in this area.

## 1.3 Purpose of the Performance Management Framework

One specific aspect of this work that we agreed with you is that the PMF should relate purely to *your* priorities and desired outcomes in *your* corporate plan. In other words, what we have not done is to develop a PMF for the broader public sector partnership in the borough. The latter piece of work would be a useful addition to your current approach to partnership working, and could, no doubt, be developed out of your own PMF, but this is a separate and distinct project which we have not addressed here. We have, however, discussed this with your officers, as well as with relevant officers at Staffordshire County Council.



## 2. Detailed Report

### 2.1. Corporate Plan and Desired outcomes

Our starting point for this work, in terms of the highest level of the PMF, was your existing priorities and desired outcomes as set out in your corporate plan. In our view, although we have used the desired outcomes to develop your PMF, they are in need of improvement as they do not consistently describe improved outcomes/impact. An improved set of desired outcomes would provide a more robust basis on which to develop a series of indicators and projects.

### 2.2 Linking the Framework to the Corporate Plan

In our view, you need to ensure that all of your activities and all of the measurement you undertake, is linked to your priorities and desired outcomes. This is equally true of mainstream services which are measured by performance indicators as well as projects, programmes and activities set out in your various strategies and plans. Inevitably, given that this proposed, new PMF is not being developed in isolation, there may need to be some retro-fixing of existing projects to ensure that they align to specific desired outcomes. However, once this has been done, all new projects and strategies should flow from the priorities and desired outcomes in the corporate plan.

### 2.3 The proposed new Performance Management Framework

In designing the draft PMF, we have merged some of the desired outcomes, with the result that there are now eighteen descriptions of the impact that you are hoping to have. Against each of these outcome statements, we have listed a number of potential performance indicators that you may wish to use to measure progress. Our approach has been to identify only those indicators that provide evidence of impact and outcomes, as opposed to indicators that provide merely information on activity or outputs. Where such outcome indicators are not available, we are suggesting one or more proxy measures which, when seen together, provide a reasonable overview of progress against the desired outcome.

This means that our suggested list of indicators includes a) some indicators that you have previously used, b) some new indicators which you may wish to use and c) some indicators that have previously been used which we're suggesting are not adequately outcome-focused. You may wish to continue to use this third category as part of your suite of management information to ensure that your managers can be confident that their services are being provided in an efficient and effective way.

It should be noted that we have deliberately proposed a larger number of potential indicators under each desired outcome. In our view the ideal number of indicators for each outcome is three or four and officers should use our suggested list of indicators to agree which smaller set to use.

We have set out, in appendix 1, an example page from the draft performance management framework. The full draft framework, covering all eighteen outcomes, has been provided to managers to develop and complete.

## 2.4 Accountability

One of the issues you asked us to address was the way in which your corporate plan is set out to show accountability for performance. We are recommending to you that you change the way in which you currently do this so that the PMF is organised around the desired outcomes, rather than portfolios, departments or services. Following on from this, we recommend that against each of the eighteen desired outcomes, you clearly identify both a cabinet member who is accountable, and a senior officer who is responsible for performance against the indicator. This identification needs to be in the corporate plan, the PMF and in performance reports.

## 2.5 Detail in the PMF

We have suggested a number of issues that need to be addressed against each indicator in the PMF. Firstly, we have given our view on the readiness of the data set suggested and an indication of the quality of this data. Managers need to check our comments and amend as necessary. Secondly, there is a column for benchmarking/comparison which is an opportunity for managers to indicate whether there is any current benchmarking or comparison activity taking place, or, if there isn't, some indication of what comparisons might be possible. Thirdly, there is a column where ownership of the individual indicator should be shown. It is crucial for the success of this new PMF that each indicator is owned by a named officer who, among other things, should ensure that the data is of good quality and that it is collected on time and in such a manner that aids reporting.

The fourth issue in the PMF is that of weighting. Our recommendation is that each indicator is designated as high, low or medium in terms of its usefulness in measuring impact against the desired outcome. As described below, this aids reporting and moves away from the traditional approach where all indicators are seen as equally important, which is obviously not always the case. Fifthly, we are recommending that the responsible officer for each indicator states how frequently the indicator should be reported. This will vary widely from, in some cases, weekly where performance is known to be problematic and variable from week to week, and annually where the impact that you make takes longer to take effect.

Finally, we are recommending that consideration is given to whether performance against the indicator needs to be disaggregated. Our view is that, in some cases, it would be useful for you to know the impact of its activities at a level that is more specific than the traditional borough-wide approach. For example, for some indicators, you may want to know the impact of your activities in specific communities, on different age groups, on men compared to women, on different ethnicities and on any other socio-economic group.

## 2.6 Surveys

In order to measure some of the outcomes we are recommending that you use a range of surveys to obtain qualitative information on the impact of your services. We recognise that running surveys has a cost implication and, therefore, we suggest that your decision on which surveys to use should be taken corporately, to ensure best use of resources.

## 2.7 Targets

One issue that was outside the scope of our work, but which you will need to address, is that of setting targets. The process of agreeing baselines and setting targets against each performance indicator for future years is one that should normally involve as many stakeholders as possible, ensuring that the targets are realistic but stretching. We have included, in our draft reporting template (see 2.8 below), a place for setting out current and future year targets.

## 2.8 Reporting

We have developed a draft reporting template for use when you report to Executive Management Team, cabinet and overview and scrutiny. We recommend that you develop a narrative approach to performance, informed by relevant data, to provide an overview of progress against your desired outcomes. The responsible officer for each outcome should review the data from both the performance indicators and from relevant projects, taking into account issues like weighting and disaggregation. On the basis of this review, a narrative should be produced which provides your decision-makers with a clear picture of performance, thus ensuring that you only consider key issues, with lower level management information left for discussion at management teams.

In addition to this narrative, you may wish to report the actual data related to each performance indicator and a rating of progress against each linked project. However, as this level of information might make higher-level, outcome-focused decisions more difficult, the Council may conclude that such data should be available if needed, but not routinely produced in reports to EMT and to cabinet.

We have set out, in appendix 2, our suggested reporting template.

## 2.9 Presentation of Framework

We have provided you (at appendix 3) with a suggested format which allows you to present your priorities, desired outcomes, performance indicators and projects in a consistent accessible way. You may want to use this approach in developing posters and other public information, as it provides the key, high-level information about your priorities and outcomes in a clear way for local people.

## 2.10 Notable Practice

In developing our recommendations for the PMF, the reporting template and the presentation document we have used our experience of working with a range of Councils in this area. More specifically, we have considered the improvements made in performance management by Staffordshire County Council, Staffordshire Moorlands District Council and Chesterfield Borough Council. We have provided relevant officers with the relevant contact details, should they want to discuss these examples in more detail.

## 2.11 Next Steps

If you agree our recommendations and approaches, we would suggest that the next key steps are as follows:

- your departmental management teams should decide which indicators to use from the lists we have provided;
- responsible officers should be identified for each performance indicator;
- these responsible officers should then inform EMT of how soon the indicators will be reported – in some cases this will be in Q2 of 2012/13, but in others a longer development period may be needed.
- the new framework would then need to be piloted to ensure that it provides decision-makers with the information they need
- following the implementation of the framework, you should consider agreeing that it should be reviewed after an agreed length of time – this would ensure that any ongoing issues are addressed as soon as possible

## Appendix 1: Draft Performance Management Framework

**Priority 1 Promoting a cleaner, safer and more sustainable borough.**

**Desired Outcome 1.1. Ensure high standards of safety and public health. Lead Member(s) xxxxx, Lead Officer(s) xxxxx**

Performance Indicator	Rationale/Comments	Readiness /Quality	Benchmarking	Ownership (officer)	Weighting	Frequency	Disaggregation	Action Needed

## Appendix 2: Draft Reporting Template

### Outcome 1.1 Ensure high standards of safety and public health – Lead Member(s) xxxx, Lead Officer(s) xxxx

#### 1. Overall Progress Report (narrative)

This part of the report summarises the key performance issues from the indicators and projects. It takes account of the weighting of the indicators and projects and provides a clear message on the extent to which the outcome has been achieved. Individual Outcomes could be RAG rated if desired.

#### 2. Progress as measured by Performance Indicators

Ref	Indicator	Baseline (year)	2012/13 Target	High or Low	How often reported	Q1	Q2	Q3	Q4	RAG rating*	Weight	Comments

\*RAG is the acronym for Red, Amber, Green.

### 3. Progress as measured by Project Milestones

Ref	Project	Milestones	RAG Rating	Comments

### 4. Future Risks

Ref	Indicator/Project	Potential Risks	Mitigation

## Appendix 3: Draft Presentation Template

### Newcastle Borough Council – Performance Management Framework 2012/13

<b>Priorities</b>	<b>1. Promoting a cleaner, safer and more sustainable borough</b>	<b>2. Promoting a borough of opportunity</b>	<b>3. Promoting a healthy and active community</b>	<b>4. Transforming our Council to achieve excellence</b>
Our vision is to make the borough a better place to live, work and invest	We will improve the environment so that everyone can enjoy our safe, sustainable and healthy borough.	Will will work with our partners to maximise investment and encourage enterprise and employment – generating activities that will create opportunities for improving the wealth, prosperity and housing choices of our residents	We will work with partners to make sure residents and visitors are able to access a range of facilities and activities that will enable them to improve their health and quality of life.	We want to become a modern, streamlined, effective Council which delivers a range of excellent services that the public need. We will do this by working in partnership, wherever appropriate, to maximise the resources at our disposal.
<b>Outcomes</b>	1.1 Ensure high standards of safety and public health	2.1 Ensure a good range of housing is available	3.1 Provide high quality facilities for those who live, work, visit or study in the borough	4.1 Develop staff and members
These outcomes describe the improvements that we want to see	1.2 Ensure sustainable initiatives for the environment	2.2 Aim to reduce levels of worklessness through educational achievement and skills development	3.2 Promote cultural activity and participation in the arts	4.2 Delivering efficiencies and cost savings by ensuring that resources follow priorities and by improving procurement and other cost saving practices
	1.3 Ensure streets and open spaces are clean and clear	2.3 Promotion of economic growth in all service delivery	3.3 Promote healthy lifestyle choices, encouraging participating in sport and physical activity	4.3 Developing an improved scrutiny process
	1.4 Offer high-quality support to vulnerable citizens and victims of crime		3.4 Make the town centre more vibrant and attractive	4.4 Engaging with residents to ensure that services are provided, either by ourselves, in partnership with others, or by other organisations, which are more responsive to the specific needs of individuals and communities
	1.5 Achieving a thriving and safe evening and night-time economy across the borough		3.5 Building relationships so that people work together to solve local problems	4.5 High Performing services for all residents and customers
<b>Measures</b>				
We will know that we are achieving our outcomes by measuring the things listed here	<b>Outcome 1.1</b>	<b>Outcome 2.1</b>	<b>Outcome 3.1</b>	<b>Outcome 4.1</b>
		•	•	•
		•	•	•
	<b>Outcome 1.2</b>	<b>Outcome 2.2</b>	<b>Outcome 3.2</b>	<b>Outcome 4.2</b>
	<b>Outcome 1.3</b>	<b>Outcome 2.3</b>	<b>Outcome 3.3</b>	<b>Outcome 4.3</b>
	<b>Outcome 1.4</b>		<b>Outcome 3.4</b>	<b>Outcome 4.4</b>
<b>Outcome 1.5</b>		<b>Outcome 3.5</b>	<b>Outcome 4.5</b>	
<b>Key Projects</b>				
These projects will help us to deliver against our outcomes	P1.1	P2.1	P3.1	P4.1
	P1.2	P2.2	P3.2	P4.2
	P1.3	P2.3	P3.3	P4.3
	P1.4	P2.4	P3.4	P4.4
	P1.5	P2.5	P3.5	P1.5



## **Developing the Town Centre Partnership; A revised Portas Pilot application and; Proposals for a Town Centres Manager**

**Submitted by:** Joanne Basnett

**Portfolio:** Regeneration, Planning & Town Centres

**Ward(s) affected:** Primarily Newcastle and Kidsgrove Town Centres

### **Purpose of the Report**

To update Members on progress with the setting up of a town centre partnership for Newcastle-under-Lyme town centre. To outline proposals for continuing support from the Council, specifically a proposal for the Partnership to have a Town Centres Manager. The report also provides an update to members on progress made with developing plans for supporting the development of the town centre which formed the basis of the revised submitted Portas Pilot bid.

### **Recommendations**

a) That Members agree to support the emergent Town Centre Partnership with the allocation of £30,000 in the current financial year for the recruitment of a Town Centres Manager and £5,000 to support the establishment of a website, both from the re-allocation of existing budgets.

b) That Members agree to the short term secondment of the current Business Development Officer on a 0.5 FTE basis to support the business community with town centres development activities / initiatives.

c) That officers be authorised to proceed with the formal establishment of the town centre partnership based around a Community Interest Company model (or similar entity), including the appointment of Directors, in consultation with the Portfolio Holder for Regeneration, Planning and Town Centres.

d) That Members agree to the continued provision of in-kind support to the town centre partnership to assist with the following activities:

- I. Recruitment of a town centres manager;
- II. Formalisation of the town centre partnership;
- III. Preparation of an action plan for at least the next 12 months and;
- IV. Exploration of options for establishing a sustainable funding model for the TCP.

e) That members note the plans included in the revised submitted Portas pilot application.

### **Reasons**

In March 2012 Cabinet agreed to the Council becoming a director of the Newcastle Town Centre Partnership and agreed to officers working under the auspices of the partnership to submit a 'Portas Pilot' bid. This report outlines progress made with these issues and in particular outlines a recommended approach of supporting the Town Centre Partnership to appoint a Town Centres Manager including interim support.

## 1. **Background**

- 1.1. The formalisation of a Newcastle Town Centre Partnership (TCP) is a clear objective of the Council's Corporate Plan and Transformation Programme. In March 2012, Cabinet agreed to the council becoming a director of the emerging Newcastle town centre partnership company and authorised officers to take the necessary steps to facilitate it.
- 1.2. On 21<sup>st</sup> June 2012 the Economic Development and Enterprise Overview and Scrutiny Committee considered a discussion paper drafted by the President of the Chamber, which outlines the possible ways forward to achieve the ambitions of the emerging Town Centre Partnership. Officers continue to work with local business representatives to take forward the plans to establish the formal structure as agreed by Cabinet.
- 1.3. In Dec 2011, Mary Portas issued her independent review into the future of our high streets. Following the review, the Government announced a number of national initiatives, including an invitation to set up a 'town team' and apply to become a Portas pilot town. Up to £1.2m was available to support 12 pilot schemes to test the ideas in the Portas Review with the main objective being to strengthen the high street (town centre). Based on the overwhelming enthusiasm and the quality of the applications, the government has agreed to fund another 12 pilots.
- 1.4. Along with 370 other towns, Newcastle-under-Lyme town centre submitted an application which included a YouTube video sequence made by a local college student and letters of support from a wide variety of businesses and organisations by the March deadline. Newcastle was not successful in the first round but was automatically included in the second round and was able to submit a revised bid. The TCP and the Economic Development and Enterprise Overview and Scrutiny Committee agreed that it would be worth re-submitting the Newcastle application based on lessons learned from the successful bids and producing a new YouTube video sequence to better represent the issues in the town centre and how we plan to resolve them.
- 1.5. The Council's new administration has made it very clear that it wishes to prioritise the development / improvement of town centres (both Newcastle and Kidsgrove); this is exemplified in the re-naming of the key portfolio as "Regeneration, Planning and Town Centres". It is anticipated that this will involve some re-alignment of resources in order to demonstrate the Council's commitment to improving the economic fortunes of the centres, working in harness with private sector investors.

## 2. **Issues**

- 2.1. The TCP is keen to engage more local businesses and are conscious that there is an agreed need to move from discussion to delivery in order that local businesses support the plans. The opportunity to resubmit the Portas Pilot bid has brought together more partners in the town centre and importantly focussed the partnership approach on initiatives / schemes they wish to deliver. The Portas Pilot focussed on two key strands; 'Start Up and Start Again' under the overarching Partnership approach. These were chosen to portray the ambitions to help more business "Start Up" and, equally importantly, aid current businesses to be more profitable under the heading of "Start Again".
- 2.2. There are plans to develop a Newcastle town centres website (based on the approach taken by a nearby town centre partnership) and to utilise this platform as the basis for a range of marketing and promotional work. It is also clear that to attract younger, and more affluent, shoppers to the town centres there needs to be an investment in more modern ways of marketing focussing on web-based technology (accessible from 'smart phones').
- 2.3. In terms of support for the development of new businesses there are ambitions to develop a range of partnerships with local landlords, business support and Keele University. These will seek to develop models which link available retail units with mentoring and practical business

support. These formed a key aspect of the Portas Pilot bid and it is hoped that Portas funding will be awarded in order to bring these ideas to fruition.

- 2.4 In order to achieve the ambitions of the town centre partnership there is a wide range of tasks to be undertaken, not least the formalisation of the town centre partnership, preparation of an action plan for the forthcoming year and importantly exploring options for longer term sustainable funding models. It would be appropriate for the Council to consider supporting the emerging partnership to deliver these tasks.

### 3. **Options Considered**

- 3.1 The Council could decide that the current support offered to the Town Centre is appropriate or Members could consider that as the economic development of the town centres are key priorities that it is appropriate to offer additional support.

### 4. **Proposal and Reasons for Preferred Solution**

- 4.1 The new administration has identified the development / improvement of the two main town centres (both Newcastle and Kidsgrove) as a clear priority. In particular they wish to demonstrate that the Council is able to support and develop the town centres as vibrant places where people want to visit, work, invest and shop. Consequently it is appropriate that the Council seeks to work in partnership with the local businesses to work together to develop an action plan for improving the economic prospects of the town centres.
- 4.2 At this stage the Council's preference is for the establishment of the TCP in a Community Interest Company under the chairmanship of Jonathan Mitchell – a local businessman – that will enable broad engagement of the business community, including key strategic partners; at the time of writing the precise model was being developed.
- 4.3 The Newcastle Town Centre Partnership is currently developing its objectives and these are likely to include focusing on the economic development of the areas, supporting businesses, increasing footfall and promoting the area as a place to invest. It is appropriate that the role of a Town Centres Manager would mirror these objectives and therefore it is appropriate that the post is accountable to the Partnership.
- 4.4 Whilst the Council could consider employing someone directly it is felt to be more appropriate for the newly forming Town Centre Partnership or the North Staffordshire Chamber Commerce and Industry (NSCCI) to act as employer. As the Town Centre Partnership is still in its infancy it is appropriate that officers support the recruitment and selection process of the Town Centres Manager (e.g. providing advice on the job description and assisting with any interview process).
- 4.5 The post will coordinate the development and delivery of the agreed initiatives and plans on behalf of the Town Centre Partnership and to engage the wider business community and the council together to develop the plans in the future. The Town Centre Partnership will monitor performance of the post holder; most importantly they will want to see delivery of agreed priority actions.
- 4.6 It is also intended that, where appropriate and possible, some of the initiatives would be replicated in Kidsgrove town centre. It may be appropriate in Kidsgrove to work alongside the Town Council and the LAP in order to secure complimentary support (this should include a financial contribution towards the post in due course).
- 4.7 Given the importance of achieving tangible progress with the activities of the emergent TCP and the likelihood that it will take a few months to recruit a town centres manager, officers would recommend the formalisation of interim arrangements. The present Business Development

Officer has been providing increasing levels of support to town centre-related activities over the past twelve months, consistent with the Council's objectives. Consequently it is proposed that the Council formalises this arrangement by offering 50% of her time to be dedicated to an interim management role for, say, the next three months (subject to review).

- 4.8 Alongside the interim arrangements and support for recruitment of a Town Centres Manager it is appropriate that the Council continues to provide in-kind support to the town centre partnership to assist with all of the matters listed in this report.
- 4.9 Looking forward it is important that the partnership seeks to find a sustainable funding model. As part of the M&S plans to develop at Wolstanton there has been a commitment to give the Town Centre Partnership £100,000 to deliver the partnership's objectives, along with a £10k p.a. revenue contribution. The S106 agreement to secure this funding is still being finalised but the Town Centre Partnership could decide to utilise a proportion of this funding to support a Town Centres Manager.
- 4.10 Finally it remains the intention that the TCP explores the potential opportunity for the establishment of a Business Improvement District to provide long term funding for the costs of the Town Centres Manager and a range of initiatives / activities.

## 5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 5.1. Outcomes from these actions will significantly affect the 'Borough of Opportunity' corporate priority, and will have implications for the quality of life, regeneration, and sustainability of the town centres, the borough as a whole and ultimately North Staffordshire.

## 6. **Legal and Statutory Implications**

- 6.1. There is no statutory requirement to carry out these recommendations. The establishment of the TCP as a formal legal entity will be undertaken with due regard to the associated legal implications.

## 7. **Equality Impact Assessment**

- 7.1. An Equality Impact Assessment has not been carried out but the actions identified will help to make the town centres more able to meet the needs of both residents and the business community, in particular those interested in the possibility of starting their own business.

## 8. **Financial and Resource Implications**

- 8.1 In the context of the Council's powers and duties relating to economic development it would be appropriate for the Council to grant the Town Centre Partnership £30,000 to deliver the partnership objectives including the recruitment of a Town Centres Manager. This funding can be allocated from vacant posts within the Council's establishment budget.
- 8.2 Bearing in mind that this is a new partnership and the delivery model needs to be supported to establish itself it is appropriate to allocate funding for at least two years with a review by the end of 18 months. In terms of long term sustainability it is intended that officers work with the partnership with a view to optimising external funding options (including the M&S funding, the potential for a Business Improvement District and support from Kidsgrove Town Council).
- 8.3 The proposal to provide interim management support to the TCP (0.5 FTE Business Development Officer) can be achieved by re-prioritisation / re-profiling of the economic development team's activities to avoid the need for incurring extra costs.

8.4 The Council utilises some of the printing, publicity and marketing budget to support the town centres. This has supported the town centres events calendar by adding value through funding entertainment. It is proposed to continue this type of support working alongside the town centre partnership. As a one-off cost it has been possible to identify the necessary £5,000 budget for the TCP to purchase a website which can be developed specifically for the promotion of the town centres. The Council is also able to provide in kind support for the production of newsletters and communication with town centre users from existing resources.

9. **Major Risks**

9.1. There is a risk that the Town Centre Partnership will fail leading to reputational damage however the potential benefits of the partnership succeeding in contributing to the economic development of the area outweigh the risks.

10. **Earlier Cabinet/Committee Resolutions**

10.1. Mar 2012 - Cabinet agreed to Newcastle under Lyme B.C. becoming a director of the Newcastle town centre partnership company and authorises officers to take the necessary steps to facilitate the same.

10.2. Mar 2012 - Cabinet agreed to officers working under the auspices of the Newcastle town centre partnership to prepare and submit a bid to become a "Portas pilot", in consultation with the Portfolio Holder for Regeneration and Planning and for the Council to act as the accountable body for administering any grant.

11. **Appendices**

11.1 None.

12. **Background Papers**

12.1 Copies of the revised Town Centre Partnership Portas Pilot bid and the latest discussion paper on the development of the Partnership are available on request.

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## **Silverdale Community Facility Scheme**

**Submitted by:** Kim Graham

**Portfolio:** Regeneration, Planning and Town Centres

**Ward(s) affected:** Silverdale and Parksite

### **Purpose of the report**

The Council has been working with a range of partners for several years to develop a community scheme as part of the development on the former Silverdale Colliery site. This report outlines progress with the plans and seeks approval to enter into a range of agreements in order to facilitate the development.

### **Recommendations**

- a) That Cabinet approves the transfer of land at the former Silverdale Colliery from the Homes and Communities Agency to the Borough Council (in accordance with the requirements of the S106 agreement dated 7 April 2010).
- b) That Cabinet approves the principle of minor revisions being made to the design of the Community Facility as agreed by the Silverdale Community Facility Steering Group and that the necessary planning permission is sought.
- c) That Cabinet accept Thomas Vale Construction (the lowest tenderer) as the main contractor to carry out the Community Facility building works.
- d) That Cabinet gives approval to enter into a s185 agreement with Severn Trent Water Ltd in order to progress the sewer realignment.
- e) That Cabinet authorises officers to complete the ongoing discussions with partner agencies to meet the requirements of the s185 agreement and supply of services to the community facility.
- f) That Cabinet approves the proposed management arrangements for the facility.

### **Reasons**

The approvals recommended are required in order to develop and implement the Community Facility scheme in line with the planning S106 agreement and in line with the Silverdale Community Facility Steering Group and wishes of the community of Silverdale and Parksite.

## 1. **Background**

- 1.1 Members will be aware that the former Silverdale Colliery site was included in the National Coalfields Programme in 2001. English Partnerships (EP) acquired the site in 2002 and took on responsibility for remediation of the site and its re-use. Remediation work started on site in 2007 funded through EP and managed by White Young Green. In 2008 English Partnerships and Housing Corporation were amalgamated to form the Homes and Communities Agency (HCA).

- 1.2 The HCA facilitated a comprehensive remediation and redevelopment scheme following a master planning and public consultation exercise that saw a housing led development come forward on the former pit-head area. The HCA selected Barratts David Wilson (BDW) as the preferred developer to undertake the development of 300 new homes. As part of the comprehensive regeneration of the wider area there was a commitment to deliver a community facility, sports pitches and changing rooms.
- 1.3 It was agreed by Cabinet (on 9 September 2009) that the Council would be the accountable body for the community facility. It was also agreed that officer time would be provided to support the development of the scheme and an elected member would be identified to sit on the management board. A Community Steering Group was established to develop proposals through to implementation of the community facility and its management arrangements to meet the needs of Silverdale and Parksite communities. It was agreed that the Community Steering group would be a sub group of Silverdale Parish Council. This was formally accepted at the Parish Council meeting 20 August 2009.
- 1.4 In April 2010 the Council signed up to the S106 agreement with the HCA and BDW to accept funding of £1,143,100 to provide community facilities in accordance with the agreement (to be provided within 5 years of the date of signing).
- 1.5 Since signing the S106 agreement, work has progressed in line with the Community Steering Group recommendations to develop the senior and junior pitches on the Community Facilities land. This work was completed August 2011.

## 2. Issues

- 2.1 In order to deliver a new community facility for Silverdale in line with the s106 agreement it is necessary to address the following issues.

### 2.2 **Land transfer**

- 2.2.1 Once the Council, as local planning authority, is satisfied that all the S106 obligations have been met the Council will be in a position to accept transfer of the relevant land parcel as detailed in the S106 agreement.

### 2.3 **Design, finance and build contract.**

- 2.3.1 The design of the Community Facility has been agreed with the Silverdale Community Facility Steering Group and gained planning approval in January 2012. As detailed earlier the total budget for the project is £1,143,100.

- 2.3.2 In order to deliver a Community Facility within the available budget that meets the requirements of the community it has been necessary to revisit the designs to reduce the likely costs. At this stage it is anticipated that minor modifications will need to be made to the building's roof design and therefore a new planning application will be required. If this application is made before January 2013 there will be no additional costs. It is therefore recommended that this is progressed.



- 2.4 The Council has utilised Staffordshire County Council's Property Services Procurement Framework to complete competitive tendering for the build of the community facility. This sought tenders based on two approaches; modular construction and traditional. These tenders were assessed on the standard approach to ensure value for money with the lowest tenderer being Thomas Vale Construction on a traditional build method. It is recommended that the Council accepts Thomas Vale Construction (the lowest tenderer) as the main contractor to carry out the Community Facility building works.
- 2.5 Officers are continuing to negotiate with partner agencies to ensure the services can be supplied to the Community Facility. It is recommended that Cabinet authorise officers to continue these negotiations to ensure that sufficient finance is secured to ensure the obligations of the s106 agreement and s185 agreement are met. Once officers have secured the necessary financial requirement the transfer of the land from the HCA to the Borough Council can proceed.
- 2.6 Barratts David Wilson has also requested to pay the remaining balance of the S106 funding (£730,576) in full and final settlement of its S106 obligations by the end of June 2012.
- 2.7 **S185 – Sewer realignment**
- 2.7.1 Unfortunately the foul sewer was laid in the wrong position, running directly across the site for the Community Facility and will need to be realigned in order for the building works to commence.
- 2.7.2 In order for the realignment to take place a s185 agreement will need to be in place with Severn Trent Water Ltd (STW). Originally this agreement was between HCA and STW. The HCA have requested that the sewer realignment is now included in the main programme of building works, which means that the s185 agreement needs to be between the Council and STW.
- 2.7.3 The Community Facilities land is required to be in the ownership of the Council before we are able to enter into the s185 agreement as the agreement is between STW and the owner of the land. Once the land is transferred from HCA to the Council we require authority for the Council's legal services to enter into the s185 agreement with STW to realign the sewer. Once this is complete the main building works will be able to proceed.
- 2.8 **Management of the facility**
- 2.8.1 At the Community Steering Group meeting held 5 February 2010 it was agreed in principle to go ahead with the first phase of the Community Facility project, which included the development of the pitches, changing facilities and community room.
- 2.8.2 It was also agreed that Silverdale Athletic Football Club (SAFC) should be asked to take over responsibility of the pitches and changing rooms until the second phase was underway. It was thought at this time that it would be possible to secure further funding to extend the facility to provide extra community space. However sources of external funding are less readily available now so there are no plans at present to extend the facility.

- 2.8.3 SAFC have been established in the area for 30 years and were involved in the original consultation regarding a community facility for Silverdale and Parkside which took place in 2004 when Silverdale New Vision Steering Group was established.
- 2.8.4 It was originally envisaged that a lease would be in place between the Council and Silverdale Parish Council (SPC), who would then have a separate lease with SAFC. Draft Heads of Terms were sent to SPC 18 October 2011. SPC had a number of concerns with these and sought legal advice from the National Association of Local Councils. Based on their comments the Draft Heads of Terms were amended and sent back to SPC 31 May 2012. However, at the SPC meeting held on 21 June, it was made clear that SPC felt the terms were still too onerous and did not want to take on responsibility for the management of the facility. SPC Chair felt there had been a shift in emphasis regarding the role of SPC and that it was never the responsibility of SPC to take on this role. The Council will continue to engage with the Parish Council to ensure wider support for the scheme.
- 2.8.5 In line with the recommendations of the Community Facility Steering Group, Draft Heads of Terms have been sent to SAFC 25 June 2012 for them to consider in relation to taking on responsibility for management of the facility. It is recommended that the Council agrees an appropriate management agreement with Silverdale Athletic Football Club as they have demonstrated commitment to the development of community facilities in the area and are a long term partner on the development of the project through many years of work. It is also worth noting that this approach is aligned to other corporate policies of supporting community management and is similar to other partnerships with sporting groups in the Borough.

### 3. Proposal

- 3.1 Subject to Members views on the issues outlined above it is proposed that the Council takes ownership of the land, agrees to the principle of amending the building design subject to future planning approval, accepts the additional funding from the HCA, agrees the necessary s185 agreement and contracts with the preferred developer.

### 4. Reasons for the Preferred Option

- 4.1 The proposed actions are recommended to enable the new Community Facility in Silverdale to progress in line with the s106 agreement and the wishes of the community.

### 5. Financial and Resource Implications

- 5.1 Funding of £1,143,100 for the project has been secured from HCA and BDW through the s106 agreement. From this funding £405,333.41 has to date been utilised to deliver the football pitches, security fencing, statutory fees (planning and building regulations), site investigation/ecology and Borough Council fees. This report highlights the current progress in securing the remaining requirements. The costs of these remaining elements are not yet fully costed as they involve a range of complex issues, however officers will continue to work with partner agencies to finalise all issues and costs. It is important to note that the recommended negotiations will be completed on the

basis that the Council's costs to delivering the scheme will be met from the agreed s106 funding.

5.2 Officer time will continue to be required to support and manage the development of the initiative.

## 6. Outcomes Linked to Corporate Priorities

6.1 Creating a cleaner, safer and sustainable Borough – the development offers the opportunity to enhance the provision of accessible leisure facilities which will in turn have a positive impact on health improvement, quality of life and support for disadvantaged communities, community safety and regeneration.

6.2 Creating a healthy and active community – the proposed community facilities will provide local access to opportunities that will address social inclusion.

## 7. Legal and Statutory Implications

7.1 The Council has powers, under the Local Government Act 2000, to improve the social, economic and environmental well-being of the Borough's residents.

7.2 The design alterations to the community facility will require a new planning application to be submitted and considered through the necessary channels.

## 8. Equality Impact Assessment (EIA)

8.1 The community facility will be open to use by all sections of the community and will comply with requirements of the Disability Discrimination Act.

8.2 An EIA will be undertaken in line with the Council's equal opportunities policy and procedure to enhance community cohesion. The Heads of Terms and Lease for the facility will clearly stipulate the Council's requirements of the management organisation to be responsible for ensuring this is delivered.

## 9. Major Risks

9.1 A full risk assessment is in place and is reviewed regularly in line with council requirements.

## 10. Key Decision Information

10.1 Whilst this scheme is located within one ward, residents from other wards are likely to utilise the facility and the scheme brings together significant investment from a range of partner agencies.

## 11. Previous Cabinet Decisions

11.1 Cabinet 9 September 2009:

- That the Council agrees to become the accountable body for the proposed new Silverdale Community Facility
- That it be agreed to provide officer time to support the development of the initiative

- That Cabinet agrees to identify an elected member to sit on the proposed new management board for the facility

11.2 Cabinet 21 July 2010 Silverdale Colliery Community Facility:

- That the scope and content of the scheme of community facilities is agreed and approved.
- That the Council utilises the Staffordshire County Council Framework for the procurement of the works and that the Council engages Staffordshire County Council for 'Design and Build' services for the project.
- That officers of Newcastle-under-Lyme Borough Council project manage the scheme and ensure that the agreed notifications are given within the required timescales to enable the release of funding when required.
- That officers of the Council continue to assist the steering group in agreeing the detailed elements of the project and the setting up of the community management committee for the future running of the facility.

12. Appendices

12.1 None.

13. Background Documents

13.1 Further information on the scheme is available on request including the S106 agreement 7 April 2010, community centre design drawings and the draft s185 agreement.

## SURPLUS LAND – PROPOSED NEWCASTLE DEVELOPMENT PROGRAMME DISPOSALS

**Submitted by:** Councillor E Boden, Portfolio Holder

**Portfolio:** Planning, Regeneration and Town Centres

**Ward(s) affected:** All

### **Purpose of the Report**

To explain the reasons why I am proposing that the seven sites in Tranches 1 & 2 of the Newcastle Development Programme are withdrawn from any plans to market Council-owned land for disposal and that they are withheld from the Strategic Housing Land Availability Assessment (SHLAA).

### **Recommendation**

**That the Council not proceed with any plans to dispose of the seven sites referred to in the report and that the Council advise the local planning authority to remove these sites from the Strategic Housing Land Availability Assessment (SHLAA).**

### **Reasons**

These vary from site to site and details are set out below, but primarily relate to concerns expressed by members of the public at the consultation meetings held in the wards affected and their submissions made to the Scrutiny Committee at its public meetings.

## **1. Background**

- 1.1 Over a number of years the Council has been developing a more strategic approach to managing its physical assets, consistent with national policy. There has been growing recognition of the relationship between effective asset management and the wider / corporate financial management of the authority. In simple terms the disposal of land or property that the Council has no ongoing use for can help to fund the Council's capital programme.
- 1.2 In 2010, the previous administration identified the following sites, spread across the Borough, as potentially surplus and suitable for disposal in order for the Council to fund its capital programme ambitions:
  - Land off Clayhanger Close Bradwell
  - Land off Clayton Road
  - Land at Coalpit Hill, Talke
  - Land off Pennyfields Road, Newchapel
  - Land off Shrewsbury Drive, Red Street, Chesterton
  - Land at Repton Drive, Westlands
  - Land off Winchester Drive, Westlands.
- 1.3 The planned disposal process caused a significant adverse public reaction and, when in opposition, my political colleagues and I felt it necessary to promote a more transparent review process to consider the decision(s). This resulted in a formal task and finish scrutiny process that was conducted over the summer period and concluded with a report that was considered by Cabinet on 7 September 2011. The scrutiny committee produced a detailed

report which concluded with 11 recommendations; in summary these concerns focus around the following points:

- (a) the value of green spaces within communities;
- (b) transparency of decision-making;
- (c) the process of identifying sites for disposal (including clear criteria/information);
- (d) the need for greater clarity about the processes for decision-making in respect of asset disposal and;
- (e) the method and timing of public consultation.

1.4 In response to the scrutiny committee's report the previous administration's Cabinet resolved the following:

- (a) That the Newcastle Development Programme (NDP) Scrutiny Task and Finish Group, and all those involved in supporting the review process, be thanked for their report and recommendations in respect of this matter.
- (b) That it be confirmed that no further decision be taken at this stage regarding disposal of the seven NDP sites.
- (c) That the appropriateness of development, in land-use planning terms, of the seven NDP sites along with all other surplus non-operational land belonging to the Council, be reviewed as part of the forthcoming Site Allocations Development Plan Document process.
- (d) That future versions of the Council's Asset Management Strategy incorporate an annual planned disposals programme, as appropriate, supported by the three important qualifications set out in the Report:-
  - (i) That this programme is accompanied by appropriate site specific technical information ;
  - (ii) That a clear process be established for effective community and stakeholder consultation along with a summary report of the outcome of public consultation and any related public consultation activities regarding individual sites and;
  - (iii) That clear evidence be provided of the proposal's alignment with the Council's financial capital planning process.
- (e) That officers be instructed to undertake an annual review of the progress made with implementation of the North Staffs Green Spaces Strategy and the associated action plan to ensure that objective are being met.
- (f) That Members note the information regarding the Council's transformation programme which, through its associated sub-programme plan, 'The Way We Work' and the associated emerging programme 'The Business of the Council' is concerned with the organisational structure of the Council to promote greater efficiency in the way the Council operates as well as ensuring greater accessibility for all to decision making processes.
- (g) That further Member training be provided, as appropriate, so that Members have a fuller understanding both of Asset Management and strategic policy making.

## 2. **Issues**

- 2.1 In my opinion the previous Cabinet decision did not place sufficient weight on the site-specific issues that were raised before and during the scrutiny review process. Rather than allow the planning merits of the sites to be tested through the emergent planning policy process (Cabinet resolution (c)) my belief is that the Council should satisfy itself, as land owner, about their suitability for development.
- 2.2 One or more of the following constraints was shown, through the scrutiny process, to raise significant issues in respect of all of the sites:
- (a) Adverse ground conditions, e.g. filled/made up ground; past mine / mineral extraction activities; mine shafts, methane gas, etc.
  - (b) Ecological & environmental issues, e.g. the existence of protected species such as newts, badgers, etc.
  - (c) Legal restrictions, e.g. restrictive covenants, easements for pipes, wires, sewers etc.
  - (d) Highways / access constraints.
- 2.3 I am of the view that it would be wrong for the Council to disregard this information and allow the sites to remain in the SHLAA. Whilst the latter document represents a theoretical supply of sites that are capable of being developed during the relevant plan period I am concerned that some or all of them may not be genuinely developable. I consider that specialist studies would need to be commissioned to determine the feasibility/suitability of developing the sites. Thorough public consultation would also be required, in my view, about the disposal and development of any such sites.
- 2.4 Additionally I would want to be satisfied that there are no alternative brownfield sites capable of being brought forward for development that should be prioritised above the seven Greenfield sites listed above.
- 2.5 Consequently there is insufficient justification to market the above sites for disposal at this stage and I feel that they should be withdrawn from the SHLAA so as to provide greater certainty for interested parties.

## 3. **Options**

- 3.1 Do nothing (proceed as per the Cabinet resolution(s) dated 7 September 2011) or;
- 3.2 Consider whether it is reasonable and/or appropriate to review the previous Cabinet decision in light of the preceding Scrutiny review process.

## 4. **Reasons for Preferred option**

- 4.1 In my view the Scrutiny review process highlighted issues that merit greater weight being given to them before any final decision is made to proceed with any disposal of the sites referred to above.

## 5. **Proposal**

- 5.1 That the Council not proceed with any plans to dispose of the seven sites referred to in the report and that the Council advise the local planning authority to remove these sites from the Strategic Housing Land Availability Assessment (SHLAA).

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

6.1 The careful and considered disposal of publicly owned land will help in:

- creating a cleaner, safer and sustainable Borough
- creating a Borough of opportunity
- creating a healthy and active community
- transforming our Council to achieve excellence

7. **Legal and Statutory Implications**

7.1 The Council has a statutory duty to obtain best consideration when disposing of its assets, other than where discretion is allowed by Local Government Act 1972, S123 as reinforced by the Local Government Act 2000.

8. **Equality Impact Assessment**

No direct implications arising from this report.

9. **Financial and Resource Implications**

9.1 The capital receipts from the sale of surplus sites will go towards appropriate regeneration initiatives and capital programmes, as determined by the Council.

9.2 There will be a saving in the maintenance costs associated with the sites once they are sold.

10. **Major Risks**

10.1 Failure to adequately investigate and confirm the suitability of sites for disposal, resulting in adverse financial consequences.

10.2 A failure to obtain appropriate planning consents.

10.3 Failure to engage local stakeholders in any such decisions.

11. **Key Decision Information**

An item in respect of this matter appears on the Forward Plan.

12. **Earlier Cabinet/Committee Resolutions**

The last Cabinet decision in relation to these seven sites was made on 7 September 2011.

13. **List of Appendices**

There are none.

14. **Background Papers**

None.



## **SITE ALLOCATIONS AND POLICIES DEVELOPMENT PLAN DOCUMENT – DRAFT ISSUES AND OPTIONS CONSULTATION PAPER**

**Submitted by:** Executive Director of Regeneration and Development

**Portfolio:** Planning, Regeneration, and Town Centres

**Ward(s) affected:** All

### **Purpose of the Report**

To seek approval for the Site Allocations and Policies Development Plan Document draft Issues and Options Paper for consultation purposes and to seek authority to go out to public consultation.

### **Recommendations**

- (a) That Cabinet agree to rename the Site Allocations and Policies Development Plan Document as the Site Allocations and Policies Local Plan.**
- (b) That Cabinet agree to approve the Site Allocations and Policies Local Plan draft Issues and Options Paper for public consultation purposes.**
- (c) That Cabinet agree to the draft consultation proposals set out in this report.**
- (d) That Cabinet agree to receive a future report setting out the recommendations of the Planning Committee on the results of the first stage of public consultation with a view to approving the next steps.**

### **Reasons**

To ensure the Site Allocations and Policies Development Plan Document proceeds in accordance with the agreed timetable. The Issues and Options consultation paper does not set or propose Council policy and so the decision to approve it for consultation purposes falls to the Executive (i.e. the Cabinet).

## **1. Introduction**

- 1.1 The draft Issues and Options Consultation Paper is an important stepping stone towards the development of the Council's approach to the allocation of land, as part of the statutory town planning process. The Issues and Options Paper and associated publicity will identify issues to be debated and is intended to initiate public discussion, even though there are no proposals by the Council at this stage.

## **2. Background**

- 2.1 In February, 2012, Cabinet, taking into account views expressed by the Planning Committee at its meeting on 13 December, 2012, agreed a revised timetable for the preparation of a 'Site Allocations and Policies Development Plan Document.' It was also agreed that additional consultations be undertaken prior to the preparation of the draft Issues and Options Paper and that a further report be submitted to the July Cabinet setting out the recommendations of the Planning Committee on an Issues and Options Paper, incorporating a set of generic development management policies and taking account of the Borough's infrastructure requirements, together with further details of the public consultation arrangements.

- 2.2 A draft Issues and Options Paper together with a set of draft consultation proposals is to be considered by Planning Committee on 10 July. Due to the tight timescale the recommendations of the Committee will be reported to Cabinet via a supplementary report.
- 2.3 Therefore, the purpose of this report is to consider the recommendations of the Planning Committee prior to considering for approval (a) the scope and contents of the draft Issues and Options Paper for public consultation purposes and (b) the proposed consultation arrangements.
- 2.4 Consultation on the Consultation Arrangements
- 2.5 It was resolved at the Cabinet Meeting, in February, that a public consultation exercise be undertaken, to help inform the Site Allocations & Policies consultation arrangements. The consultation ran for a total of six weeks between 16 March and 27 April. Residents' Associations were given until 31 May to respond. The results of this consultation and arising consultation proposals are set out at section 7.
- 2.6 Members may wish to note that Councillor Loades, as the former chair of the Newcastle Development Programme Scrutiny Task and Finish Group, acted as a critical friend in both this specific consultation exercise and the development of the Issues and Options consultation arrangements.
- 2.7 SHLAA Stakeholder Consultation
- 2.8 Cabinet further resolved that officers should undertake a 'Stakeholder Consultation', as part of the review of the Strategic Housing Land Availability Assessment, 2010, (SHLAA). An Interim SHLAA 2011 document was prepared for the purposes of the consultation. The consultation period ran between 8 March and 5 April. A selection of house builders, local property agents and planning consultants, as well as utility providers and the Environment Agency, were invited to comment on a draft long list of potential strategic housing sites and a selection of non-strategic sites.
- 2.9 The key purpose of this targeted consultation was to use the expertise and knowledge of the development industry to test the assumptions and judgements made by officers in respect of:
- Housing delivery/completion rates;
  - Site capacity;
  - Site viability;
  - Site suitability
  - Site availability and;
  - Phasing over the plan period.
- 2.10 The response to consultation exercise was quite small. However, the feedback received from 'stakeholders' generally endorsed the Council's approach and assessment and proved helpful in providing more information about a number of sites and has therefore been beneficial in helping to put in place a more robust strategy. A summary report of the results will be published on the Council's planning website in due course.
- 2.11 Following the conclusion of the Stakeholder Consultation officers have continued to consider the deliverability and developability (definitions are provided in the Glossary, on page 6 of Issues & Options Paper) of sites in the interim SHLAA 2011, including how market conditions may affect economic viability and this has informed the current list of strategic and

non-strategic housing sites identified in the draft Issues and Options Paper, appended to this report. It is the intention to publish a Final SHLAA, 2012/13, alongside the Issues and Options Paper. Section 4.0 of this report sets out some of the key findings of the Assessment.

## 2.12 National Context

2.13 The National Planning Policy Framework (NPPF), which was published on 27 March, 2012 and the new Local Planning Regulations (Regulations), which came into force on 6 April, have resulted in many changes to the planning system. However, the primacy of the development plan remains, as does the requirement to exercise the function of preparing development plans "with the objective of contributing to the achievement of sustainable development".

2.14 The NPPF is clear in encouraging Councils to have up to date Local Plans in place and to get appropriate new policies adopted as soon as possible. Members are reminded that the NPPF indicates that policies from the adopted Newcastle-under-Lyme Local Plan 2003-2011, which have been saved under the Planning and Compulsory Purchase Act 2004, can now only be given due weight (as opposed to full weight) , according to their degree of consistency with the NPPF.

## 2.15 Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy

2.16 The Council has an adopted Core Spatial Strategy and this means that a key part of the 'Local Plan' is in place. The Strategy establishes some very important planning principles through strategic policies aimed at addressing some of the wider issues and challenges facing the Borough and the City of Stoke-on-Trent. The Strategy already plays a key role in the determination of planning applications.

2.17 Critically the Core Spatial Strategy has set the level of growth required to meet local needs for housing, employment and retailing between 2006 and 2026. It has also identified the broad location of development to help meet these needs including priority areas for development. Therefore, the broad locations of where development will be concentrated have already been determined.

## 3. Importance of the Site Allocations and Policies Development Plan Document

3.1 Essentially the Site Allocations and Policies Development Plan Document (DPD) is the second part of the Core Spatial Strategy. Upon adoption, the final Plan will help to meet the borough's objectively assessed needs for housing, employment and retail investment by allocating sites for development over the next 10 -14 years. It will also provide clear policies on what or will not be permitted and where. It will also identify key spatial boundaries including:

- the settlement boundaries for villages in the rural area.
- the boundaries of areas which should be protected and safeguarded.
- the boundaries which impact on retail policies in the town centres.

3.2 It should be noted that whilst this planning document will allocate land and be used to determine planning applications, it will be a key objective to deliver outcomes, which work to improve the prosperity of the Borough and create pleasant, thriving and locally distinctive communities, where people want to live and work. This will require strong community involvement and early and open collaboration with key stakeholders.

3.3 If the Council does not prepare a Site Allocations and Policies Development Plan document then the Council will have much less control over where development takes place, and it will be more difficult to direct housing, employment and retail and leisure developments to areas where they are needed and will benefit local people. Without this Plan it will also be difficult to minimise the physical impact of development.

#### 4. Issues

4.1 This part of the report flags up some of the critical issues which have emerged from an examination of the planning evidence base and which are set out in detail in the draft Issues and Options Paper.

#### 4.2 Housing

4.3 The adopted Core Spatial Strategy has identified a need for 5,700 (net) new homes to be built in the Borough between 2006 and 2026. To date 1,265 net new homes have been built and thus the remaining housing target is 4,435. However, the latest Strategic Housing Land Availability Assessment (SHLAA) has identified a potential land supply for 4,326 homes, which is only 97% of the target. Consequently the Borough has insufficient land to accommodate the identified housing need over the next 14 years (the period until the end of the Plan Period).

4.4 Your officers are aware that Cabinet are being asked to consider at this meeting a separate report in respect of the Council's Assets Disposal Programme, and particularly in relation to the future of the seven greenfield sites, which formed part of the Newcastle Development Programme (NDP) and were the subject a scrutiny process in 2011. Members need to be aware that these seven sites are identified in the draft SHLAA 2012/13 and therefore currently form part of the potential housing land supply. Collectively the sites have the potential to deliver a maximum 353 new homes. The inclusion of the NDP sites in the SHLAA reflects the Cabinet resolution made in September, 2011, 'that the appropriateness of development, in land use terms, of the seven NDP sites, along with all other surplus non-operational land belonging to the Council be reviewed as part of the forthcoming Site Allocations Development Plan Document process.'

4.5 The exclusion of any significant sites at this stage would exacerbate the land supply situation, a situation which may get worse as it is inevitable that sites will drop out during the Site Allocation and Policies process. However, it is also possible that new ones could be identified, although it is not expected that sufficient new sites would be found to meet the entire shortfall. The implications of this for plan making are considered in sections 4.11 – 4.13.

4.6 Should Cabinet resolve to dispose of the seven NDP sites then reference to the sites will be removed from the SHLAA on the basis that as the sites are no longer available they cannot be regarded as 'developable.' The Issues and Options Paper will also be amended accordingly, including making any necessary adjustments to the housing land supply figures.

#### 4.7 Employment

4.8 The shortfall of housing land is compounded by a shortage of good quality employment sites.

4.9 The Core Spatial Strategy set a figure for the amount of employment land required by the Borough at 112 hectares (ha.) (277 acres) between 2006 and 2026. Much of that need has been met in the first five years of the Strategy and we have approximately 56 ha (139 acres) of that need remaining. We have enough land to meet the remaining Employment target, but the sites are not necessarily commercially attractive

4.10 However, a recent Employment Land Review has identified a vastly increased up-to-date figure for the demand for employment land in the Borough of 150 ha (371 acres), over the next 15 years. This revised demand of 150 ha significantly exceeds the amount of land currently that we are able to allocate (56 ha). The 56 ha we are able to allocate should be sufficient to meet demand, until it is possible to update the employment need figures and allocate more land through completion of a formal review of the Core Spatial Strategy, although depending on the sites allocated we could have shortfalls in land to meet all employment types.

#### 4.11 Plan Making Implications

4.12 The above circumstances are problematical because when preparing its development plan the Council is required to 'attempt' to ensure that sufficient land of suitable quality is provided to meet its objectively assessed needs for housing, employment, retail and leisure, until the end of the Plan Period in 2026. However, the key word is 'attempt'.

4.13 If the Issues and Options process does not identify new sites to meet the shortfalls in supply then the first step to address this issue is to explore the feasibility of meeting these shortfalls on sites outside the Borough's administrative boundary. If this proves unsuccessful then the Council would need to prepare a plan for a ten, as opposed to a fourteen year period, which in respect of meeting our housing needs, is the minimum period we can plan for according to the NPPF. This approach would also require the Council to undertake an early review of the Core Spatial Strategy. This is already planned and is likely to begin at the end of 2014.

### 5. Issues and Options Scope

#### 5.1 Issues and Options

5.2 Preparing the Site Allocations and Policies Development Plan Document is both an iterative and a collaborative process, involving extensive dialogue with the local community and key stakeholders over two years, in addition to an independent public examination.

5.2 It is a key aim of this first stage of consultation to firstly encourage a debate on the key (spatial) issues that need to be considered before any land allocations and new planning policies are proposed. The Paper also presents a series of alternative options to address these issues, which the public will be asked to comment on.

5.3 Each option will have different outcomes, but it will be made clear that the Council has no preferred options at this stage, this will be later in the process after we have taken into account the views of the public. The public will also be asked if they think there are any other issues or options the Council should consider.

5.4 Secondly this consultation stage will serve to highlight the borough's potential land supply. This will done through the publication of a long draft list of housing, employment, and retail sites.

5.5 There are a number of important advantages in highlighting all potential development sites at this early stage:

- It will provide an early and effective opportunity to influence and direct the content of the Plan
- It will demonstrate that the Council is conducting the site allocation process in an entirely transparent manner. It should be noted that the sites are already identified in the Council's evidence base (draft Strategic Housing Land Availability Assessment,

2012/13 (not yet published), Employment Land Review, 2011, Retail and Leisure Study, 2011). Furthermore, the Issues and Options Paper, which formed part of the Planning Committee agenda in December, 2011 included a draft long list of sites and excluding the sites from this version could draw criticism that the Council was not being open and transparent.

- It will help to put in context the critical fact that the Council has a very limited land supply.
- It will help to put the issues regarding the supply of brownfield and greenfield development sites in context.
- It will help to flush out any issues which may impact on the deliverability of a site and reduce the possibility of unexpected issues being raised at a later and more critical stage.
- It would minimise the need to introduce a further stage of consultation after the next planned stage of consultation – the draft ‘Options’ stage. This would considerably lengthen the timescale for preparing the Plan without adding any value to the overall process.
- Without the sites it would be quite a high level and less meaningful consultation.

#### 5.6 Strategic and non-strategic sites

5.7 The public will be invited to consider a draft list of strategic sites and non-strategic sites, which don’t have planning permission. A strategic site is one which is considered central to the delivery of the projected needs for housing, employment and retail provision in the Borough and in this respect a threshold has been set of 1ha (2.27 acres).

5.8 For clarification the ‘strategic’ housing sites are those sites with a minimum capacity of 30 - 35 houses and above and collectively are capable of accommodating the majority of new homes in the Borough. Sites below the 1 ha threshold are included if they are strategically important and or have experienced pressure to be developed for retail/employment purposes.

5.9 The development of non–strategic sites (generally below 1 ha, or 2.27 acres, in size) will be guided by development management policies; a small selection of these policies are being put forward for consideration at this stage. Although when considered individually these sites may not be significant in terms of delivering growth, collectively these smaller sites will be required to achieve the growth needed in the Borough. Opinion on the suitability of these non-strategic sites for development will therefore be sought

#### 5.10 Generic Development Management Policies

5.11 In accordance with the Cabinet resolution to incorporate a limited number of generic development management policies into the Issues and Options Paper for public consultation purposes, your officers have undertaken an internal review of the ‘saved’ Policies from the Newcastle-under-Lyme Local Plan 2003-2011 with a view to selecting a group of ‘generic’ policies, which might continue to be used to guide development in the future. Policies were disregarded if they: repeated national policy; did not conform to the National Planning Policy Framework; made reference to specific development sites or planning standards; made reference to other saved policies which are likely to be replaced; and were based on character assessments which may need to be updated.

5.12 Having gone through this exercise your officers identified just a few policies, suitable for consultation purposes, but when considered together were very disparate and which could not be read in context, particularly given that the Issues and Options consultation may well lead to the creation of a new policy context. Whilst there are advantages in replacing the

policies 'saved' from the adopted Local Plan as quickly as possible, following the introduction of the NPPF, it is not considered that full weight could be given to these policies by subjecting them to public consultation at this early stage. Indeed if the policies were to be opposed it may undermine their current status.

- 5.13 Therefore, on balance your officers consider that the inclusion of a limited number of policies at this stage of the consultation process would appear to add very little value and for this reason the Issues and Options Paper does not contain a chapter on potential generic development management policies.

## **6. Issues and Options Content**

- 6.1 The Introduction of the draft Paper aims to explain the role and purpose of the Site Allocations and Policies Development Plan Document and its relationship with the Core Spatial Strategy. It presents a number of guiding principles which must be taken into account during the preparation of the Plan, including the National Planning Policy Framework and the objectives for growth established by the adopted Core Spatial Strategy. Members may wish to note that the housing and employment need figures, identified in the Core Spatial Strategy, are largely based on local need due to local population growth.
- 6.2 A great deal of emphasis is placed on successfully addressing the challenges we face through a collaborative process and a flow chart is used to explain the consultation process.
- 6.3 The draft Paper includes four chapters: Housing and Open Space; Employment and Economic Development; Retail and Town Centres; and Infrastructure. The Housing and Open Space chapter includes a list of strategic sites and a list of non-strategic housing sites provided as an annex to the Paper. A Glossary is provided at the end of each chapter where appropriate. The Glossary is intended to act as an introductory guide to planning and is not a source for statutory definitions.

## **7. Proposed Draft Consultation Arrangements**

### **7.1 Results of the Consultation on the Consultation Arrangements**

- 7.2 A total of 137 responses were received, which includes responses from participants of residents' groups/associations, Locality Action Partnerships (LAPs), Parish Councils and Mr Paul Farrelly MP.

- The majority of responses support:- the use of a public notice in the Sentinel (77%); articles in the Reporter (76%); posters in libraries contact centres (72%); and the Council's website (67%) as the most preferred ways that members of the public should be informed about preparation of the Plan.
- The majority (74% and above) of responses support an 8 week consultation period - at the 1st stage - Issues and Options, the 2nd stage - Draft Options and the 3rd stage - Draft publication of the Plan.
- Public meetings (81%) and manned exhibitions (63%) were the two most popular consultation event types.
- The majority of responses support a combination of daytime and evening events (66%). Evening events were also more popular than day time events
- 75% of respondents supported the view that events should be held in their local ward and 32% in their Parish area. The interpretation of this result has taken into account the fact that not all respondents would live in an area with a Parish Council. 32% supported the use of Locality Action Partnerships (LAP)

### 7.3 Draft Consultation Proposals

7.4 These results have been used to inform the draft consultation proposals in respect of the Issues and Options Paper as outlined below.

7.5 It is proposed to conduct the public consultation over an eight week period from the second week in August until the beginning of October, 2012. It is acknowledged this will mean that part of the consultation will take place during the summer holiday period, but Members may wish to note that most participants in the consultation survey considered that conducting the consultation over an eight week period would address this. Certainly whilst some people are likely to be away it could be argued that many people may have more time to engage because they take time off but don't go away.

7.6 The public meeting events will be spread out over a three week period in August, see below. The order of events reflects the availability of venues, but the programme has been deliberately organised for public meetings to take place as early as a possible in the consultation period in order to try to speak to as many people as possible at an early stage in the process and to maximise the amount of time for people to consider the contents of the Paper and to respond. People will be required to submit their representations on a form to be provided, therefore, those people who are unable to attend a meeting will not be prevented from expressing their views. Further details relating to the calendar of public meetings are set out under section 7.9 and in the timetable appended to this report.

### 7.7 Draft Consultation Package

- Full use of the Council's Site Allocations and Policies DPD dedicated web page to promote the consultation process in advance and during the formal consultation period.
- Advert to be placed in the Sentinel second week of August.
- 8 week consultation period between Monday 6 August – Monday 1 October.
- 14 day and evening events including 9 public meetings to be held in the evening.
- Manned exhibitions Kidsgrove Town Centre and Newcastle Town Centre.
- Rotated unmanned exhibitions in Newcastle Library, the Guild Hall, Jubilee 2, Kidsgrove Contact Centre, and the Madeley Centre.
- MP Briefing (if requested).
- Presentation to the 'Newcastle Business Panel'
- Presentation to the sixth<sup>h</sup> form students attending Newcastle College. (TBC)
- Radio broadcast.
- Twitter/Facebook.
- E-panel online consultation – to be sent out Monday 6th August.
- Presentation to LAP Chairs meetings - July and September to help facilitate dissemination of information.
- Consultation Pack. This will contain: Issues and Options Paper; Comment Form; material from exhibitions and list of events/contact details. It will be distributed to libraries and key community buildings. Packs will be made available to ward members, County Councillors, MPs and LAP Chairs. Town and Parish Council's will also be sent packs. The packs will include maps of strategic and non-strategic sites (on a ward basis).
- Maps of sites will also be made available on-line and black and white copies will be provided free of charge on request.
- Posters outside venues advertising a consultation event and inside venues promoting the availability of the Consultation Pack.



7.8 It should be noted that it will not be possible to use the Council's Reporter due to the fact that the Reporter deadline is before the Cabinet decision date and distribution of the Reporter is scheduled to take place during the 'call in period'. These dates cannot change due to the Reporter contract and Government legislation, which limits the number of editions to four per annum.

#### 7.9 Public Meetings

7.10 The consultations results suggest that people want local meetings, but it would be excessive to organise a meeting in every ward. The areas to be invited to participate in meetings largely correspond with the LAP administrative areas, but it is not considered practical to use these administrative areas as the basis for the meetings for the following reason: Keele forms part of the LAP administrative area, which includes Silverdale and Parkside, but in respect of the Core Spatial Strategy it forms part of the Area Spatial Strategy for the Rural Area. This would necessitate a discussion of both urban and rural issues. Matters are further complicated by the fact that part of Knutton is included in the Silverdale, Parkside and Keele LAP.

7.11 Therefore, nine evening public meetings are proposed across the Borough. Three of these meetings will be held in the rural area (Loggerheads, Madeley and Audley Parish) in recognition of the geographical spread of the rural population.

7.12 It has been agreed in principle that the chairing of these meetings will be shared between Councillor Boden, as portfolio holder for Planning, Regeneration and Town Centres and Councillors Fear and Hambleton, as Chairman and Vice Chairman of Planning Committee, respectively. Ward councillors will be encouraged to attend meetings to be held in their wards and to disseminate information. Parish and Town Councils will also be asked to disseminate information. The Council for Voluntary Service (CVS) have also agreed to promote the consultation on their website and, depending on timescales, through their 'In Touch' newsletter.

7.14 Members of LAPs, Town and Parish Councils will be invited to participate in these events. Your officers are aware that a number of Parish Council and LAP meetings clash with each other, attending Parish Council meetings could therefore be problematic, and it is considered that given the overall consultation package sufficient public meetings are being provided.

### 8. Renaming the Site Allocations and Policies Development Plan Document

8.1 NPPF has reintroduced the term Local Plan and this is now embedded in both the NPPF and new Local Planning Regulations. This has prompted your officers to propose that the 'Site Allocations and Policies Development Plan Document' in future is referred to as the 'Site Allocations and Policies Local Plan'. This has several advantages, namely: local residents and elected members are familiar with the Newcastle-under-Lyme Local Plan, 2003 – 2011, which the Site Allocations and Policies document would effectively replace; and it is considered that the title of the document would be simplified and, therefore, much easier to say and use. Upon adoption of the 'Site Allocations and Policies Local Plan,' it would make sense to refer to the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy and the Site Allocations & Policies Local Plan together as the new Newcastle-under-Lyme Local Plan.

### 9. Proposal

9.1 That Cabinet agree the scope and content of the draft Issues and Options Report and the consultation arrangements.

- 9.2 That Cabinet agree to receive a future report
- 9.3 That the Site Allocations and Policies DPD is referred to in the future as the 'Site Allocations and Policies Local Plan.'

#### 10. **Reasons for the Preferred Solution**

- 10.1 To enable key decisions to be made in accordance with the agreed timetable and to work towards strengthening the Council's ability to control the development of land and direct investment to appropriate places at the appropriate time.
- 10.2 To achieve the Council's objectives for open and transparent decision making.

#### 11. **Financial and Resource Implications**

- 11.1 It should be noted that the consultation on the Site Allocations and Policies Development Plan Document draft Issues and Options Paper will be carried out within existing revenue resources of the Council.
- 11.2 Failure to engage effectively with the community in the early stages of the preparation of the Site Allocations and Policies Development Plan Document could ultimately affect the soundness of the Document and this could have serious financial implications in the long term should it be necessary to start the process again.
- 11.3 There is sufficient capacity to resource the number of public meetings planned, but if the number of evening meetings was significantly increased then it would prove difficult to resource. It is intended to supplement the team with staff from other sections within the Directorate (most notably within the Regeneration and Development Management teams). Such an arrangement may necessitate re-profiling of work programmes and there may be adverse impacts upon the core workload of those other teams. Nevertheless steps will be taken to minimise impact on service users/customers.

#### 12. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 12.1 Upon adoption the Site Allocations and Policies Development Plan Document will facilitate the delivery of spatial elements of the Council's Community Strategy.
- 12.2 The Site Allocations and Policies Development Plan Document must be prepared with the objective of contributing to the achievement of sustainable development. Thus the Site Allocations and Policies Development Plan Document should address the spatial implications of economic, social and environmental change and in this way the plan making process should directly contribute to the delivery of all the Council's Strategic Priorities as set out in the Corporate Plan. In particular it should have positive impact on those priorities relating to: regeneration and business prosperity, including the vitality of the town centres; quality of life; health and well being, and the physical environment.

#### 13. **Legal and Statutory Implications**

- 13.1 The preparation of the Site Allocations and Policies Development Plan Document must be carried out in accordance the provisions of the Planning and Compulsory Purchase Act, 2004 and the Town and Country Planning (Local Planning) England Regulations, 2012. It must also take account of provisions of the Localism Act, 2011 relating to town and country planning.

- 13.2 The Site Allocations and Policies Development Plan Document must also be consistent with the principles and policies of the National Planning Policy Framework, including the presumption in favour of sustainable development, and the Government's Planning Policy for Traveller Sites.
- 13.3 Planning policies must also reflect and where appropriate promote relevant EU obligations and statutory requirements.
- 13.4 In addition to consulting the public the Council is now legally required to cooperate with neighbouring authorities and the County Council on relevant issues, as well as, work collaboratively with public health leads and organisations, utility and infrastructure providers, and a variety of statutory and private sector bodies.
- 13.5 The public consultation on the Issues and Options Paper is not a statutory requirement, but in accordance with section 155 of the NPPF 'early and meaningful engagement and collaboration with neighbourhoods, local organisations and business is essential.'

14. **Equality Impact Assessment (EIA)**

- 14.1 As part of the Site Allocations and Policies Development Plan an equalities impact assessment will be undertaken to ensure that the Plan is prepared in accordance with the Council's equal opportunities policy and procedures.

15. **Major Risks**

- 15.1 Should it become clear that it will not be possible to plan for the area's objectively assessed development needs and infrastructure requirements to the end of the Plan Period then there will be a risk that the Plan may ultimately be found 'unsound.' This is because it cannot be known for certain what the Planning Inspector's attitude will be to a 10 year plan proposal. Furthermore, the development industry and landowners may use this as an opportunity to advance sites in the Green Belt and at the same time it may encourage strong objections from this sector.
- 15.2 However, on the basis that by only planning for the next 10 years we can meet our retail and housing needs (effectively two thirds of our objectively assessed needs) and that this is an interim means of meeting our needs, prior to undertaking an early formal review of the Core Strategy, it is likely that an Inspector would be willing to take a pragmatic view. It will be important to ensure that they are given enough evidence to be safely pragmatic.
- 15.3 The Issues and Options consultation will be an important means of gathering the necessary evidence to help the Council make its case and finding out whether this approach will ultimately succeed. Should the Issues and Options consultation ultimately reveal that the track we are aiming to take isn't feasible, then the Council will have very robust evidence to justify a different approach and to inform the direction of another Plan.
- 15.4 Risks will be reviewed as part of the process.

16. **Key Decision Information**

- 16.1 This is a key decision owing to its likely impact across the entire Borough.
- 16.2 It has been included in the Forward Plan.

17. **Previous Cabinet Decisions**

- 17.1 In September, 2011, Cabinet agreed that the appropriateness of development, in land use terms, of the seven NDP sites, along with all other surplus non-operational land belonging to the Council be reviewed as part of the forthcoming Site Allocations Development Plan Document process.
- 17.2 In October, 2011, Cabinet agreed to the preparation of the Site Allocations and Policies Development Plan Document in accordance with a revised timetable and that a further report be submitted on an Issues and Options paper with further details of consultation arrangements.
- 17.3 In February 2012, Cabinet agreed that a revised timetable for the Site Allocations and Policies Development Plan Document be adopted. It was also agreed that additional consultations be undertaken prior to the preparation of the draft Issues and Options Paper and that a further report be submitted to the July Cabinet setting out the recommendations of the Planning Committee on an Issues and Options Paper, incorporating a set of generic development management policies and taking account of the Borough's infrastructure requirements, together with further details of the public consultation arrangements.
- 17.3 It was further resolved that at the Issues and Options Stage be advertised that the entire process is open for public comment and a generic email address be provided for this purpose.

18. **List of Appendices**

Appendix A – Site Allocations and Policies Development Plan Document Draft Issues and Options Paper

Appendix B – Draft Issues and Options Consultation Timetable

**Site Allocations and Policies Development Plan Document – Draft Issues and Options  
Consultation Paper**

**Newcastle-under-Lyme Borough Local Development Framework**

**Site Allocations and Policies Local Plan**

**Issues and Options Paper**

**Introduction**

The Council adopted the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy (Core Spatial Strategy) in November, 2009, following a full consultation process and work has now begun to produce the second part of the plan. The second part of the plan will be called the “Site Allocations and Policies Local Plan” (Local Plan) and will cover the Borough of Newcastle-under-Lyme only.

The Local Plan will allocate sites for development over the next 14 years and provide, and contain clear policies on what or will not be permitted and where. It will also identify key spatial boundaries, including:

- the settlement boundaries for villages in the rural area;
- designated areas which should be protected and safeguarded; and
- boundaries, which impact on retail policies in the town centres.

Preparing the Local Plan will be a collaborative process. It will involve many stages of public consultation in addition to an independent public examination and is likely to be complete by autumn 2014. Up until then we need your help in addressing some difficult challenges, which includes identifying how and where we can provide the retail, housing and employment needs planned for in the Core Spatial Strategy and required for the future success of the Borough.

This Issues and Options Paper aims to encourage a collective discussion, at an early stage, about how the identified housing, employment, retailing and infrastructure needs of the borough are accommodated at a local level. It allows vital questions to be raised and provides an opportunity to reach agreement on the identification of policy options.

Although we have tried to avoid technical language this document does use some technical terms. These have been defined through a Glossary at the end of each chapter when appropriate. The Glossary is intended as an introductory guide to planning and should not be used as a source for statutory definitions.

**Policy Context**

The process of preparing the Site Allocations and Policies Local Plan will need to take account of guidance from both national and local policy:

**National Planning Policy Framework**

The Local Plan must take into the account the National Planning Policy Framework (NPPF). The NPPF has replaced the previous suite of National Planning Policy Guidance and Planning Policy Statements, which have now been revoked. Planning policies must also reflect and where appropriate promote relevant EU obligations and statutory requirements.

### Duty to cooperate

In addition to consulting the public we are required to cooperate with neighbouring authorities and the County Council on relevant issues, as well as, work collaboratively with public health leads and organisations, utility and infrastructure providers, and a variety of statutory and private sector bodies.

### Sustainable Development

The Government wants communities to be proactive in encouraging development to take place, but in a way that doesn't mean worse lives for future generations. It therefore wants to promote 'sustainable development'. Indeed 'at the heart of the recently published National Planning Policy Framework (NPPF) is a presumption in favour of sustainable development.'

For plan-making this means that: 'local planning authorities should positively seek opportunities to meet the objectively assessed development and infrastructure requirements of an area.' However, it must do so in a way which is sufficiently flexible to adapt to rapid changes, unless:

- Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
- Specific policies in the NPPF indicate development should be restricted.

### Planning Policy for Traveller Sites

The Local Plan must have regard to the Government's planning policy for traveller sites. This seeks to ensure fair and equal treatment for travellers, in a way that facilitates the traditional and nomadic way of life of travellers whilst respecting the interests of the settled community.

### The Core Spatial Strategy 2006-2026

The adopted Core Spatial Strategy is the key local policy document. The Strategy establishes some very important planning principles through strategic policies aimed at addressing some of the wider issues and challenges facing the Borough and the City of Stoke-on-Trent. These policies are currently taken into account when planning applications are determined.

Critically the Core Spatial Strategy has set the level of growth required to meet local needs for housing, employment and retailing between 2006 and 2026. It has also identified the broad location of development, to help meet these needs including priority areas for development. Therefore, the broad locations of where development will be concentrated have already been determined.

### **What are Issues and Options?**

The Paper is split into four chapters: Housing and Open Space; Employment and Economic Development; Retail and Town Centres; and Infrastructure.

For each chapter we aim to explain the key issues that need to be considered before any land allocations and new planning policies are proposed. We also identify a range of alternative policy options, which could be followed to resolve those issues in order to accommodate the identified housing; employment retailing and infrastructure needs of the borough. We would like your comments on these options.

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Each option will have different outcomes, but the Council has no preferred options at this stage, this will be later in the process after we have taken into account your views. We would also like to know if you think there are any other issues or options the Council should consider.

Furthermore, no decisions have been taken about individual sites, settlement or town centre boundaries. However, we have undertaken an initial assessment, or 'sieve' of sites, and used this to remove obviously unsuitable sites and prepare draft long lists of both strategic and non-strategic sites (see below); these sites have the potential to form part of the Borough's housing, employment, and retail land supply and also provide the context for the issues and options set out in this Paper. Including the list of sites provides an opportunity for you to comment on the suitability of sites for various uses and help us decide which are the most deliverable, and developable site options.

We may not have included all the potential development sites at this stage and so we will be pleased to receive new site nominations.

### Evidence Base

The consideration of the issues and options for each topic will need to take into account the most up to date evidence base. Relevant evidence is detailed in the individual topic sections and it is available on the planning policy section of the Council's website *link to be created*.

The Council has used the information in the evidence base to objectively assess the needs of the Borough for housing, employment and retailing and to assess the potential of sites to form part of the Borough's housing, employment and retail land supply. This preliminary work has also been used to identify the key issues and options presented for discussion.

### **Strategic and Non-Strategic Sites**

Only development sites of a strategic size, or significance, will be formally allocated in the final Local Plan. A strategic site is one which is considered central to the delivery of the projected needs for housing, employment and retail provision in the Borough and both national objectives and the objectives of the Core Spatial Strategy.

For the purposes of this consultation sites considered for housing and employment allocations generally cover a minimum area of 1 hectare (ha.) (2.27 acres). Collectively these strategic sites could meet the majority of the Borough's housing and employment needs.

The development of non-strategic housing sites (generally below 1 ha in size) will be guided by development management policies. Although when considered individually these sites may not be significant in terms of delivering growth, collectively these smaller sites will be required to meet the needs in the Borough for new housing. We therefore need your opinion on the suitability of these non-strategic sites for development. Further details are provided in each Issues and Options topic paper.

### **The Importance of Allocating Land**

Allocating land in the final Local Plan will be important because:

- It will help achieve sustainable development

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- It will ensure that sufficient land of suitable quality is provided to meet the needs of the Borough for housing, employment, retail and leisure, in locations that minimise the need to travel.
- The Plan can direct where and what type of development takes place. This will avoid adverse impacts of large scale development in unwanted locations and ensure sustainable development can be approved without delay.
- The timing of when sites come forward can be managed more effectively. This is important for partners who need to plan to provide infrastructure alongside new development.
- The development industry is given more certainty as to what development is acceptable on individual sites and this encourages investment.
- Sites can be protected from alternative uses. This is particularly important if there is a shortage of land for a particular use.

### Locally Distinctive Places

Preparing this Local Plan is not simply about allocating land or writing policies to be used in the consideration of a planning application, it is about working together to create positive outcomes, which work to create pleasant, prosperous, vibrant, environmentally responsible as well as locally distinctive communities, where people want to live and work.

The preparation of this Local Plan, therefore, creates an opportunity for you to have a say in helping to ensure that future development will make a positive contribution to neighbourhoods and the Borough as a whole, as well as, ensuring the vitality and viability of our town centres.

### Sustainability Appraisal

A Sustainability Appraisal is an integral part of the preparation of this Plan. The aim is to consider the significant effects on the environmental, social and economic condition of the borough, which could arise from the Plan's policies and proposals.

The first stage of this Sustainability Appraisal has been completed and is set out in a Scoping Report, which identifies the social, economic and environmental objectives to guide the development of proposals. The Report can be viewed at [\\*link to be created\\*](#) The results of the final Sustainability Appraisal will play an important role in identifying the best site options, to meet identified needs.

### The Consultation Process

We want the process of getting this important Plan in place to be a collective enterprise. To help people get involved there will be at least three separate stages of public consultation.

The flow chart below explains in more detail the consultation stages before the Plan is finally submitted to the Planning Inspectorate for an independent examination in public. The first two stages of consultation, will be the most formative in shaping the content of the plan. More information can be found on the Council's Planning website.



**ISSUES AND OPTIONS**

**1<sup>st</sup> Public Consultation – Opportunity to influence the content of the Plan**

Sets the scene by explaining the key issues that need to be considered before any land allocations and new planning policies are proposed. Alternative options to address these issues are set out. Feedback from the Issues and Options consultation will be considered and used to prepare a Draft Options document. The Draft Options document and consultation results will be reported to the Council's Cabinet and approval sought that the Council consults on the Draft Options document.



**DRAFT OPTIONS**

**2<sup>nd</sup> Public Consultation – Opportunity to influence the content of the Plan**

This is when we will ask you to provide your views on specific site proposals, spatial boundaries (for the purposes of planning policy) and planning policies for use in the day-to-day decision making on planning applications. Feedback from the Draft Options consultation will then be considered and taken into account to prepare a 'Pre-Submission' version of the Draft Local Plan. Full Council approval will then be requested unless further public consultation is considered necessary.



**PRE-SUBMISSION PUBLICATION**

**3<sup>rd</sup> public consultation – Comments invited on the legal 'soundness' of the Plan**

A draft Plan is **published** and representations will be invited on whether the published Plan has been positively prepared, is likely to be effective in its aims and whether these aims can be justified and is in conformity with national policy. The Council will then review the representations and unless substantive amendments are required will prepare to **submit** the draft Plan to the Secretary of State for independent examination.

**How You can Get Involved**

We will be holding a series of consultation events for residents, community groups, developers and businesses to learn more about the issues and options process and discuss ways of addressing the issues set out in this Paper.

To find out the details of venues and times for these events plus other consultation activities please check the Planning Policy website *\*link to be inserted\**. Alternatively details will be provided in your local library, Kidsgrove and Madeley Contact Centres, the Guildhall, Jubilee 2 and the Civic Offices as well as Whitmore Information Centre and the Chesterton One Stop Shop. You can also view documents and pick up Response Forms at these locations.

**Comments and Contacts**

We welcome your comments on the issues for each topic area and your selection of options.

Please use the Response Form provided to make your comments. These can be downloaded from the Planning Policy website and submitted on-line. *\*Link to be created.*

email us on: [siteallocationsdpd@newcastle-staffs.gov.uk](mailto:siteallocationsdpd@newcastle-staffs.gov.uk)

or write to Site Allocations and Policies Local Plan FREEPOST, Newcastle-under-Lyme Borough Council, Civic Offices, Merrial Street, Newcastle, Staffs, ST5 2AG.

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If you wish to talk to someone about this telephone us on \*details to be provided\*

Keep in touch through the Council's Facebook and Twitter sites by going to the bookmark at the foot of any Council web page.

### Glossary

<b>Local Development Framework (LDF)</b>	The collection of planning documents outlining how planning will be managed in the Borough and which are used to control development and determine planning applications.
<b>Development Plan Documents (DPDs)</b>	Development Plan Documents outline the key development goals of the Local Development Framework.
<b>Core Spatial Strategy</b>	This planning document has been adopted by both Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council. The Core Spatial Strategy sets the overarching framework for the long term development and regeneration across the Newcastle-under-Lyme and Stoke-on-Trent area for the period 2006-2026.
<b>National Planning Policy Framework</b>	Sets out the Government's planning policies for England and how these are expected to be applied.
<b>Site Allocations of land</b>	Allocations of sites for specific or mixed uses or development contained in DPDs. Policies will identify any specific requirements for individual proposals
<b>Spatial Planning</b>	Spatial planning concerns itself with places, how they function and relate together - and its objectives are to manage the forces of change to secure the best achievable quality of life for all in the community, without wasting scarce resources or spoiling the environment.
<b>Sustainability Appraisal (SA)</b>	An appraisal of the impacts of policies and proposals on economic, social and environmental issues.
<b>Deliverable sites</b>	To be considered deliverable, sites should be available now, offer a suitable location for development now and be achievable with a realistic prospect that housing will be delivered within five years and in particular that development of the site is viable. These sites form part of the 5 year land supply.
<b>Developable sites</b>	To be considered developable sites should be in a suitable location for development and there should be a reasonable prospect that it will be available for and could be developed at a specific point in time. Known constraints are likely to be overcome.

## Housing and Open Space

### Introduction - New Homes for the Borough

A key aim of the Site Allocations and Policies Local Plan will be to assist the construction of new homes in sustainable locations across the Borough to meet identified needs and aspirations.

A good quality and diverse range of housing is vital to meet the varied needs of the Borough's residents and deliver sustainable communities. Furthermore, new housing is critical to attracting investment in the local economy, creating new jobs and improving community infrastructure.

During the twenty years prior to 2006 the Borough planned for and built 8,000 new homes. For the period 2006 – 2026, the adopted Core Spatial Strategy has identified a need for 5,700 (net) new homes to be built in the Borough. The good news is that 1,265 (net) homes had already been built by the end of March 2011 so we have to plan for the remaining 4,435 homes over the next 14 years.

The provisional distribution of new homes across the Borough, as set out in the adopted Core Spatial Strategy, is outlined in the first column of Table 1 below.

Table 1

Spatial Areas of the Borough*	Provisional distribution of new homes to be delivered between 2006-2026	Number of new homes remaining to be delivered between 2012 and 2026	Provisional land capacity to accommodate new homes (inc conversions)**
Newcastle Urban Central	3,200	2,521	2,080
Kidsgrove	600	517	916
Newcastle Urban South and East	1,000	734	663
Rural Area	900	663	667
<b>Whole Borough</b>	<b>5,700</b>	<b>4,435</b>	<b>4,326</b>

\* see glossary to find out which wards are in each spatial area

\*\* The figures include conversions, which are not part of the land capacity in the Strategic Housing Land Availability Assessment, but do count towards the housing target.

The provisional housing distribution figures in Table 1 reflect the targeted regeneration objective of the Borough, which focuses the delivery of development and investment to priority areas. The second column takes into account the number of dwellings remaining to be built between 2012 and 2026 in each sub-area. The third column indicates the number of homes that could theoretically be accommodated on sites already identified as being potentially suitable for housing in the Council's Strategic Housing Land Availability Assessment (SHLAA). The SHLAA is a technical and preliminary assessment of potential housing sites across the Borough.

The latest Strategic Housing Land Availability Assessment (SHLAA) is available to view at: *link to be created*.

### Land Supply

The 2012-13 SHLAA indicates that the Borough has insufficient land to accommodate the identified housing need; consequently we are unable to meet our housing needs over the next 14 years (the period until the end of the Plan Period).

This context raises some very serious issues as to be found 'sound' the Site Allocations and Policies Local Plan must attempt to plan to meet the objectively assessed needs of the Borough. If more sites are not identified to meet the shortfall in supply then the first option to address this issue is to explore the feasibility of meeting these shortfalls on sites outside the Borough's administrative boundary. If this option proves unsuccessful then there is a second option to plan for the next 10 years (rather than planning until the end of the Plan period) and undertake an early review of the Core Spatial Strategy, which we plan to do at the end of 2014.

Furthermore there appears to be a shortfall of potential housing sites both in Newcastle Urban Central and Newcastle Urban South and East and a surplus Kidsgrove. Consequently there appears to be a need to redistribute where housing is located in the Borough, with the exception of the Rural Area. The number of homes planned to be delivered in the Rural Area is fixed by the Core Spatial Strategy and can not exceed 900.

### ISSUE 1: Strategic Housing Sites

Strategic sites are key to the delivery of new homes across the Borough in terms of providing commercially attractive sites and delivering a high number of affordable homes which are required. Thus to help ensure that we have sufficient land to deliver the number of homes required in the Borough it will be necessary to allocate a number of key sites. Please note that only sites considered to be strategically significant will be considered for formal allocation. For the purposes of this Local Plan a threshold of 1 hectare (2.47 acres) has generally been set, although there may be exceptions if a smaller site is considered strategically important.

The Core Spatial Strategy specifies that housing development in the Rural Area will be directed towards the three Rural Service Centres of Loggerheads, Madeley and Audley Parish.

The draft long list below identifies potential housing allocation sites; maps of the sites are available to download from the Planning section of the Council's website *link to be inserted*. B&W paper copies are available on request. Sites currently with planning permission or subject to section 106 agreements are excluded at this stage.

Please note that inclusion in the list does not presume that the site will be allocated for development, or that planning permission for housing would be granted.

**We welcome your comments on whether or not the following sites should be allocated for housing. Please use the attached response form.**

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### Draft Long List of Strategic Housing Sites for Potential Allocation

Sites by Spatial Areas	SHLAA Ref.	SHLAA Capacity	Site Area (Ha)	Site Area (Acres)	Ownership	Land type
<b>Newcastle Urban Central</b>						
Apedale South, Apedale Road, Chesterton	145	350	6.96	17.1	Private	Brownfield
Apedale South, Apedale Road, Chesterton	145A		8.84	21.84		Greenfield
Deans Lane, Red Street, Crackley	118	40	1.37	3.4	Private	Greenfield
Keele Road, Thistleberry (Hamptons Scrapyard)	288	100	5.03	12.4	Private	Brownfield and Greenfield
Knutton Lane (Knutton Recreation Centre)	115	55	1.75	4.32	NULBC	Brownfield
Liverpool Road, Newcastle (Bus Depot)*	9788	66	0.82	2.02	Private	Brownfield
London Road, Newcastle (Former Bristol Street Motors),	35	65	1.3	3.21	Private	Brownfield
Lower Milehouse Lane (Wilmot Drive), Cross Heath	337	240	6.8	16.8	Registered Social Landlord	Brownfield
(Land off) Newcastle Street and Stonewall Road, Silverdale	433	28	1.1	2.7	Private	Brownfield
Shrewsbury Drive, Chesterton	33839	33	1.35	3.33	NULBC	Greenfield
<b>Kidsgrove</b>						
Newchapel Road, Newchapel, Kidsgrove	113	90	2.34	5.8	NULBC	Greenfield
Pennyfields Road, Newchapel, Kidsgrove	114	75	1.86	4.6	NULBC	Greenfield
Slacken Lane (5a), Woodshutts, Kidsgrove	5a	70	6.1	15.1	Private	Greenfield
Slacken Lane (5), Woodshutts, Kidsgrove	5	70	2.04	5.04	Private	Greenfield
Stone Bank Road (rear of), Kidsgrove	350	30	1.36	3.4	Private	Greenfield

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Newcastle Urban South and East						
Brampton Road, The Bramptons	282	10	1.33	3.3	NULBC	Greenfield
Clayhanger Close, Bradwell	109	100	2.53	6.3	NULBC	Greenfield
Clayton Road, Clayton	103	130	3.7	9.14	NULBC	Greenfield
Seabridge Close, Ash Way, Seabridge	329	75	2.47	6.1	SCC	Brownfield
Rural						
Bridle Path (land to the rear of), Madeley	347	35	1.53	3.8	Private	Greenfield
Eccleshall Road, Loggerheads	111	30	2.35	5.8	NULBC	Greenfield
Market Drayton Road, Loggerheads**	97	120	5	12.6	Private	Greenfield
Mucklestone Road (land off) Loggerheads	402	70	3.25	8.03	Private	Greenfield
Mucklestone Road Loggerheads (Tadgedale Quarry)	304	95	5.8	14.33	Private	Brownfield
New Road, Madeley	346	32	1.07	2.64	Private	Greenfield
Station Road Keele (The Hawthorns)	40	30	4.32	10.67	Private	Brownfield / Green Belt
Site to the West of Madeley	373	80	18	44.5	Private	Greenfield

\* Site where outline planning permission for housing development has expired.

\*\*Part of this site has been granted planning permission for a community fire station.

**If you wish to nominate any other sites (larger than 1 hectare), please do so by providing the address and supplying a map.**

### ISSUE 2: Non-Strategic Sites

It is recognised that a significant proportion of new houses in the Borough will be built on sites smaller than 1 hectare (2.47 acres). Due to their size these sites are not considered strategically significant enough to formally allocate. Nevertheless non-strategic sites will be essential to deliver the new housing required in the Borough in addition to the strategic sites.

Development management policies should offer sufficient criteria to help guide the development of non-strategic sites in place of an allocation. Most of these policies will be the subject of a later public consultation exercise in respect of this Plan. However, the Issues and Options process provides an early opportunity to comment on these sites.

A list of non-strategic sites considered potentially suitable for housing development is provided in Annex 1. More detailed information on each site is contained in the latest Strategic Housing Land Availability Assessment (SHLAA), which is available to view at the following web address: [www.newcastle-staffs.gov.uk/planningevidence](http://www.newcastle-staffs.gov.uk/planningevidence)

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**We welcome your comments on the suitability of these sites for housing development. Please use the attached response form.**

Please note inclusion in the list does not presume that planning permission for housing would be granted.

**If you wish to nominate any other sites (smaller than 1 hectare or 2.47 acres), please do so by providing the address and marking on a map.**

### ISSUE 3: Development of Greenfield sites

#### What are 'Greenfield' sites?

Greenfield sites, or land, have either never previously been built on or, if they have historically been built on, the remains of any structure or activity have blended into the landscape over time. Greenfield land should not be confused with formally designated Green Belt land.

The adopted Core Spatial Strategy outlines a strategy to build new homes on brownfield (previously developed) land as far as possible, rather than using greenfield land. This has been very successful; since 2006 72% of new homes built have been built on brownfield land. However due to this success the supply of deliverable brownfield land is running out. We would, therefore, welcome the nomination of viable brownfield sites.

**If you wish to nominate a brownfield site please do so by providing the address and marking on a map.**

The adopted Core Spatial Strategy recognises that sustainable Greenfield land will be required to meet long-term housing need. The issue is how to phase the delivery of Greenfield sites. For example if we continue to prioritise the development of brownfield land we will constrain the choice of sites available and therefore constrain the delivery of new homes. Furthermore, if we do not accept the need to develop some of the sustainable Greenfield sites in our land supply, we will not meet our housing need.

Sustainable Greenfield land is therefore included in both the choice of strategic sites for development proposals in this document and sites deemed suitable in the Strategic Housing Land Availability Assessment.

**We welcome your comments on the options for the development of greenfield sites; this could involve a combination of the options listed. Please use the attached response form.**

#### OPTIONS:

- Consider the development of all sustainable greenfield sites for housing immediately;
- Phase the development of sustainable greenfield sites until the supply of brownfield land has been exhausted;
- Develop brownfield employment sites for housing before developing greenfield land;
- Where appropriate, encourage high density development to minimise the level of greenfield land developed;
- Other (please provide details).

### **ISSUE 4: Density of Housing**

The density at which housing is built is important; the higher the density the less land is required to meet housing demand. However it should be noted that building at high density is not suitable for all sites and will not necessarily deliver the range of housing types needed to meet the need of the Borough's residents.

We will continue to ensure that housing development makes efficient use of land and acknowledge that different sites and housing types will deliver different densities of housing. We therefore intend to propose to have a flexible policy to take into account individual site circumstances and to allow a variety of housing types to be built to meet demand.

**We welcome your comments in this regard. Please use the attached response form.**

### **ISSUE 5: How to manage the undersupply of land**

There is an undersupply of potential housing sites in certain areas of the Borough (as shown in Table 1) and this needs to be pro-actively managed through this Plan. One option to manage this undersupply is to recalculate the planned distribution of housing within the Borough and locate more housing in areas with more identified housing sites; this could be achieved whilst still encouraging targeted regeneration by prioritising development and investment towards the priority areas within Newcastle Urban Central.

Please note that the figure of 900 homes to be built in the Rural Area of the Borough is a strict maximum; there is therefore no option to provide more than 900 homes in the rural area.

It is acknowledged that some of the sites which form the potential supply in the Rural Area are adjacent to, but outside existing village envelopes defined on the Borough's adopted Policies Map. The Core Spatial Strategy permits the review of village envelopes, through the preparation of this Plan, providing such proposals aim to conserve and enhance the distinct and attractive character of the local environment and do not involve altering the Green Belt boundary. However, no specific proposals are being put forward at this stage. Any such proposals will be put forward for consideration at Draft Options, taking account of the comments received during this round of consultation on the availability of developable rural sites.

**We welcome your comments on the options for how to manage the undersupply of land in areas unable to accommodate the provisional housing figure set out in the adopted Core Spatial Strategy. Please use the attached response form.**

#### **OPTIONS:**

- Increase the density of housing development in areas unable to accommodate the provisional housing figure;
- Redistribute any undersupply of housing from an area unable to accommodate the provisional housing figure to areas with a greater number of potential sites;
- Other (please provide details).



### ISSUE 6: Rural Exception Sites

In the Rural Area of the Borough opportunities to deliver affordable housing to meet local housing needs are limited. However, we do not have sufficient evidence to justify the provision of 'rural exception sites'. Without this evidence affordable housing in the Rural Area will continue to be built as part of speculative housing developments of 5 houses or more.

**We welcome your comments in this regard. Please use the attached response form.**

### ISSUE 7: Gypsies, Travellers and Travelling Show-people

In accordance with the Government's Planning Policy for Traveller sites \* *Link to be created* the Council is required to set pitch targets for gypsies and travellers and plot targets for travelling show people and meet the identified need through the identification of land for sites. The adopted Core Spatial Strategy does not set any targets to provide sites for Gypsies, Travellers and Travelling Show-people. However research published in 2007 \* *link to be created* suggests that provision should be made for:

- 35 Residential pitches for Gypsies and Travellers;
- 5 Transit pitches and;
- 5 plots for Travelling Show-people.

This level of provision is likely to require the allocation of at least one new site for Gypsies and Travellers, as well as, an official transit site for Travelling Show People. However, this suggested provision is not an adopted figure and we now have the opportunity to review whether the level of provision outlined above is realistic or whether it should be reviewed or adopted.

**We welcome your comments regarding the options concerning the level of provision for Gypsies, Travellers and Travelling Show-people. Please use the attached response form.**

#### OPTIONS:

- Accept the currently identified levels of provision;
- Review the identified levels of provision;
- Other (please provide details).

**We welcome the nomination of sites suitable for permanently accommodating gypsies and travellers and transit sites suitable for travelling show people.**

### ISSUE 8: Open Space Allocations

The North Staffordshire Green Space Strategy (2007) was developed to promote a network of sustainable and accessible green spaces. The Strategy aims to identify and channel the limited funding available into well located and high quality formal multi-functional sites which would meet community needs and ensure accessibility. Please note a Rural Green Space Strategy has been commissioned and is anticipated to be published later this year.

The adopted Core Spatial Strategy provides some protection for key sites which are required to meet the local standards set by the Green Space Strategy (in relation to quality, accessibility, connectivity, and quantity), and which are not being proposed for development. This site allocations process provides an opportunity to formally

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allocate and safeguard such sites. However sites not required to meet the Green Space Strategy local standards could, in theory, be considered as potential development sites. The Green Space Strategy and associated documents can be viewed via the following link: [www.newcastle-staffs.gov.uk/greenspacestrategy](http://www.newcastle-staffs.gov.uk/greenspacestrategy)

**We welcome your comments on the options for the allocation of Green Space Strategy sites as formal open space. Please use the attached response form.**

### OPTIONS:

- Allocate sites required to meet the local standards of the Green Space Strategy as Open Space;
- Allocate sites required to meet the local standards of the Green Space Strategy plus additional sites (please identify) as Open Space;
- Allocate key sites as Open Space irrespective of whether or not they are required to meet the local standards of the Greenspace Strategy;
- Do not allocate sites as Open Space;
- Other (please provide details).

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### Glossary

<b>Strategic sites</b>	Sites that are considered to be essential to the successful delivering the growth planned for in the adopted Core Spatial Strategy. For the purposes of this DPD, sites must normally be larger than 1 hectare to be considered as strategically significant.
<b>One Hectare</b>	<p>One hectare = 2.47 acres (approximately 40% of a hectare)</p> <p>A hectare (ha.) is the equivalent of a square, each side having a length of 100m (100m x100m) = 10,000 sq. metres, or 107,600 square feet.</p> <p>It may help to visualise this in terms of the following sports fields: A standard football field is 0.8 ha (approx) and the maximum size of a rugby pitch is 10,080 square metres (which is just over 1 ha.).</p>
<b>Non-strategic sites</b>	Sites that although could be considered to be potentially suitable for housing, but are not large enough to accommodate strategically significant amounts of housing. Alternative sites may come forward later in the plan period and therefore such sites will not be allocated. Nevertheless it is important to demonstrate that the Borough has the capacity, in theory, to meet local housing objectives.
<b>Section 106 agreement</b>	<p>A legally binding agreement or planning obligation between a local planning authority and the landowner in association with the granting of planning permission.</p> <p>These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms.</p>
<b>Core Spatial Strategy</b>	This planning document has been adopted by both Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council. The Core Spatial Strategy sets the overarching framework for the long term development and regeneration across the Newcastle-under-Lyme and Stoke-on-Trent area for the period 2006-2026.
<b>Brownfield</b>	Often referred to as 'previously-developed land', is land that is or was occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure. There are notable exclusions to this definition, including private residential gardens, parks, recreational grounds and allotments.
<b>Greenfield</b>	Land that has never been built on or where the remains of any structure or activity have blended into the landscape over time. This is land that is often referred to as being 'undeveloped'. This definition includes private residential gardens, parks, recreational grounds and allotments.
<b>Green Belt</b>	Land formally designated to control urban growth. The idea is for a ring of countryside where urbanisation will be resisted for the foreseeable future, maintaining an area where agriculture, forestry and outdoor leisure can be expected to prevail. The fundamental aim of Green Belt policy is to

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prevent urban sprawl by keeping land permanently open, and consequently the most important attribute of Green Belts is their openness.

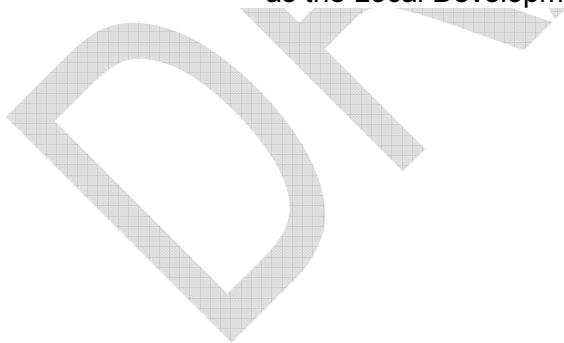
In the Borough only part of the Rural Area is designated as Green Belt, see definition of the Rural Area below.

<b>Affordable Housing</b>	Affordable housing includes social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Most affordable housing in the Borough is managed by Registered Social Landlords, such as Aspire Housing. For further guidance please see the Borough Council's adopted Affordable Housing Supplementary Planning Document.
<b>Registered Social Landlord (RSL)</b>	A body that manages affordable homes. Most housing associations are RSLs. A housing association must be registered with the Homes and Communities Agency to be a RSL.
<b>Targeted Regeneration</b>	The adopted Core Spatial Strategy is based on the principle of targeted regeneration. This principle seeks to focus development and investment towards the highest priority areas and prioritise the development of previously developed land, as well as restraining development in non-priority areas. The 'priority areas' consist of Newcastle town centre and the urban communities identified for intervention and regeneration.
<b>Local need</b>	The quantity of housing required locally for households who are unable to access suitable housing without financial assistance.
<b>Green Space Strategy</b>	This Strategy sets local standards to guide the creation, improvement, protection management and maintenance of green space across the urban area by setting the benchmark for what is to be achieved for each type of green space in any given area. In this way the Strategy aims to promote the coordinated delivery, management and maintenance of green assets in order to help realise their potential. A Green Space Strategy for the Rural Area is currently being drafted.
<b>Strategic Housing Land Availability Assessment (SHLAA)</b>	The production of a SHLAA is a requirement set by national planning policy. The SHLAA effectively sets out an indicative supply of potential housing sites to accommodate the level of new homes outlined for delivery within the Core Spatial Strategy. The SHLAA provides an evidence base of potential housing sites that feeds into the Site Allocations and Policies DPD.
<b>Rural Housing Need</b>	Rural housing 'need' refers to households in the key rural service centres that are unable to access suitable housing without some form of financial assistance.
<b>Rural Exception Site</b>	Small sites to be used specifically for affordable housing in small rural communities that would not normally be used for housing because, for example, they are subject to policies of restraint (such as Green Belt). Rural Exception Site policy should seek to address the needs of the local community by

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accommodating households who are either current residents or have an existing family or employment connection.

<b>Key Rural Service Centres</b>	The term used in the Core Spatial Strategy to refer to the villages of Loggerheads, Madeley and Audley Parish.
<b>The Rural Area</b>	<ul style="list-style-type: none"><li>• Areas covered by the Green Belt.</li><li>• Villages surrounded by, though excluded from, the Green Belt: Madeley Heath, Audley, Bignall End, Wood Lane, Miles Green, Alsagers Bank, Halmerend, Betley and Mow Cop, but not the large area excluded from the Green Belt containing Talke, Butt Lane, Kidsgrove and Newchapel.</li><li>• Areas beyond the Green Belt - i.e. west of the Crewe-London railway line.</li></ul>
<b>Newcastle Urban Central</b>	The term used in the Core Spatial Strategy to refer to the communities of Silverdale, Thistleberry, Knutton, Cross Heath, Chesterton and the Town Centre.
<b>Kidsgrove</b>	The term used in the Core Spatial Strategy to refer to the communities of Kidsgrove, Butt Lane, Talke, Newchapel, Ravenscliffe
<b>Newcastle Urban South and East</b>	The term used in the Core Spatial Strategy to refer to the communities of Clayton, Westlands, Seabridge, May Bank, Wolstanton, Porthill and Bradwell.
<b>Policies Map</b>	Illustrates, on an Ordnance Survey based map, all the policies contained in <i>Development Plan Documents</i> together with any <i>saved policies</i> . Prior to the Local Planning Regulations 2012 this was known as the Local Development Framework Proposals Map.



## Employment and Economic Development

### Introduction

It is essential we guarantee that there are commercially attractive employment sites available across the Borough to ensure the demand for new jobs through the predicted growth in population is met, to promote economic development and also tackle unemployment, including worklessness in some parts of Newcastle.

The Core Spatial Strategy sets a figure for the amount of employment land required by the Borough at 112 ha (277 acres) between 2006 and 2026. Much of that need has been met in the first five years of the Strategy and we have approximately 56 ha (139 acres) of that need remaining.

However, a recent Employment Land Review has identified a vastly increased up-to-date figure for the demand for employment land in the Borough of 150 ha (371 acres), over the next 15 years. This revised demand of 150 ha significantly exceeds the amount of land currently that we are able to allocate (56ha). The 56ha we are able to allocate should be sufficient to meet demand for the next five years, although depending on the sites allocated we could have shortfalls in land to meet the various employment types listed in the paragraph below. However these shortfalls could potentially be met through: a) large strategic employment sites beyond the Borough's administrative boundary but still within the North Staffordshire employment catchment area; and/or b) by identifying a portfolio of good quality employment sites that, although they will not be formally allocated at this stage, are required to meet the longer-term demand and could therefore be safeguarded from other uses.

A review of the Core Spatial Strategy would be required to update the employment need figures so that more land could be allocated to meet demand; a review has already been planned and is expected to begin at the end of 2014. This review is likely to require the consideration of land currently designated as Green Belt and therefore this option is not being proposed at this point in time because the Core Spatial Strategy does not allow for Green Belt land to be allocated for development.

Employment land is used for various employment types including office use (plus research and development); light industry; general industry; and storage and distribution. In order to ensure that we have an adequate supply of good quality employment sites for various employment types and to meet our future employment needs, major employment sites need to be safeguarded from other uses such as housing.

### ISSUE 9: General Employment Land

A portfolio of potential major employment sites have been identified by an independent consultant and listed on the following page in order of the use considered most suitable for each site. A map of the sites is available on page xxx. For the purposes of this Site Allocations & Policies consultation we have set a minimum size threshold of 1ha (2.47 acres).

The sites have been listed by potential employment use(s) but sites may be considered suitable for other employment uses or a mix of uses.

**We welcome your comments on the suitability of the following sites for employment development. Please use the attached response form.**

### Predominantly offices

- A. Keele Science Park (28.74 ha / 71 acres)
- B. Land at Brampton Road and Sandy Lane, Newcastle-under-Lyme (1.36 ha / 3.36 acres)

### Light Industrial

- C. Site off West Avenue, Kidsgrove (5.02 ha / 12.40 acres)
- D. Silverdale Business Park, Cemetery Road, Silverdale (1.31 ha / 3.24 acres)
- E. Land off West Avenue, Kidsgrove (2.06 ha / 5.09 acres)

### General Industrial

- F. Pepper Street Garage, Keele (1.06 ha / 2.62 acres)
- G. Site off Watermills Road, Chesterton (1.45 ha / 3.58 acres)
- H. Former Warehouse and Yard, Congleton Road, Talke (3.48 ha / 8.60 acres)
- I. Rowhurst Close off Watermills Road (20.49 ha / 50.63 acres)
- J. Ex Chesterton gasworks off London Road (9.29 ha / 22.96 acres)

### Storage and Distribution

- K. Land adjacent to Centre 500, Wolstanton (1.5 ha / 3.71 acres)
- L. Lowlands Road, Chatterley Valley Phase 1 (6.52 ha / 16.11 acres)
- M. Chatterley Valley Phase 2 and Peacock Hay (44.28 ha / 109.42 acres)
- N. Chesterton Speedway Stadium, Chesterton (4.86 ha / 12.01 acres)

**If you wish to nominate any other sites (larger than 1 ha (2.47 acres)) for employment uses please complete the relevant section of the response form (available via the link below) and provide a map showing the site's location and boundary.**

Please note that the sites above have been through an initial independent analysis and the sites scored according to their suitability for various employment uses in the Newcastle-under-Lyme and Stoke-on-Trent Joint Employment Land Review. This document is available in the evidence documents section on the Planning Policy webpage via the following link:

[www.newcastle-staffs.gov.uk/jointemploymentlandreview](http://www.newcastle-staffs.gov.uk/jointemploymentlandreview)

### **ISSUE 10: Town Centre Office Development**

In order to maintain Newcastle as a vibrant town centre a variety of uses is required including office development. One of the principles of the Core Spatial Strategy directs office development into Newcastle town centre as a strategic centre. The National Planning Policy Framework supports this principle.

**We welcome your comments on whether or not we should allocate any of the following town centre or edge of town centre sites for office use or a mix of uses including offices? Please comment using the attached response form. For your information the sites are shown on map xxx.**

- A) Nelson Place site, Newcastle-under-Lyme (0.91 ha / 2.25 acres)
- B) Jubilee Baths site, Newcastle-under-Lyme (0.63 ha / 1.56 acres)
- C) Former Blackfriars Bakery site, Newcastle-under-Lyme (1.56 ha / 3.85 acres)
- D) Former St Giles' and St George's School site, Newcastle-under-Lyme (0.33 ha / 0.82 acres)
- E) Site adjacent to new Sainsbury's, Liverpool Road (0.52 ha / 1.28 acres)
- F) Site adjacent to Travel Lodge, Newcastle-under-Lyme (0.56 ha / 1.38 acres)

**Are there any other sites not listed which you consider to be suitable for town centre or edge-of-centre office development? If so please nominate these sites by completing the relevant section of the response form and providing a map.**

### Retail and Town Centres

#### Introduction - General Retail Development

In accordance with the Core Spatial Strategy new retail floorspace should be directed towards the town centres of Newcastle (as the primary centre in the borough), in particular towards the Primary Shopping Area, and Kidsgrove (as the secondary centre in the borough). The scale of retail development in each of these centres should reflect the size of the centre with major comparison retail floorspace within the Borough directed to Newcastle.

Retail floorspace can be divided into two main types of goods:

- (i) Convenience – Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
- (ii) Comparison – Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

Comparison goods can also be sub-divided into bulky (e.g. furniture) and non-bulky items (e.g. clothing).

#### ISSUE 11: Newcastle Town Centre

New town centre sites are required to improve the retail and commercial leisure offer in Newcastle Town Centre in accordance with the need, as identified in the Core Spatial Strategy, to plan for an additional 35,000 square metres (376,737 square feet) comparison floorspace in Newcastle-under-Lyme Town Centre between 2006 – 2026.

The Council's Economic Development Strategy identifies opportunities to bring forward proposals for retail and business accommodation in Newcastle Town Centre. Nevertheless the allocation of key sites must be subject to public consultation through the statutory planning process before a site's appropriateness for development can be formally determined.

We welcome your comments on which of the sites in or around Newcastle Town Centre (as shown on map xxx) would be the most suitable for new retail floorspace or other town centre uses as listed above. Please use the attached response form.

Within the Primary Shopping Area (within the ring road)

- A. Ryecroft site including Council Offices
- B. Former St Giles' and St George's School site

Edge of centre sites (just outside the ring road)

- C. Former Blackfriars Bakery site
- D. Jubilee Baths site
- E. Nelson Place site
- F. Site adjacent to Travel Lodge

**If you wish to nominate any other sites for retail uses please complete the relevant section of the response form (available via the link below) and provide a map showing the site's location and boundary.**



### ISSUE 12: Town Centre Sites – Development Briefs

We have the opportunity to write development briefs for allocated sites to provide some guidance on what development would be suitable on a site in terms of use, design and scale.

**Do you consider that any of the following sites should have development briefs? We welcome your comments - please use the attached response form.**

- A. Ryecroft site including Council Offices
- B. Former St Giles' and St George's School site
- C. Former Blackfriars Bakery site
- D. Jubilee Baths site
- E. Nelson Place site
- F. Site adjacent to Travel Lodge
- G. Other (please provide details)

### ISSUE 13: Town Centre Boundary and the Primary Shopping Area

The Newcastle-under-Lyme Town centre boundary is not defined but is generally recognised as the area within the ring road where retail is the primary activity. This is the same boundary as the Primary Shopping Area where the ring road forms an identifiable boundary.

We have the opportunity to set the town centre boundary either as being the easily definable ring road in-line with the Primary Shopping Area or to extend the town centre boundary further to include some development sites and existing retail and other town centre uses on the edge of the ring road (as listed in option 2 below).

Setting the town centre boundary as the ring road would provide a strong boundary to contain main town centre uses. Edge of centre sites would then only be considered for town centre uses where that development could not be accommodated within the ring road.

If the town centre boundary included some or all of the edge of centre sites listed in option 2 below this would result in the boundary being more difficult to define. However this option would allow sites currently classed as edge of centre to be used for town centre uses.

**We welcome your opinion on which of the following options you consider to be most suitable. Please use the attached response form.**

#### OPTIONS

1. The town centre should be defined as the area contained within the ring road.
2. The town centre boundary should be amended to include some or all of the following sites (please identify which sites you consider should be included):
  - Former Blackfriars Bakery site
  - Morrison's supermarket site
  - Jubilee Baths site
  - Nelson Place site
  - Site adjacent to Travel Lodge
  - The Barracks site

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3. Allocate some or all of the above sites for uses complimentary to the Town Centre (please provide details of which sites and which potential uses).
4. Other (please give details of alternative sites or options to alter the town centre boundary).

**We propose to retain and confirm the Primary Shopping Area as it is currently defined on the Policies Map (the area within the ring road) as this area includes the main concentration of retail uses. We welcome any comments you may wish to make in this regard. Please use the attached response form.**

### ISSUE 14: Primary shopping frontage

Within the primary shopping srea the primary frontage is where retail units are the dominant use rather than other town centre uses (bars, restaurants, banks etc). This has been identified in the adopted Newcastle-under-Lyme Town Centre Supplementary Planning Document (SPD) as the frontage of the square created by Ironmarket, High Street, Castle Walks and Hassell Street.

Hassell Street, which is currently located within the primary shopping frontage does not have a high proportion of retail use as the other sections of the frontage. There is an opportunity to remove Hassell Street from the primary shopping frontage. This would then allow a higher proportion of other town centre uses on Hassell Street (e.g. pubs and leisure uses). Retail uses would then be consolidated in the redefined primary shopping frontage containing the primary activity in the town centre.

**We welcome your opinion on which of the following options you consider to be most suitable. Please use the attached response form.**

#### OPTIONS

1. Amend the primary shopping frontage to remove Hassell Street and protect the remainder of the frontage from non-retail uses.
2. Retain the primary shopping frontage as it is currently
3. Other (please provide brief details)

### ISSUE 15: Live-Work Office Quarter

The adopted Newcastle-under-Lyme Town Centre SPD has identified an area located to the east of the Town Centre as the Live-Work Office Quarter as shown on map 1 (*not attached*). The purpose is to promote a mixed-used area, with the main focus being offices and residential uses.

We have the opportunity to formally allocate the Live-Work Quarter for these purposes and protect its primary function. This would also ensure that the Town Centre would remain the key focus for the location of retail uses.

**We welcome your opinion on which of the following options you consider to be most suitable. Please use the attached response form.**

#### OPTIONS

1. Allocate the live-work quarter as an area for office and residential uses
2. Allocate the live-work quarter for other uses (please provide brief details of which uses)
3. Do not allocate the live-work quarter (please provide brief details why)
4. Other (please provide brief details)

**ISSUE 16: Kidsgrove Town Centre Boundary**

We do not intend to allocate sites in Kidsgrove for town centre uses but will be setting development management policies to cover town centre development in Kidsgrove.

The Kidsgrove Town centre boundary is defined and is shown on map xxx. We do not intend to alter this boundary as the Core Spatial Strategy does not plan for a large amount of retail growth in Kidsgrove.

**We welcome any comments you may wish to make in this regard. Please use the attached response form.**

**ISSUE 17: Threshold to Determine Local Impact Tests**

When determining planning applications for retail development in edge-of-centre or out-of-centre locations the impact on shopping facilities and services in Newcastle and Kidsgrove Town Centres needs to be considered. The scale of impact of any proposed retail development will depend on the size of that proposed retail development. Retail development in out-of-centre locations should only serve a local need and this would be reflected in its floorspace.

The NPPF suggests that these thresholds should be set locally but sets a default national threshold of 2,500 sq. m (26,910 sq. ft) and above. Independent research contained within the 2011 Retail and Leisure Study has suggested that the thresholds should be as follows:

- Newcastle-under-Lyme – 1,000 sq. m (10,764 sq. ft) gross and above
- Kidsgrove – 500 sq. m (5,382 sq. ft) gross and above

**We welcome your comments on the suitability of these thresholds. Please use the attached response form.**

**Glossary**

<b>Employment Generating Uses</b>	These are land uses which provide employment opportunities including retailing in addition to the traditionally defined employment uses of offices, research and development, light industry, general industry, and storage and distribution.
<b>Town Centre</b>	Area defined on the local authority’s proposal map, including the primary shopping area and areas predominately occupied by main town centre uses within or adjacent to the primary shopping area.
<b>Main town centre uses</b>	Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
<b>Primary Shopping Area</b>	Defined area where retail development is concentrated (generally comprising the primary and

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those secondary frontages which are contiguous and closely related to the primary shopping frontage).

### **Primary and secondary Shopping frontages**

Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

### **Edge-of-centre**

For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

### **Out-of-centre**

A location which is not in or on the edge of a centre but not necessarily outside the urban area.

### **Convenience**

Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.

### **Comparison**

Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

### **Development Management**

The process through which a local planning authority determines whether applications for consent should be granted (often subject to conditions or a legal agreement) or refused.

### **Policies Map**

Illustrates, on an Ordnance Survey based map, all the policies contained in *Development Plan Documents* together with any *saved policies*. Prior to the Local Planning Regulations 2012 this was known as the Local Development Framework Proposals Map.



## Infrastructure

### What is infrastructure?

'Infrastructure' refers to a wide range of services and facilities, including the following (please note the list is not comprehensive):

- (a) Urban traffic management measures
- (b) Sustainable transport facilities; including bus, train, cycle and pedestrian facilities
- (c) Rural highway improvements
- (d) Flood defences that can not be attributable to development of any one site;
- (e) Schools and other educational facilities,
- (f) Medical facilities,
- (g) Sporting and recreational facilities,
- (h) Broadband
- (i) Open spaces; and
- (j) Affordable housing.

Infrastructure planning and delivery are fundamental to local planning. At the moment new infrastructure is largely funded through a combination of: council tax; grants; and planning obligations, through Section 106 agreements.

The Council is currently investigating the feasibility of introducing a new charge that will fund some of the infrastructure required as a result of new housing, employment and retail developments. This charge is known nationally as the Community Infrastructure Levy (CIL) and it usually applies to all new dwellings (affordable housing is currently exempt) and to any other development over 100sqm. Any levy set must be viable and not threaten essential growth.

A levy will not be introduced without extensive public consultation, which is due to take place later in the year, but it is worth noting that the CIL Regulations 2010 & 2011 make provision for a "meaningful amount" of CIL to be passed to Parish and Town Councils, where development is taking place. The amount to be passed on and how receipts are to be spent in areas not represented by Parish and Town Councils will be part of the separate public consultation on CIL.

### ISSUE 18. Infrastructure requirements

We need your views on what infrastructure is needed to support new development in the Borough. Using the list above as a guide to the types of infrastructure that is required in the Borough to support new development, please tell us what specific infrastructure projects are required to support the identified housing, employment and retail need.

**We welcome your comments on what specific infrastructure projects are needed to accommodate new development in your area. Please use the attached response form.**

**ISSUE 19: Prioritising infrastructure requirements**

However new development is only capable of providing a limited amount of funding for infrastructure; it is therefore important to prioritise needs.

**Given this limited funding what do you regard as the highest priority infrastructure projects in your area? Please rank your choices 1, 2 and 3 and provide any comments on the attached response form.**

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Annex 1 Draft List of Non-strategic Sites

Newcastle Urban Central				
Site Name	SHLAA Ref.	Site Area (Ha)	Site Area (Acres)	Land Type
Ash Grove, Silverdale	80	0.1	0.24	Greenfield
Land at Ashfields New Road, Newcastle*	9775	0.66	1.63	Brownfield
Bath Road, Silverdale	75	0.15	0.37	Brownfield
Bells Hollow, Red Street*	21	0.16	0.4	Greenfield
Birch House Road, Chesterton (Garage site)	430	0.45	1.11	Brownfield
Camillus Road, Knutton and Cross Heath	56	0.15	0.37	Brownfield
Chapel Street, Silverdale	65	0.53	1.3	Brownfield
Chapel Street, Silverdale (Adj. 16)*	9754	0.01	0.02	Greenfield
Cherry Hill Farm, Cherry Hill Lane, Knutton and Cross Heath	359	0.35	0.86	Brownfield
Church Lane, Knutton and Cross Heath (land at a)	293	0.25	0.62	Greenfield
Land at Church Lane, Knutton and Cross Heath (land at b)	294	0.32	0.8	Greenfield
Church Lane, Knutton and Cross Heath	307	0.67	1.65	Greenfield
Church Walks, Chesterton	432	0.16	0.4	Greenfield
Land at Church Walk/Victoria Place, Chesterton	43	0.15	0.37	Brownfield
Cotswold Avenue, Knutton and Cross Heath	308	0.34	0.84	Greenfield
Gainsborough Road, Chesterton	48	0.62	1.53	Greenfield
Land at Harrison Street, Newcastle	431	0.04	0.1	Brownfield
Heathcote Street, Chesterton (Ex-Servicemen's Club,)*	9786	0.4	0.98	Brownfield
High Street, Silverdale	67	0.11	0.27	Brownfield
Kent Grove/Cross Street, Chesterton	51	0.4	0.98	Brownfield
King Street Car Park, Newcastle	255	0.66	1.63	Brownfield
Knutton Lane, Knutton and Cross Heath	357	0.21	0.52	Brownfield
(243) Liverpool Road, Knutton and Cross Heath*	9800	0.23	0.57	Brownfield
Site at London Road, Chesterton	176	0.3	0.74	Brownfield
London Road Car Park, Chesterton Community Centre, Chesterton	179	0.41	1.01	Brownfield
(18) Lower Milehouse Lane, Knutton and Cross Heath*	9794	0.03	0.07	Greenfield
Marsh Parade, Newcastle (former Zanzibar night club)	9751	0.35	0.86	Brownfield
Nelson Place, Newcastle (Jubilee Baths)	256	0.19	0.47	Brownfield
Orme Centre, Orme Road, Thistleberry	365	0.36	0.88	Brownfield
Parkfields Close, Silverdale	68	0.23	0.57	Brownfield
Pentland Grove, Knutton and Cross Heath	61	0.1	0.24	Brownfield
(1) Poolfields Avenue, Thistleberry*	9801	0.1	0.24	Greenfield
Poolfields Avenue North, Poolfields	84	0.16	0.395	Brownfield

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Rotterdam Road, Poolfields	83	0.23	0.57	Greenfield
Sandy Lane, Knutton and Cross Heath (Cornwall House)	9528	0.15	0.37	Greenfield
Seabridge Road, Thistleberry (The Rectory)	358	0.19	0.47	Brownfield
Tunbridge Drive, Silverdale	9702	0.03	0.07	Brownfield
Underwood Road, Silverdale	70	0.62	1.53	Greenfield
Water Street (Former Station)	424	0.20	0.49	Brownfield
Water Street/George Street, Newcastle	9752	0.48	1.2	Brownfield
West Street, Newcastle, Knutton and Cross Heath	259	0.18	0.44	Brownfield
Knutton Road, Wolstanton (Former TG Holdcroft)	9799	0.24	0.59	Brownfield

\*Sites with expired planning permissions for housing development

<b>Kidsgrove</b>				
<b>Site Name</b>	<b>SHLAA Ref.</b>	<b>Site Area (Ha)</b>	<b>Site Area (Acres)</b>	<b>Land Type</b>
Site at Chapel Street, Butt Lane	420	0.1	0.24	Brownfield
Talke Library, Chester Road, Talke	362	0.1	0.24	Brownfield
Millstone Inn, Congleton Road, Butt Lane*	8460	0.14	0.34	Brownfield
Site at Gloucester Road, Kidsgrove	411	0.5	1.2	Brownfield
Grove Avenue, Talke (garage site)	18	0.30	0.74	Brownfield
Heathcote Street, Kidsgrove	132	0.23	0.57	Brownfield
High Street, Harriseahead	341	0.25	0.61	Greenfield
(1) Highfield Drive, Kidsgrove*	8462	0.03	0.07	Greenfield
Hill Top Primary and Talke Youth Centre, Talke	363	0.89	2.19	Brownfield
(49) Ian Road, Newchapel*	8451	0.04	0.09	Greenfield
Jamage Road, Talke	314	0.25	0.61	Greenfield
Kinnersley Street, Kidsgrove	124	0.62	1.53	Greenfield
(Adj.33) Lamb Street, Kidsgrove*	8461	0.02	0.05	Greenfield
Lower Ash Road, Talke	17	0.1	0.24	Brownfield
Woodshutts Inn, Lower Ash Road	423	0.49	1.2	Brownfield
Maple Avenue, Talke	15	0.26	0.64	Brownfield
Millstone Avenue, Butt Lane	6	0.57	1.4	Brownfield
Mount Road/Winghay Road, Kidsgrove	342	0.14	0.34	Brownfield
Pennyfields Road, Newchapel (Working Men's Club)	421	0.32	0.8	Brownfield
Rurland Road, Kidsgrove (land next to Dove Bank School)	3	0.67	1.65	Brownfield
Thomas Street, Talke	160	0.51	1.2	Greenfield
Valentine Road, Kidsgrove	19	0.2	0.49	Brownfield
Walton Grove/Coppice Grove, Talke	11	0.49	1.2	Greenfield
Wedgwood Road, Talke	13	0.59	1.45	Brownfield
Wellington Road, Kidsgrove (Former Nursery)	8438	0.11	0.27	Brownfield
Land at William Road, Kidsgrove	419	0.16	0.4	Brownfield
William Road, Kidsgrove	230	0.15	0.37	Brownfield
Whitehill Rd, White Hill, Kidsgrove	104	0.5	1.2	Greenfield

\*Sites with expired planning permissions for housing development



## APPENDIX A

<b>Newcastle Urban South and East</b>				
<b>Site Name</b>	<b>SHLAA Ref.</b>	<b>Site Area (Ha)</b>	<b>Site Area (Acres)</b>	<b>Land Type</b>
Club on Bradwell Lane, Bradwell	173	0.26	0.64	Brownfield
Bradwell Lane, Bradwell	53	0.2	0.49	Brownfield
Victoria Court, Brampton Road*	9771	0.16	0.4	Brownfield
Buckmaster Avenue, Clayton	223	0.13	0.32	Brownfield
Clayton Road, Newcastle	9712	0.5	1.2	Greenfield
Clayton Road Service Station	417	0.2	0.49	Brownfield
Clayton Road, Clayton	86	0.14	0.34	Brownfield
Clayton Road/Windermere Road, Clayton	90	0.29	0.72	Brownfield
Cambourne Crescent, Westlands	217	0.57	1.4	Greenfield
Dimsdale Parade, Wolstanton*	9663	0.15	0.37	Greenfield
Gallowstree Lane, Thistleberry	247	0.3	0.74	Greenfield
Hillport House, Porthill Bank	410	0.6	1.48	Brownfield
Hillport Avenue, Bradwell	131	0.27	0.66	Greenfield
Thistleberry House, Keele Road, Thistleberry	327	0.8	1.9	Brownfield
Kingsbridge Avenue, Seabridge	309	0.19	0.47	Greenfield
Lawson Terrace, Wolstanton (Former Builders Store) *	9781	0.01	0.02	Brownfield
Langdale Road, Clayton	87	0.21	0.52	Brownfield
Paris Avenue, Thistleberry	88	0.45	1.11	Brownfield
Pitgreen Lane, Wolstanton (rear 10-12)*	9722	0.09	0.22	Brownfield
Repton Drive, Westlands	234	0.11	0.27	Greenfield
Bradwell Youth Centre, Riceyman Road, Bradwell	364	0.69	1.7	Brownfield
Rutland Place, Clayton	92	0.5	1.2	Brownfield
St Edmunds Avenue, Wolstanton	413	0.1	0.24	Greenfield
Fairmont, Sandy Lane, May Bank	299	0.26	0.64	Brownfield
Seabridge Lane, Seabridge	89	0.15	0.37	Brownfield
Land West of Seabridge Hall, Seabridge Lane	9783	0.3	0.74	Greenfield
Site at Stafford Avenue, Clayton	85	0.11	0.27	Brownfield
Winchester Drive, Westlands	218	0.13	0.32	Greenfield
The Cedars, Woodland Avenue, Wolstanton	361	0.13	0.32	Brownfield

\*Sites with expired planning permissions for housing development

## APPENDIX A

Rural				
Site Name	SHLAA Ref.	Site Area (Ha)	Site Area (Acres)	Land Type
Land at Apedale Road, Wood Lane	344	0.36	0.88	Greenfield
Arbour Close, Madeley	202	0.43	1.06	Greenfield
Barhill, Madeley	317	0.92	2.27	Greenfield
Bower End Lane, Madeley	128	0.39	0.96	Greenfield
East Lawns, Betley	74	0.1	0.24	Brownfield
Heathcote Road, Halmerend (Adj to Old Boars Head)	333	0.28	0.69	Greenfield
Laverlock Grove, Madeley	71	0.12	0.29	Brownfield
Miles Green (Car Park)	414	0.1	0.24	Brownfield
Moorland Road, Mow Cop	226	0.2	0.49	Brownfield
New Road, Bignall End (Spring Bank)	7580	0.15	0.37	Brownfield
Land off the A53, Loggerheads	401	0.5	1.2	Greenfield
(51) Ravens Lane, Bignall End	7617	0.03	0.07	Greenfield
Ravens Park Estate, Bignall End	116a	0.43	1.06	Greenfield
Ravens Park Estate, Bignall End	116b	0.045	0.11	Greenfield
Ravens Park Estate, Bignall End	116c	0.33	0.81	Greenfield
Ravens Park Estate, Bignall End	116d	0.15	0.37	Greenfield
Ravens Park Estate, Bignall End	116e	0.1	0.24	Greenfield
Ravens Park Estate, Bignall End	116f	0.15	0.37	Greenfield
Rowney Close, Loggerheads	73	0.2	0.49	Brownfield
Land at Monument View, Bignall End	415	0.1	0.24	Greenfield
Wedgwood Avenue, Bignall End	225	0.17	0.42	Brownfield
Westfield Road, Audley	78	0.2	0.49	Brownfield

## Site Allocations and Policies Development Plan Document – Draft Issues and Options Consultation Paper

### Draft Issues and Options consultation Timetable

- 8 week consultation period between Monday 6 August – 1 October.
- 14 day and evening events including 9 public meetings covering all wards parishes and most LAP administrative areas (in respect of the Core Spatial Strategy Keele forms part of the Rural Area)

Event	Date	Day/Evening	Event Type	Venue(s)	Ward	Parish	LAP Areas	Ward Cllrs	Indicative Staff
1	6 August – 1 October	Day	Rotated unmanned exhibitions	The Guildhall, Newcastle library, Jubilee 2, Kidsgrove Contact Centre, Madeley Contact Centre	N/a	N/a	N/a	N/a	N/a
2	Tuesday 7 August	7-8.30pm	Public meeting	Newcastle College (local community buildings not available Aug)	Clayton, Westlands, Seabridge	N/a	Clayton	<b>Clayton</b> Mrs Heames, Sweeney; <b>Westlands</b> Mrs Hailstones, Mrs Heesom, Holland; <b>Seabridge</b> Fear, Gilmore, P Hailstones, Ms Mancey;	Planning Policy x2 plus note taker  Landscape
3	Wednesday 8 August	7-8.30pm	Public meeting	Kidsgrove Town Hall	Kidsgrove, Butt Lane, Newchapel, Talke, Ravenscliffe	Kidsgrove Town	Butt Lane & Kidsgrove	<b>Kidsgrove</b> Mrs Astle, Bailey; <b>Butt Lane</b> Robinson, J Taylor, Mrs Burgess; <b>Newchapel</b> Mrs Bates, Waring;	Planning Policy x2 plus note taker  Landscape

## APPENDIX B

								<b>Ravenscliffe</b> Mrs Burnett, Stringer; Talke – Allport, Stubbs;	
4	Thursday 9 August	7-8.30pm	Public meeting	Harriet Higgins Centre	Thistleberry & Town	N/a	Thistleberry, Poole & Town	<b>Thistleberry</b> Jones Miss Reddish, Miss Walklate; <b>Town</b> Mrs Shenton M Taylor;	Planning Policy x2 , plus note taker  Regeneration
5	Wednesday 15 August	7-8.30pm	Public meeting	Madeley Centre	Madeley & Keele	Madeley, Keele	Madeley  Silverdale, Parksite & Keele	<b>Madeley –</b> Walsh White Studd, Kearon;	Planning Policy x2 Plus note taker
6	Thursday 16 August	7-8.30pm	Public meeting	Ashley Memorial Hall	Loggerheads/ Whitmore	Loggerheads, Maer, Whitmore	Newcastle Rural	Howells Loades;	Planning Policy x2 Plus note taker
7	Friday 17 August	7-8.30pm	Public meeting	Audley Community Centre	Audley/Bignall End, Halmerend	Audley Parish, Betley, Balterley & Wrinehill	Audley	<b>Audley and Bignall End</b> Mrs Beech, Mrs Cornes, Wilkes; <b>Halmerend</b> Becket, Wemyss;	Planning Policy x 2 Plus note taker

**APPENDIX B**

8	Tuesday 21 August	7-8.30pm	Public meeting	Newcastle College	Knutton & Silverdale, Cross Heath, Silverdale & Parksite	Silverdale	Knutton & Cross Heath  Silverdale, Parksite & Keele	<b>Knutton</b> Eagles, Snell; <b>Cross Heath</b> Mrs Williams J Williams, Mrs Winfield; <b>Silverdale and Parksite</b> – Cairns Lawton;	Planning Policy x2 plus note taker  Property Services
9	Wednesday 22 August	7-8.30pm	Public meeting	Chesterton Community Centre	Chesterton & Holditch	N/a	Greater Chesterton	<b>Chesterton</b> Boden Mrs Johnson Mrs Simpson; <b>Holditch</b> Clarke Ms Baker;	Planning Policy x2 plus note taker  Landscape
10	Friday 24 August	7-8.30pm	Public meeting	Bradwell Lodge	Wolstanton, May Bank, Porthill & Bradwell	N/a	East Newcastle	<b>Wolstanton</b> Miss Olszewski, M Olszewski, Easterwood;; <b>Bradwell</b> – Mrs Hambleton T Hambleton, Plant; <b>May Bank</b> Bannister, Matthews, Tagg; <b>Porthill</b> J Cooper, Miss Cooper;	Planning Policy x2. plus note taker  Landscape
11	Thursday 6 September (TBC)	Day	Presentation to Newcastle Town Centre Business Panel	TBC	N/a	N/a.	N/a	N/a	Planning Policy x1  Regeneration

## APPENDIX B

12	TBC	Day	Manned Exhibition	Newcastle Town Centre	All wards.	All Parishes.	All LAPS	N/a	Planning Policy x2 DC officer
13	TBC	Day	Manned Exhibition	Kidsgrove Town Centre	Kidsgrove, Butt Lane, Newchapel, Talke, Ravenscliffe	Kidsgrove Town	Kidsgrove & Butt Lane LAPs	N/a	Planning Policy x 2 DC officer
14	TBC	Day	Presentation for students	Newcastle College	N/a	N/a	N/a	N/a	Planning Policy x1 plus note taker

- Ward Councillors, Locality Area Partnership Groups, Parish Councils (where applicable) to be invited to attend public meetings
- Events to be publicised through, Sentinel advert, Ward Councillors, County Councillors, the Council's website, the Council's E Panel, the LAP chairs, Town and Parish Councils, notices at venues, correspondence to local residents groups known to the Council, Use of CVS – they are able to promote consultation on their website. If deadlines allow they can also put a brief article in "In Touch". Use will also be made of the Madeley Contact Centre distribution list.
- Consultation packs containing the Issues and options Paper and Comment forms plus other relevant material will be made available at local libraries, Kidsgrove and Madeley Contact Centres, the Guildhall, Jubilee 2 and the Civic Offices, as well as, Whitmore Information Centre and the Chesterton One Stop Shop.

## **SUPPLEMENTARY REPORT TO CABINET**

**18 July 2012**

**Agenda** Item 7, Site Allocations and Policies Development Plan Document - Draft Issues and Options Consultation Paper

### **Purpose of the Report**

To provide supplementary information further to the Planning Committee meeting of the 10 July, 2012, and its decision in respect of the Site Allocations and Policies Development Plan Document – Draft Issues and Options Consultation Paper.

### **Background**

The Planning Committee at its meeting on the 10 July, 2012, passed the following resolution:

- 1) That Cabinet agree to rename the Site Allocations and Policies Development Plan Document as the Site Allocations and Policies Local Plan
- 2) That Cabinet agree to approve the Site Allocations and Policies Local Plan draft Issues and Options Paper for public consultation purposes.
- 3) That Cabinet agree to the draft consultation proposals set out in this report
- 4) That Cabinet agree to receive a future report setting out the recommendations of the Planning Committee on the results of the first stage of public consultation with a view to approving the next steps.

Your officers would ask that Cabinet in considering the recommendations and in particular recommendation 2, also give authority to officers to make minor drafting and editorial corrections to the document, in consultation with the Planning, Regeneration and Town Centres Portfolio holder.

### **Maps**

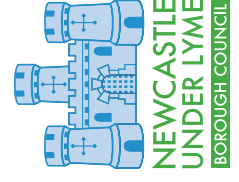
Also attached to this report are the maps referenced in the Issues and Options Paper as follows:

- Housing Sites – both strategic and non-strategic sites are presented in a series of booklets according to the housing spatial area they are within e.g. Newcastle Urban Central, Kidsgrove, Newcastle Urban South and East, and the Rural Area. Each of the four books contain a contents page identifying the ward the site is located in, the name of the site, the SHLAA reference number, and the page number of the site plan.
- Major Employment Sites
- Newcastle Town Centre (illustrating Key Town Centre Sites, the Town Centre Boundary, Primary Shopping Frontage, and Primary Shopping Area)
- Newcastle Live Office Quarter
- Kidsgrove Town Centre (Town Centre Boundary)

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# Newcastle urban central site allocation maps



## Newcastle Urban Central Spatial Area

<b>Chesterton Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Bells Hollow, Red Street	21	1
Birch House Road (garage site), Chesterton	430	2
Church Walk/Victoria Place (land at), Chesterton	43	3
Deans Lane, Red Street Crackley	118	1
Heathcote Street (Ex-Servicemen's Club)	9786	3
Kent Grove/Cross Street, Chesterton	51	3
London Road (site at), Chesterton	176	3
Shrewsbury Drive	33839	1

<b>Cross Heath Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Ashfields New Road (land adj Sainsburys), Newcastle	9775	4
Liverpool Road (243), Knutton and Cross Heath	9800	5
Lower Milehouse Lane (18), Knutton and Cross Heath	9794	5

<b>Knutton and Silverdale Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Camillus Road, Knutton and Cross Heath	56	6
Chapel Street, Silverdale	65	7
Chapel Street (adj 16), Silverdale	9754	7
Cherry Hill Lane (Cherry Hill Farm), Knutton and Cross Heath	359	8
Church Lane, Knutton and Cross Heath	307	8
Church Lane (land at a), Knutton and Cross Heath	293	8
Church Lane (land at b), Knutton and Cross Heath	294	8
Cotswold Avenue, Knutton and Cross Heath	308	6
Knutton Lane(Knutton Recreation Centre), Knutton	115	6
Knutton Lane, Knutton	357	6
Newcastle Street and Stonewall Road (land off), Silverdale	433	8
Pentland Grove, Knutton and Cross Heath	61	9
<b>Holditch Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Apedale South, Apedale Road	145/145A	10
London Road car park, Chesterton Community Centre	179	11
Lower Milehouse Lane (Wilmot Drive), Cross Heath	337	12
Gainsborough Road	48	10

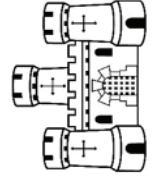
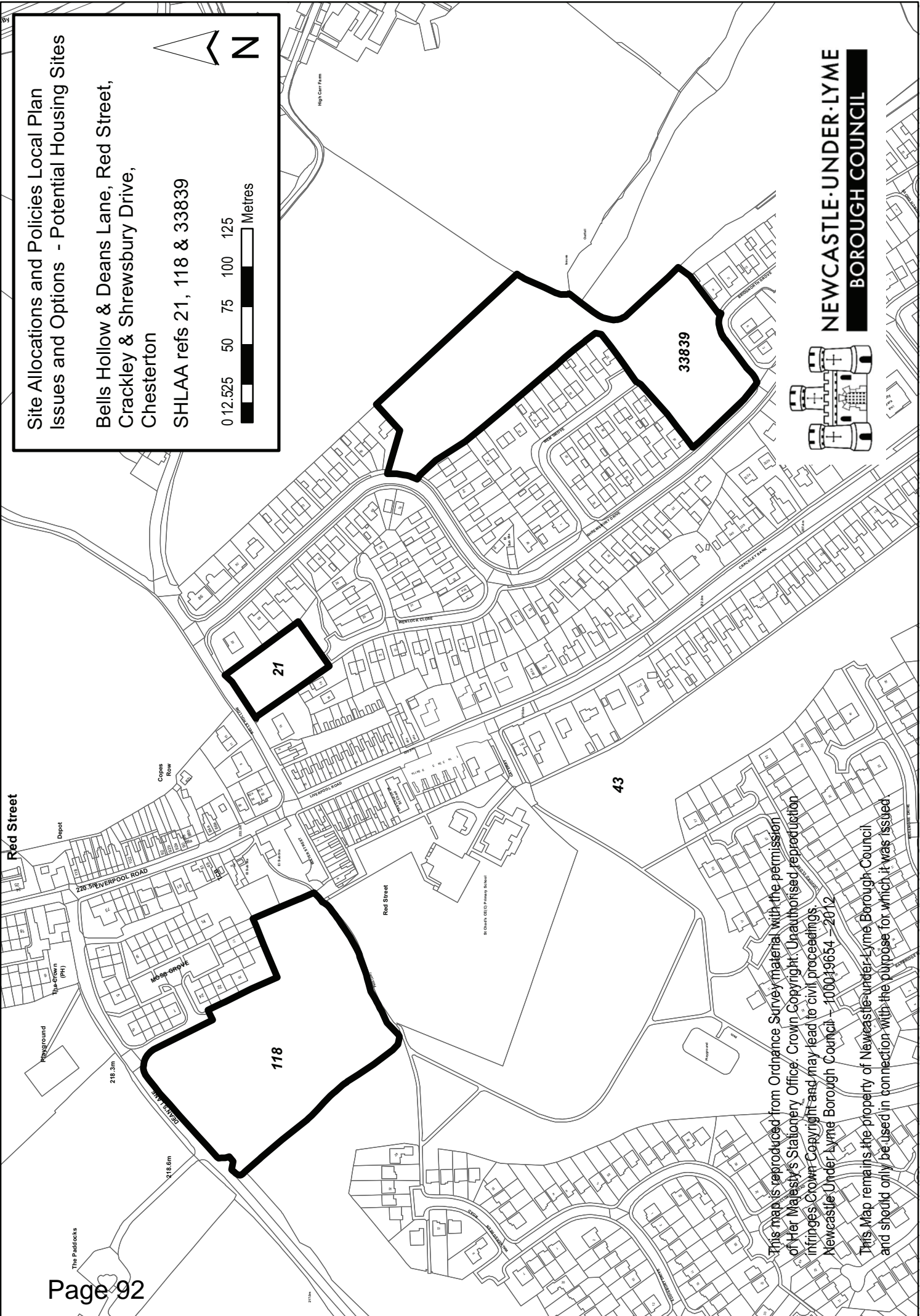
<b>Silverdale and Parksites Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Ash Grove, Silverdale	80	7
Bath Road, Silverdale	75	13
High Street, Silverdale	67	7
Parkfields Close, Silverdale	68	7
Tunbridge Drive, Silverdale	9702	13
Underwood Road, Silverdale	70	13
<b>Thistleberry Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Gallowstree Lane, Thistleberry	247	14
Keele Road (Hamptons Scrapyard), Thistleberry	288	15
Keele Road (Thistleberry House), Thistleberry	327	15
Orme Road (Orme Centre), Thistleberry	365	16
Paris Avenue, Thistleberry	88	14
Poolfields Avenue (1), Thistleberry	9801	17
Poolfields Avenue North, Poolfields	84	17
Rotterdam Road, Poolfields	83	17
Seabridge Road (The Rectory), Thistleberry	358	16

<b>Town Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Harrison Street (land at), Newcastle	431	18
King Street car park, Newcastle	255	19
Liverpool Road (Bus Depot), Newcastle	9788	4
London Road (former Bristol Street Motors), Newcastle	35	18
Marsh Parade (former Zanzibar night club), Newcastle	9751	19
Nelson Place (Jubilee Baths), Newcastle	256	19
Water Street (former Station, Newcastle	424	19
Water Street/George Street, Newcastle	9752	19
West Street, Newcastle	259	19

Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Bells Hollow & Deans Lane, Red Street,  
Crackley & Shrewsbury Drive,  
Chesterton

SHLAA refs 21, 118 & 33839



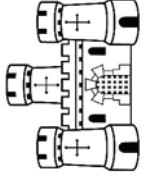
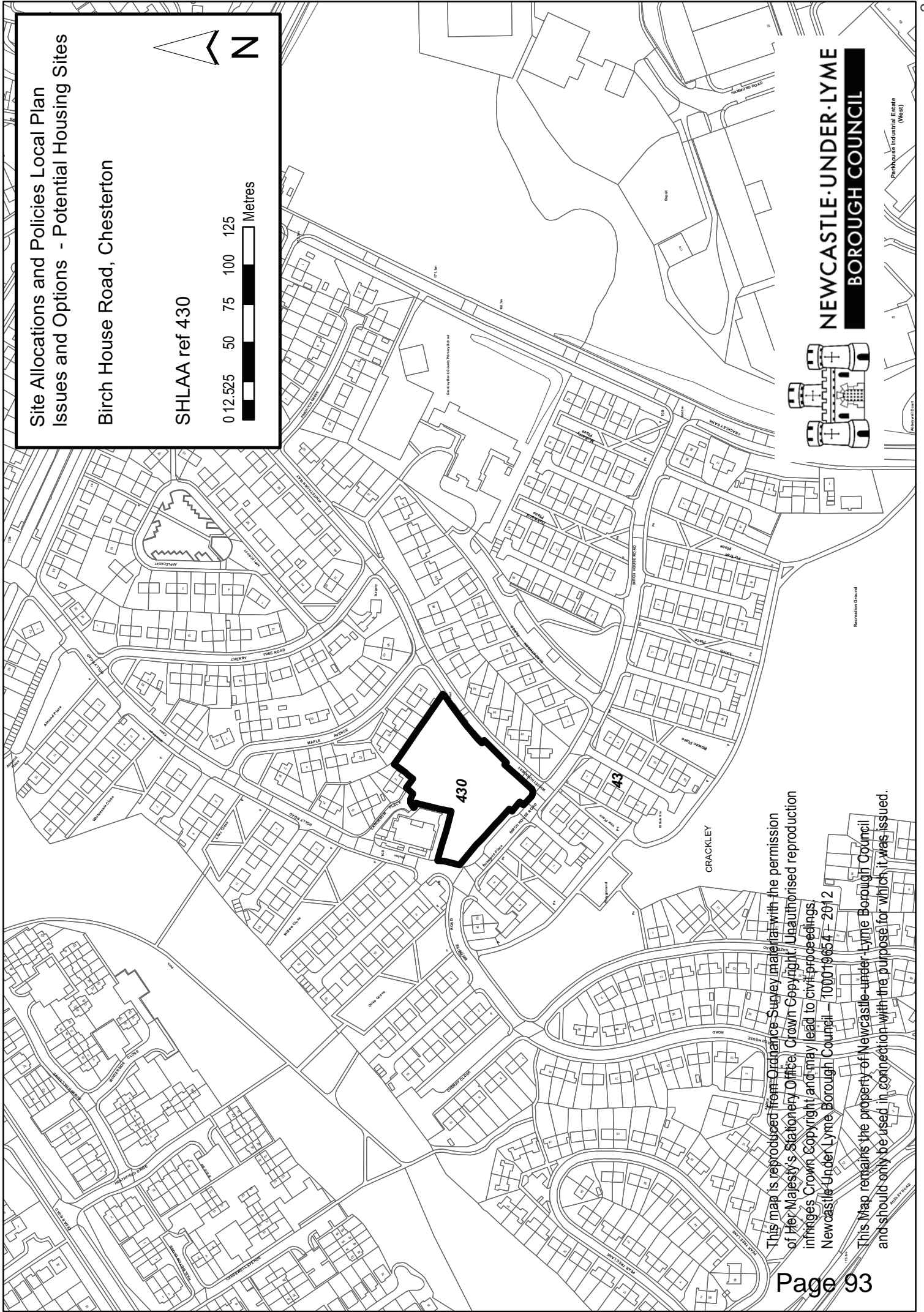
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Birch House Road, Chesterton

SHLAA ref 430



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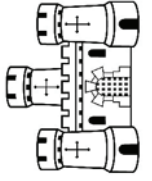
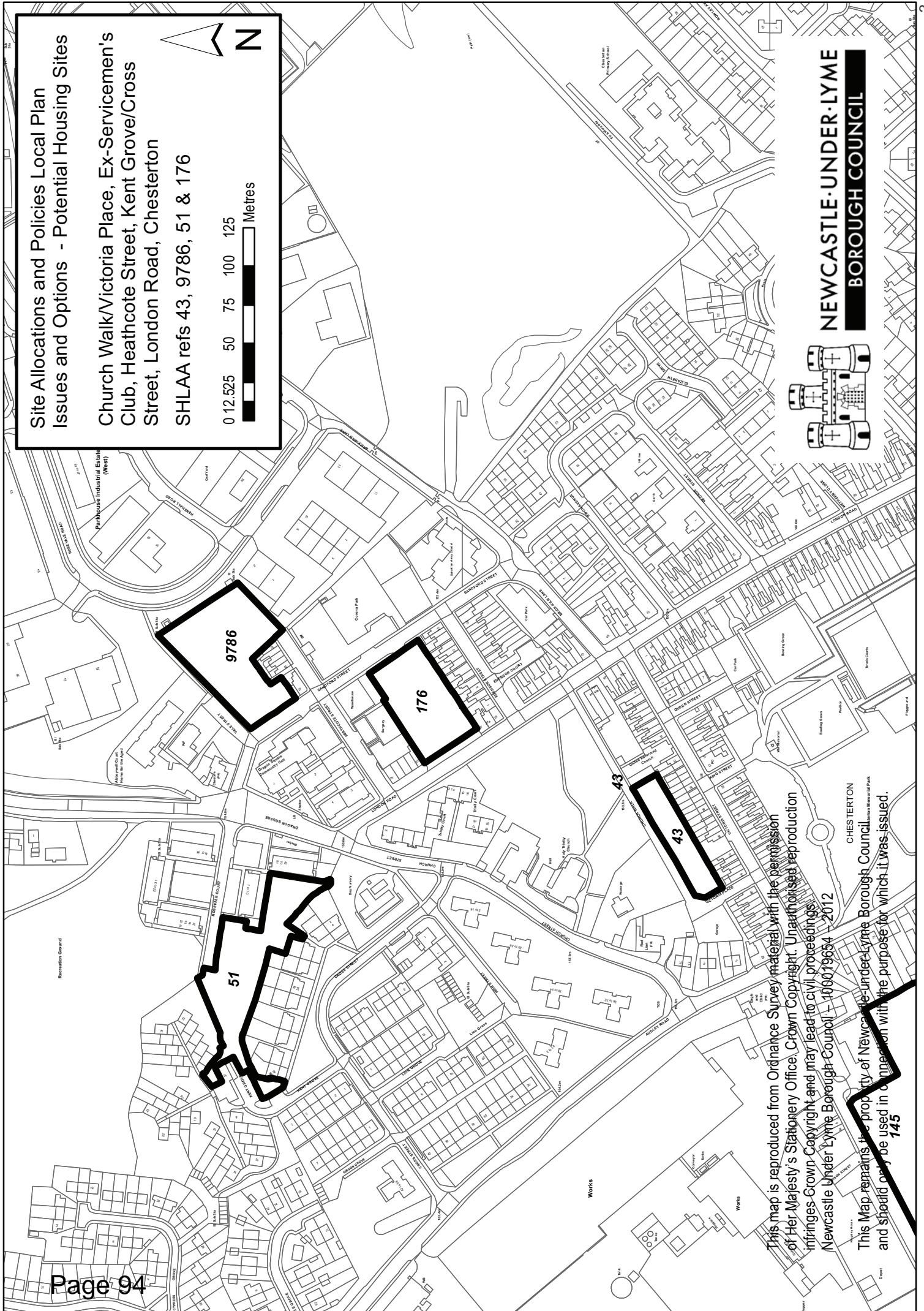
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Church Walk/Victoria Place, Ex-Servicemen's  
Club, Heathcote Street, Kent Grove/Cross  
Street, London Road, Chesterton

SHLAA refs 43, 9786, 51 & 176



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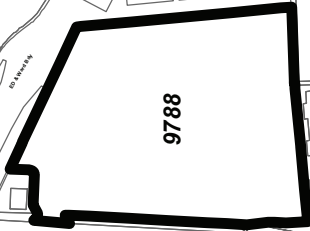
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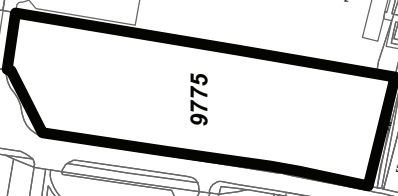
Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Bus Depot, Liverpool Road &  
Land at Ashfields Road, Newcastle

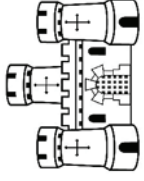
SHLAA refs 9788 & 9775



9788



9775



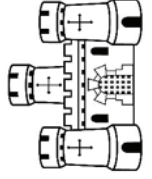
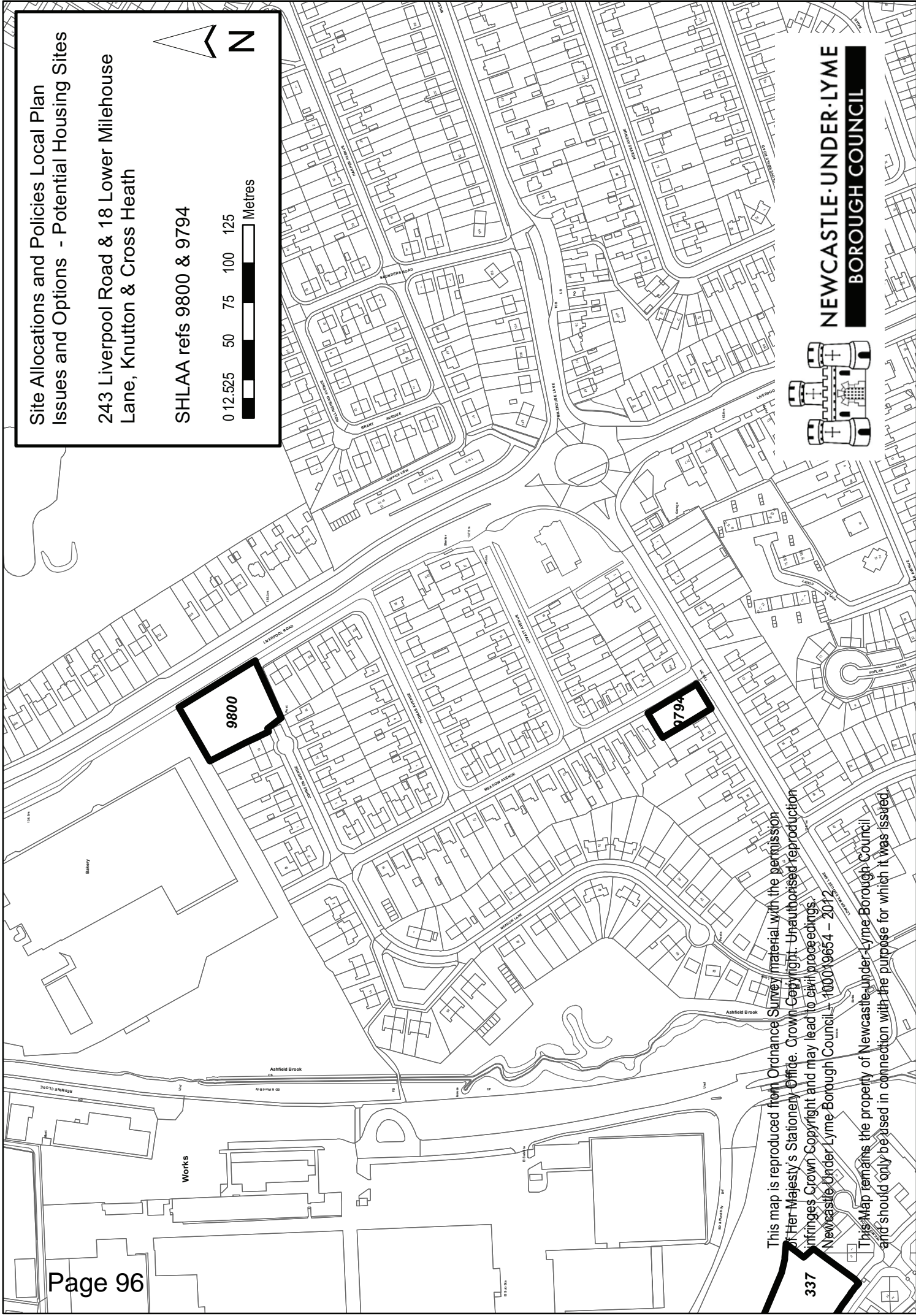
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

243 Liverpool Road & 18 Lower Milehouse  
Lane, Knutton & Cross Heath

SHLAA refs 9800 & 9794



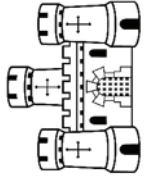
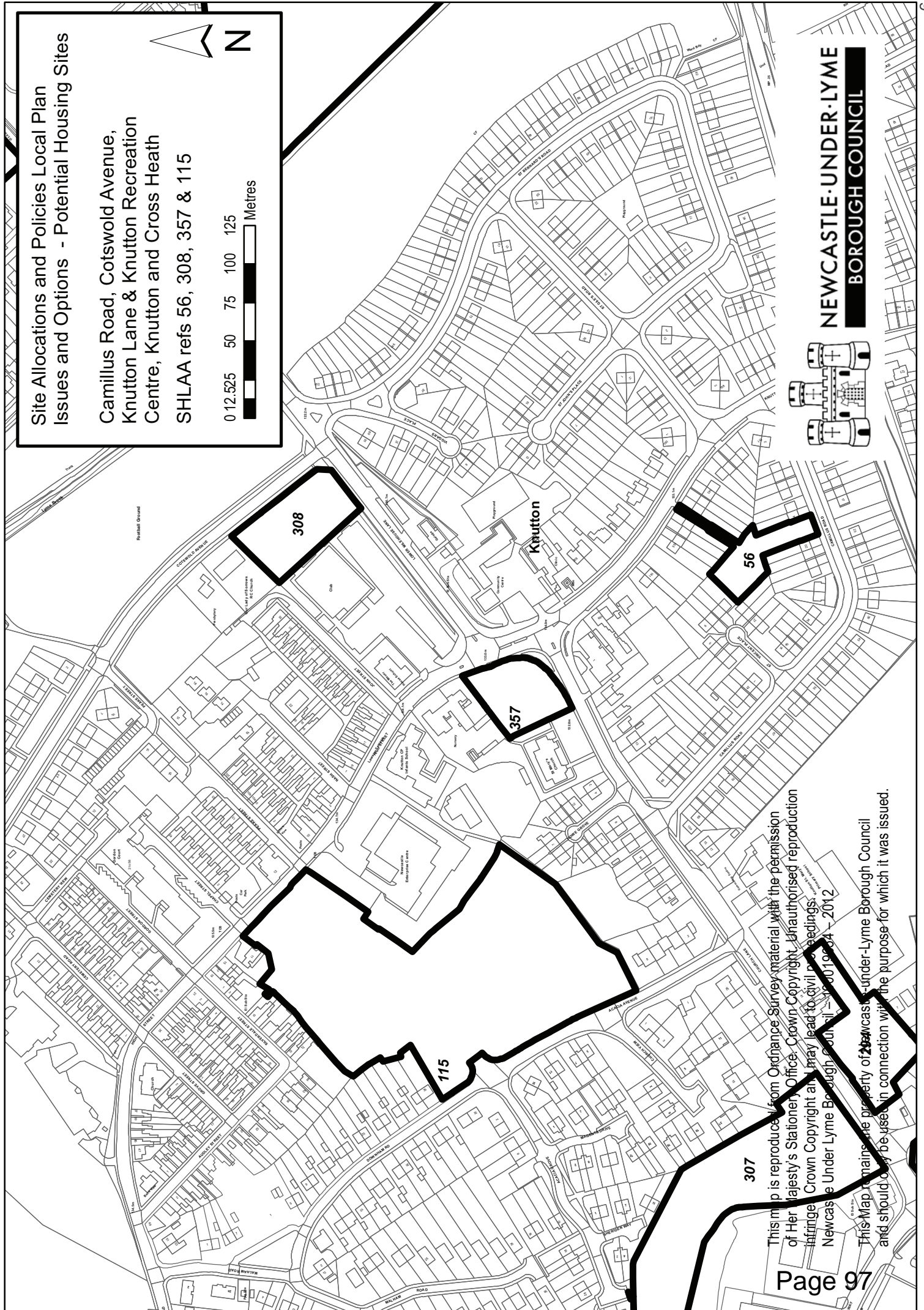
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

Camillus Road, Cotswold Avenue,  
Knutton Lane & Knutton Recreation  
Centre, Knutton and Cross Heath  
SHLAA refs 56, 308, 357 & 115



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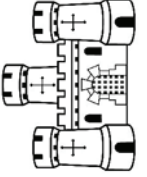
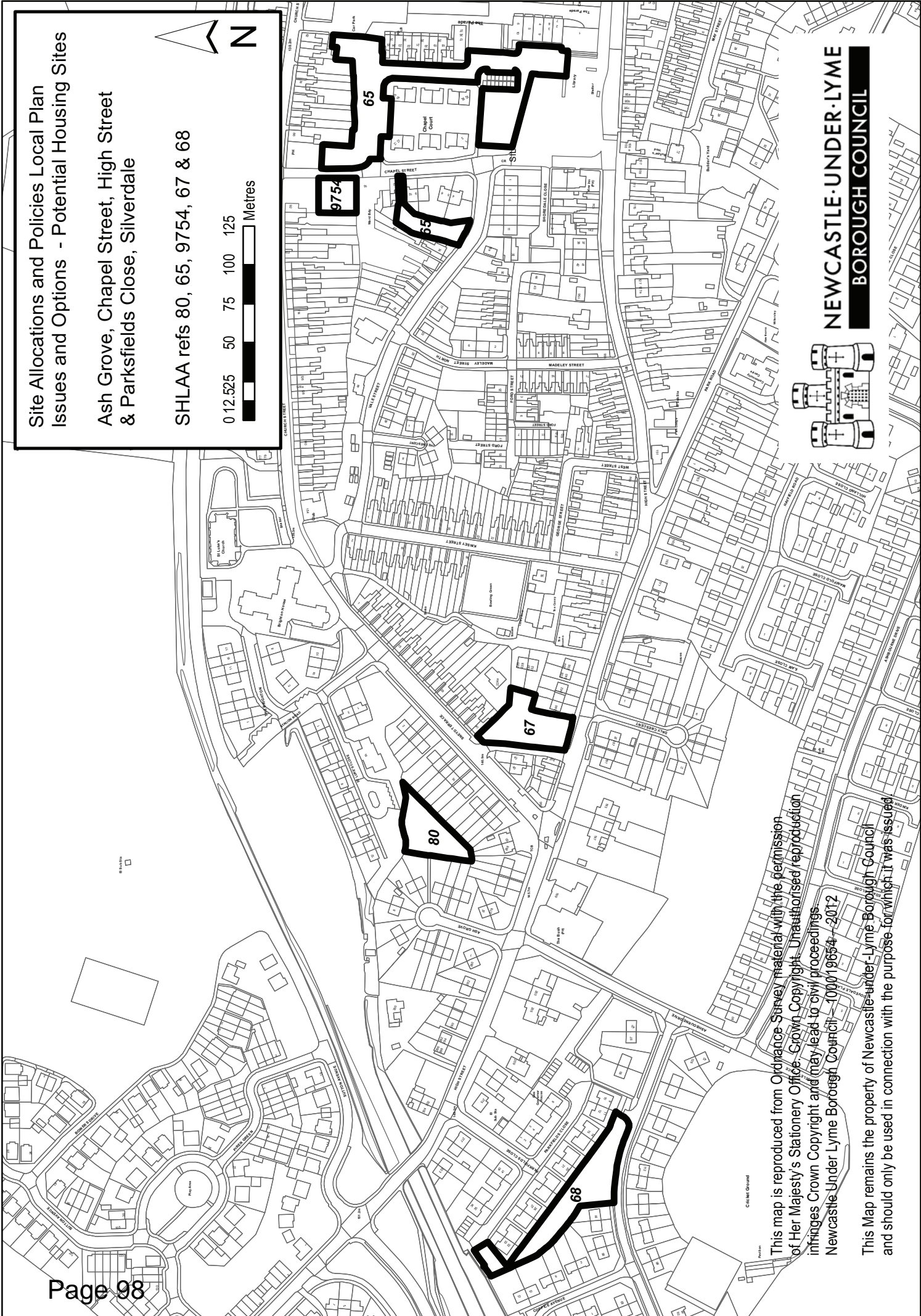
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Ash Grove, Chapel Street, High Street  
& Parksfields Close, Silverdale

SHLAA refs 80, 65, 9754, 67 & 68



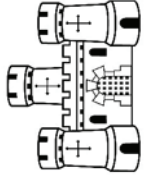
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

**Newcastle Street / Stonewall Road, Silverdale  
& Cherry Hill Farm, Cherry Hill Lane,  
Church Lane, Knutton & Cross Heath  
SHLAA refs 433, 359, 293, 294 & 307**



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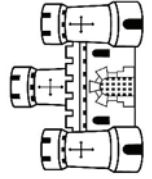
Site Allocations and Policies Local Plan  
 Issues and Options - Potential H using Sites

Pentland Grove, Knutton and Cross Heath

SHLAA ref 61



337



**NEWCASTLE-UNDER-LYME**  
**BOROUGH COUNCIL**

9579

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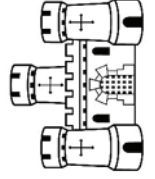
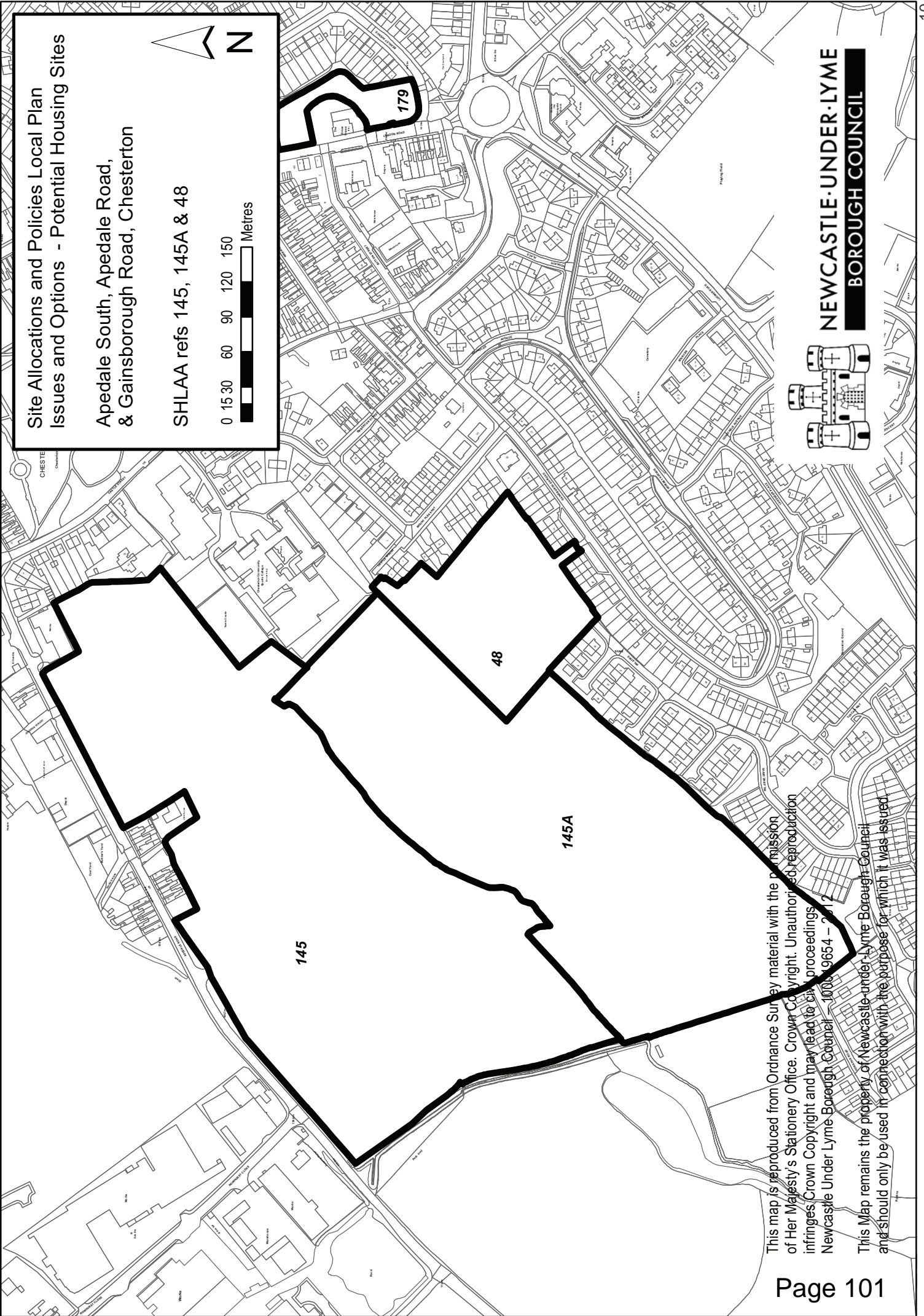
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Apedale South, Apedale Road,  
& Gainsborough Road, Chesterton

SHLAA refs 145, 145A & 48



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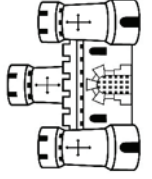
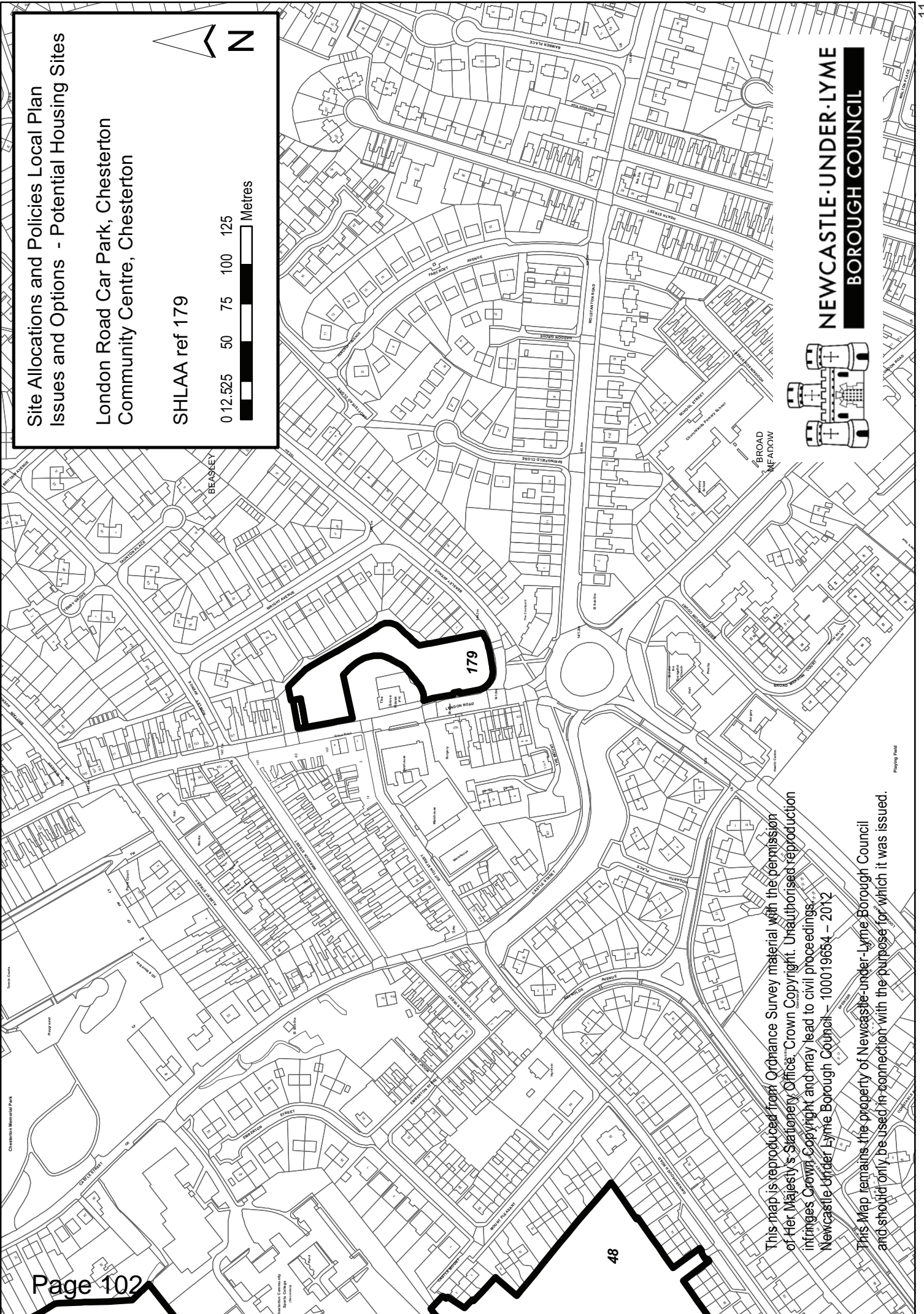
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

London Road Car Park, Chesterton  
Community Centre, Chesterton

SHLAA ref 179



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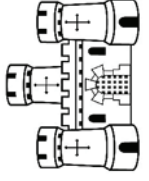
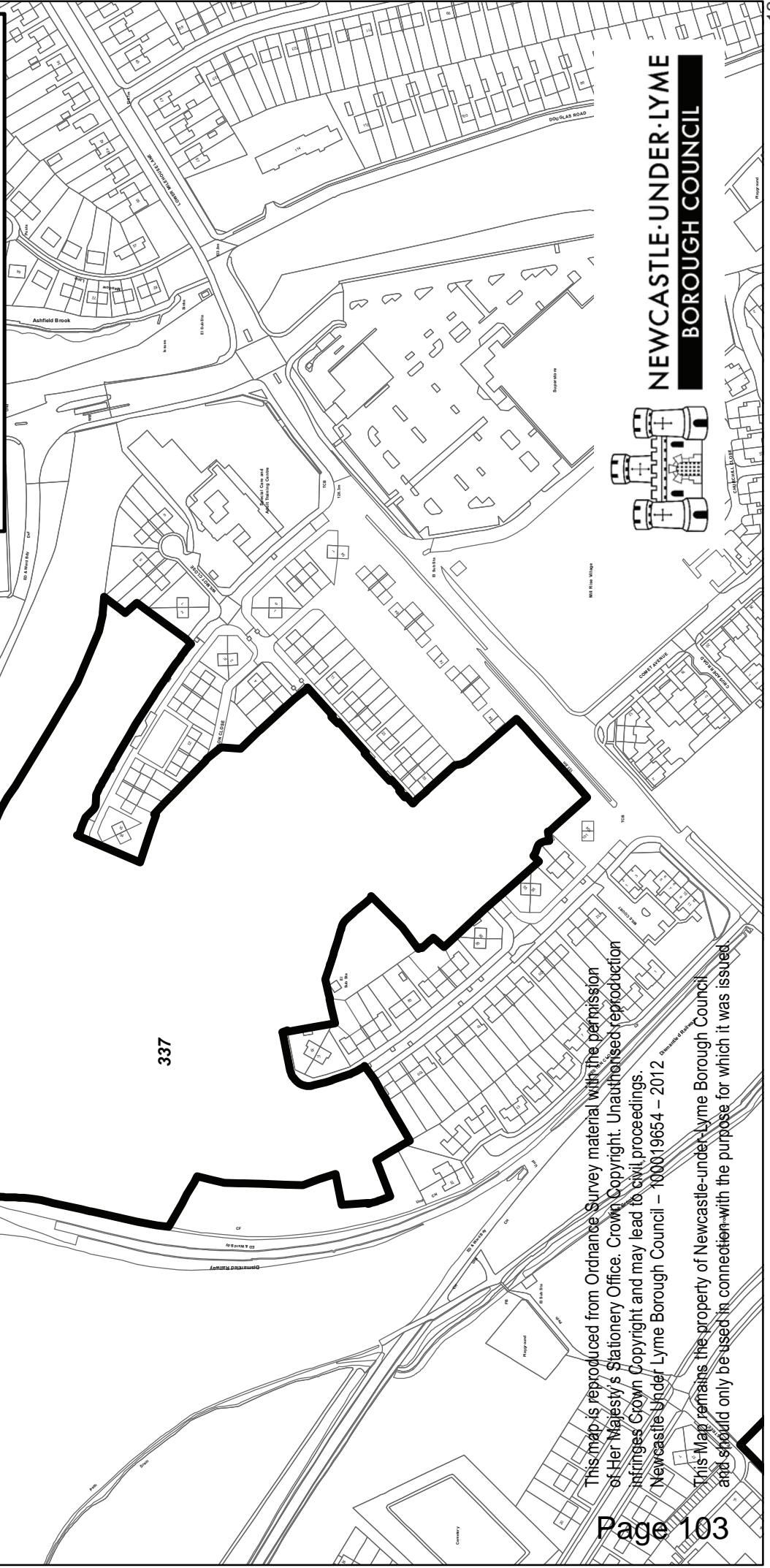
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Wilmot Drive, Lower Milehouse  
Lane, Cross Heath

SHLAA ref 337



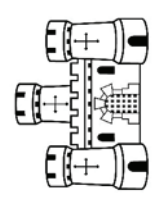
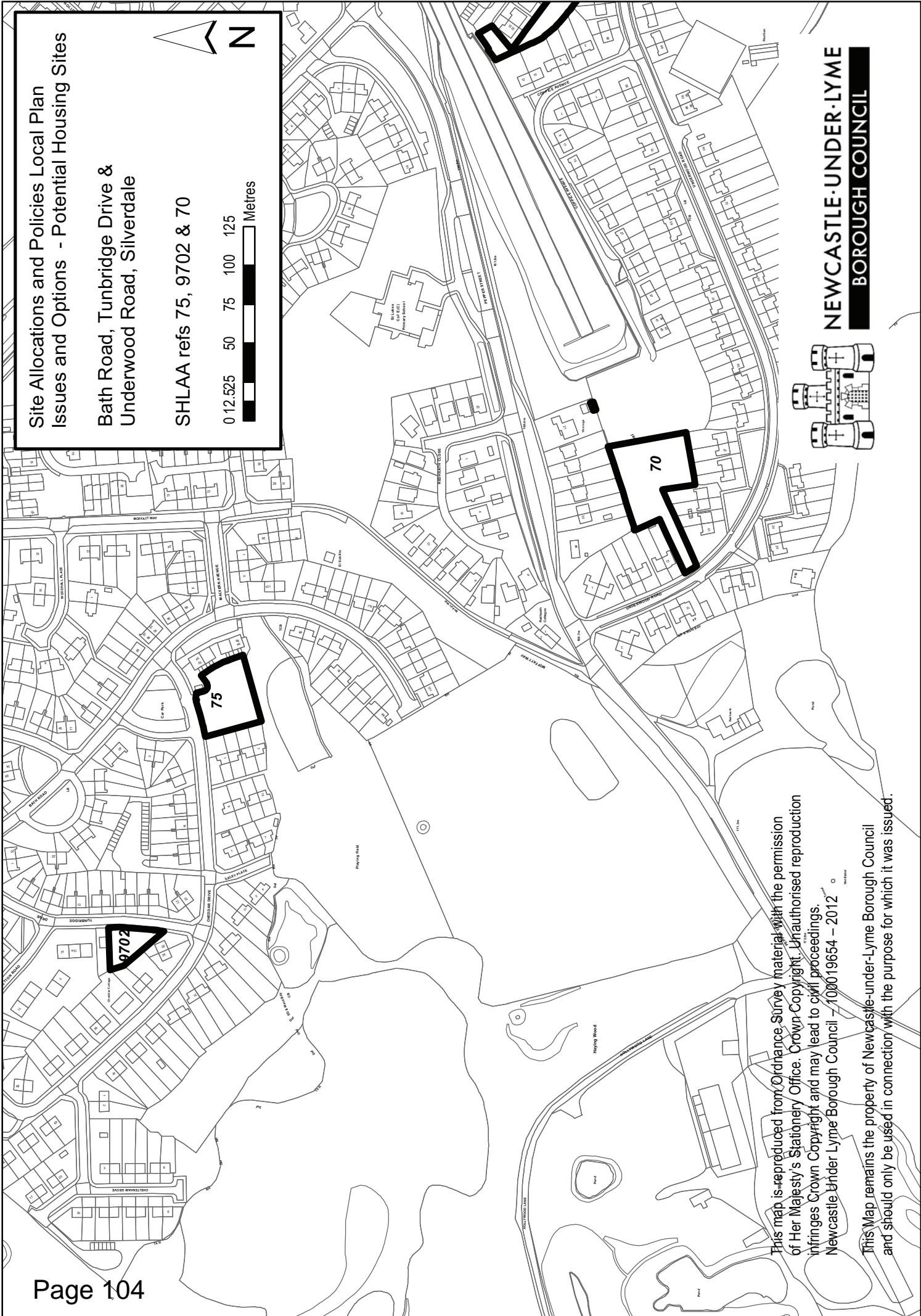
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Bath Road, Tunbridge Drive &  
Underwood Road, Silverdale

SHLAA refs 75, 9702 & 70



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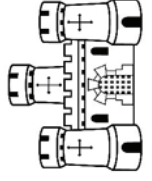
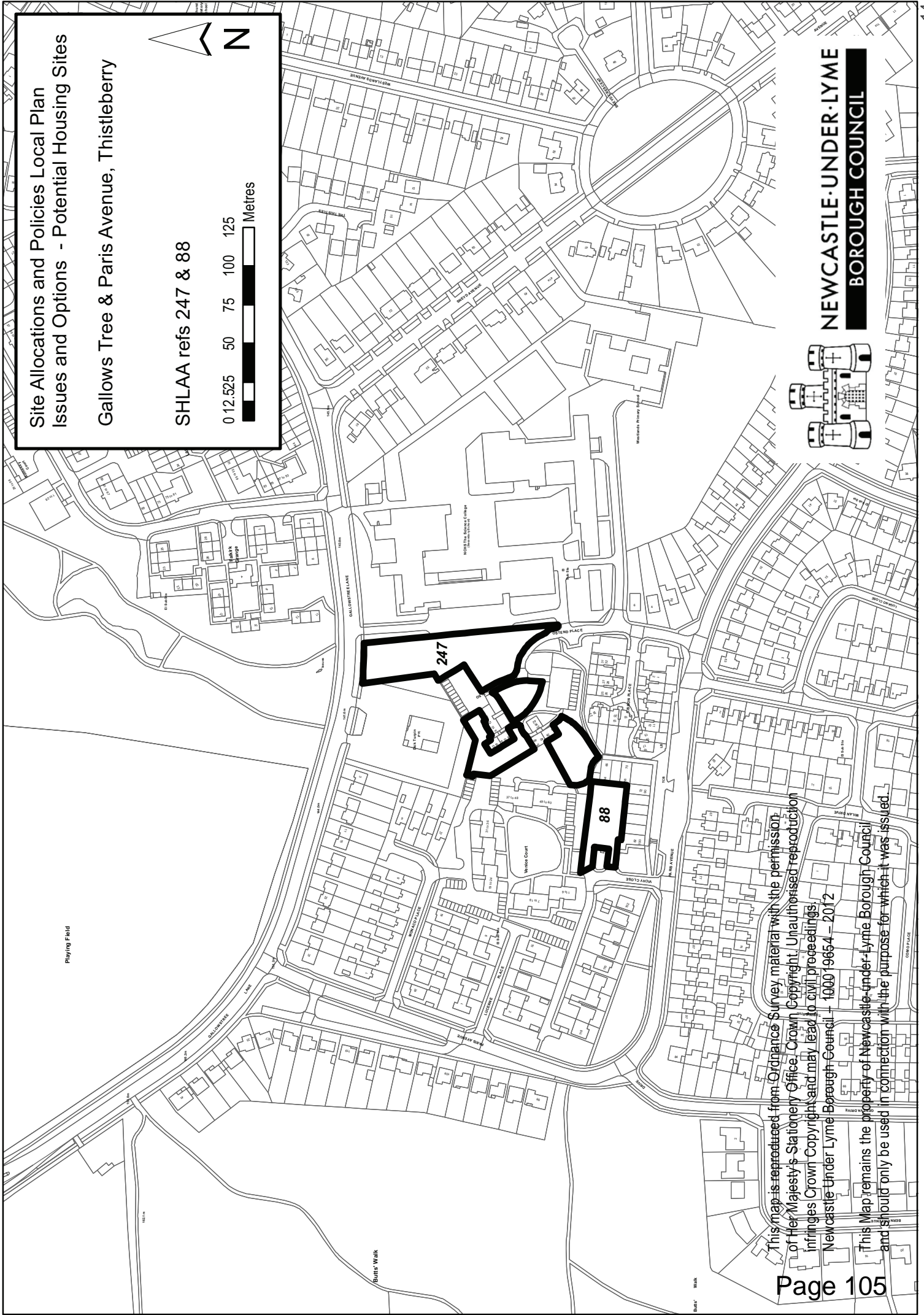
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Gallows Tree & Paris Avenue, Thistleberry

SHLAA refs 247 & 88



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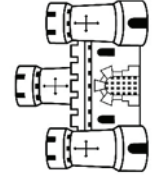
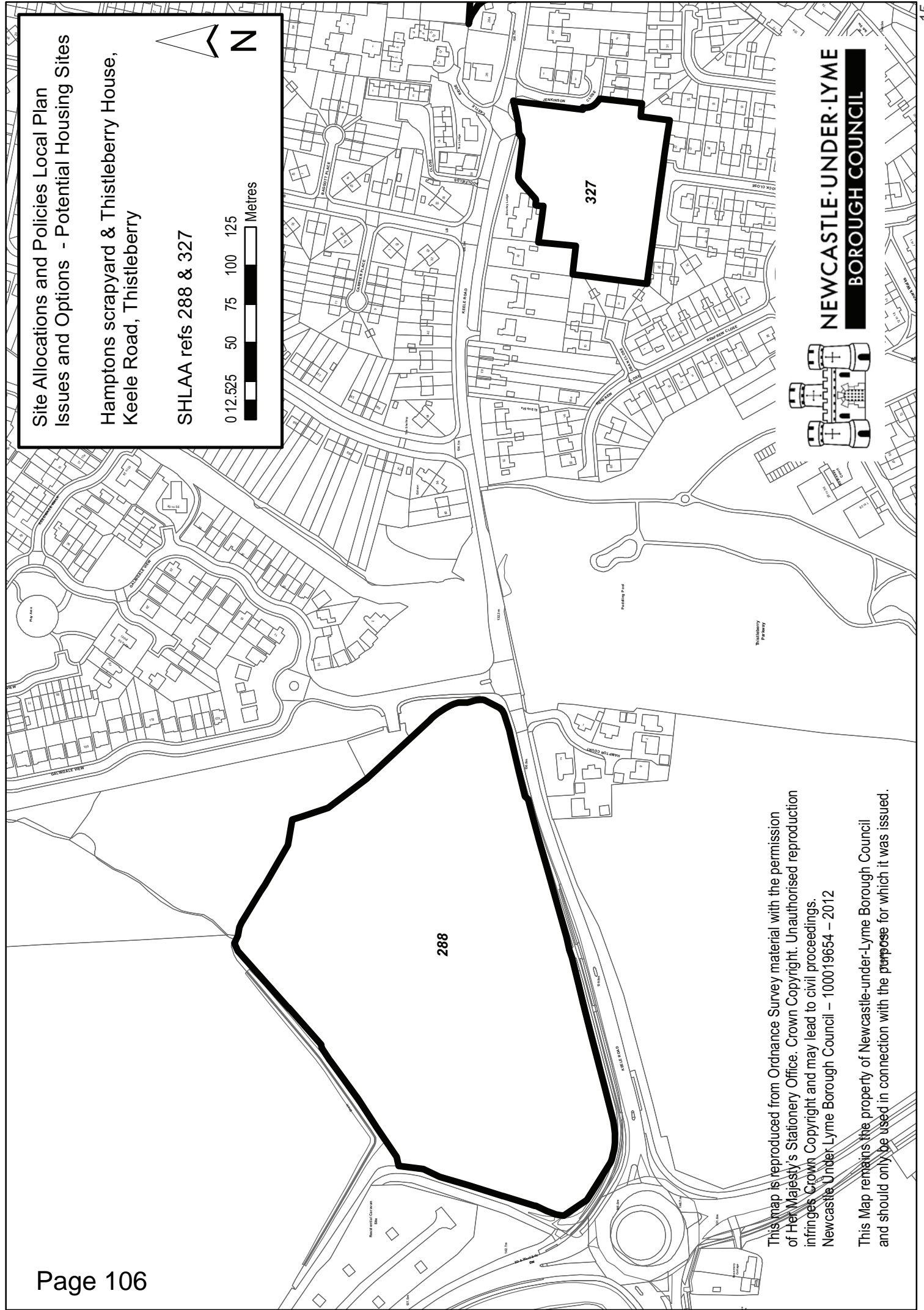
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Hamptons scrapyard & Thistleberry House,  
Keele Road, Thistleberry

SHLAA refs 288 & 327



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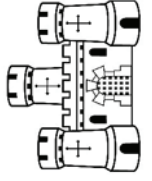
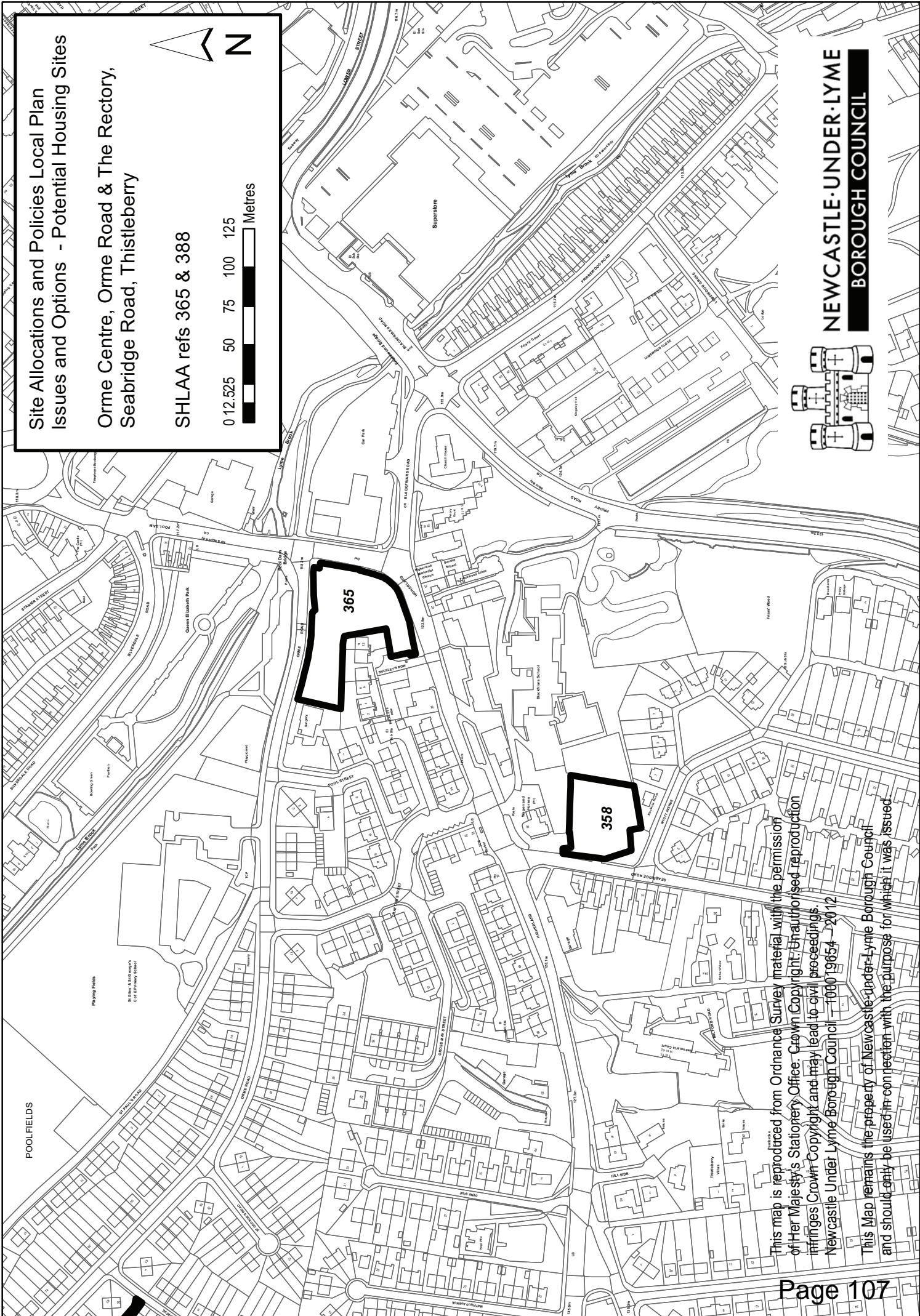
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Site Allocations and Policies Local Plan  
 Issues and Options - Potential Housing Sites

Orme Centre, Orme Road & The Rectory,  
 Seabridge Road, Thistleberry

SHLAA refs 365 & 388



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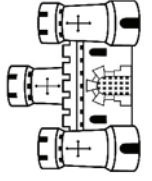
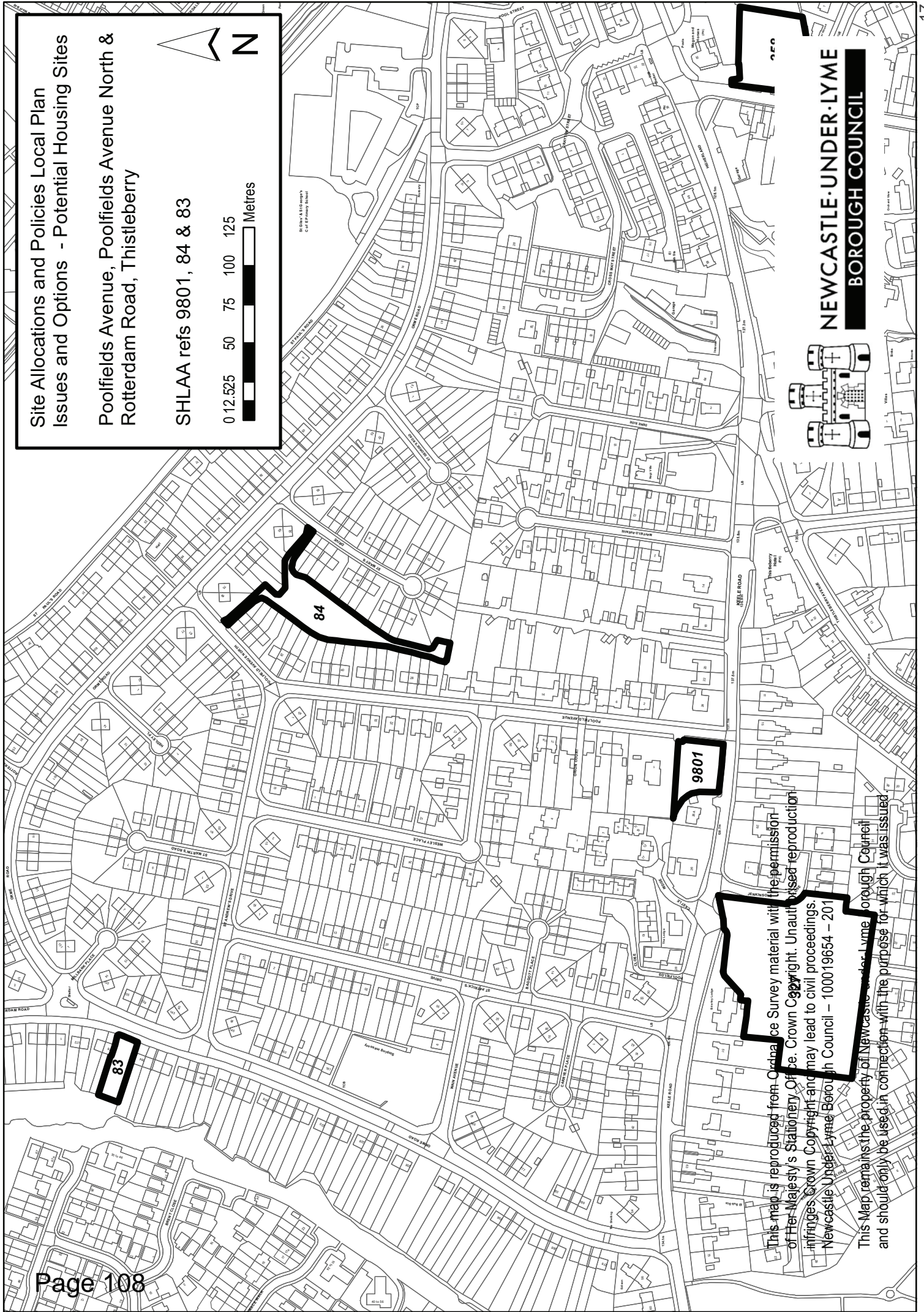
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Poolfields Avenue, Poolfields Avenue North &  
Rotterdam Road, Thistleberry

SHLAA refs 9801, 84 & 83



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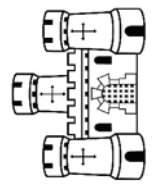
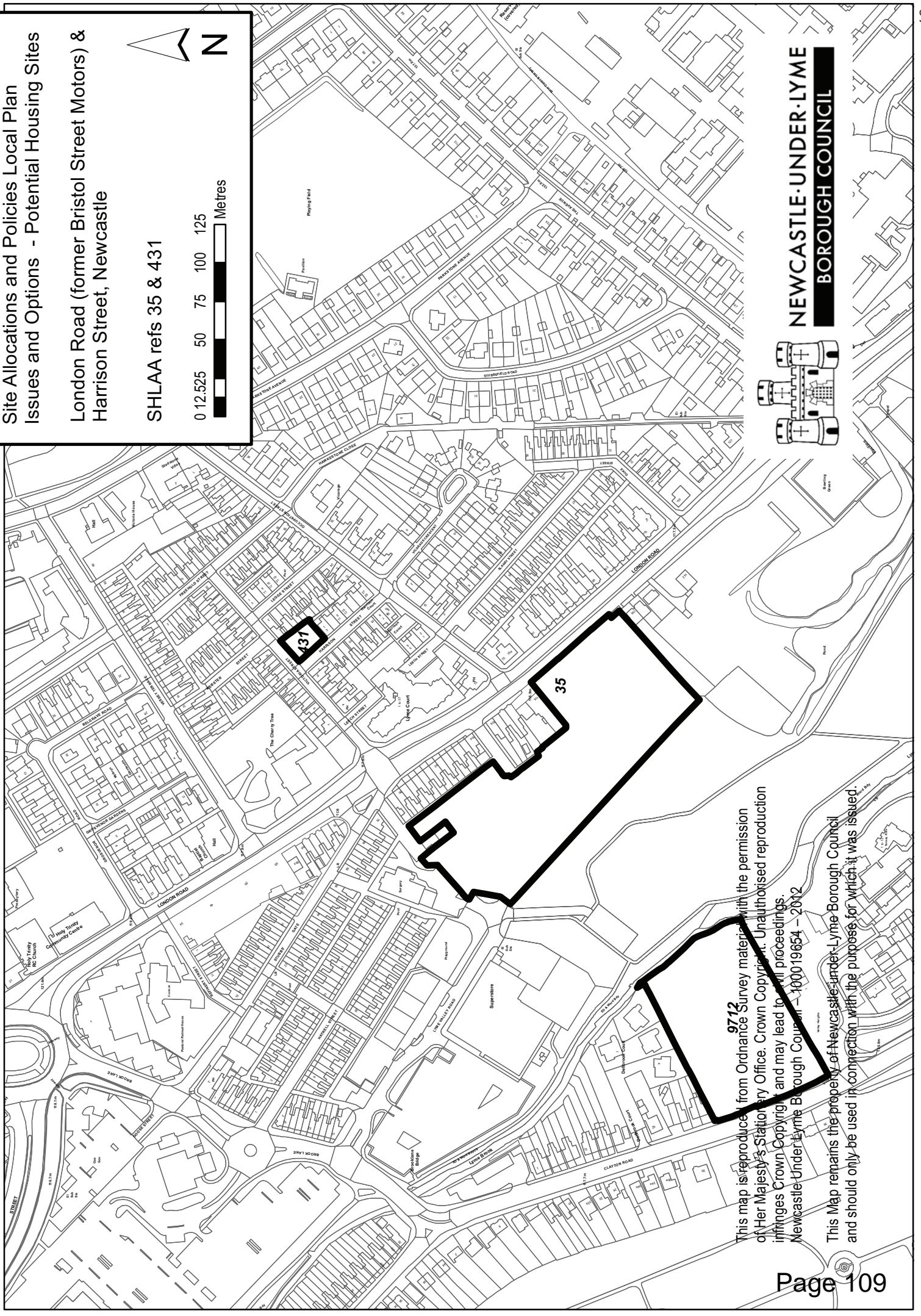
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Site Allocations and Policies Local Plan  
 Issues and Options - Potential Housing Sites

London Road (former Bristol Street Motors) &  
 Harrison Street, Newcastle



SHLAA refs 35 & 431



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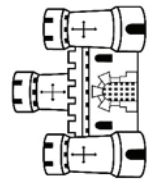
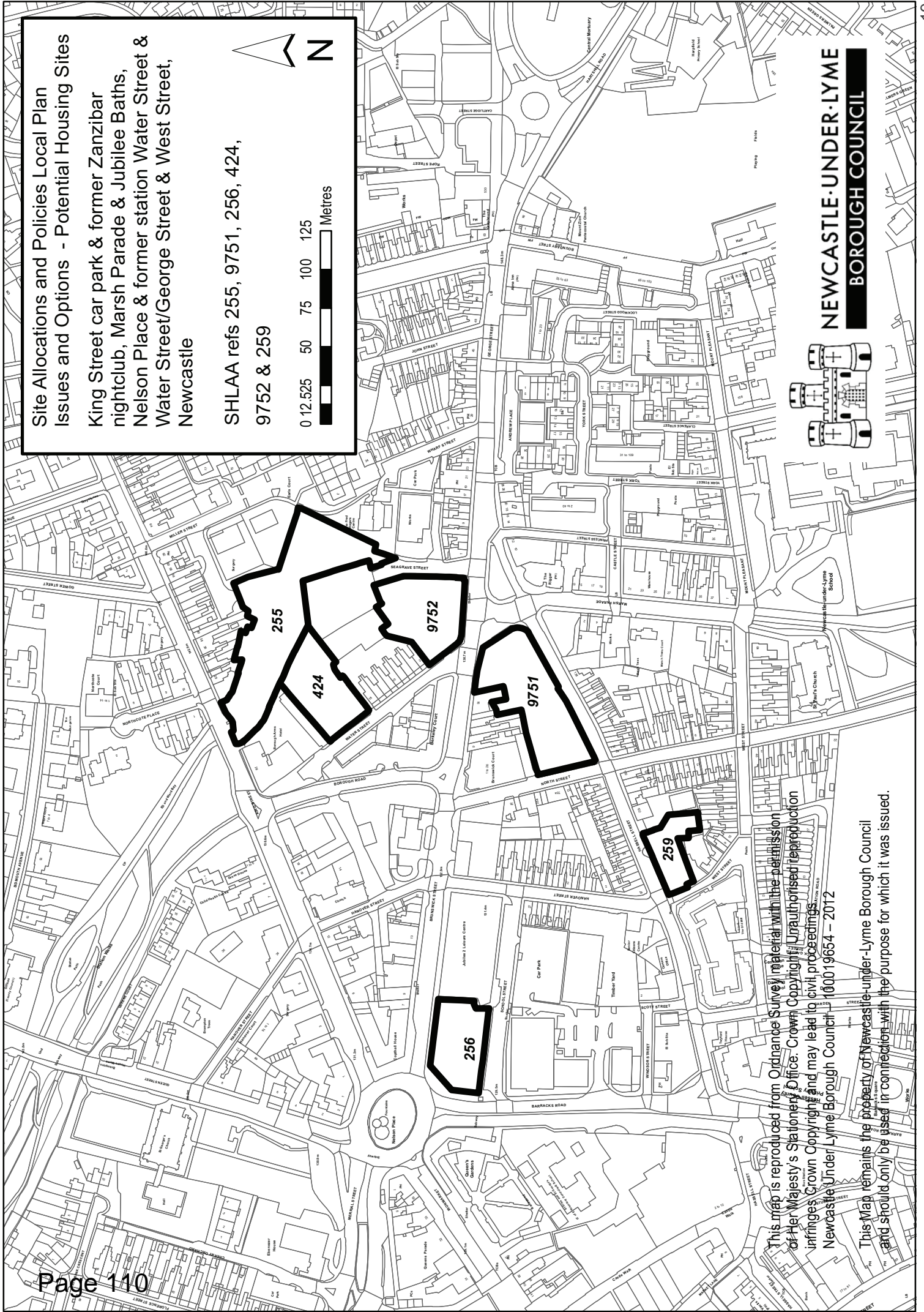
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

King Street car park & former Zanzibar nightclub, Marsh Parade & Jubilee Baths, Nelson Place & former station Water Street & Water Street/George Street & West Street, Newcastle

SHLAA refs 255, 9751, 256, 424, 9752 & 259



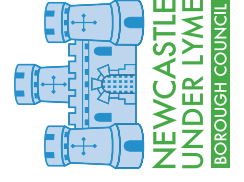
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# Kidsgrove site allocation maps



## Kidsgrove Spatial Area

Butt Lane Ward	SHLAA ref	Page number for site plan
Chapel Street (site at), Butt lane	420	1
Congleton Road (Millstone Inn), Butt Lane	8460	1
Grove Avenue (garage site), Talke	18	2
Lower Ash Road, Talke	17	2
Lower Ash Road (Woodshutts Inn), Talk	423	2
Maple Avenue, Talke	15	3
Millstone Avenue, Butt Lane	6	4
Slacken Lane, Woodshutts, Kidsgrove	5/5a	4

Kidsgrove Ward	SHLAA ref	Page number for site plan
Gloucester Road (site at), Kidsgrove	411	5
Highfield Drive (1), Kidsgrove	8462	5
Lamb Street (adj 33), Kidsgrove	8461	6
Mount Road/Winghay Road, Kidsgrove	342	7
Newchapel Road, Newchapel	113	8
Pennyfields Road, Newcahpel, Kidsgrove	114	8
Rurland Road (land next to Dove Bank School), Kidsgrove	3	6
Wellington Avenue (former nursery), Kidsgrove	8438	6
Whitehall Road, White Hill, Kidsgrove	104	5
William Road (land at), Kidsgrove	419	5
William Road, Kidsgrove	230	5

<b>Newchapel Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
High Street, Harrisehead	341	9
Ian Road (49), Newchapel	8451	8
Pennyfields Road (Working men's club), Newchapel	421	8

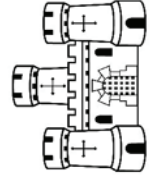
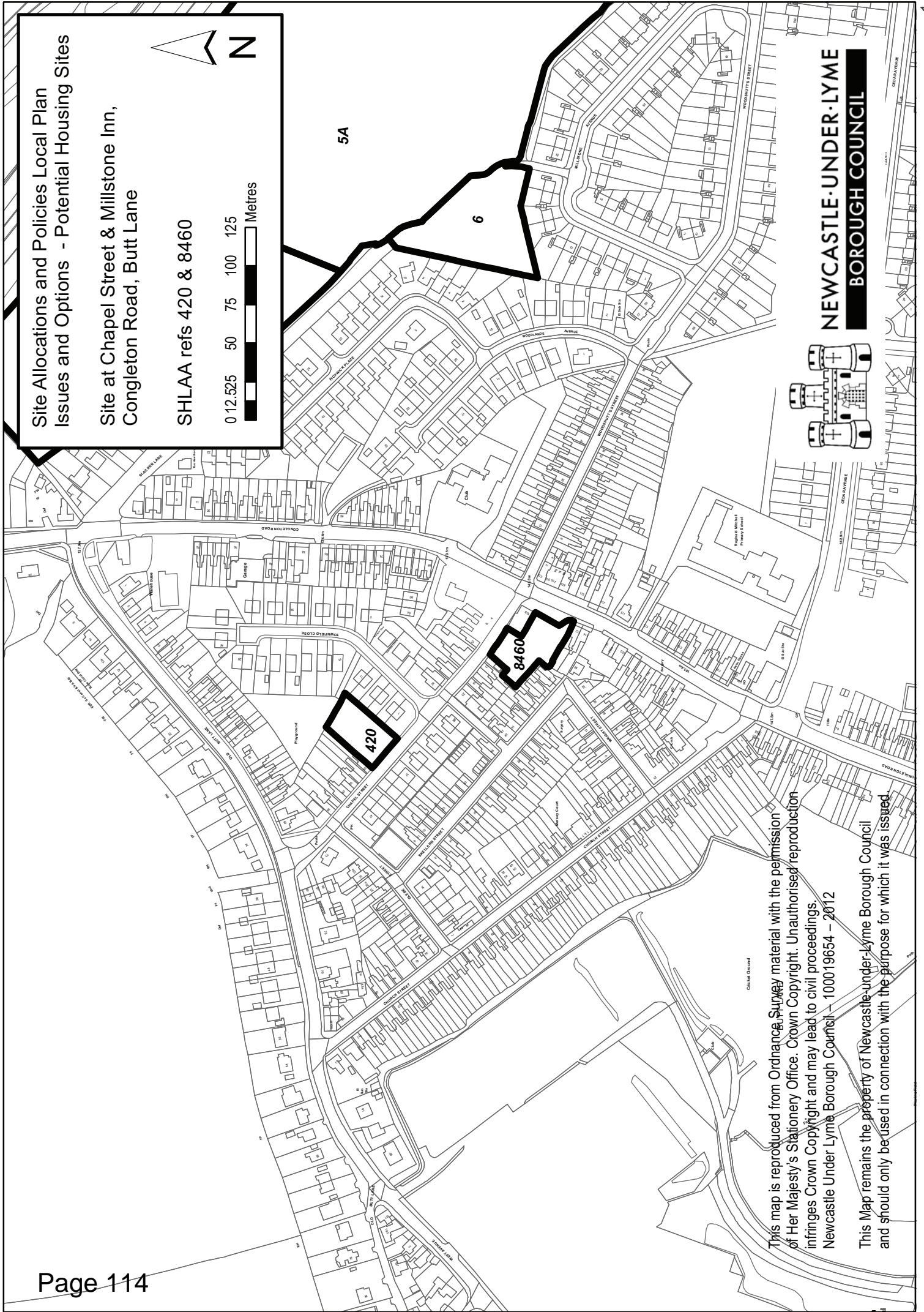
<b>Ravenscliffe Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Heathcote Street, Kidsgrove	132	6
Kinnersley Street, Kidsgrove	124	6
Stone Bank Road (rear of), Kidsgrove	350	10
Valentine Road, Kidsgrove	19	10

<b>Talke Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Chester Road (Talke Library), Talke	362	11
Hill Top Primary and Talke Youth Centre, Talke	363	11
Jamage Road, Talke	314	13
Thomas Street, Talke	160	12
Walton Grove/Coppice Grove, Talke	11	12
Wedgwood Road, Talke	13	12

Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Site at Chapel Street & Millstone Inn,  
Congleton Road, Butt Lane

SHLAA refs 420 & 8460



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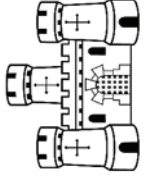
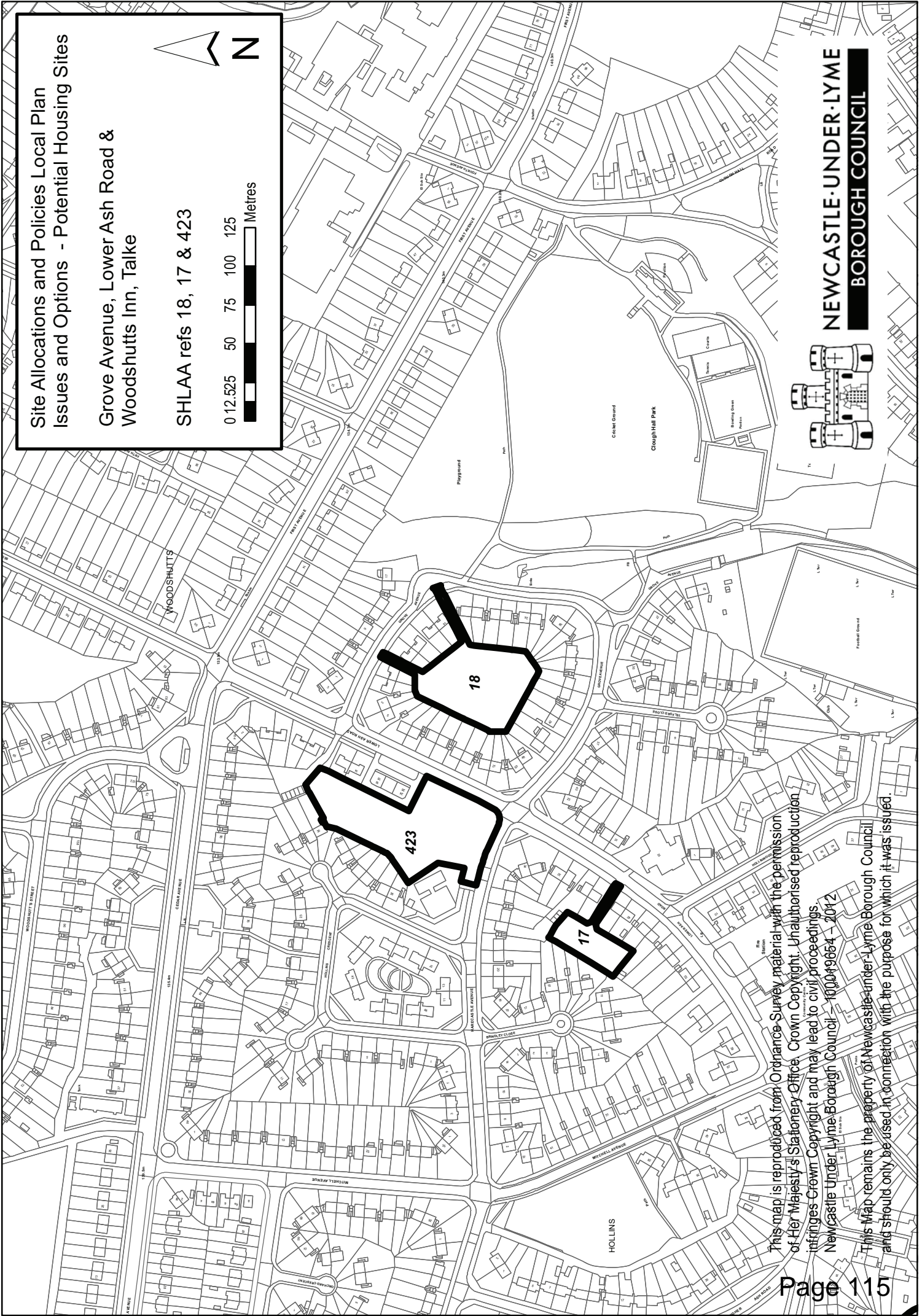
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Grove Avenue, Lower Ash Road &  
Woodshutts Inn, Talke

SHLAA refs 18, 17 & 423



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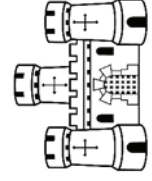
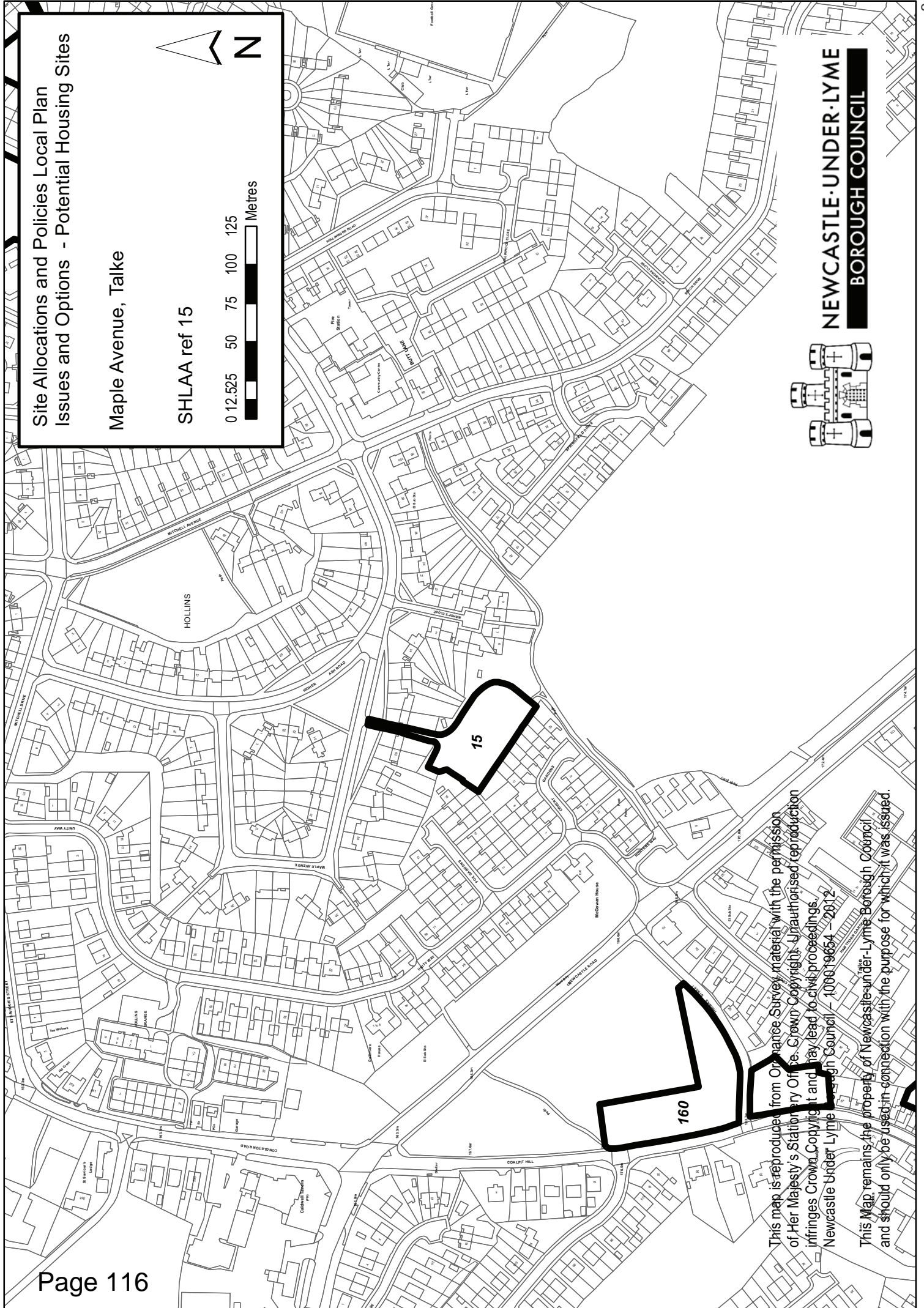
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Maple Avenue, Talke

SHLAA ref 15



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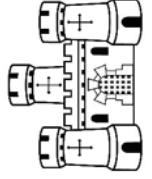
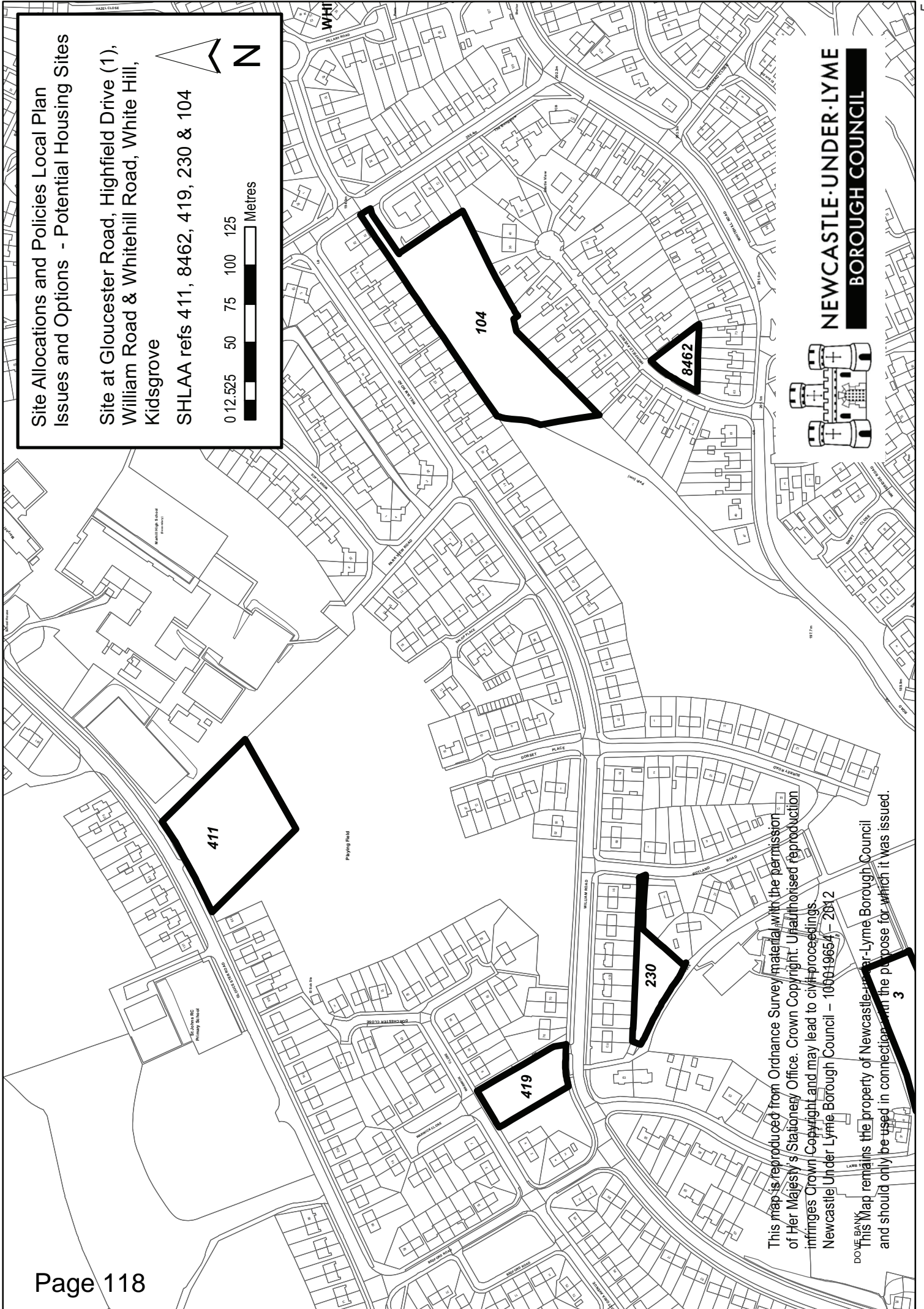
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Site at Gloucester Road, Highfield Drive (1),  
William Road & Whitehill Road, White Hill,  
Kidsgrove

SHLAA refs 411, 8462, 419, 230 & 104



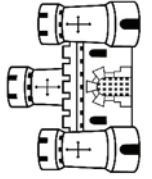
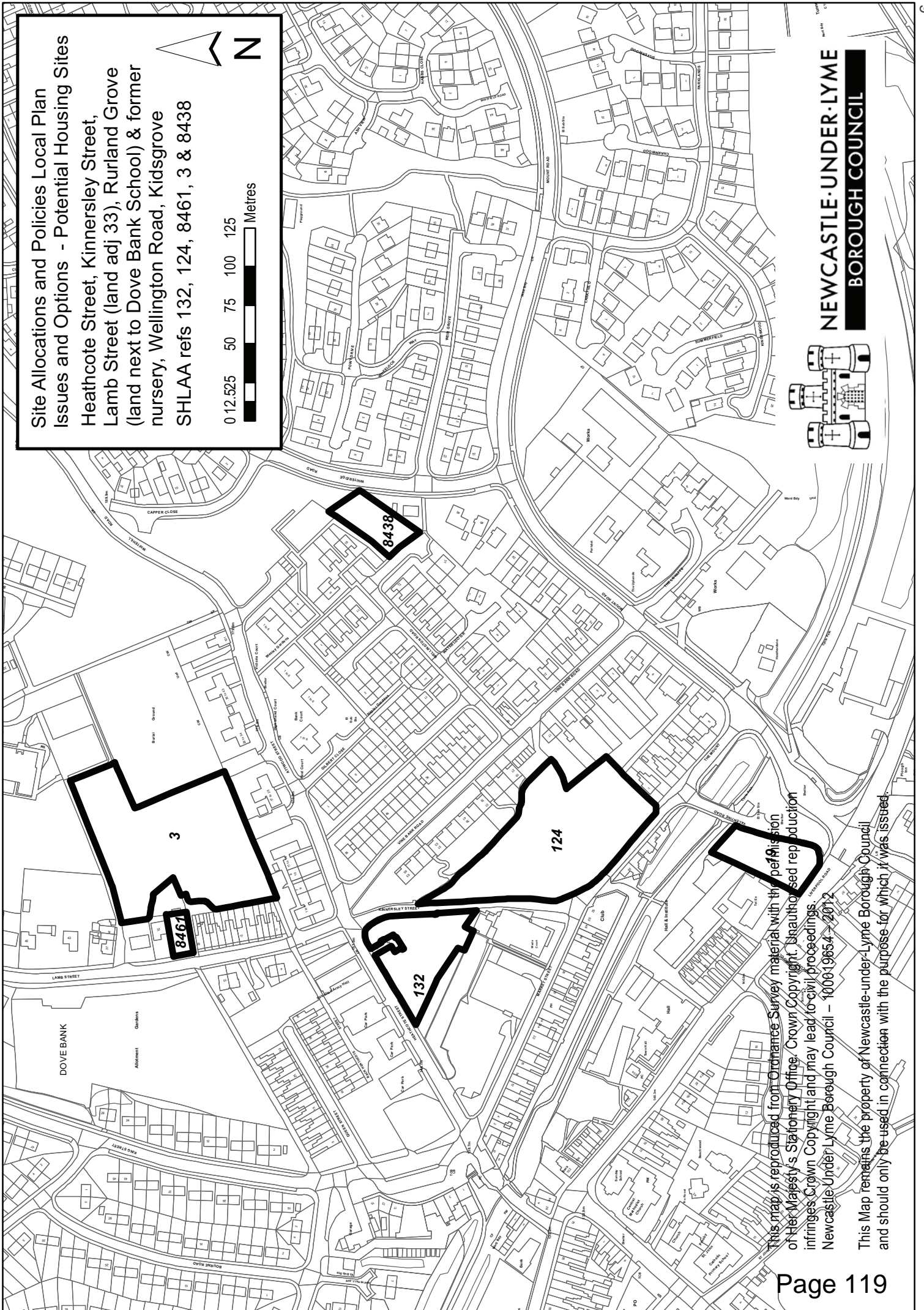
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**  
 Heathcote Street, Kinnersley Street,  
 Lamb Street (land adj 33), Rurland Grove  
 (land next to Dove Bank School) & former  
 nursery, Weillington Road, Kidsgrove  
 SHLAA refs 132, 124, 8461, 3 & 8438



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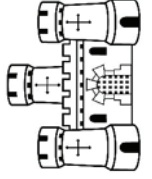
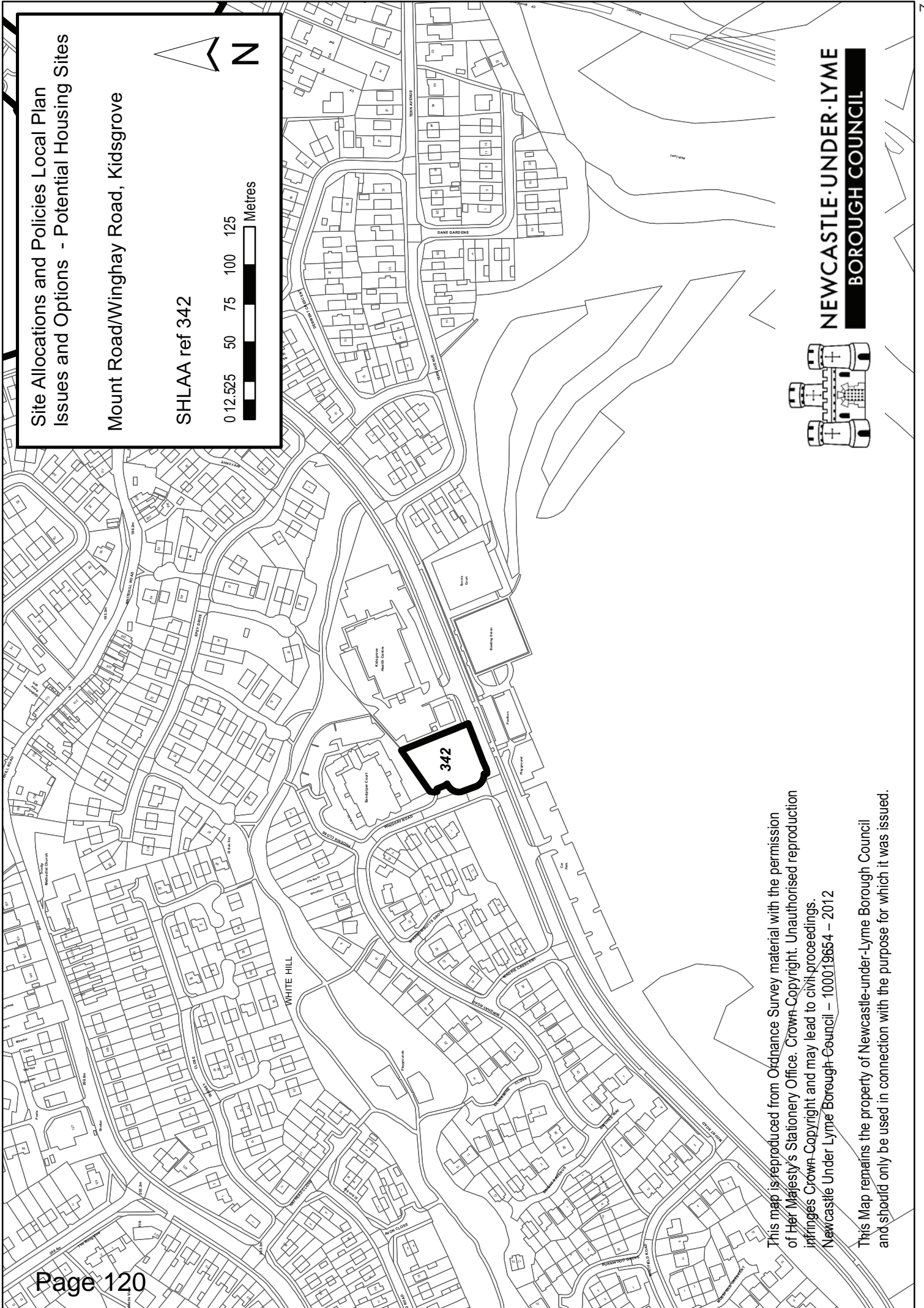
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Mount Road/Winghay Road, Kidsgrove

SHLAA ref 342



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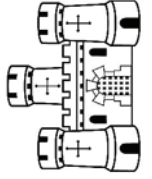
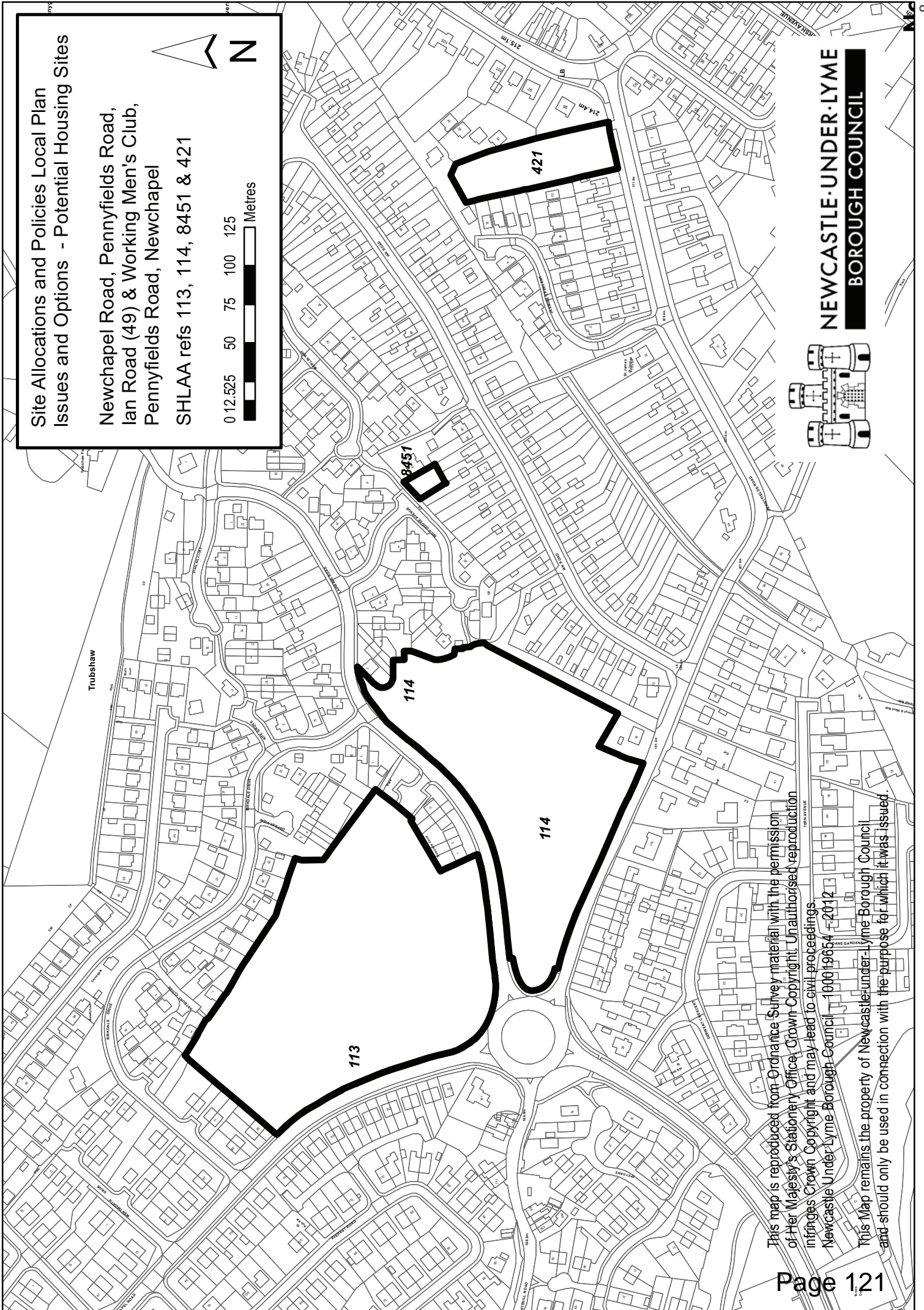
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

Newchapel Road, Pennyfields Road,  
lan Road (49) & Working Men's Club,  
Pennyfields Road, Newchapel

SHLAA refs 113, 114, 8451 & 421



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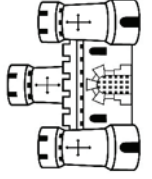
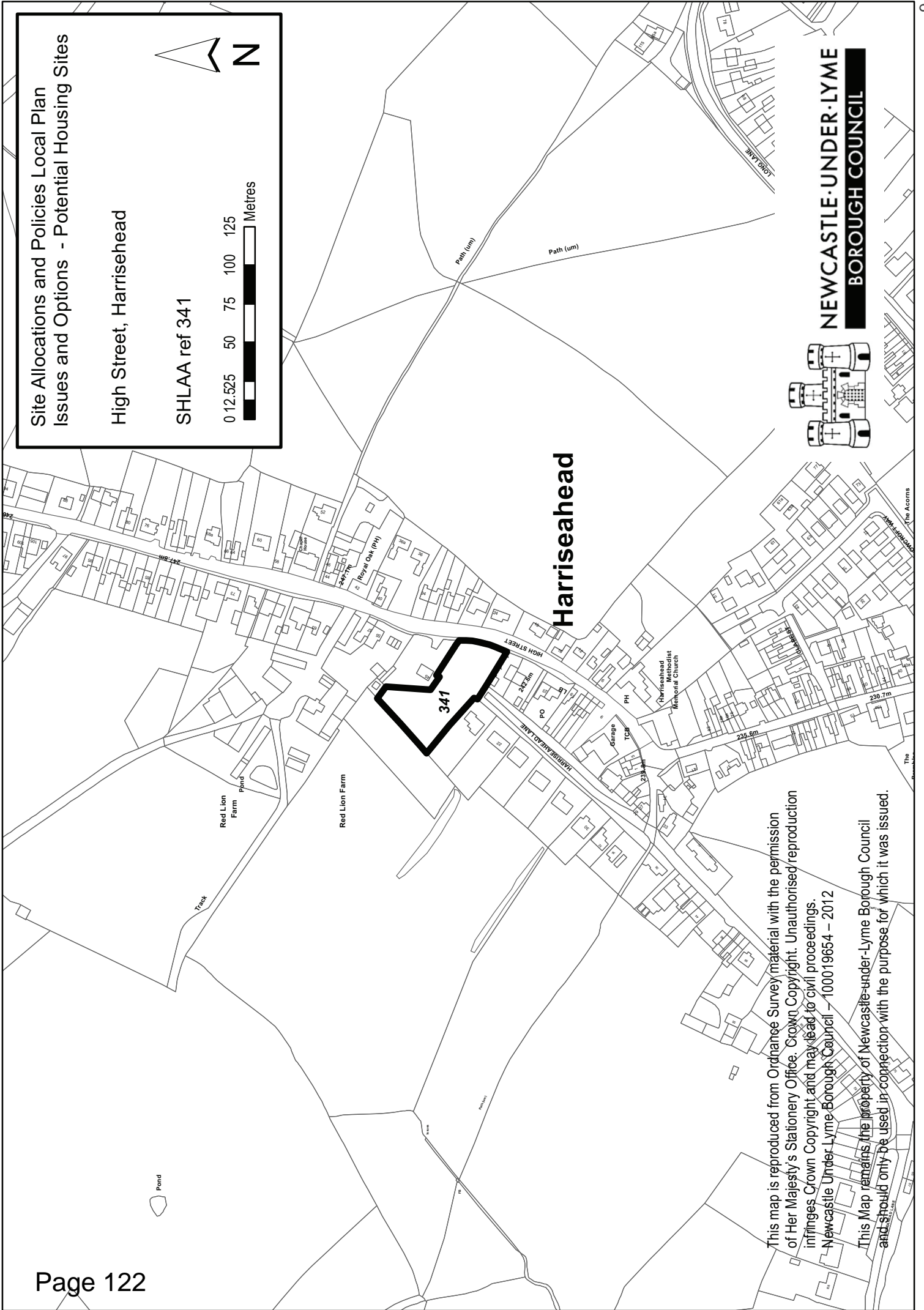
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

High Street, Harrisehead

SHLAA ref 341



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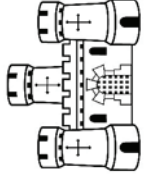
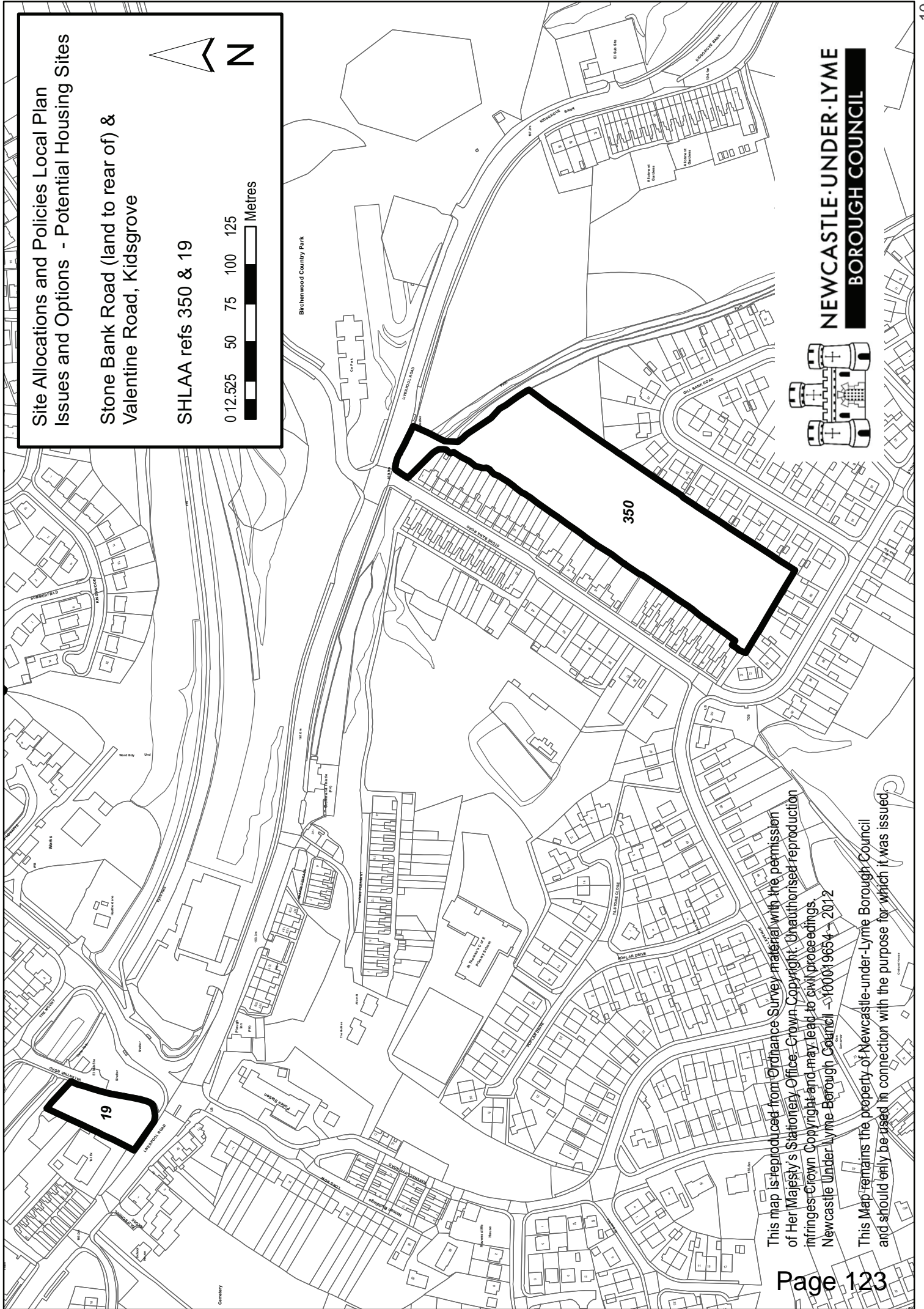
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

**Stone Bank Road (land to rear of) &  
Valentine Road, Kidsgrove**

**SHLAA refs 350 & 19**



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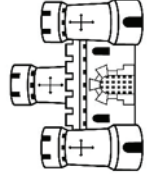
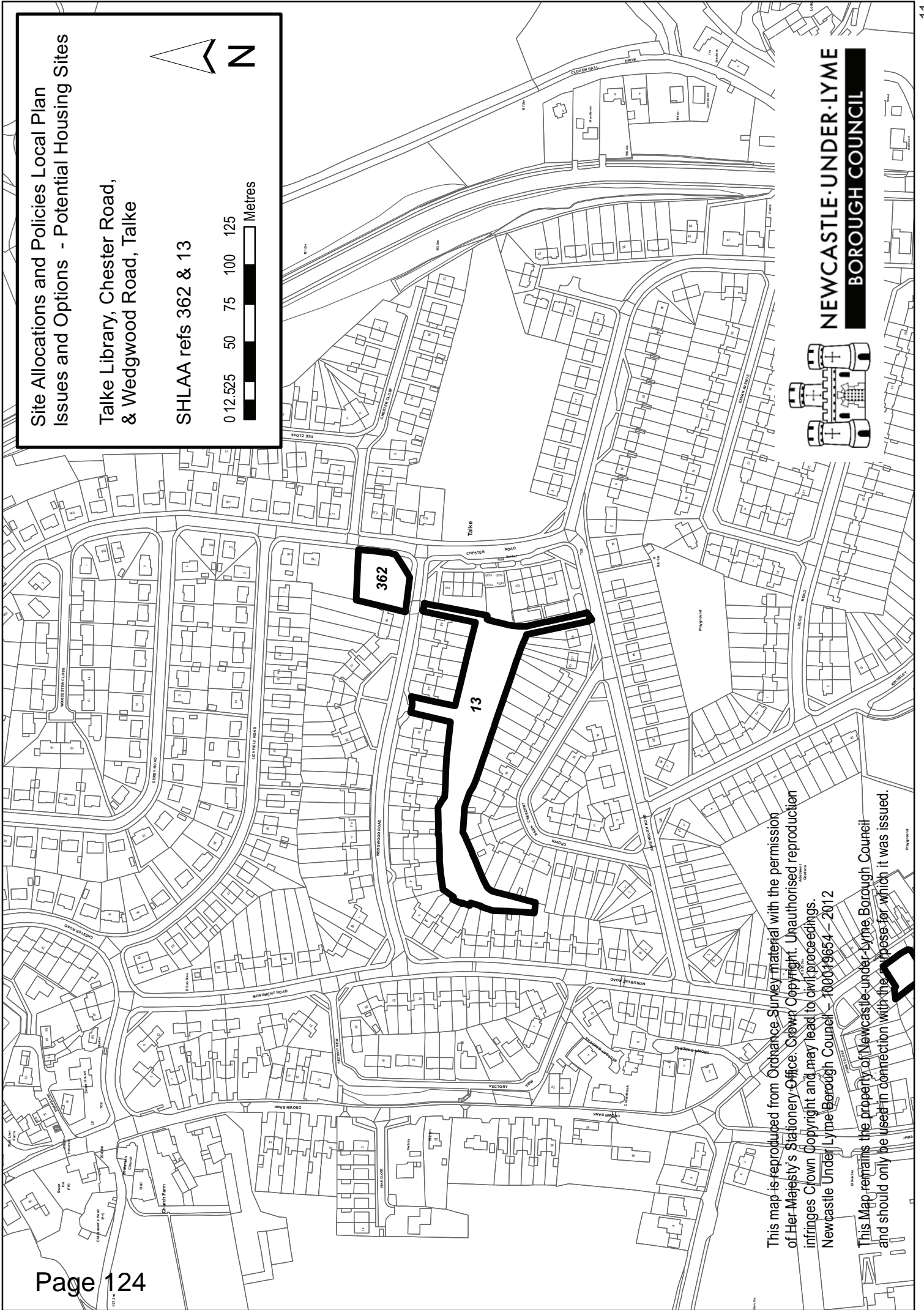
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Talke Library, Chester Road,  
& Wedgwood Road, Talke

SHLAA refs 362 & 13



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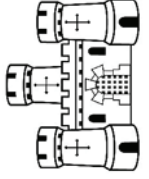
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Land at Thomas Street, HillTop Primary  
and Talke Youth Centre &  
Walton Grove/Coppice Grove, Talke

SHLAA refs 160, 363 & 11



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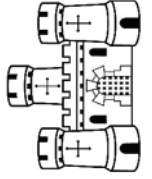
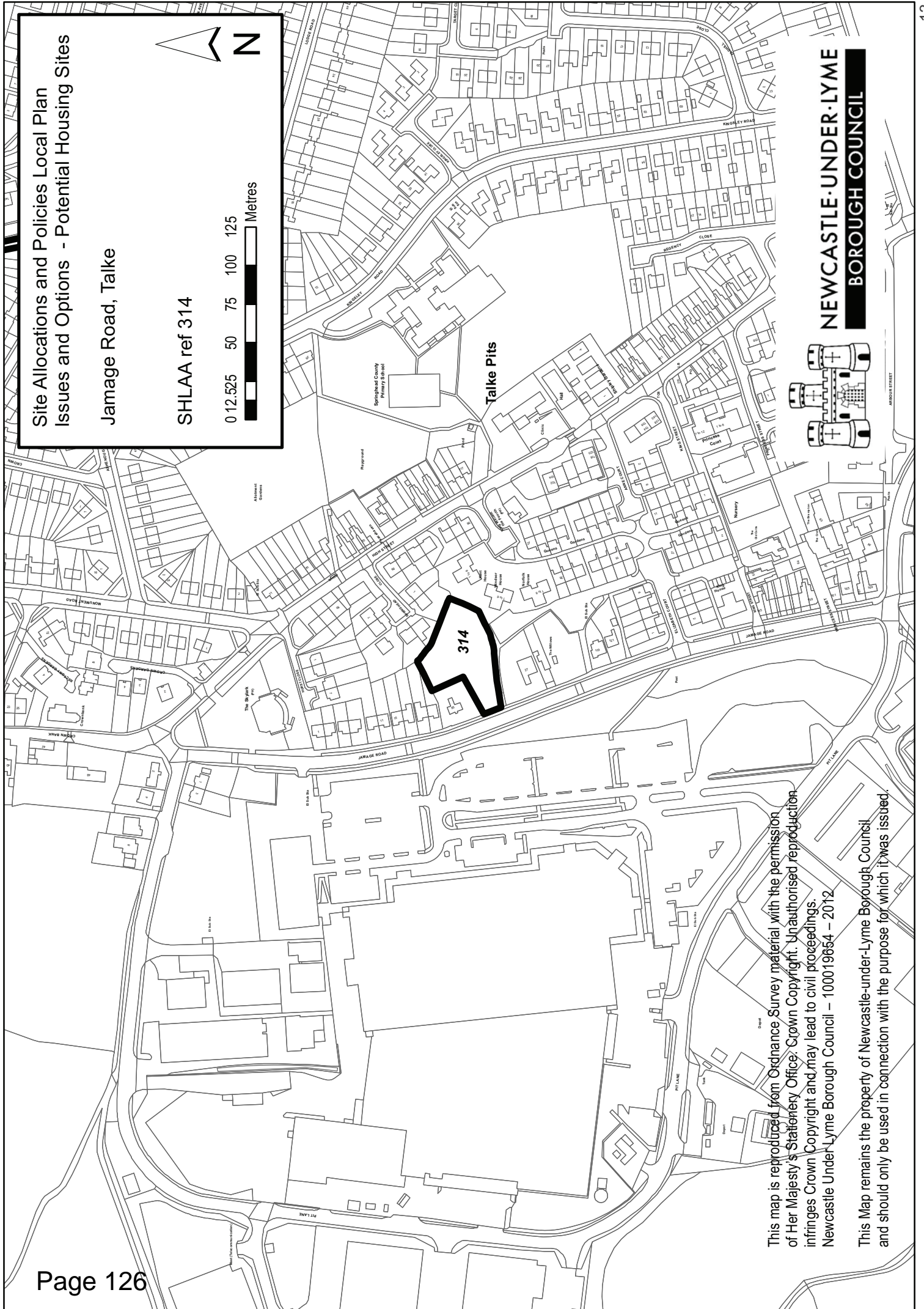
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Jamage Road, Talke

SHLAA ref 314



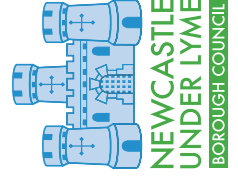
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# **Newcastle urban south and east site allocation maps**



## Newcastle Urban South and East Spatial Area

<b>Bradwell Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Bradwell Lane (club on), Bradwell	173	1
Bradwell Lane, Bradwell	53	1
Clayhanger Close, Bradwell	109	2
Dimsdale Parade, Wolstanton	9663	3
Hillport Avenue, Bradwell	131	4
Riceyman Road (Bradwell Youth Centre), Bradwell	364	2

<b>Clayton Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Buckmaster Avenue, Clayton	223	5
Clayton Road Service Station	417	6
Stafford Avenue (site at), Clayton	85	5
Rutland Place, Clayton	92	7

<b>May Bank Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Brampton Road, The Bramptons	282	8
Sandy Lane (Cornwall House), May Bank	9528	8
Sandy Lane (Fairmont), May Bank	299	8
Victoria Court, Brampton Road	9771	9

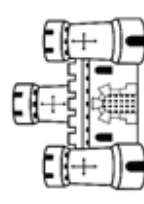
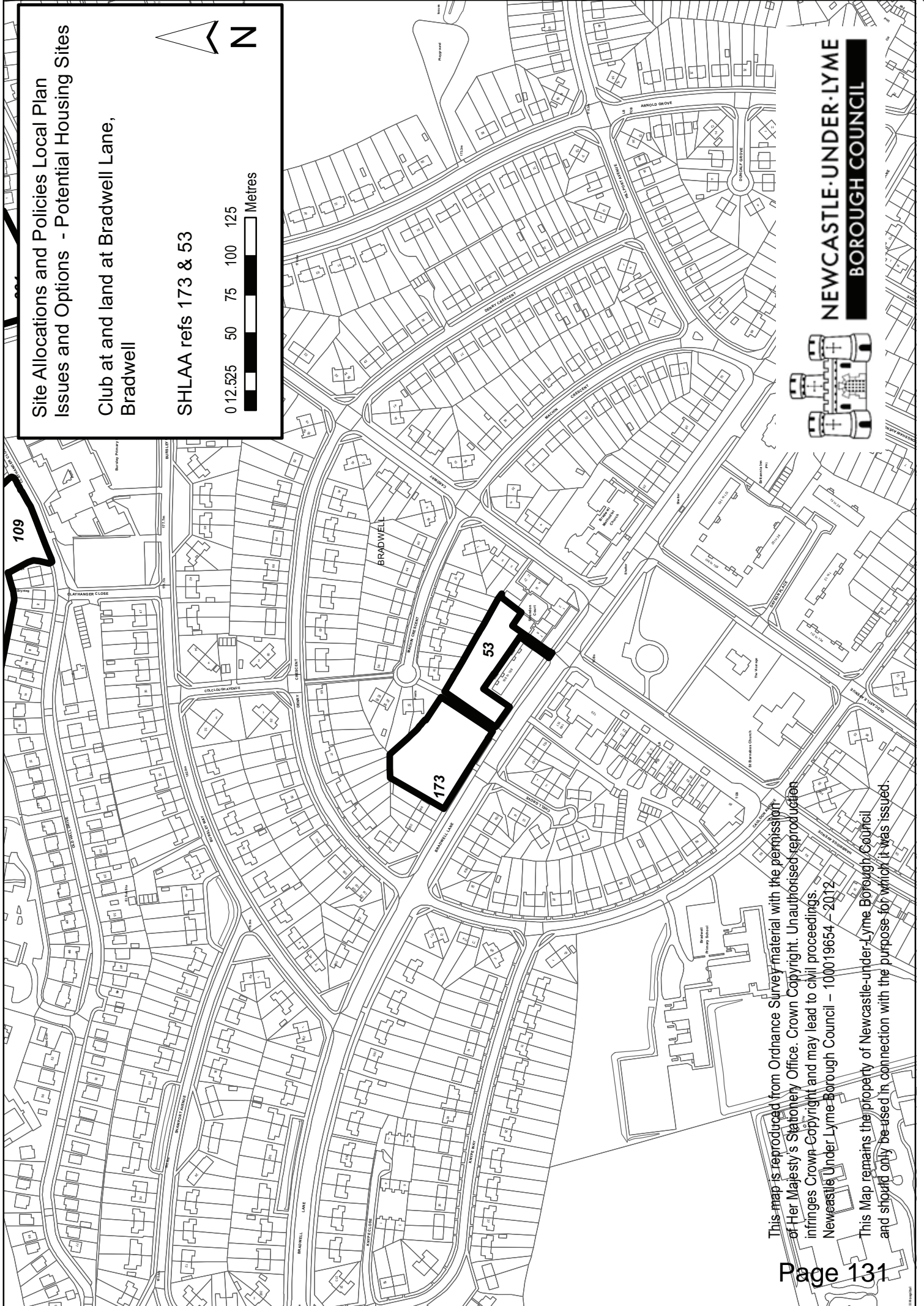
<b>Porthill Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Hillport House, Porthill Bank	410	4
Lawson Terrace (Former Builders Store), Wolstanton	9781	10
St Edmonds Avenue, Wolstanton	413	4
<b>Seabridge Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Clayton Road/Windermere Road, Clayton	90	7
Kingsbridge Avenue, Seabridge	309	7
Seabridge Lane, Seabridge	89	7
<b>Westlands Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Cambourne Crescent, Westlands	217	11
Clayton Road, Clayton	103	5
Clayton Road, Newcastle	86	5
Clayton Road, Newcastle	9712	12
Langdale Road, Clayton	87	11
Repton Drive, Westlands	234	13
Seabridge Close, Ash Way, Seabridge	329	13
Seabridge Hall (land west of), Seabridge	9783	14
Winchester Drive, Westlands	218	13

<b>Wolstanton Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Knutton Road (former TG Holdcroft), Wolstanton	9799	15
Pitgreen Lane (rear of 10-12), Wolstanton	9722	10
Woodland Avenue (The Cedars), Wolstanton	361	10

Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Club at and land at Bradwell Lane,  
Bradwell

SHLAA refs 173 & 53



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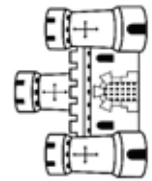
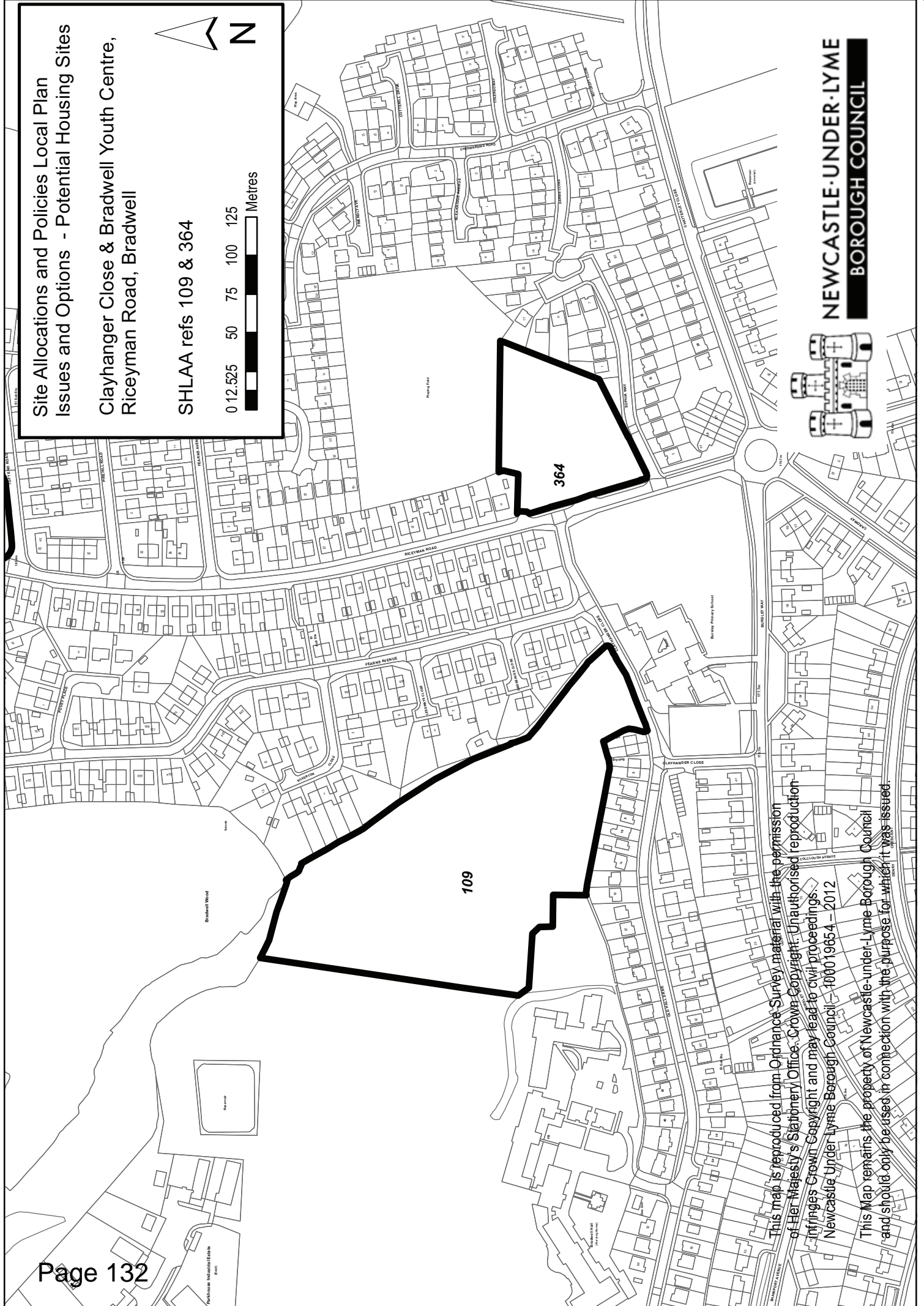
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Clayhanger Close & Bradwell Youth Centre,  
Riceyman Road, Bradwell



SHLAA refs 109 & 364



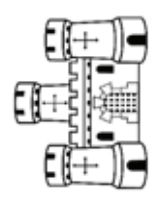
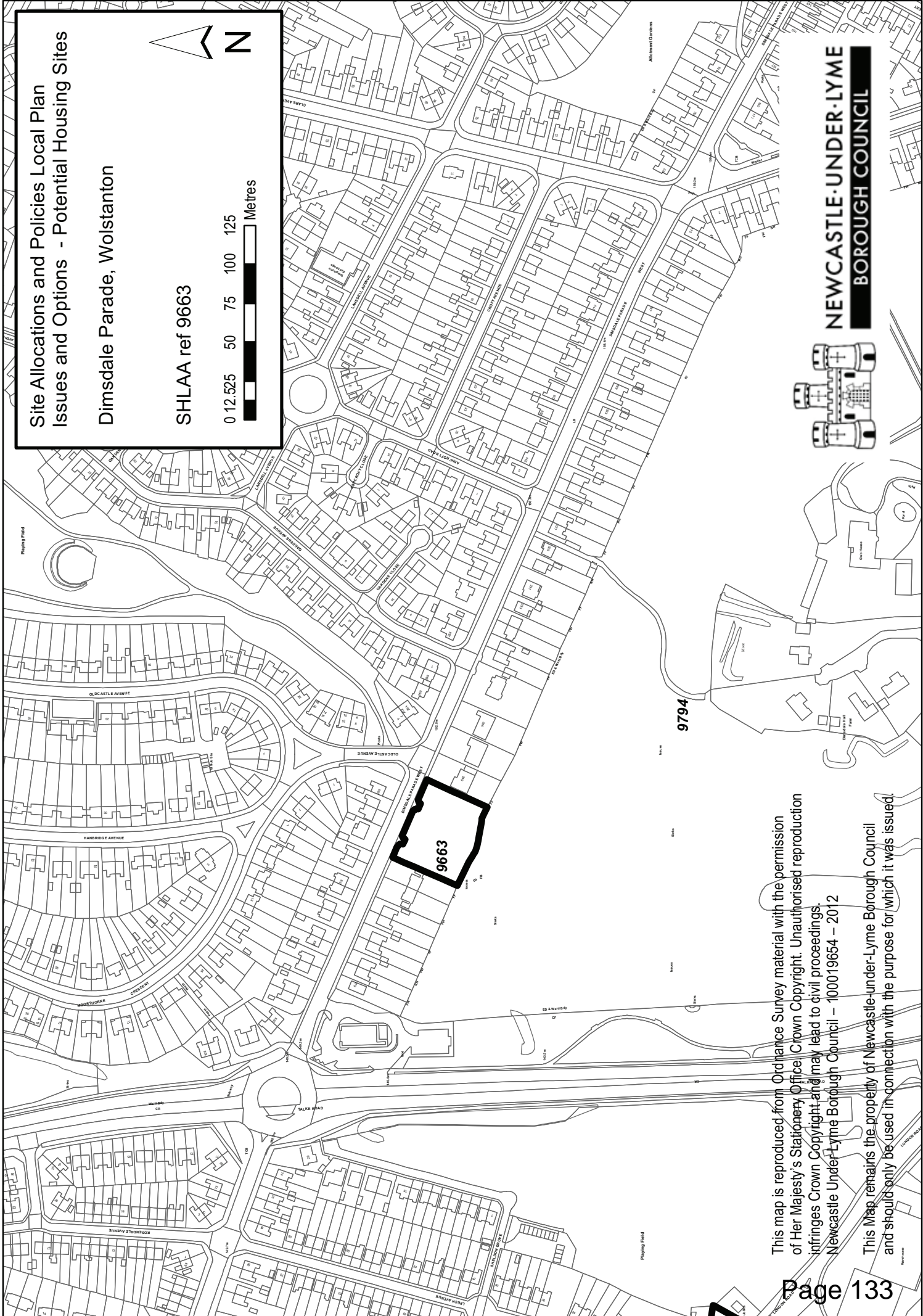
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Dimsdale Parade, Wolstanton

SHLAA ref 9663



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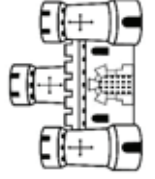
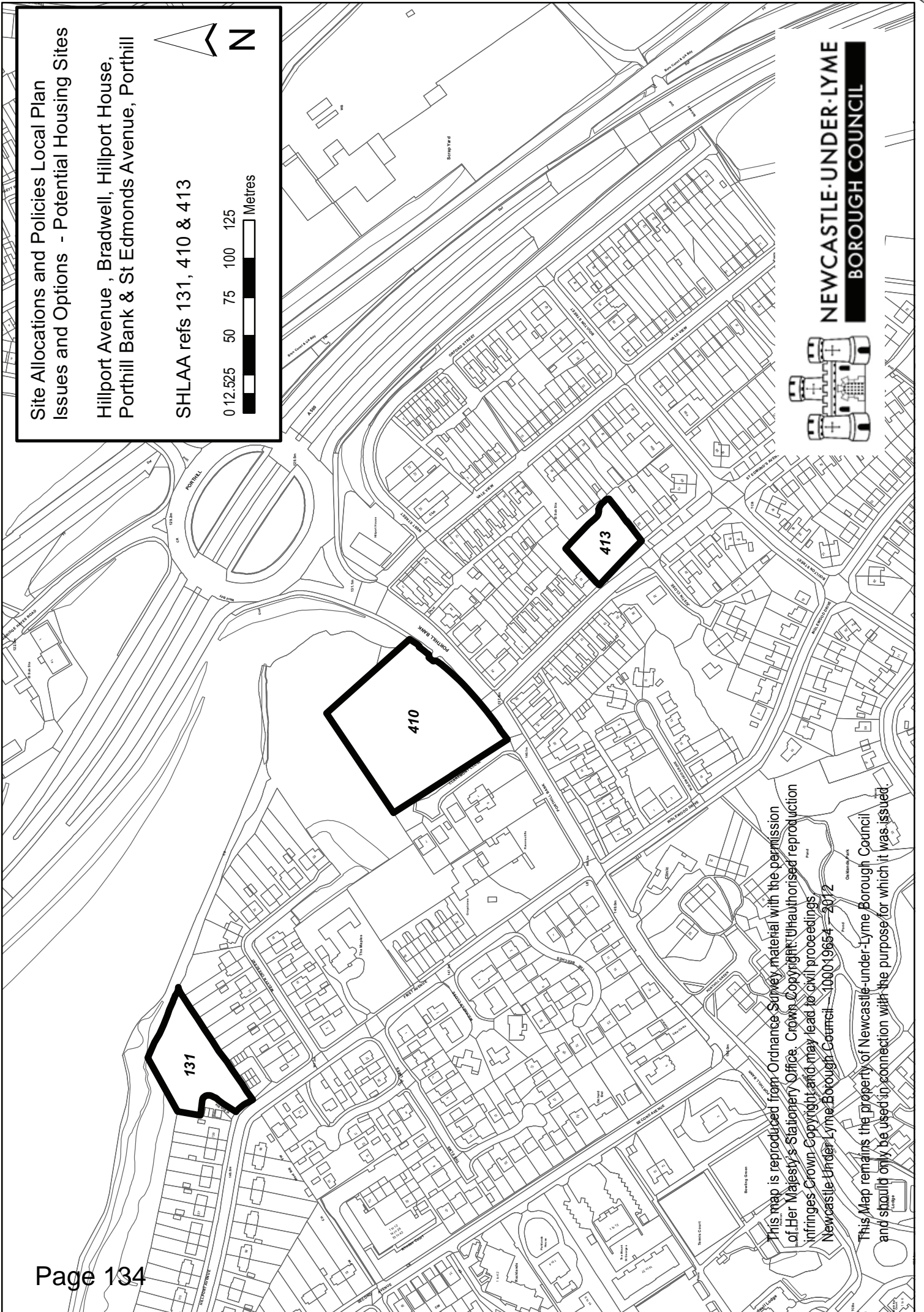
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Hillport Avenue, Bradwell, Hillport House,  
Porthill Bank & St Edmonds Avenue, Porthill

SHLAA refs 131, 410 & 413



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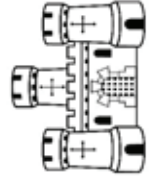
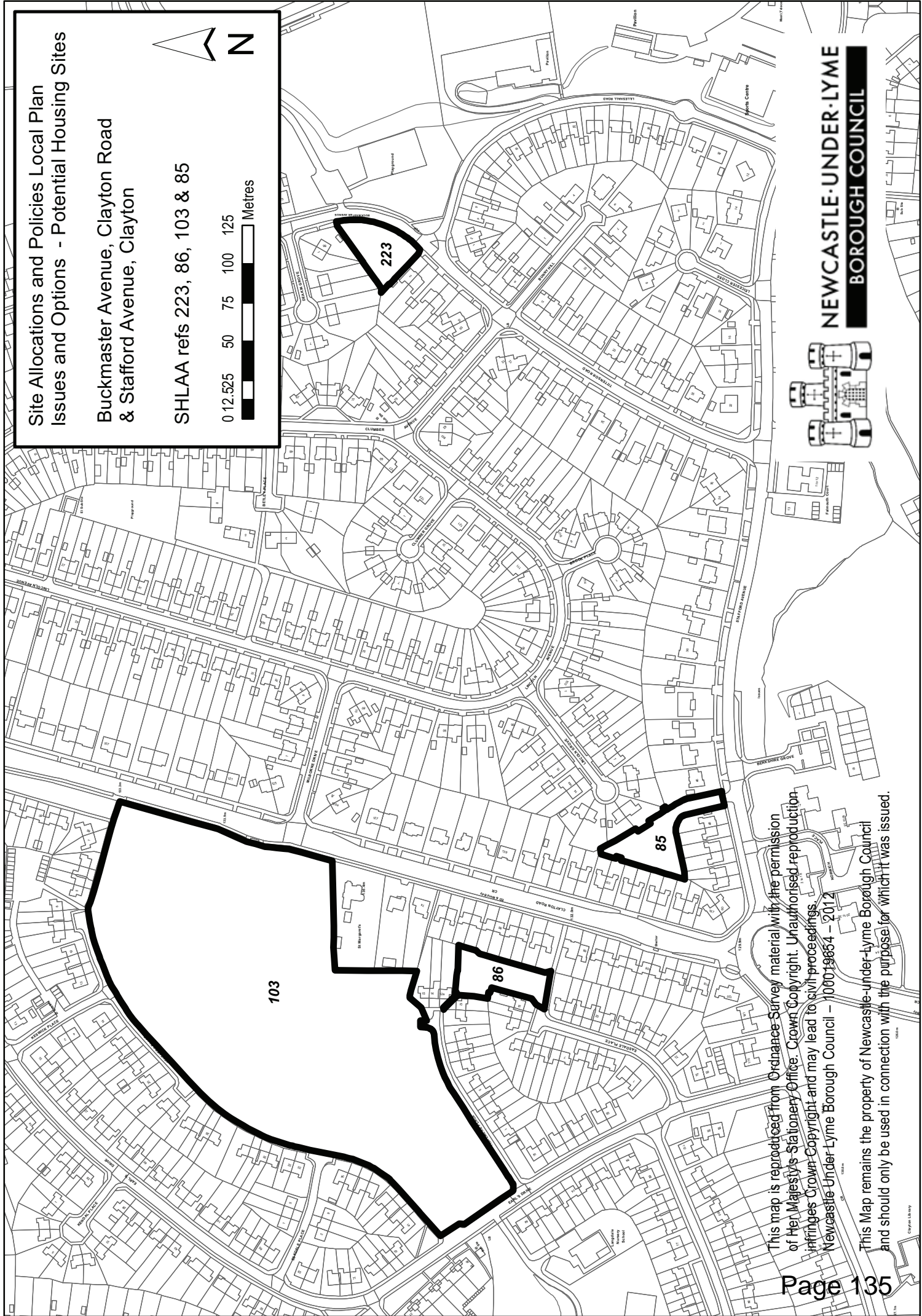
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Buckmaster Avenue, Clayton Road  
& Stafford Avenue, Clayton

SHLAA refs 223, 86, 103 & 85



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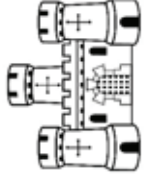
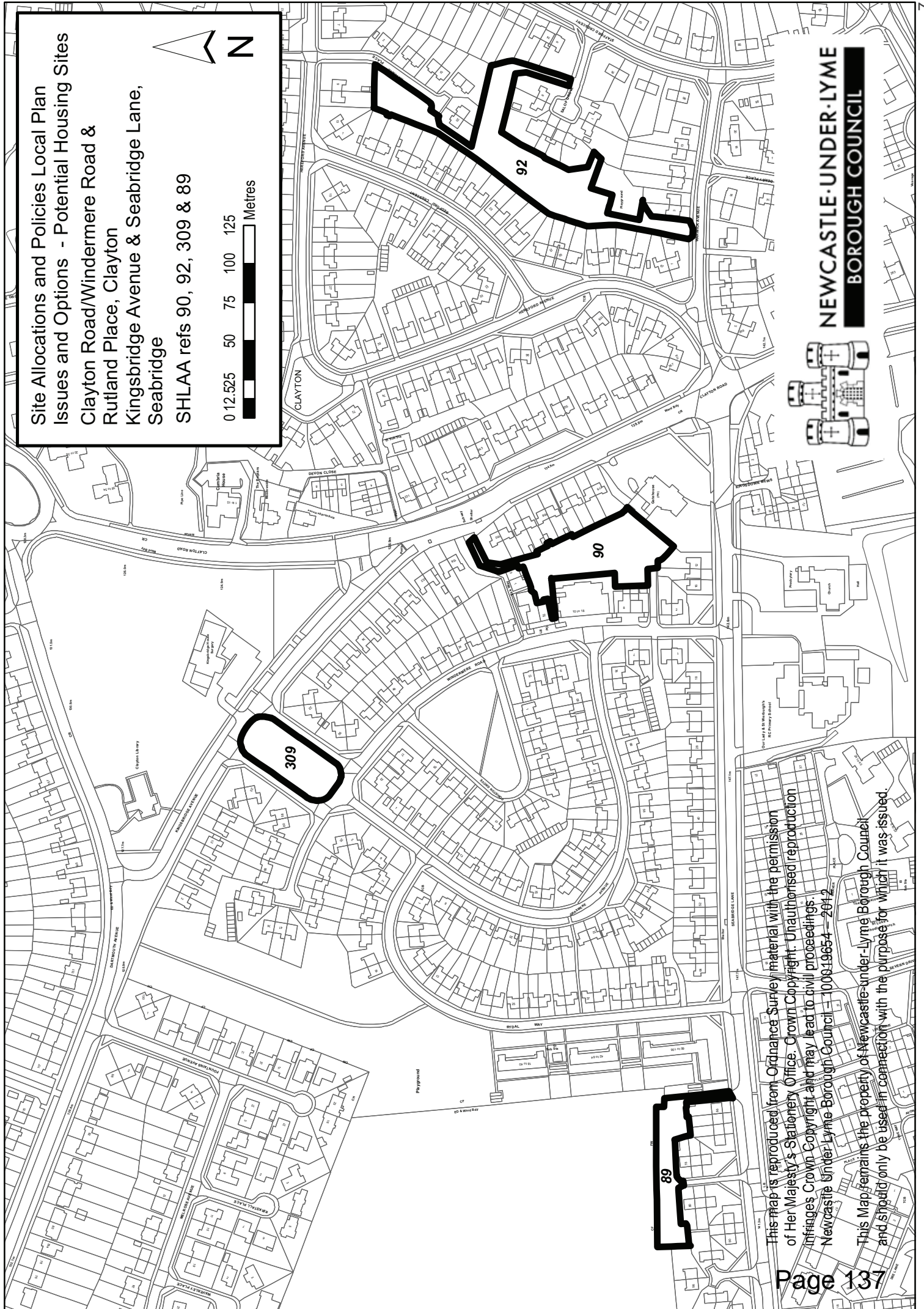
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Site Allocations and Policies Local Plan  
 Issues and Options - Potential Housing Sites  
 Clayton Road/Windermere Road &  
 Rutland Place, Clayton  
 Kingsbridge Avenue & Seabridge Lane,  
 Seabridge

SHLAA refs 90, 92, 309 & 89



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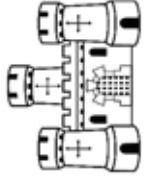
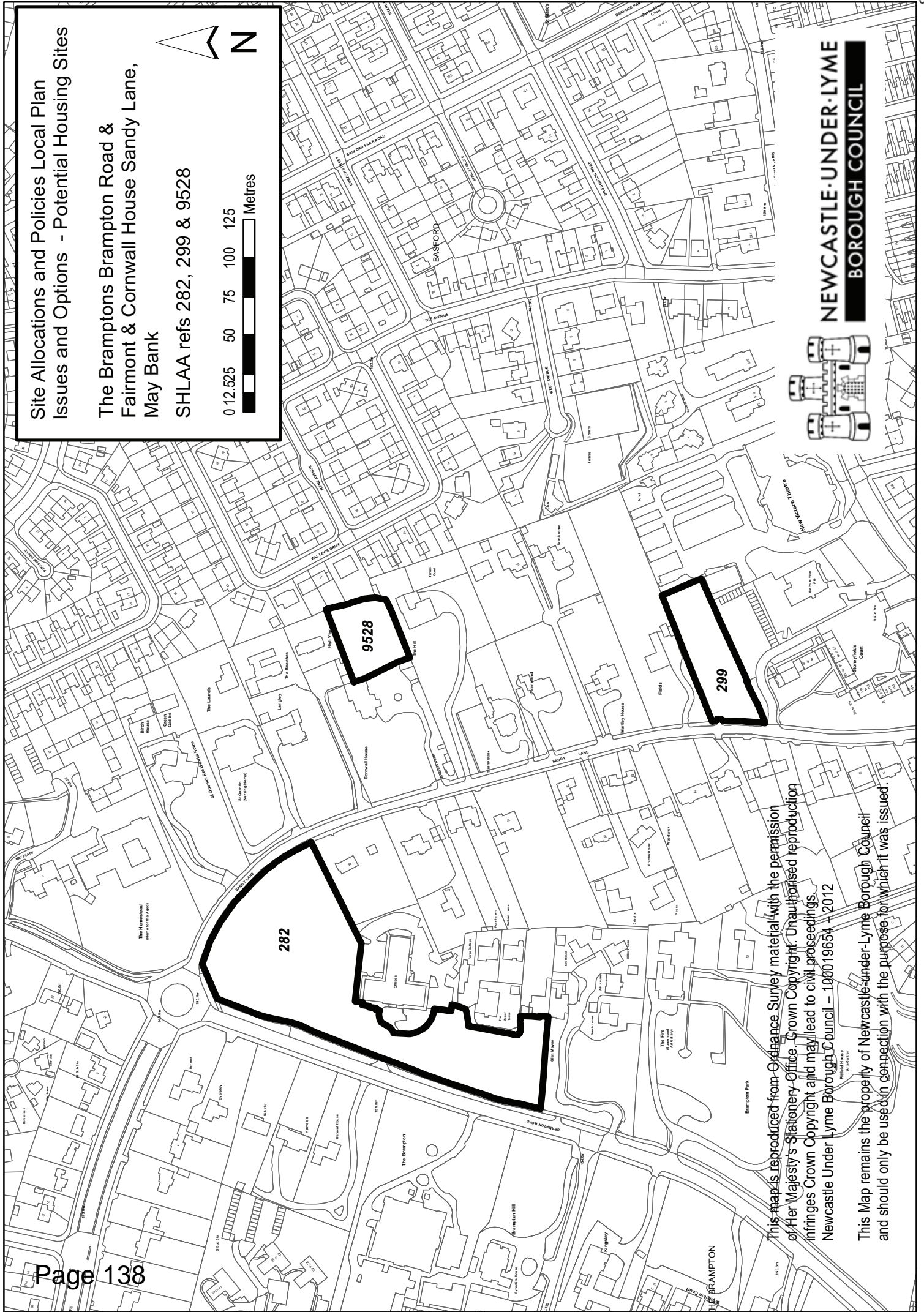
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

The Bramptons Brampton Road &  
Fairmont & Cornwall House Sandy Lane,  
May Bank

SHLAA refs 282, 299 & 9528



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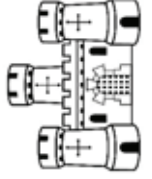
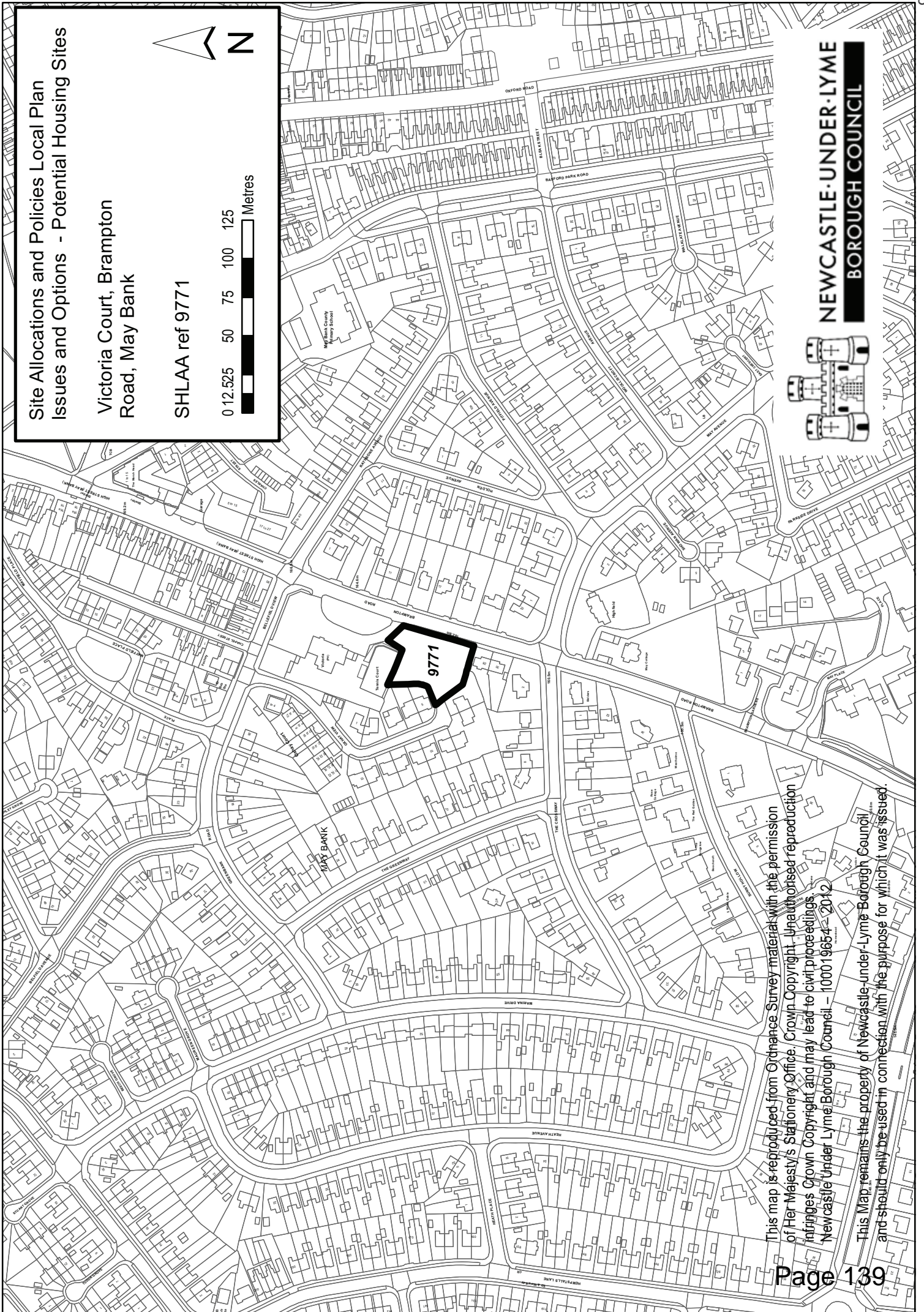
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Victoria Court, Brampton  
Road, May Bank

SHLAA ref 9771



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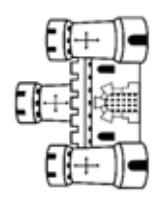
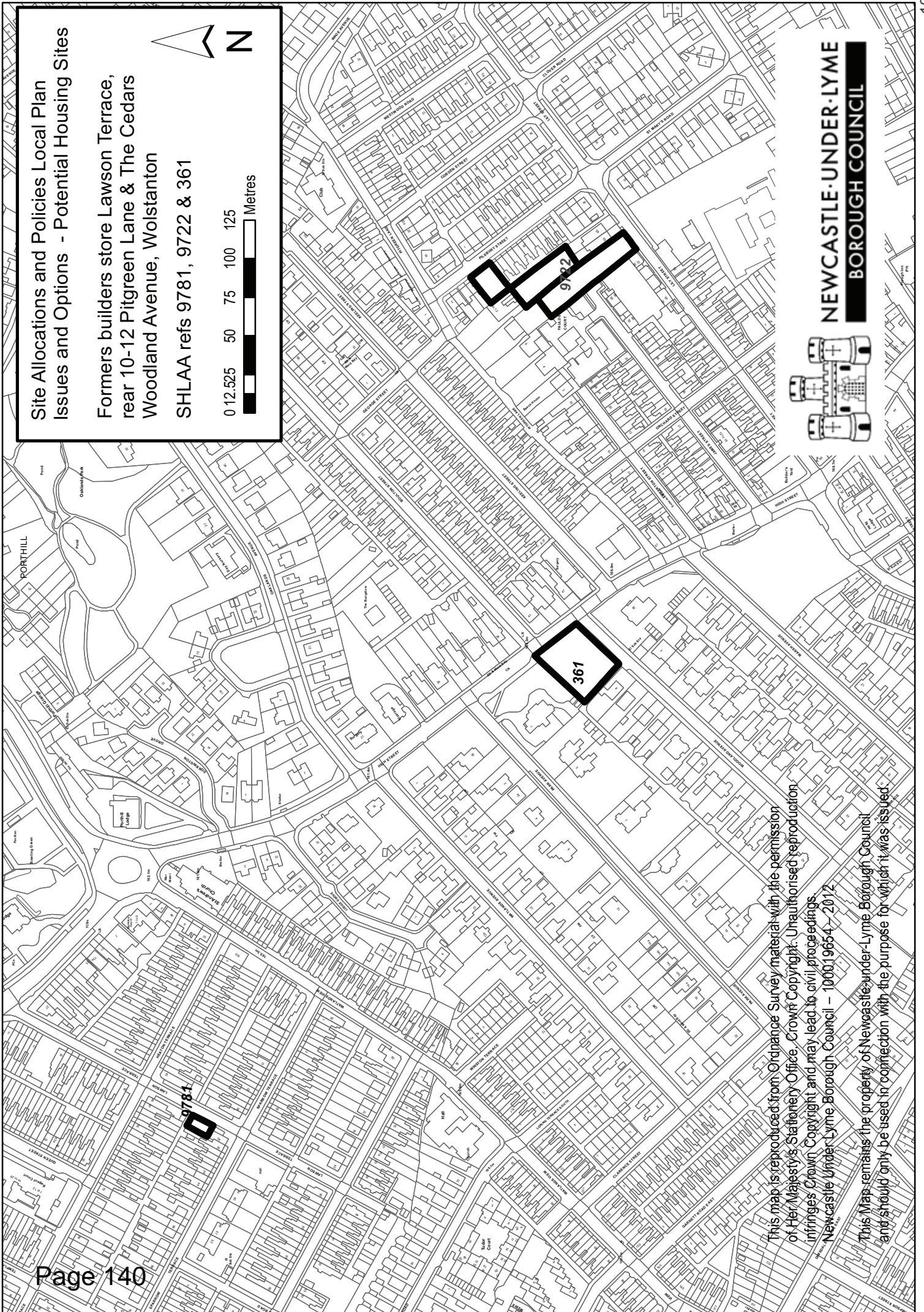
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

**Formers builders store Lawson Terrace,  
rear 10-12 Pitgreen Lane & The Cedars  
Woodland Avenue, Wolstanton**

**SHLAA refs 9781, 9722 & 361**



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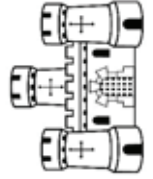
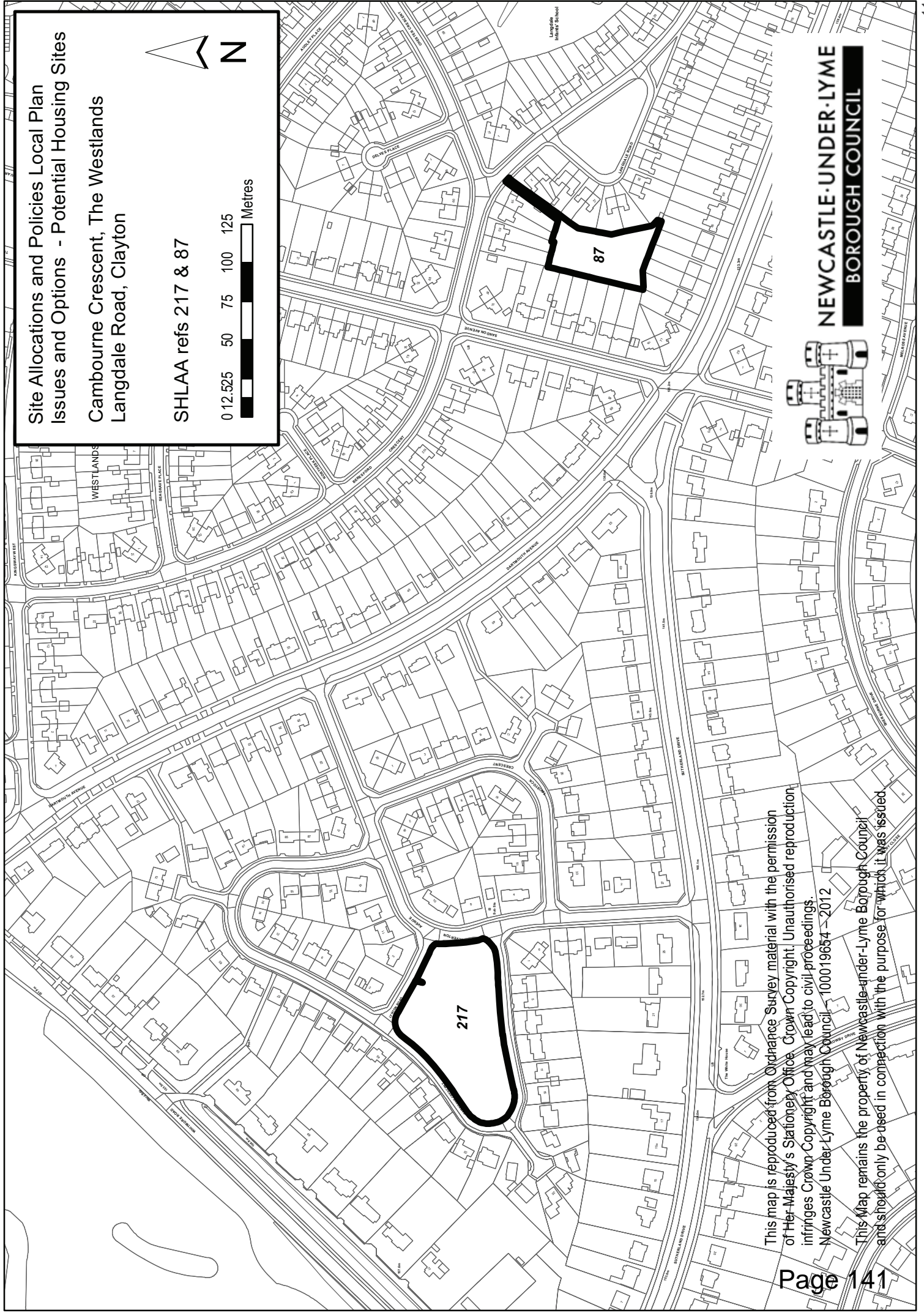
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**  
Cambourne Crescent, The Westlands  
Langdale Road, Clayton



SHLAA refs 217 & 87



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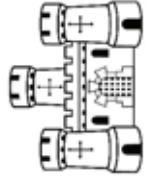
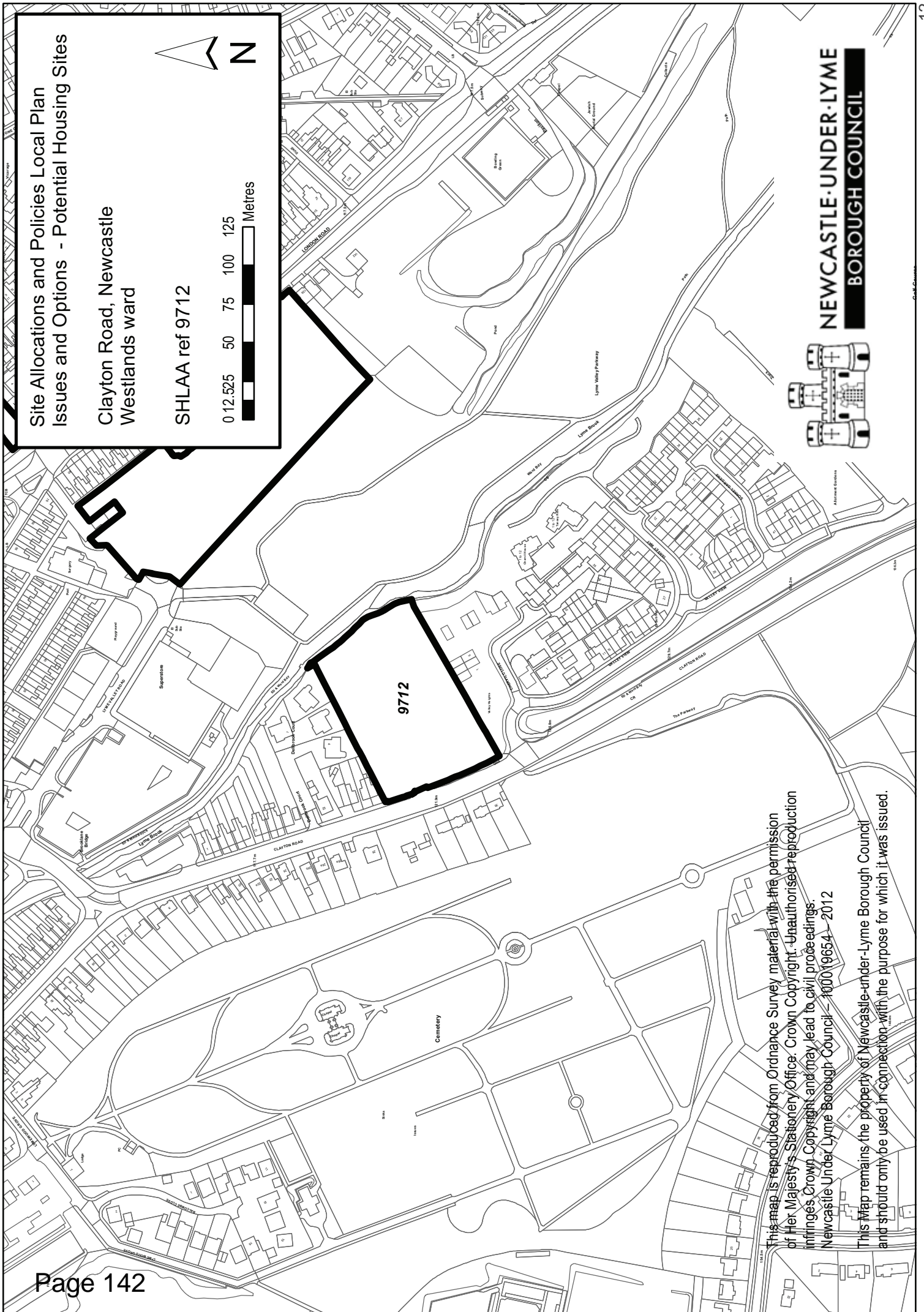
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Clayton Road, Newcastle  
Westlands ward

SHLAA ref 9712



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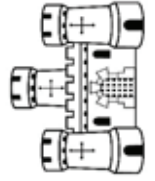
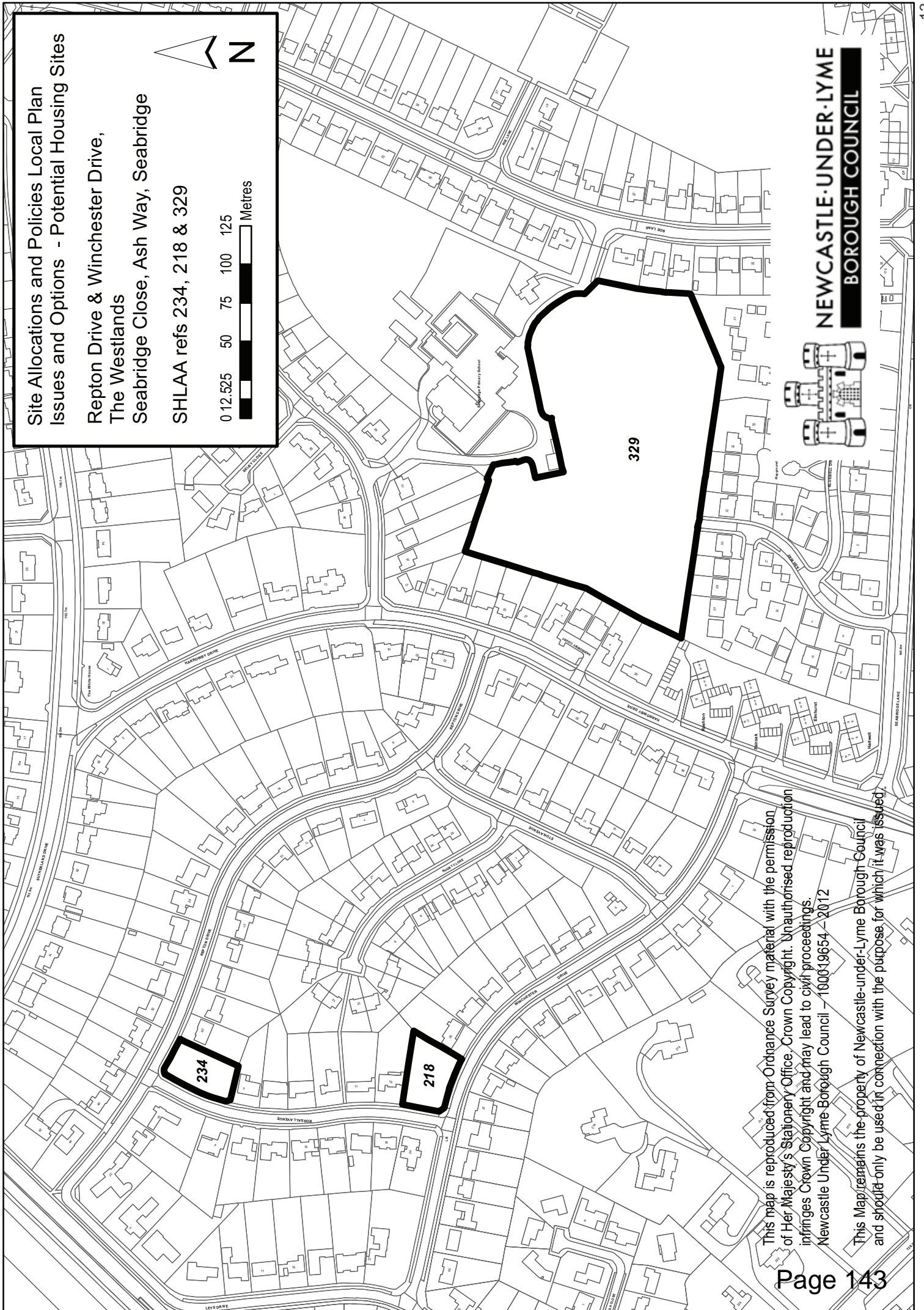
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

Repton Drive & Winchester Drive,  
The Westlands  
Seabridge Close, Ash Way, Seabridge

SHLAA refs 234, 218 & 329



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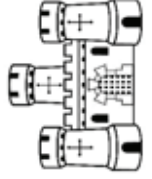
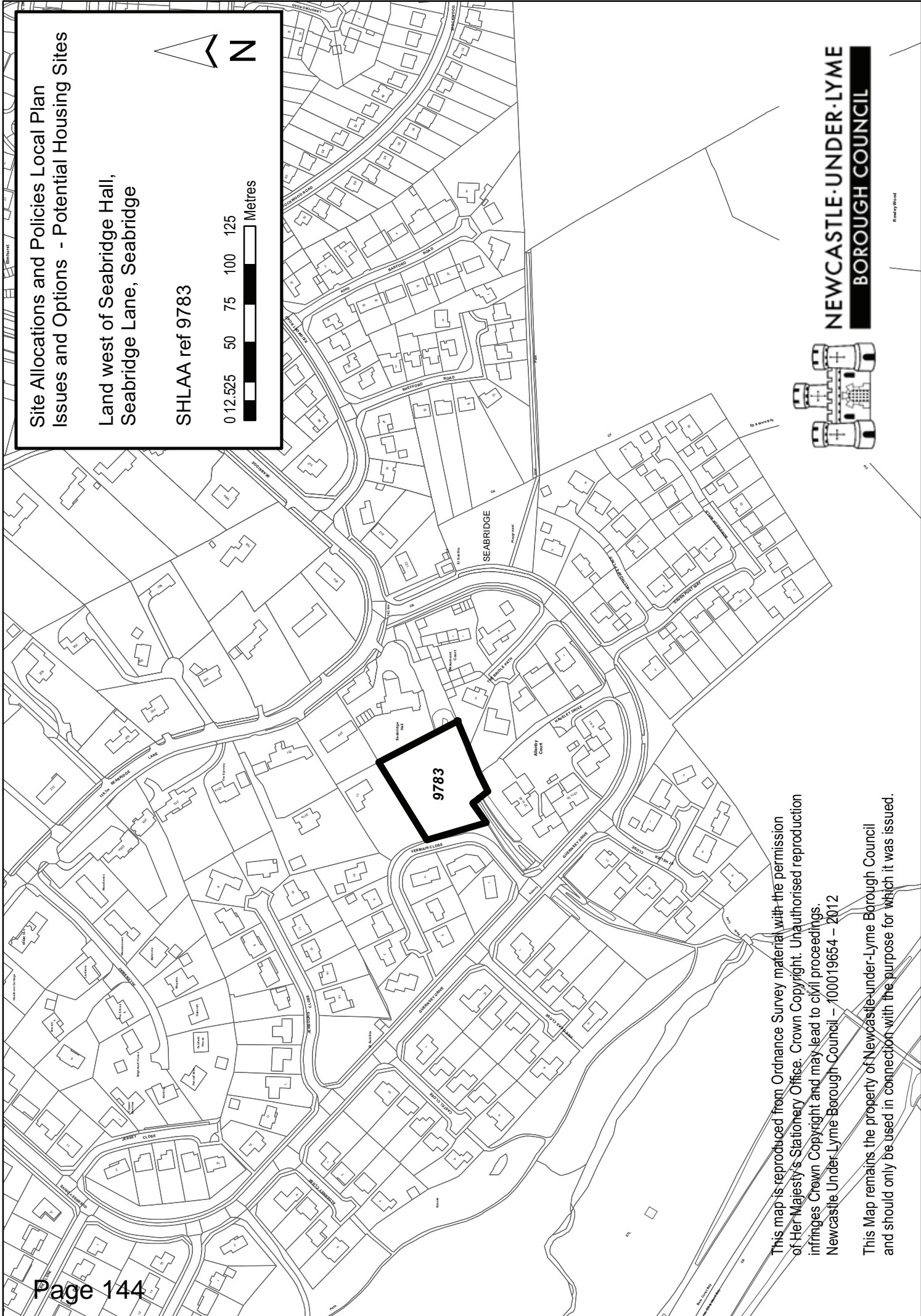
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Land west of Seabridge Hall,  
Seabridge Lane, Seabridge

SHLAA ref 9783



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Flowery Wood

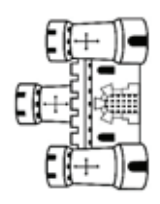
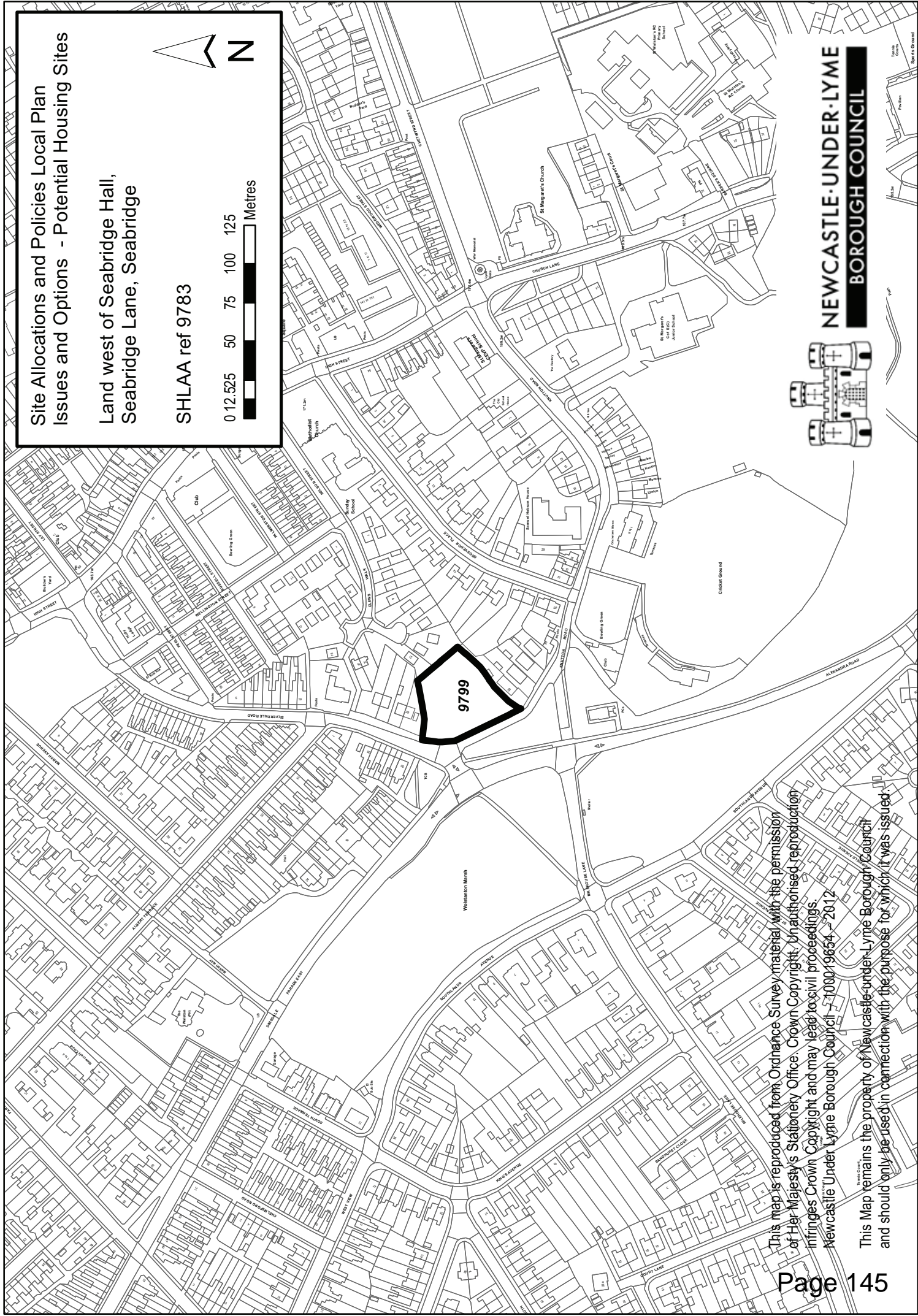
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Land west of Seabridge Hall,  
Seabridge Lane, Seabridge

SHLAA ref 9783



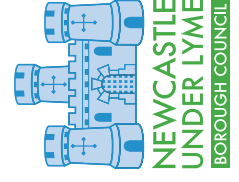
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# Newcastle borough rural site allocation maps



## Rural Spatial Area

<b>Audley and Bignall End Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Apedale Road (land at), Wood Lane	344	1
Monument View (land at), Bignall End	415	2
New Road (Spring Bank), Bignall End	7580	3
Ravens Lane (51), Bignall End	7617	2
Ravens Park Estate, Bignall End	116a-f	2
Wedgwood Avenue, Bignall End	225	1
Westfield Road, Audley	78	4

<b>Halmer End Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
East Lawns, Betley	74	5
Heathcote Road (adj to Old Boar's Head), Halmer End	333	6
Miles Green car park	414	7

<b>Loggerheads and Whitmore Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Eccleshall Road, Loggerheads	111	8
Land off A53, Loggerheads	401	9
Market Drayton Road, Loggerheads	97	8
Mucklestone Road (land off), Loggerheads	402	9
Mucklestone Road (Tadgedale Quarry), Loggerheads	304	10
Rowney Close, Loggerheads	73	9

<b>Keele Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Station Road (The Hawthorns), Keele	40	11

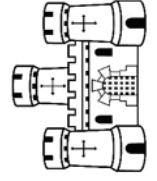
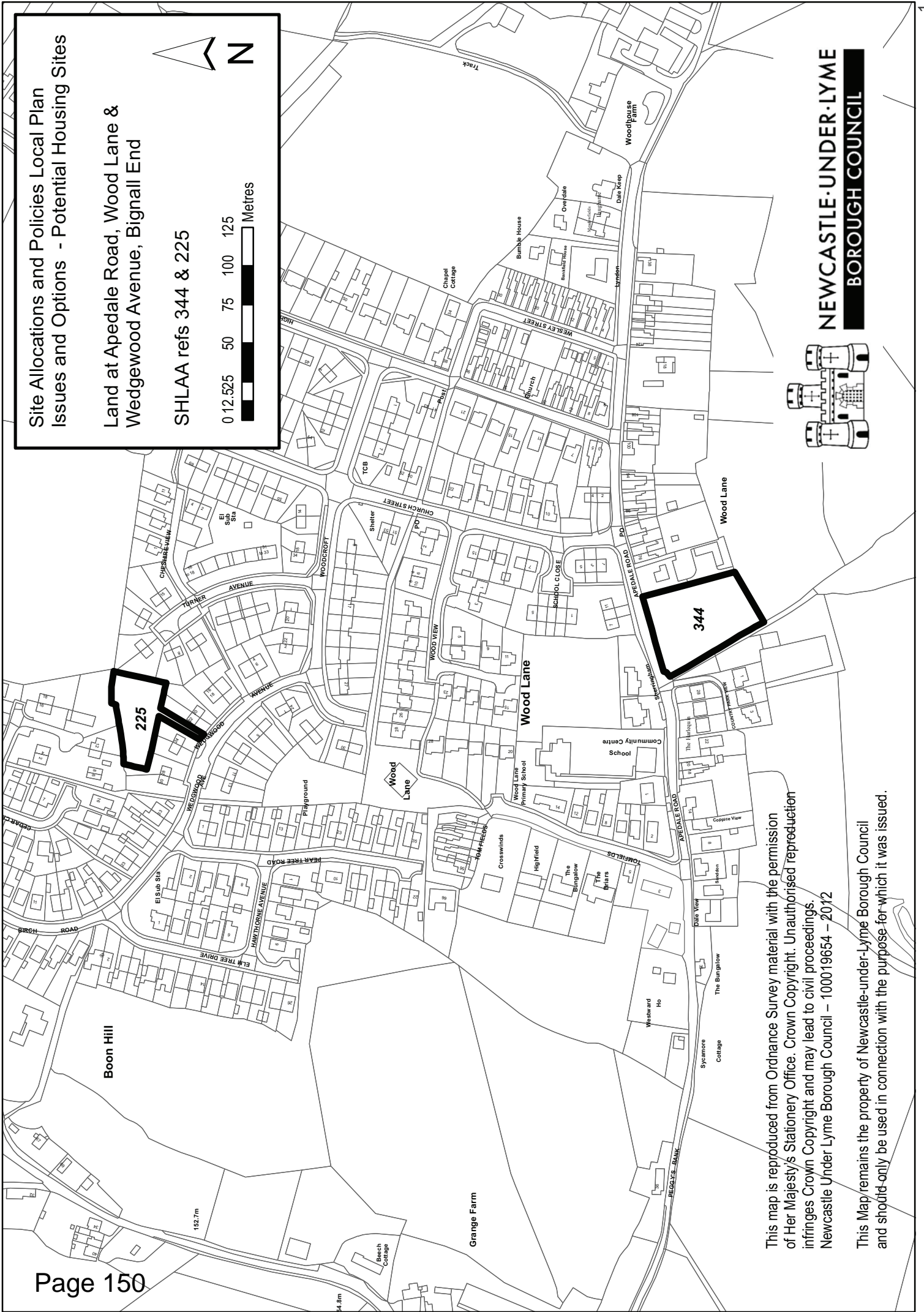
<b>Madeley Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Arbour Close, Madeley	202	12
Barhill, Madeley	317	13
Bower End Lane, Madeley	128	14
Bridle path (land to rear of), Madeley	347	14
Laverlock Grove, Madeley	71	14
New Road, Madeley	346	12
Site to the west of Madeley	373	13

<b>Newchapel Ward</b>	<b>SHLAA ref</b>	<b>Page number for site plan</b>
Moorland Road, Mow Cop	226	15

Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Land at Apedale Road, Wood Lane &  
Wedgewood Avenue, Bignall End

SHLAA refs 344 & 225



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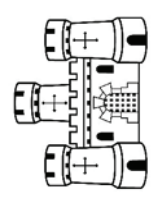
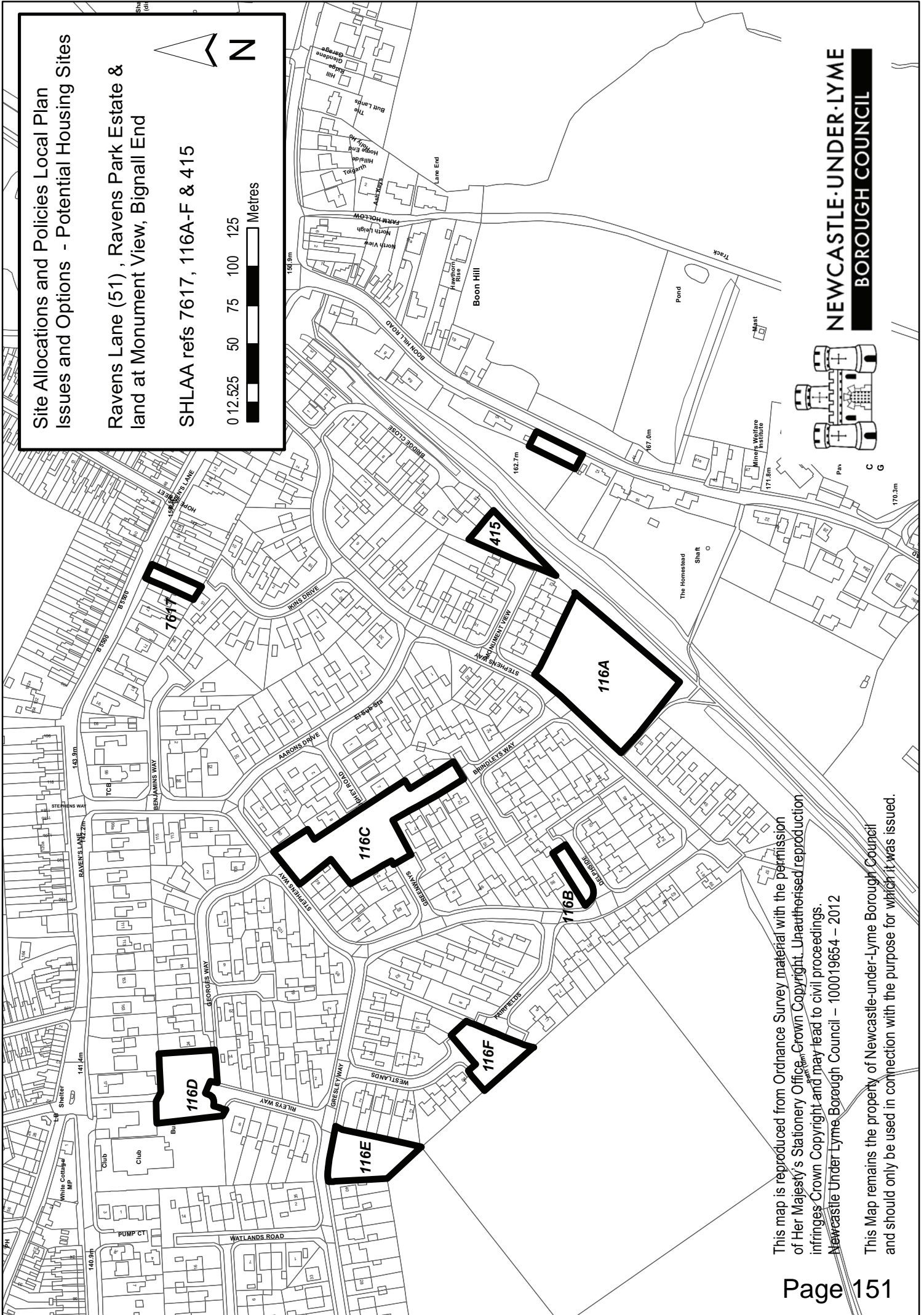
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Ravens Lane (51) , Ravens Park Estate &  
land at Monument View, Bignall End

SHLAA refs 7617, 116A-F & 415



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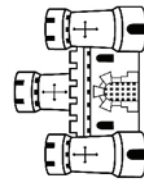
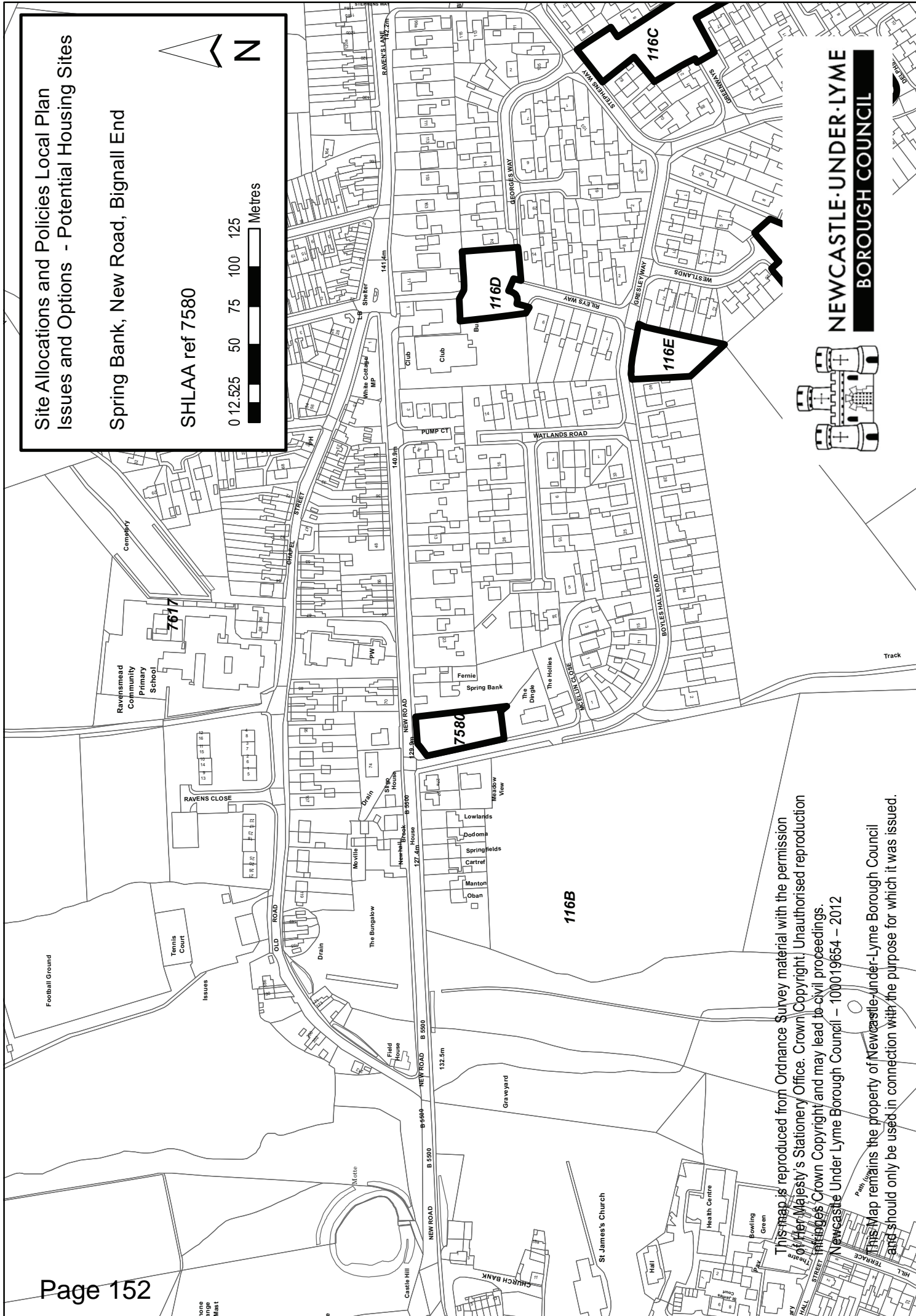
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Spring Bank, New Road, Bignall End

SHLAA ref 7580



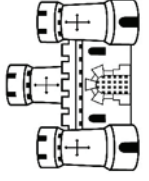
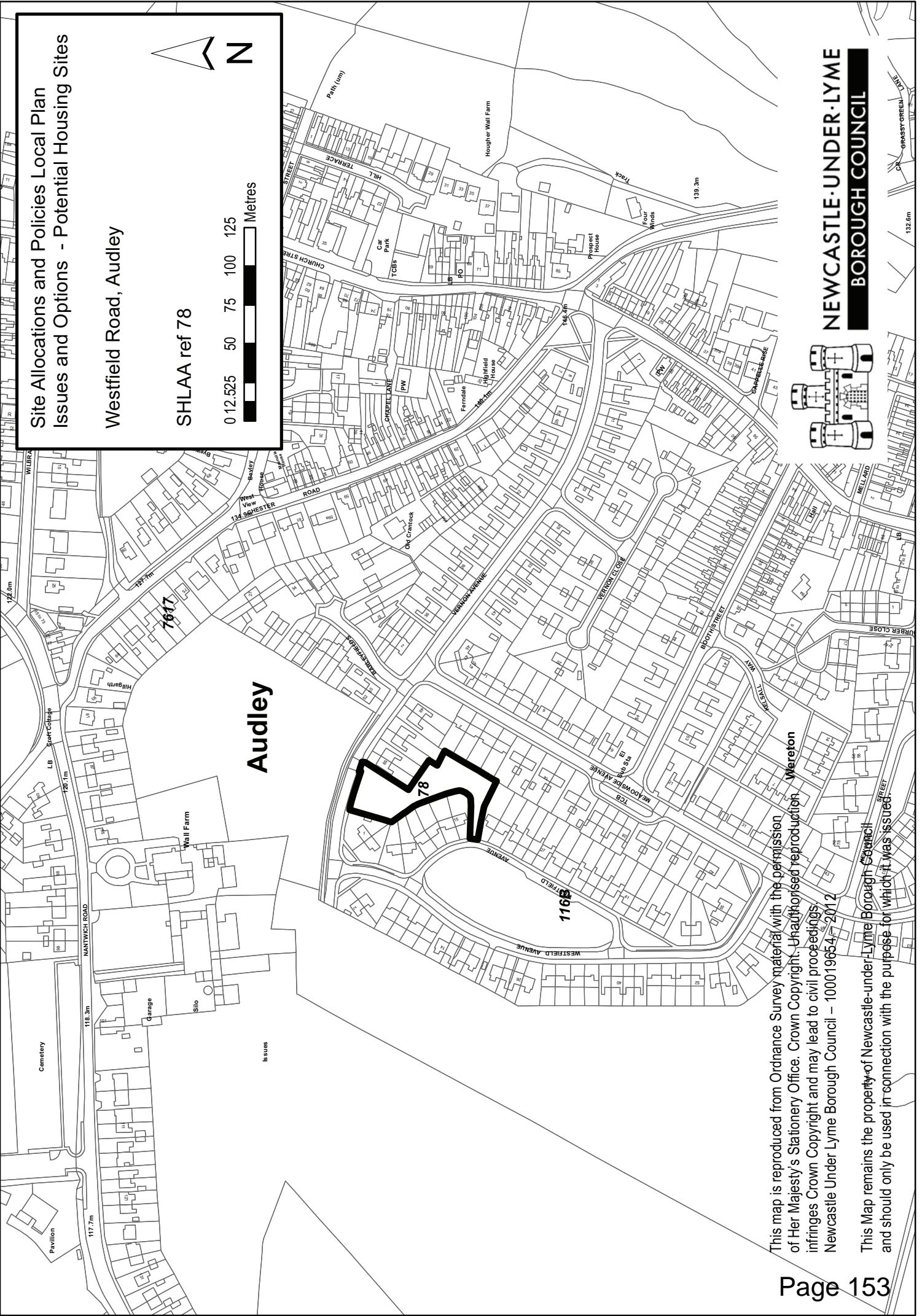
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Westfield Road, Audley

SHLAA ref 78



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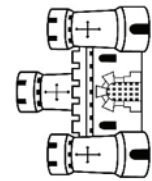
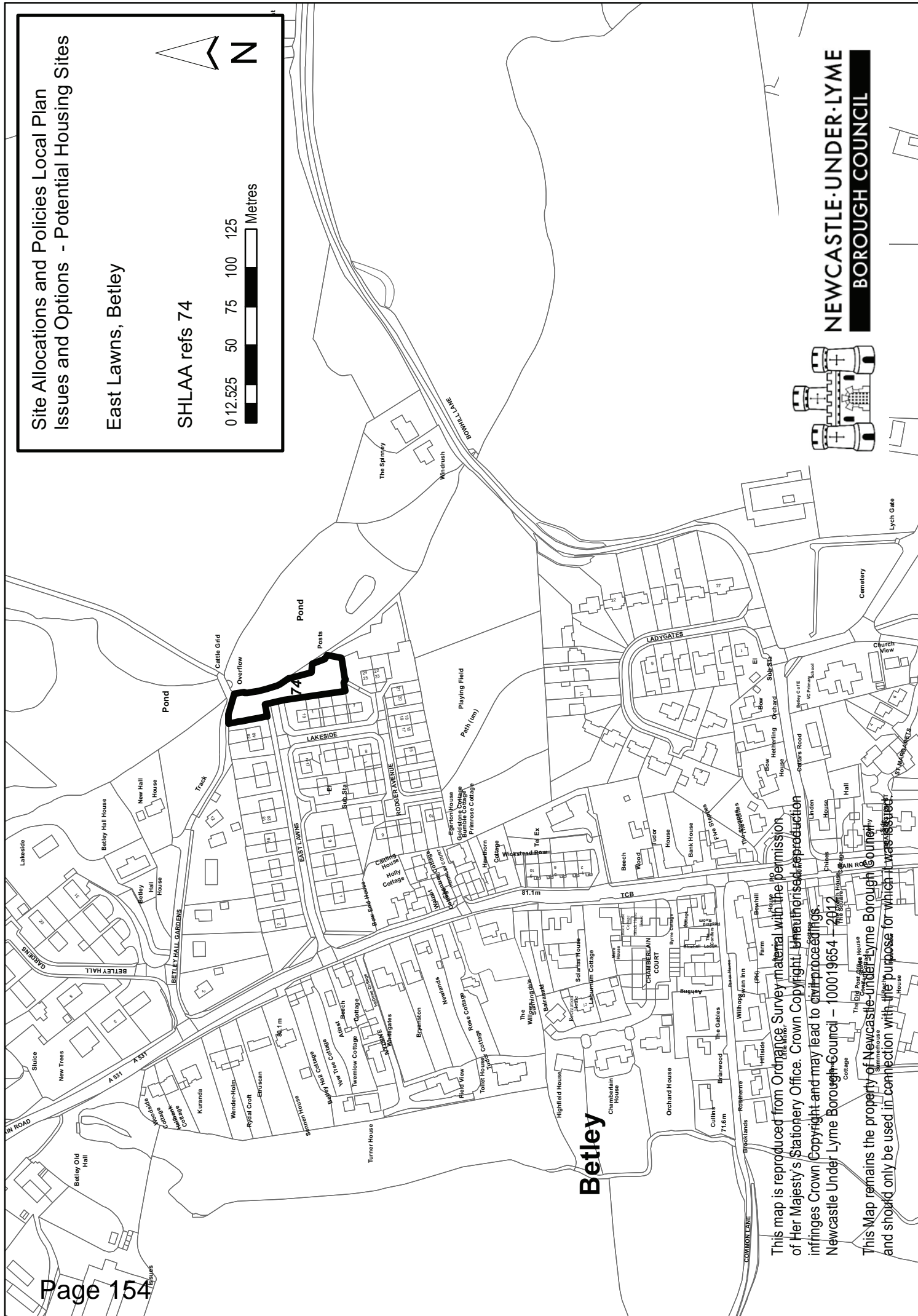
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

East Lawns, Betley

SHLAA refs 74



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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Car park, Station Road, Miles Green

SHLAA ref 414



Dean Brook

Brook  
Bungalow

Deanside  
The Birches  
Willowbrook Cottage  
Holmes Cottage  
Millers Cottage

414

131.3m

Garage

Playground

The  
Royal Oak  
PH

STATION ROAD

WYNBANK

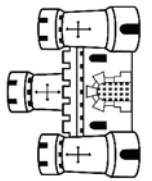
CLOSE

Path

Clover  
Wood  
Path

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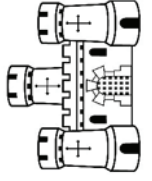
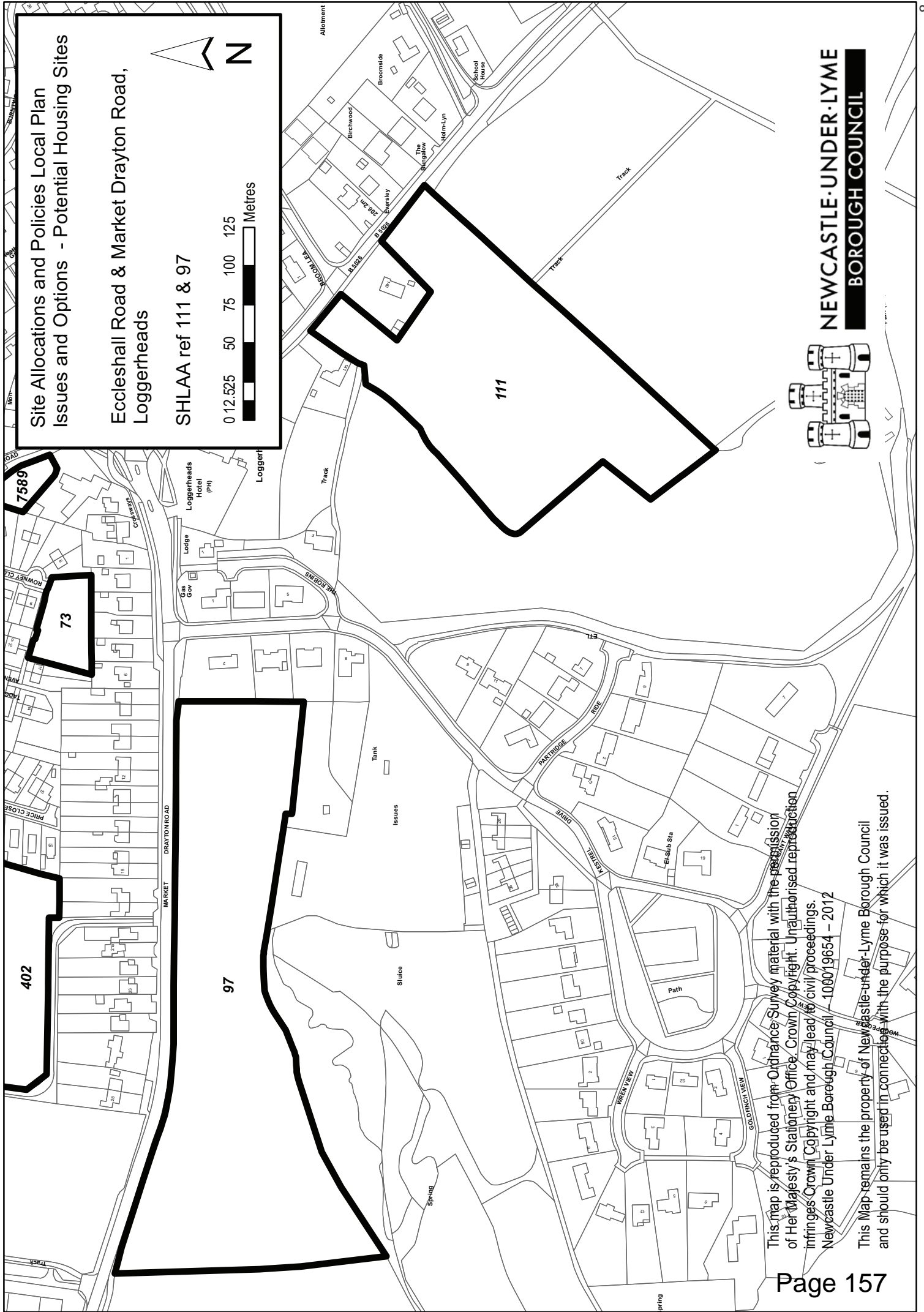


**NEWCASTLE-UNDER-LYME**  
**BOROUGH COUNCIL**

Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Eccleshall Road & Market Drayton Road,  
Loggerheads

SHLAA ref 111 & 97



**NEWCASTLE-UNDER-LYME  
BOROUGH COUNCIL**

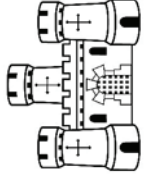
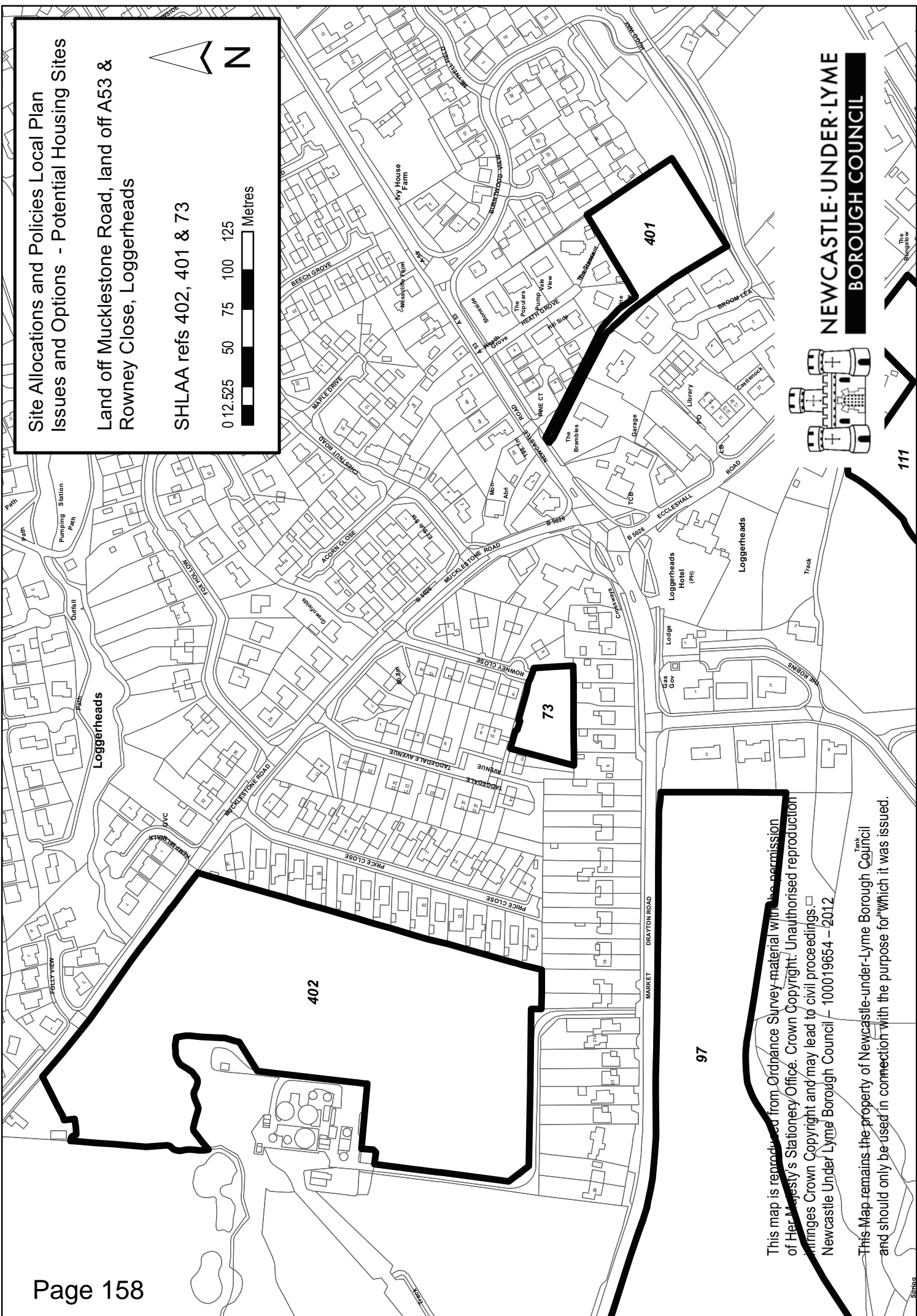
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

**Land off Mucklestone Road, land off A53 &  
Rowney Close, Loggerheads**

**SHLAA refs 402, 401 & 73**



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111

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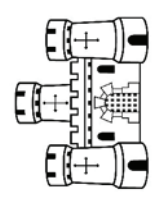
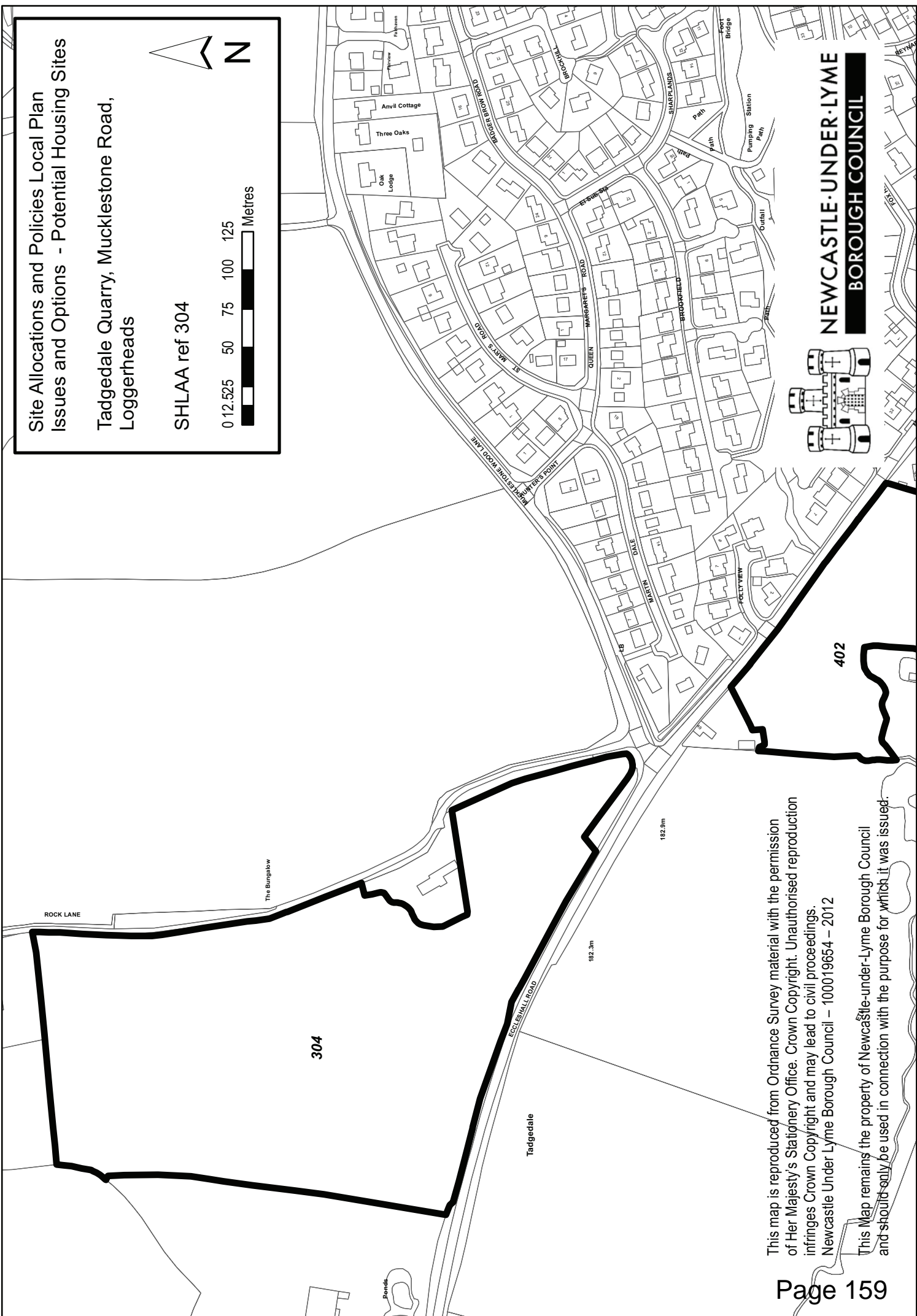
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Tadgedale Quarry, Muckleston Road,  
Loggerheads

SHLAA ref 304



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**BOROUGH COUNCIL**

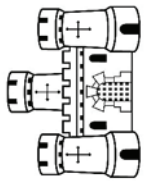
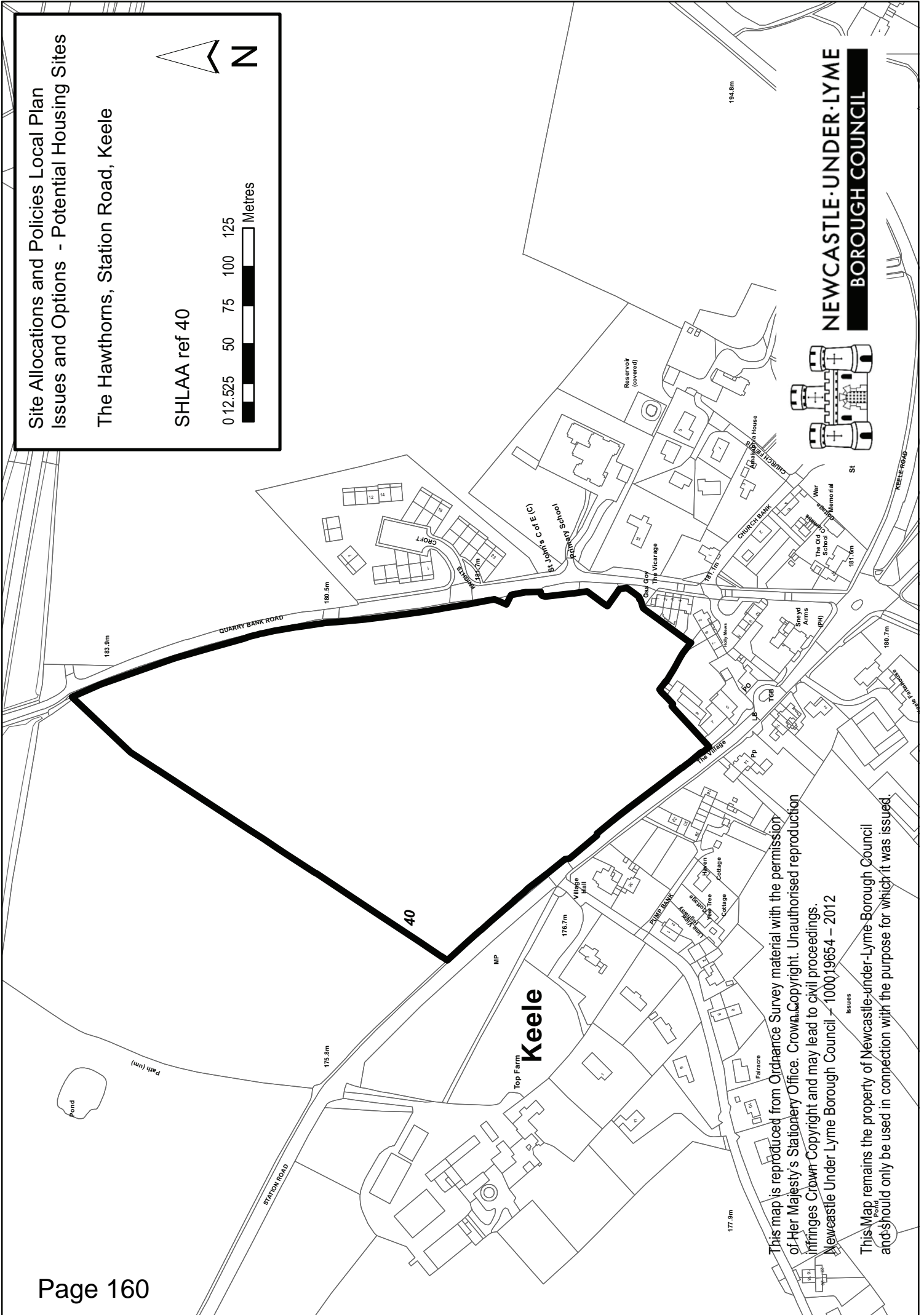
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

The Hawthorns, Station Road, Keele

SHLAA ref 40



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BOROUGH COUNCIL**

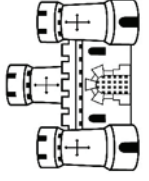
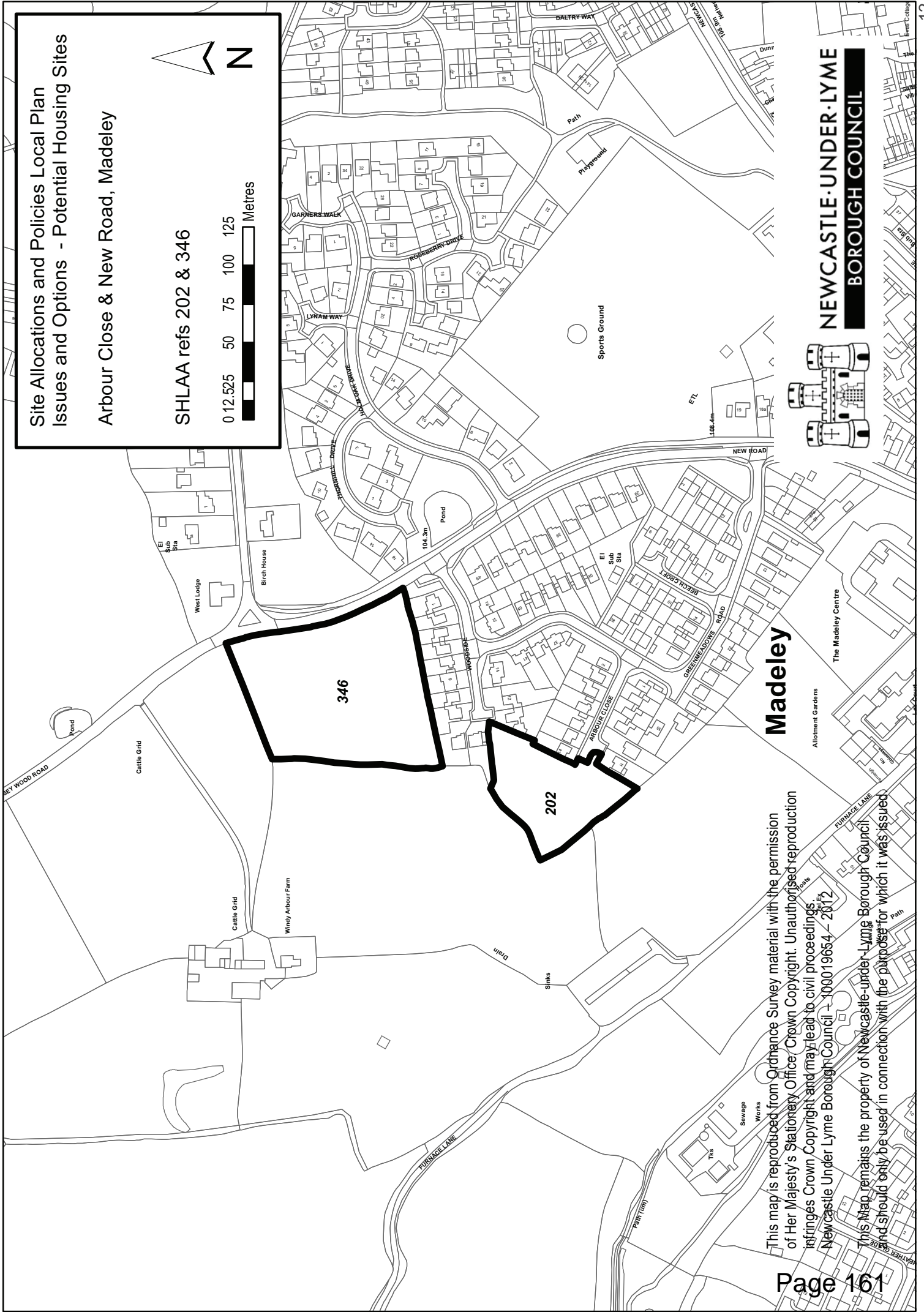
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Arbour Close & New Road, Madeley

SHLAA refs 202 & 346



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**Madeley**

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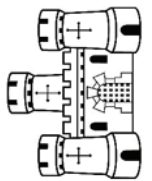
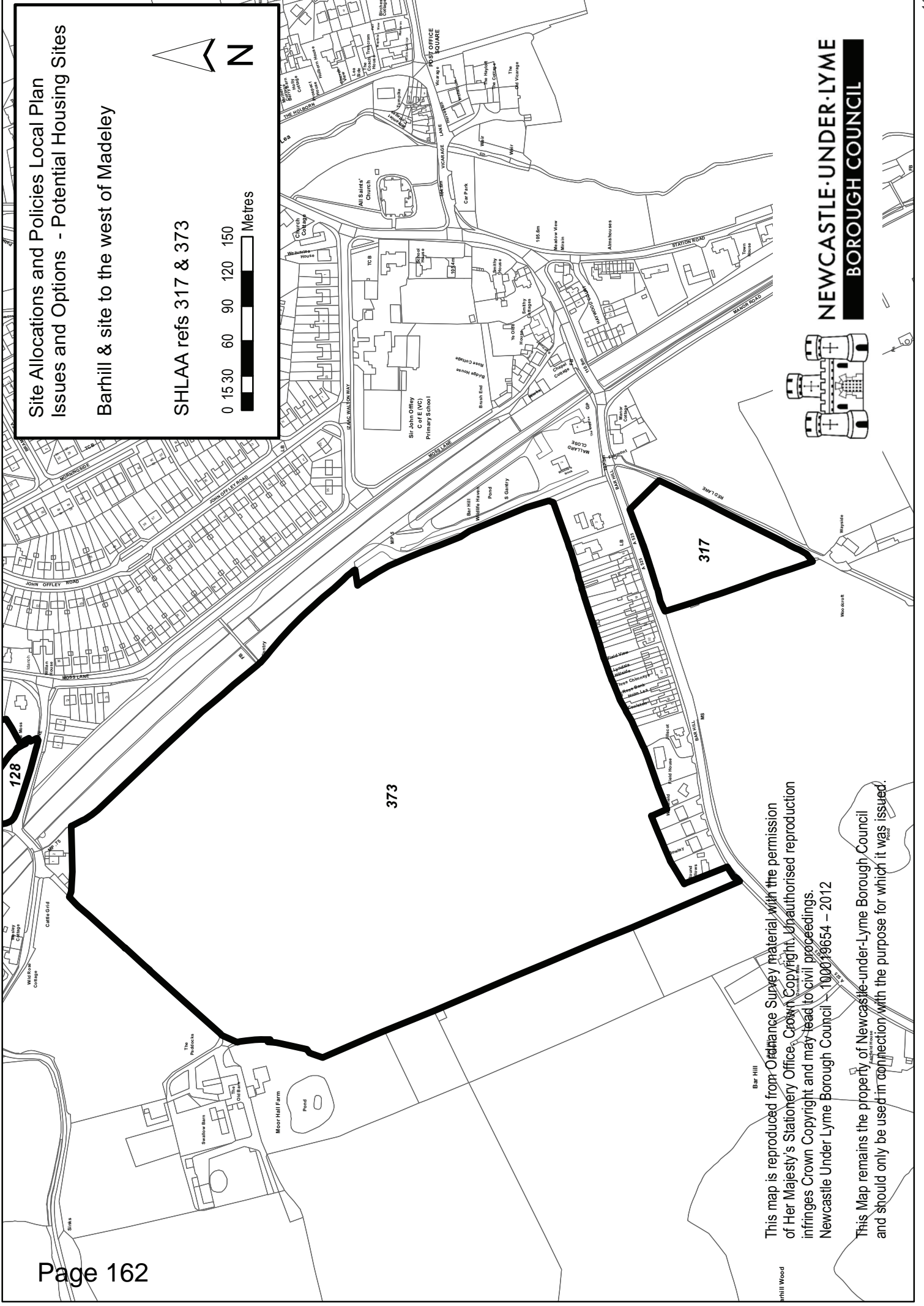
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites**

**Barhill & site to the west of Madeley**



**SHLAA refs 317 & 373**



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BOROUGH COUNCIL**

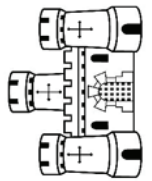
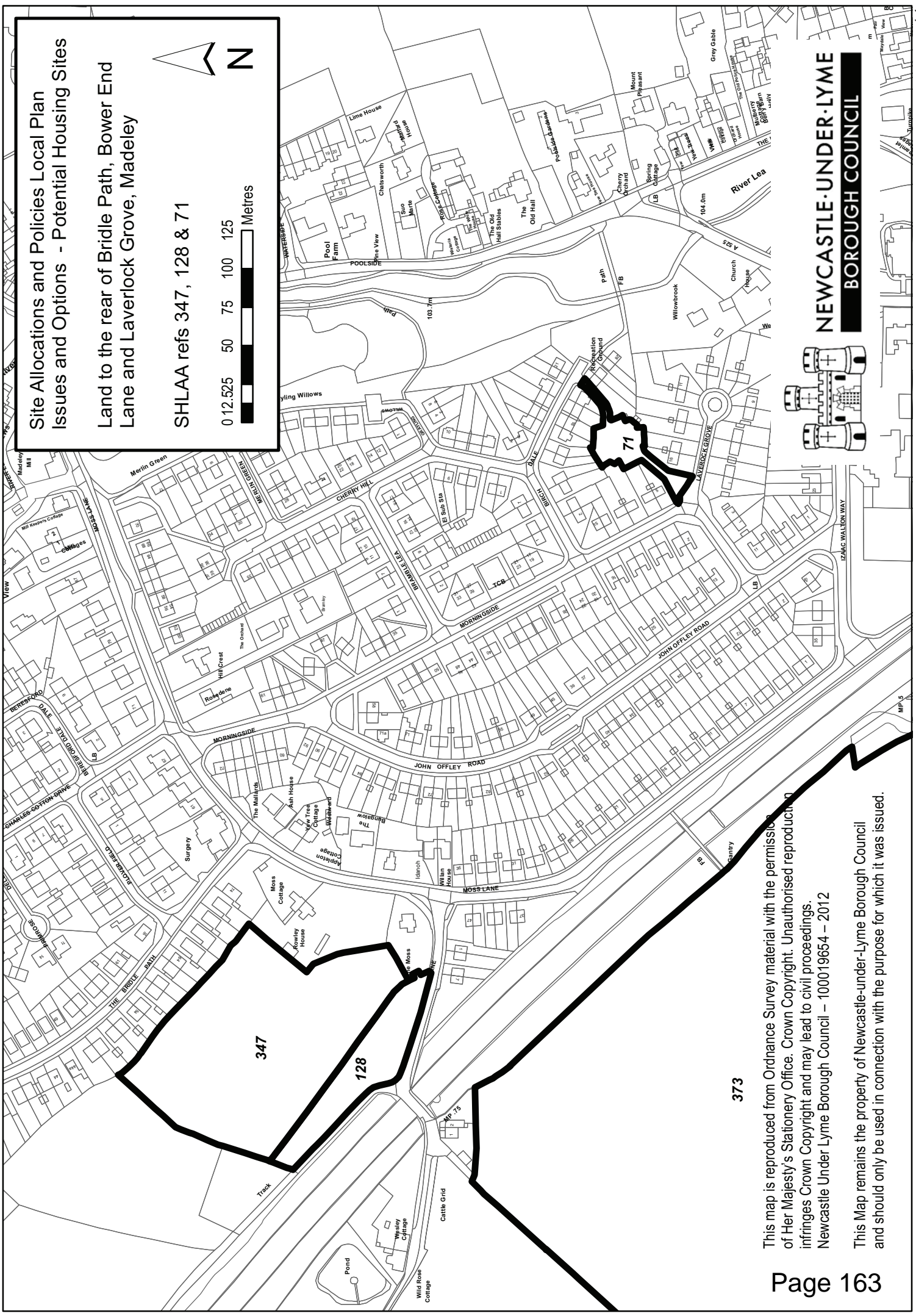
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Land to the rear of Bridle Path, Bower End Lane and Laverlock Grove, Madeley

SHLAA refs 347, 128 & 71



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BOROUGH COUNCIL**

373

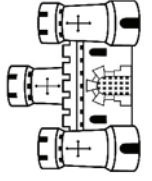
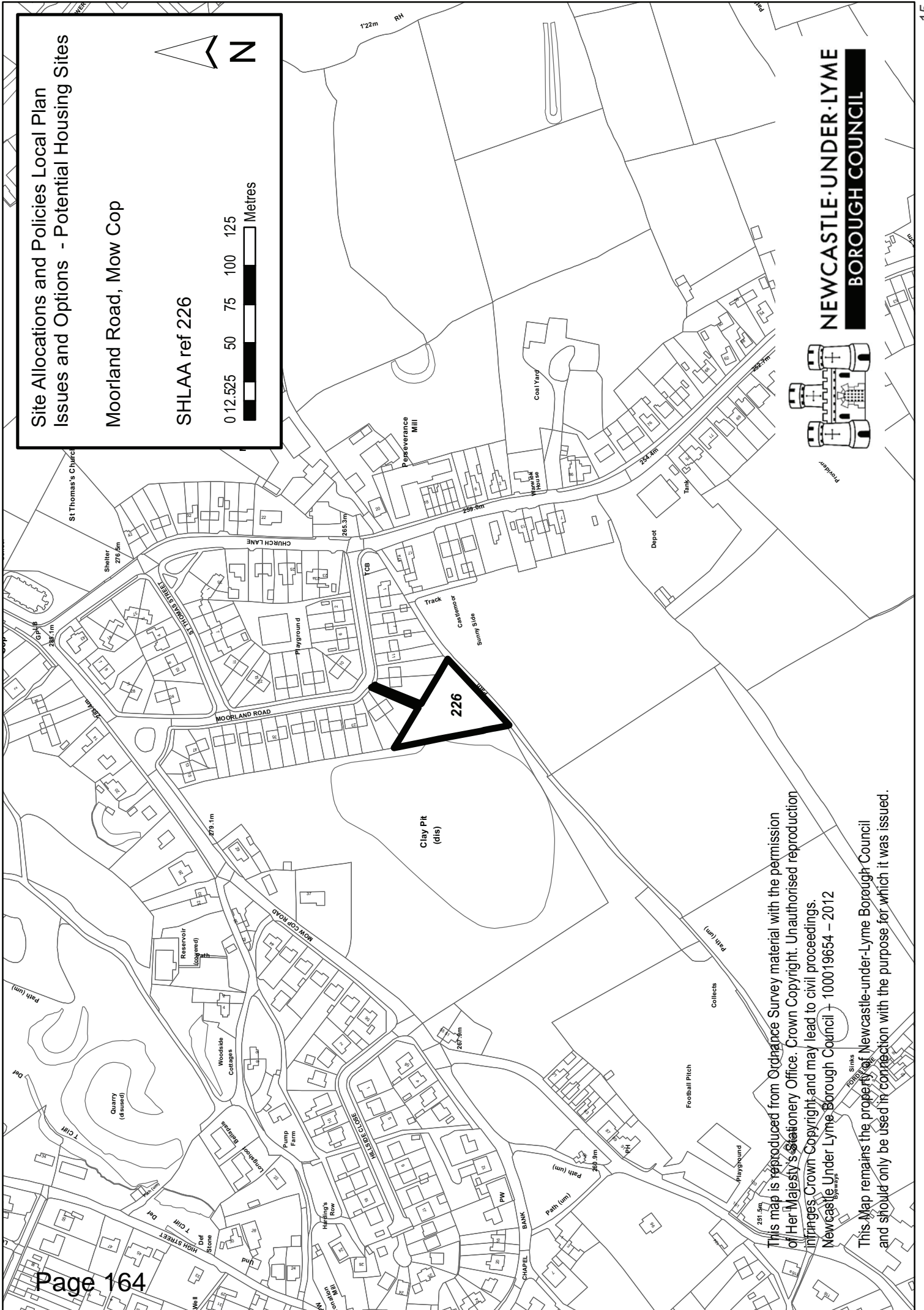
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Site Allocations and Policies Local Plan  
Issues and Options - Potential Housing Sites

Moorland Road, Mow Cop

SHLAA ref 226

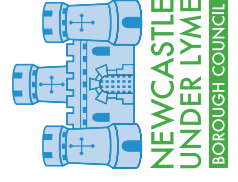


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# **Newcastle borough employment site allocation maps**



## Employment land

<b>Predominately Offices</b>	<b>Page number for site plan</b>
A - Keele Science Park	1
B – Land at Brampton Road and Sandy Lane	2

<b>Light Industrial</b>	<b>Page number for site plan</b>
C – Site off West Avenue, Kidsgrove	3
D – Silverdale Business Park, Cemetery Road, Silverdale	4
E – Land off West Avenue, Kidsgrove	3

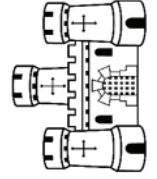
<b>General Industrial</b>	<b>Page number for site plan</b>
F – Pepper Street Garage, Keele	5
G – Site off Watermills Road, Chesterton	6
H – Former Warehouse and Yard, Congleton Road, Talke	7
I – Rowhurst Close off Watermills Road	6
J – Ex Chesterton gasworks off London Road	8

<b>Storage and Distribution</b>	<b>Page number for site plan</b>
K – Land adjacent to Centre 500, Wolstanton	9
L – Lowlands Road, Chatterley Valley	10
M – Chatterley Valley, Phase 2 and Peacock Hay	11
N – Chesterton Speedway Stadium	12

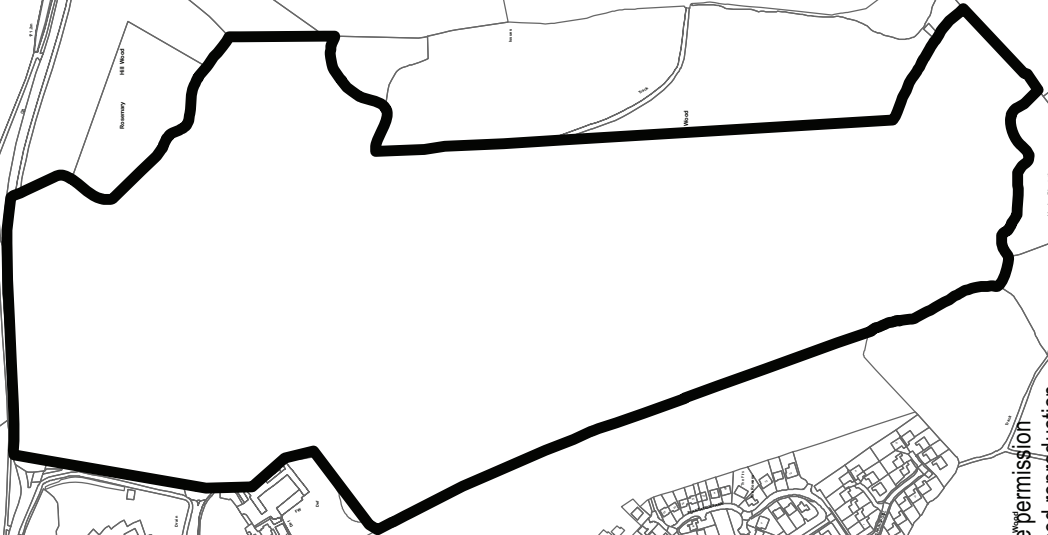


Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites

A - Keele Science Park Phase 3



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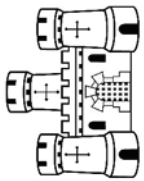
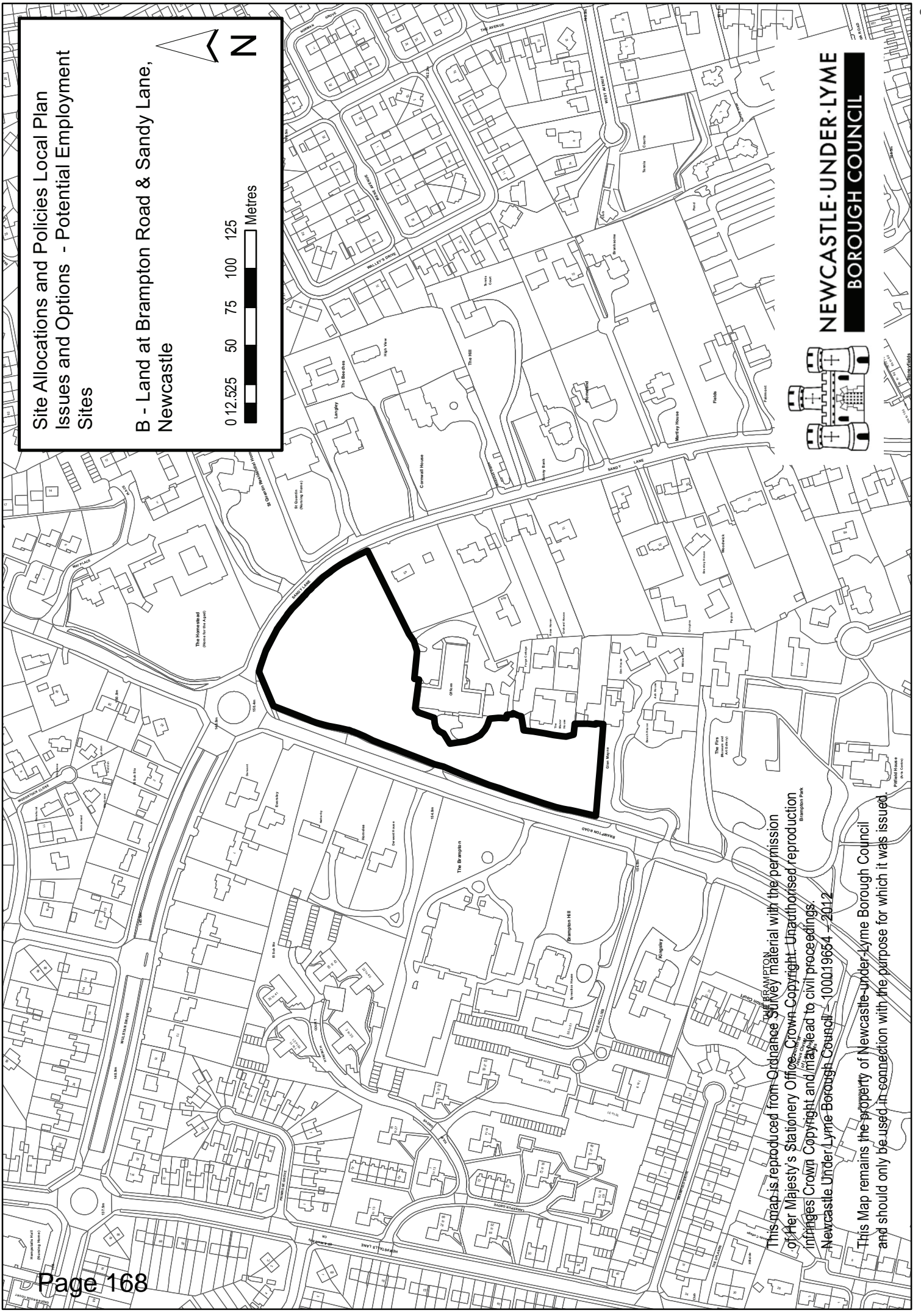


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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**B - Land at Brampton Road & Sandy Lane,  
Newcastle**



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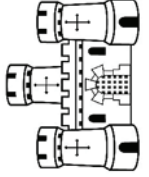
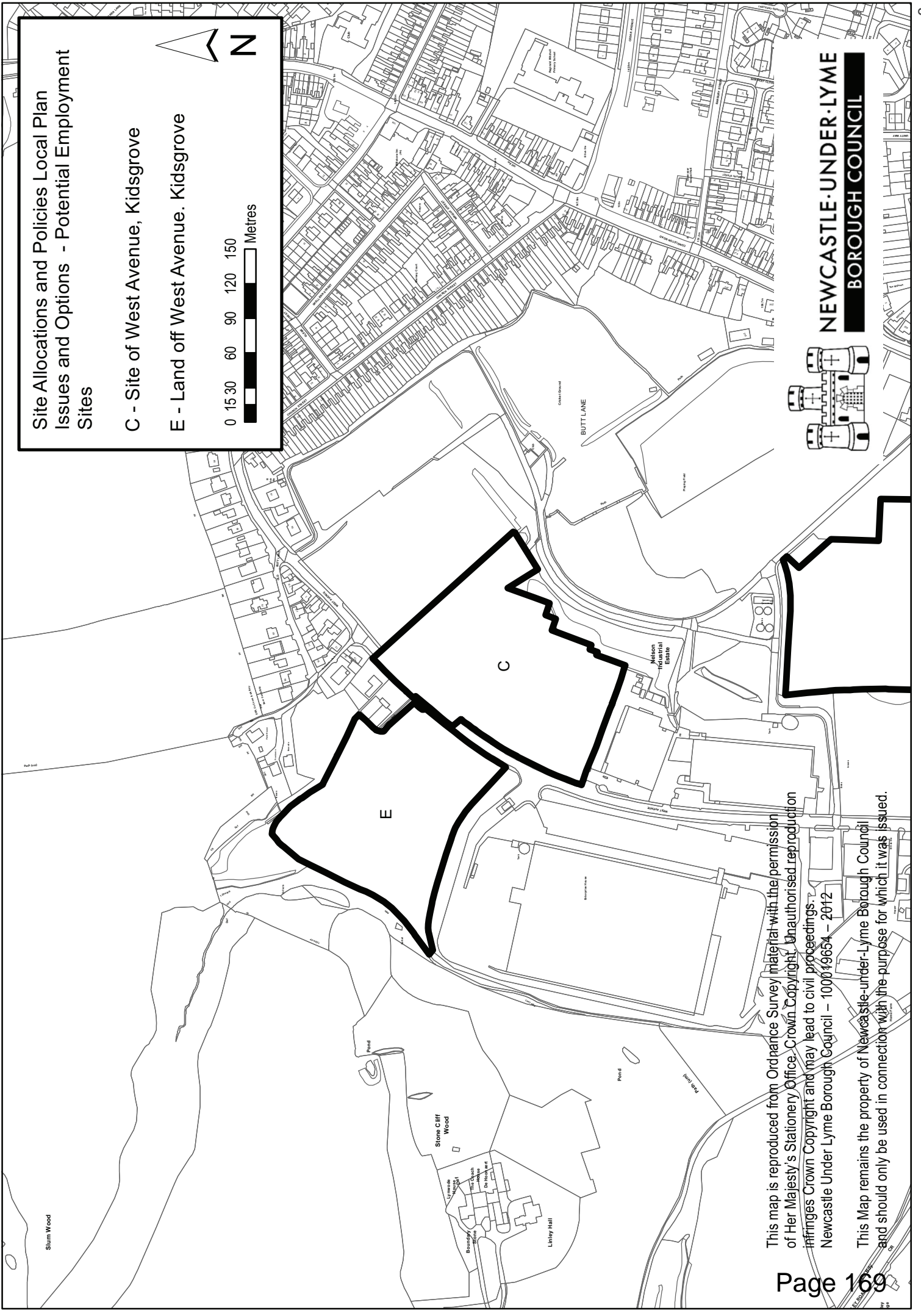
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**C - Site of West Avenue, Kidsgrove**

**E - Land off West Avenue. Kidsgrove**



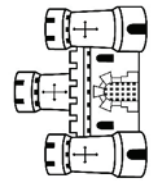
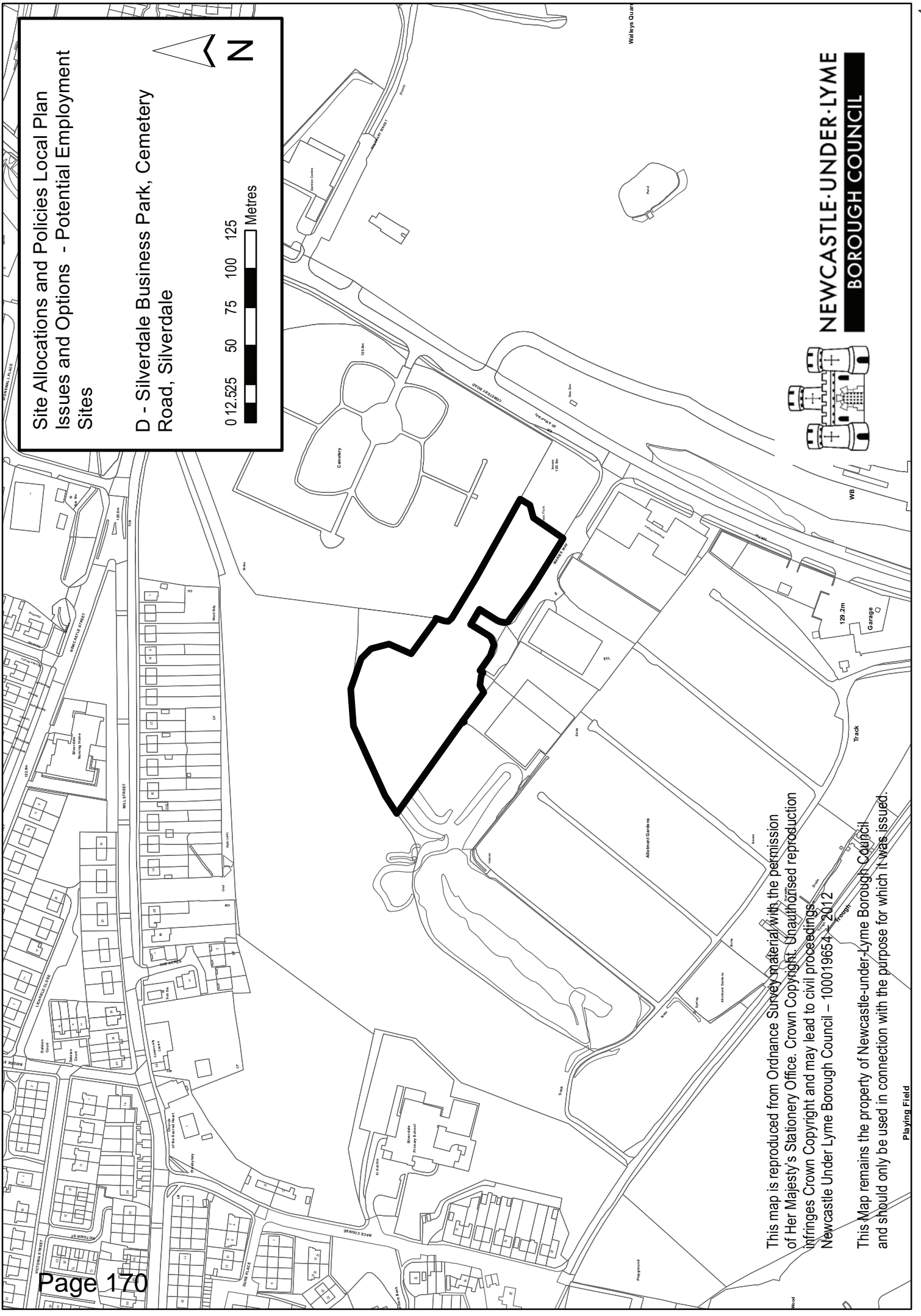
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**D - Silverdale Business Park, Cemetery  
Road, Silverdale**



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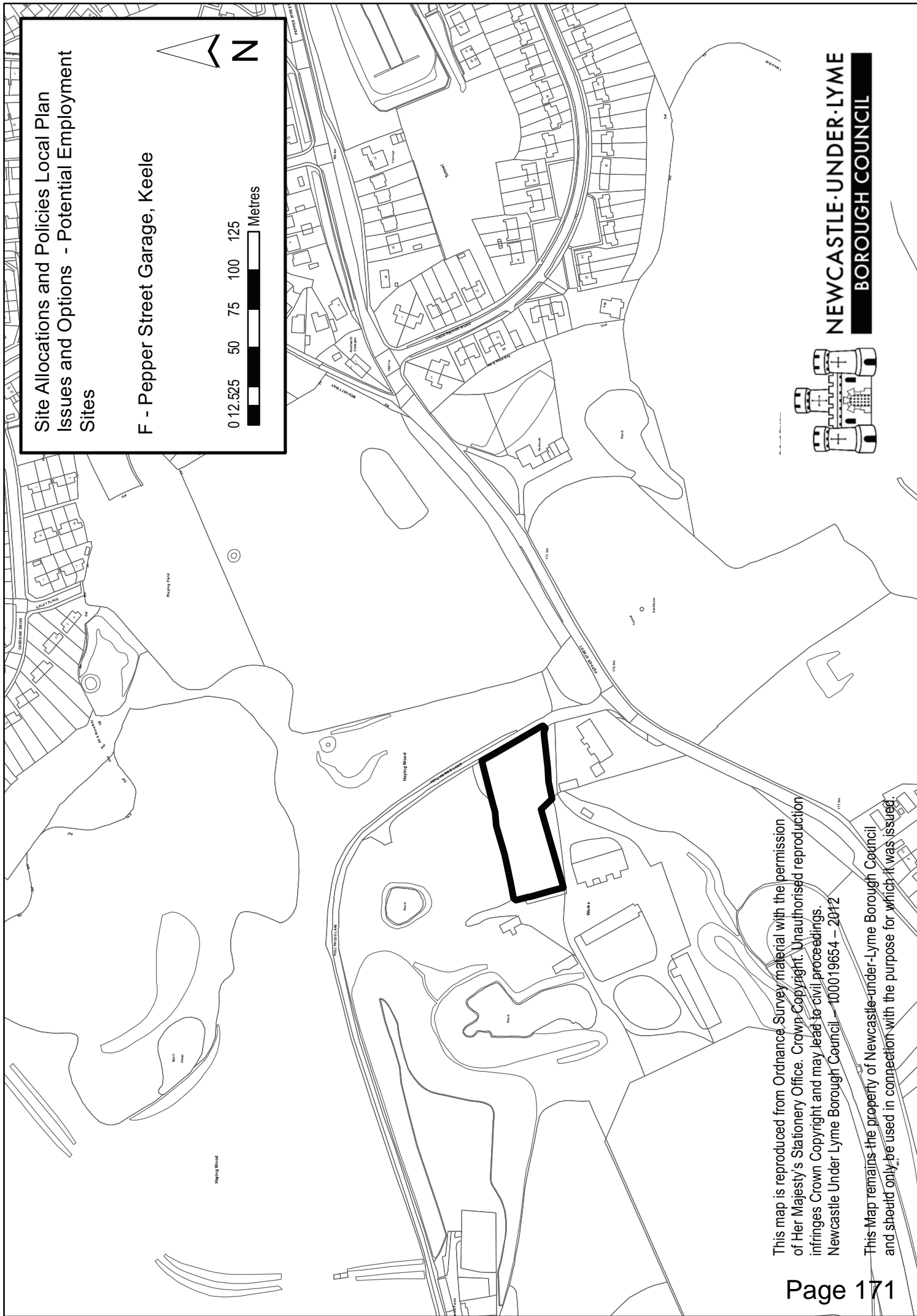
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Playing Field

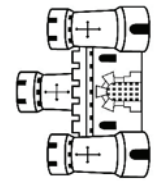
**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**F - Pepper Street Garage, Keele**



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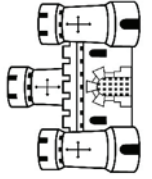
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BOROUGH COUNCIL**

Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites

I & G Rowhurst Close off Watermills Road,  
Chesterton & Site off Watermills Road,  
Chesterton



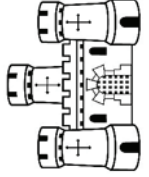
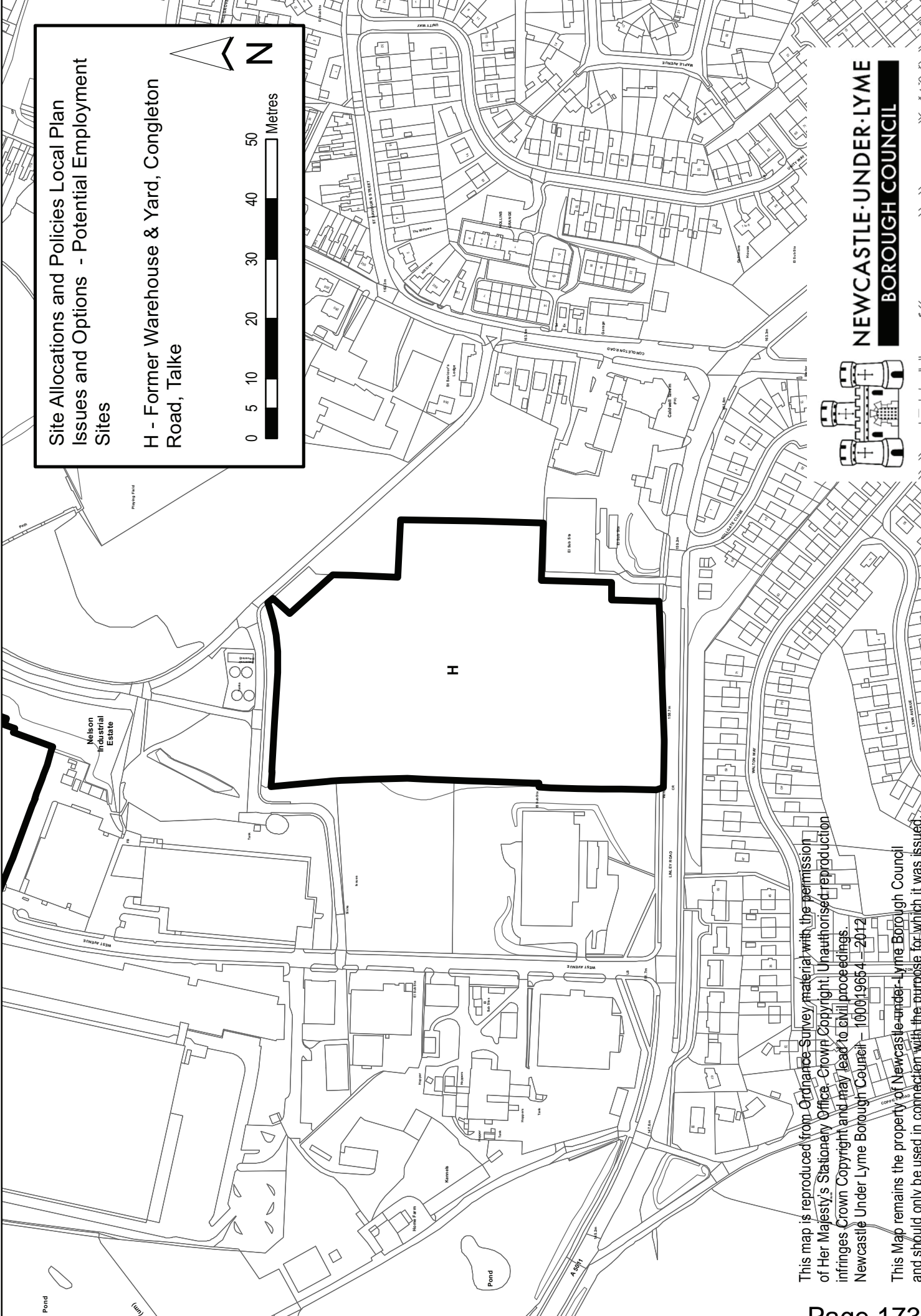
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**H - Former Warehouse & Yard, Congleton  
Road, Talke**



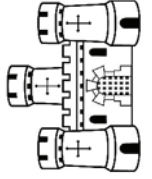
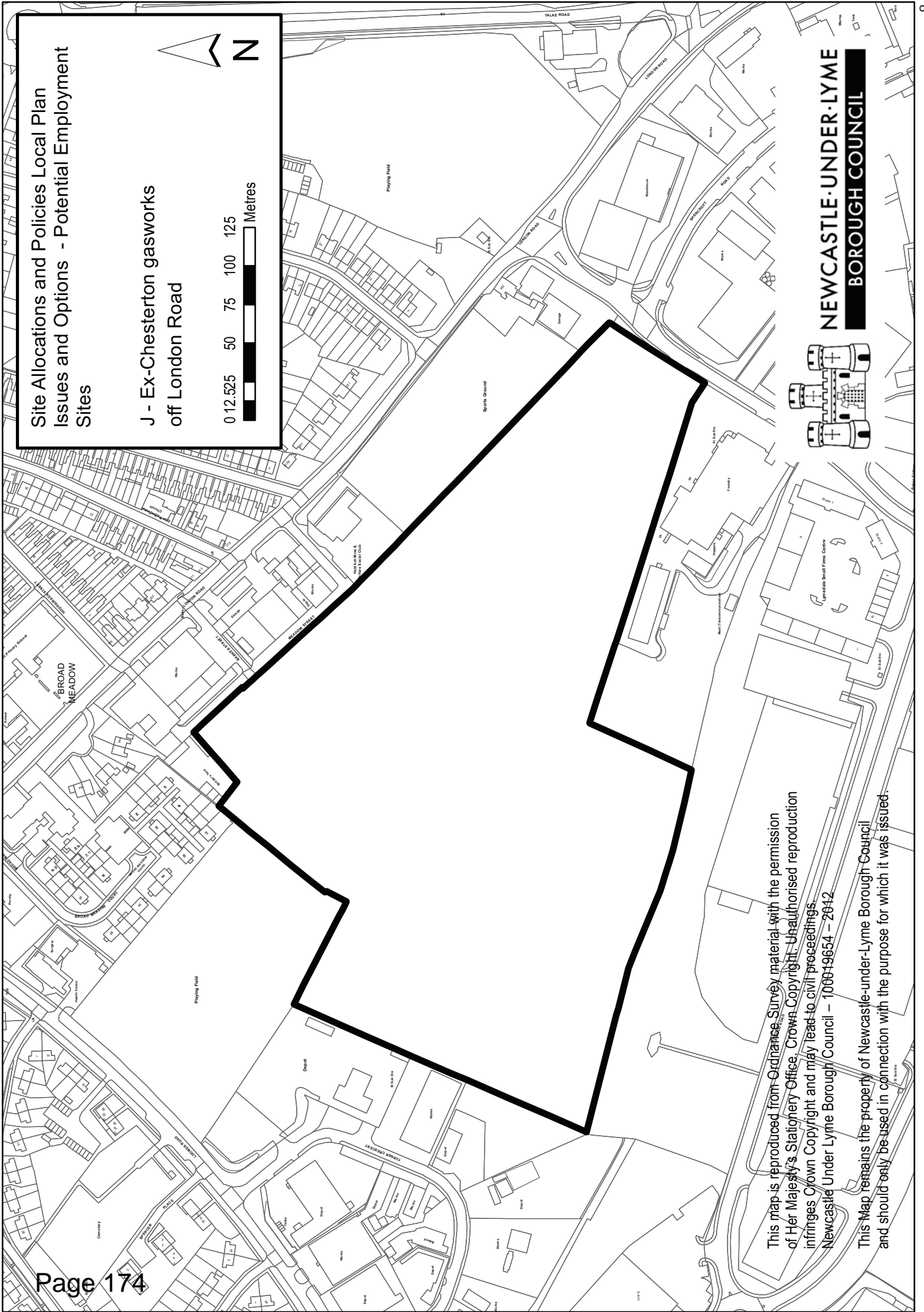
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**J - Ex-Chesterton gasworks  
off London Road**



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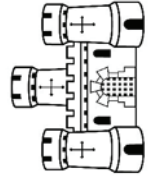
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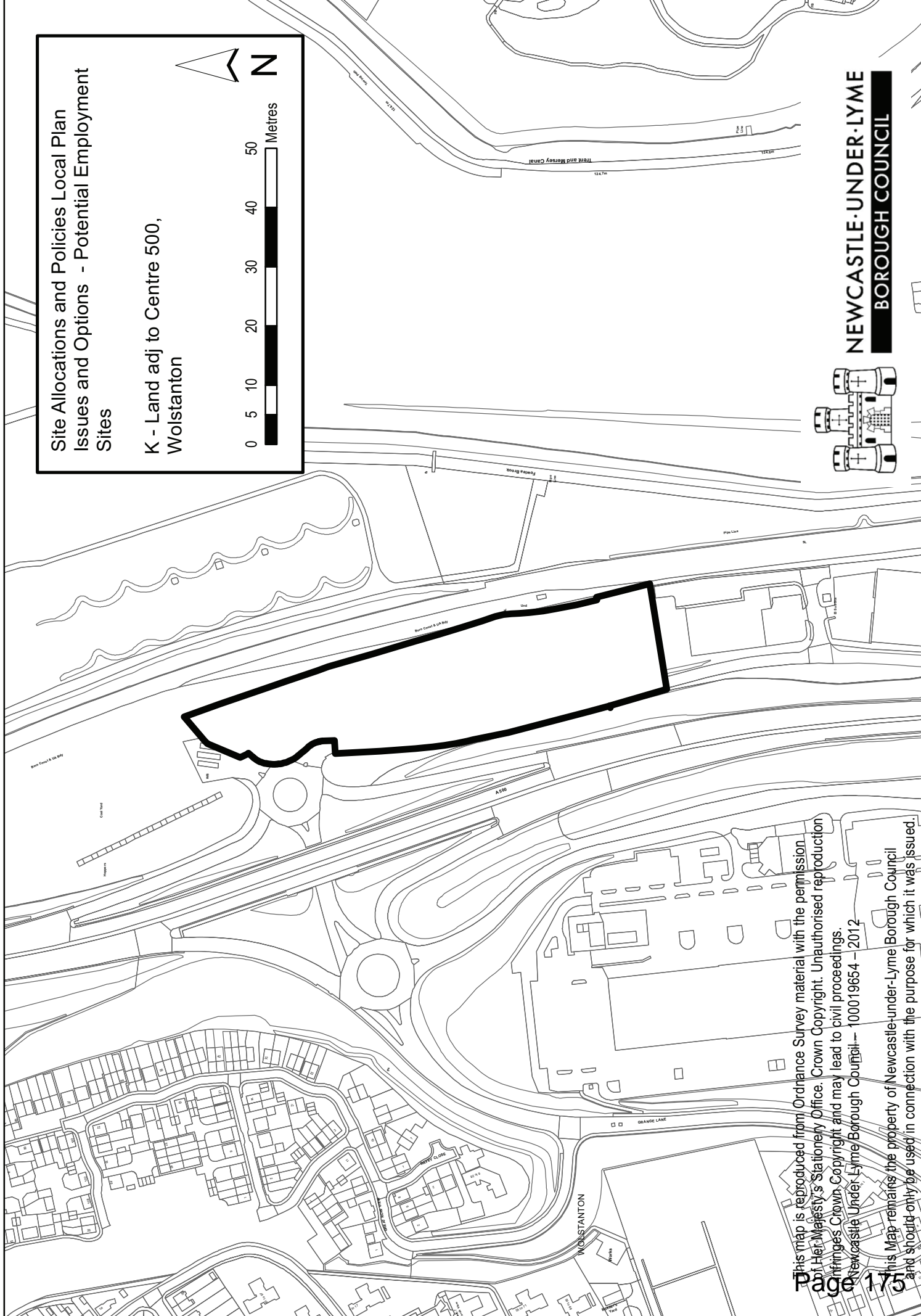


**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

**K - Land adj to Centre 500,  
Wolstanton**



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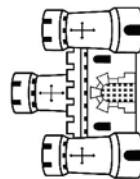
Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites

L - Lowlands Road, Chatterley Valley Phase 1

M - Chatterley Valley  
Phase 2 & Peacock Hay

0 30 60 120 180 240 300

Metres



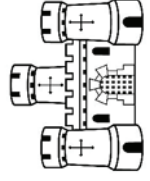
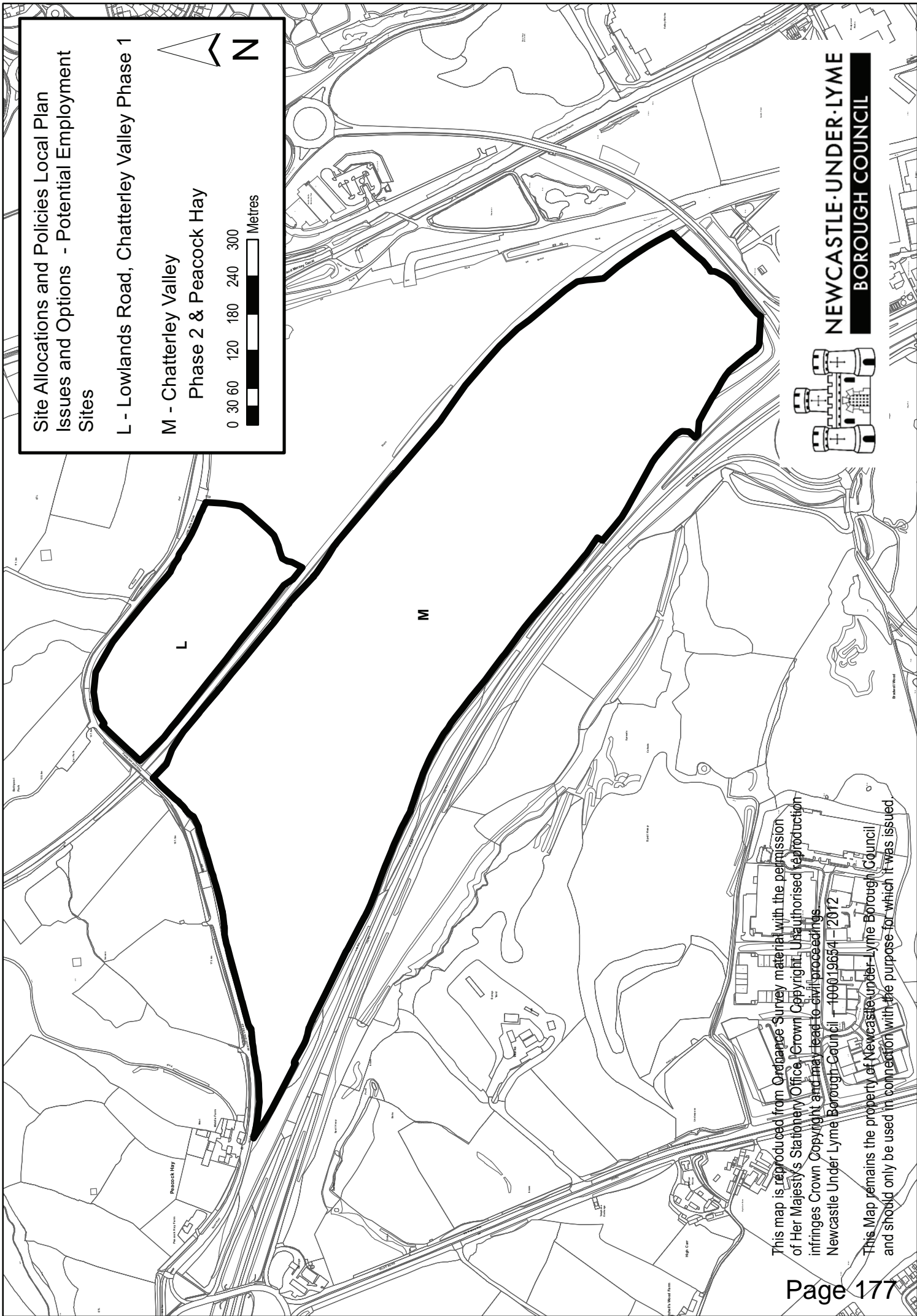
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

- L - Lowlands Road, Chatterley Valley Phase 1**
- M - Chatterley Valley  
Phase 2 & Peacock Hay**



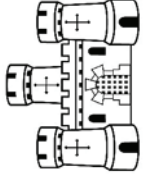
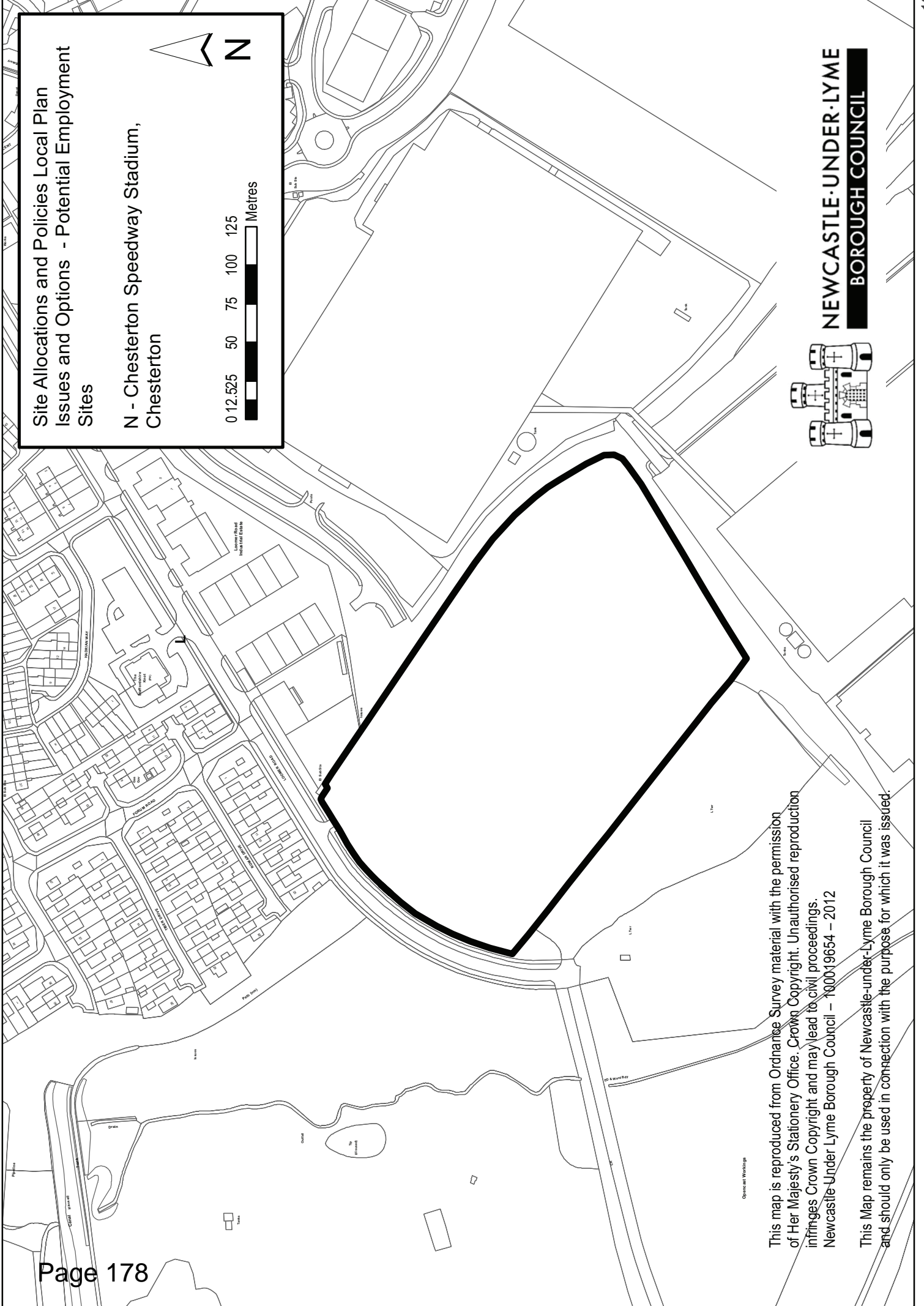
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**Site Allocations and Policies Local Plan  
Issues and Options - Potential Employment  
Sites**

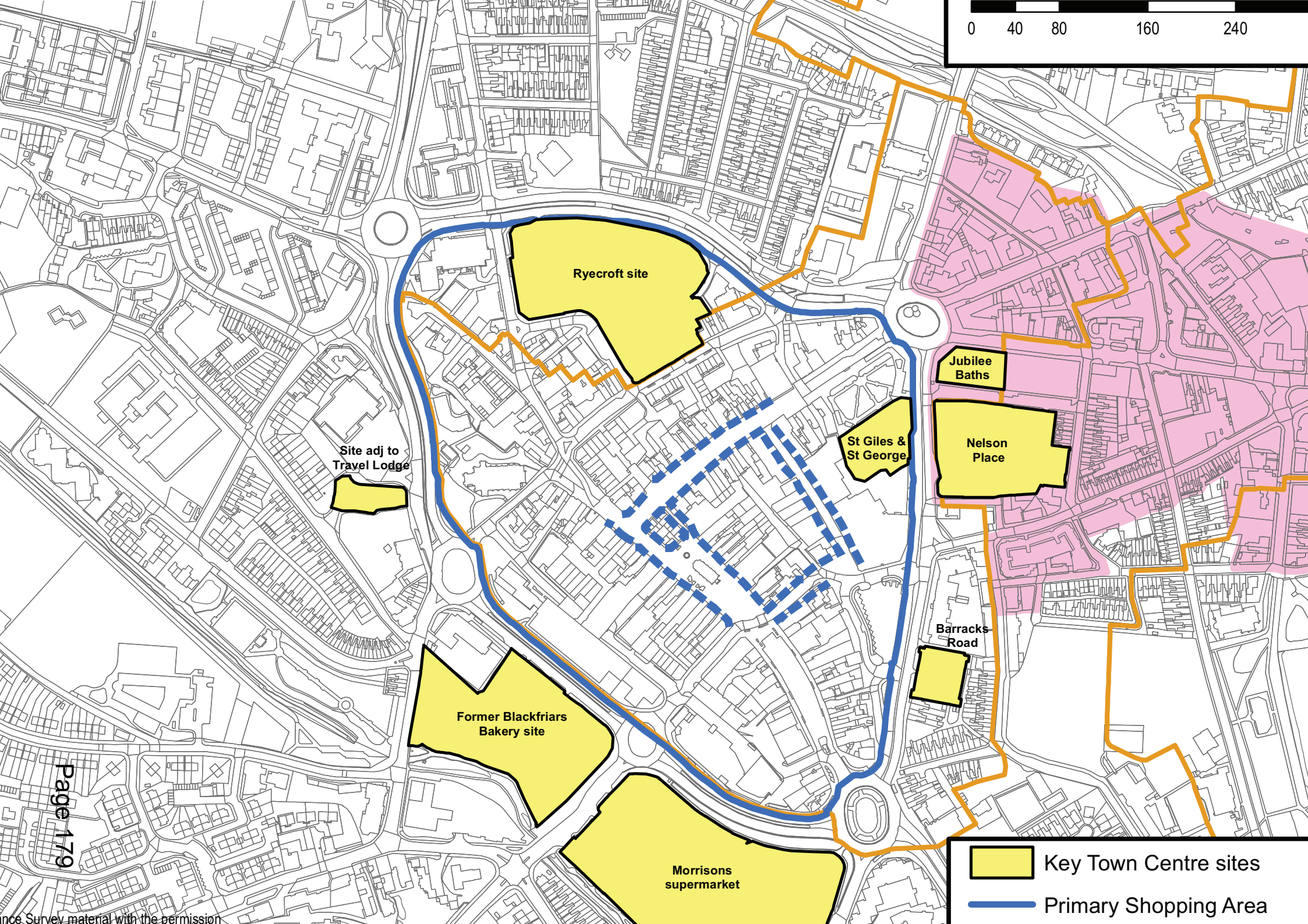
**N - Chesterton Speedway Stadium,  
Chesterton**



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Ryecroft site

Site adj to  
Travel Lodge

Former Blackfriars  
Bakery site



Morrisons  
supermarket

St Giles &  
St George

Jubilee  
Baths

Nelson  
Place

Barracks  
Road

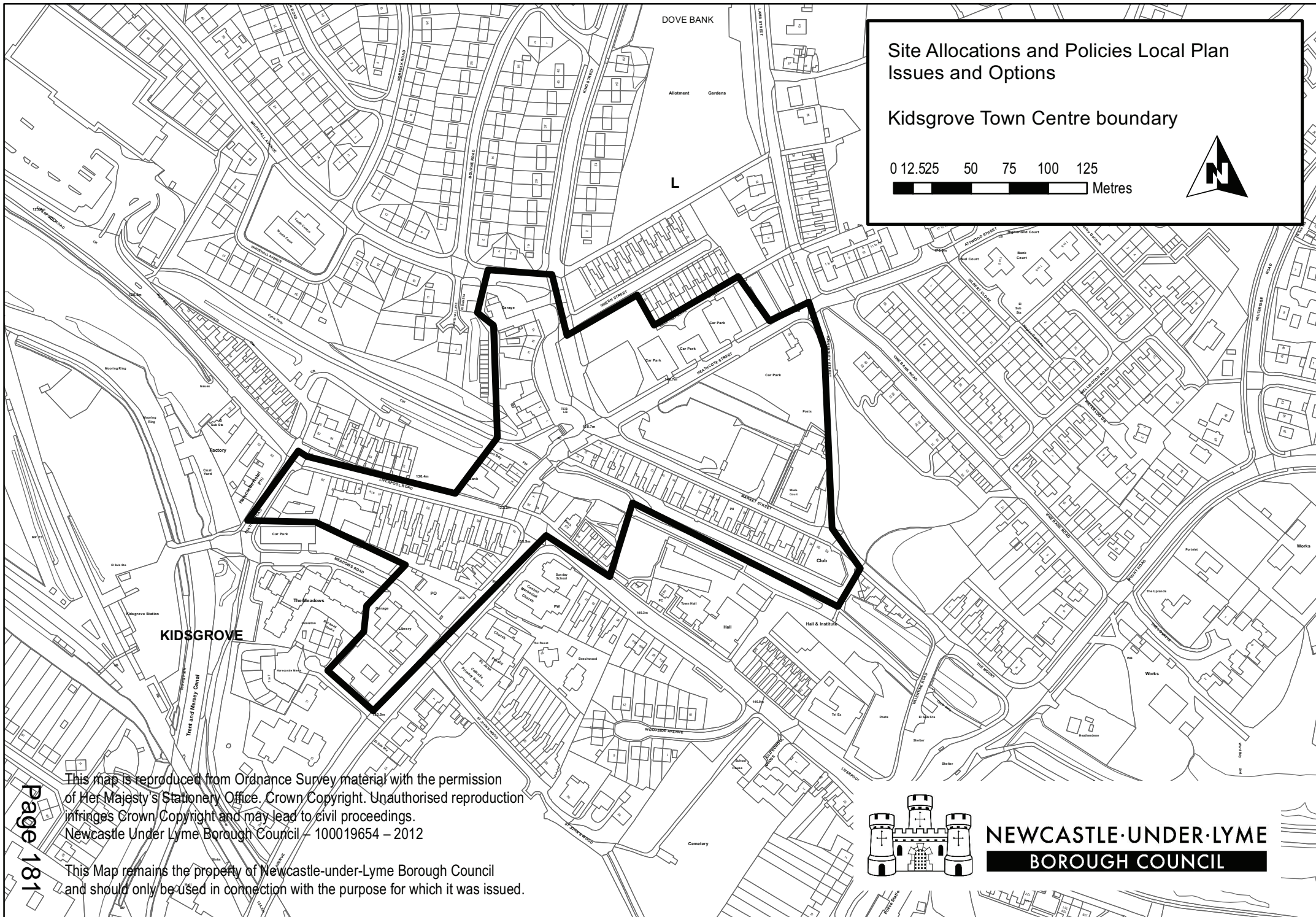
-  Key Town Centre sites
-  Primary Shopping Area

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Site Allocations and Policies Local Plan  
Issues and Options

Kidsgrove Town Centre boundary

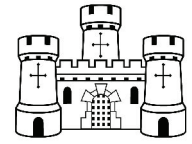
0 12.525 50 75 100 125  
Metres



KIDSGROVE

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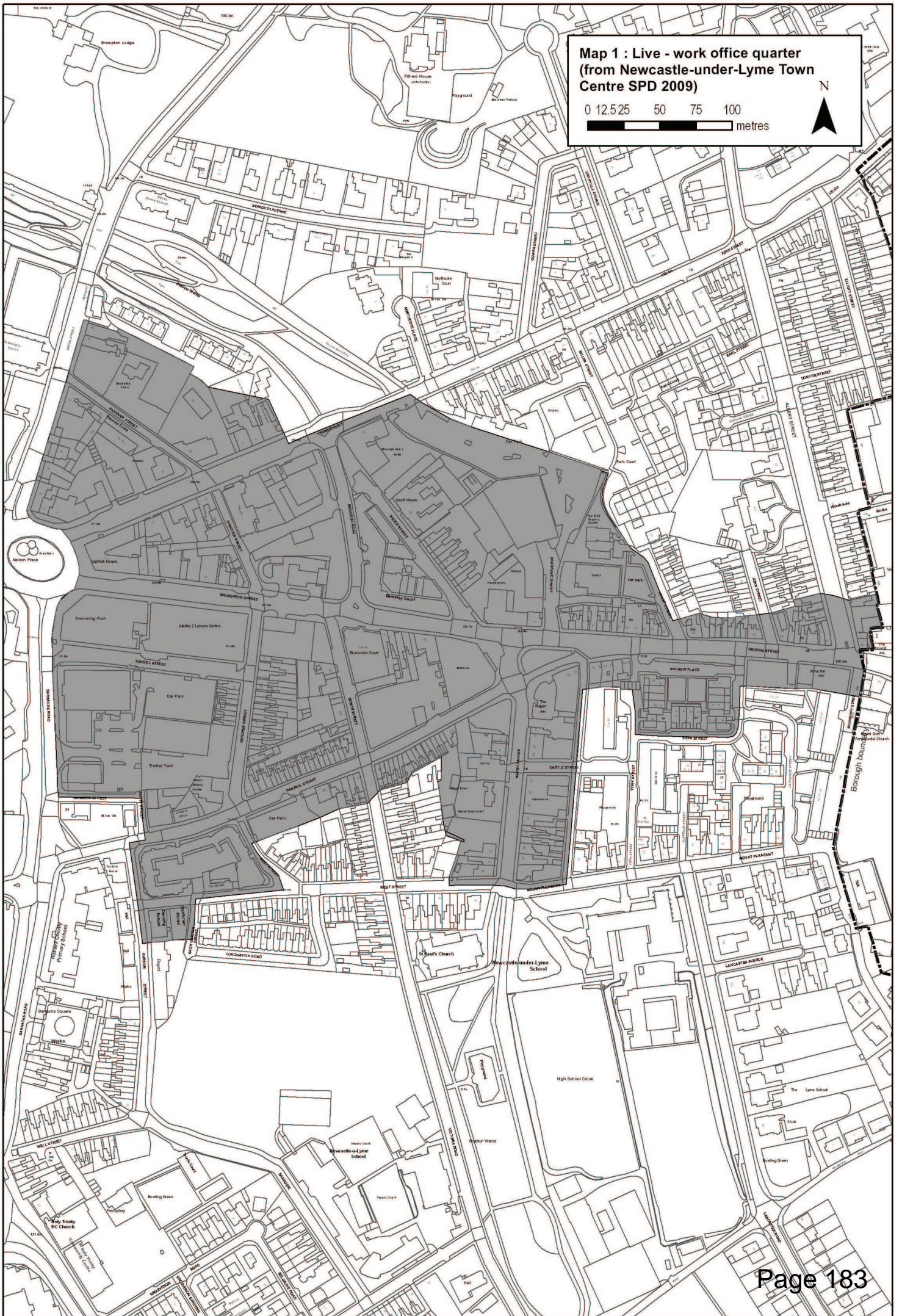


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**BOROUGH COUNCIL**

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**Map 1 : Live - work office quarter  
(from Newcastle-under-Lyme Town  
Centre SPD 2009)**



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## Supplementary Information for Cabinet 18<sup>th</sup> July 2012

Item No.7 Site Allocations and Policies Development Plan Document – Draft Issues and Options Consultation Paper

It has been noted that there is an error in the report. The first sentence of paragraph 4.6 should read as follows :-

*Should Cabinet resolve **not to proceed with any plans** to dispose of the seven NDP sites then reference to the sites will be removed from the SHLAA on the basis that as the sites are no longer available they cannot be regarded as “developable”.*

A representation has now been received from Madeley Conservation Group who state that they, and they understand, Madeley Parish Council, wish to express the utmost concern at the totally undemocratic proposal to eliminate seven sites in the urban area before all the remainder are considered. This would evidently put more pressure on the remaining sites, which should all be considered on their merits.

As no communication had been received directly from Madeley Parish Council your officer has spoken to the Clerk who has confirmed that his Council have not formally adopted a position in this matter.

Should Cabinet resolve (with respect to the preceding item No. 6) that the Council not proceed with any plans to dispose of the 7 sites referred to in the report on that item, and to advise the Local Planning Authority to remove these sites from the SHLAA, Cabinet may wish to consider the following revised recommendation with respect to item No.7 – the Site Allocation and Policies item.

- a) That Cabinet agree to rename the Site Allocations and Policies Development Plan Document as the Site Allocations and Policies Local Plan
- b) That Cabinet agree to approve the Site Allocations and Policies Local Plan Draft Issues and Options Paper set out in Appendix A, as amended to exclude the 7 Newcastle Development Programme (NDP) sites referred to in the previous item, and to give authority to officers to make minor drafting and editorial corrections to the Paper, in consultation with the Planning, Regeneration and Town Centres Portfolio holder
- c) That Cabinet agree to the draft consultation arrangements set out in Appendix B, subject to any revised arrangements being made by officers in consultation with the Planning, Regeneration and Town Centres Portfolio holder
- d) That Cabinet agree to receive a future report setting out the recommendations of the Planning Committee on the results of the first stage of public consultation with a view to approving the next steps

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## REVIEWING THE POTENTIAL BENEFITS OF HS2

**Submitted by:** Neale Clifton

**Portfolio:** Regeneration, Planning and Town Centres

**Ward(s) affected:** All

### **Purpose of the Report**

To highlight the Government's progress with their plans for a High Speed Rail link (known as HS2) and to consider whether the Council should lobby for a local station should the line proceed.

### **Decision required**

**Do Members wish to:**

- (a) maintain the stance previously taken by the Council (i.e. to object on economic and environmental grounds) or**
- (b) consider whether to modify the Council's stance to offer support for the principle of HS2 as long as the potential economic benefits for North Staffordshire can be demonstrated to outweigh the environmental consequences, in particular whether such benefits would be derived from a local station being provided to serve this area.**

### **Recommendation**

**That the Economic Development and Enterprise Scrutiny and Overview Committee be asked to continue to scrutinise the plans for HS2 with the Task and Finish Sub Group reconvening when the Government Consultation commences, with a particular focus upon whether the provision of an intermediate station in the North Staffordshire area would strengthen the case on economic grounds sufficiently to outweigh potentially adverse environmental consequences.**

### **Reasons**

The Government has agreed to go ahead with HS2. Whilst the Council may consider that it is appropriate to continue with a holding objection to the scheme, the Council could decide to take the position that if it is to go ahead then there should be a local station in order to improve the economic fortunes of the sub-region.

## **1. Background**

- 1.1 In 2010 the Government published a report to outline their plans to develop a high speed rail link to meet the increasing demands for rail services. Rail journeys continue to increase and in particular the demand for long distance rail travel is forecast to increase significantly. It is recognised that the rail network is increasingly under pressure with services overcrowded. Network Rail's Rail Utilisation Strategy (RUS) recognises that by 2024 the West Coast Mainline will be effectively full and therefore any increasing demand needs to be met by new infrastructure.
- 1.2 The Government plans for HS2 phase 1 to connect London and Birmingham, then for phase 2 to have two separate corridors; one direct to Manchester, and then connecting to the West Coast Mainline (at Warrington), and the other via the East Midlands and South Yorkshire –

with interchange stations in both areas- before connecting to the East Coast Mainline north of Leeds.

- 1.3 In July 2011 the Borough Council's Cabinet considered a report on the Government's consultation on High Speed Rail. At this time it was not yet known whether the Borough was directly affected by the proposals but it was considered appropriate for a response to be made as there were potential sub regional transport and regeneration consequences.
- 1.4 It was suggested that the economic model which supported the proposal was flawed as the problems of large urban areas such as North Staffordshire were ignored and in addition the service between Stoke-on-Trent and London could be reduced. It was considered that the views of the County Council should be supported in opposing the HS2 proposals on the grounds that it would potentially harm the county's economy, the environment and did not have a sound business case. When this decision was made it was considered unlikely that an intermediate station (between Birmingham and Manchester) would be incorporated. That said it was acknowledged that should an intermediate station be provided in the sub-region then this could further enhance the attractiveness of the area for inward investment.
- 1.5 In January 2012 the Government made the decision to proceed with HS2 plans. In Autumn 2012 the Government plans to undertake an engagement programme on the phase 2 preferred route, to discuss local views and concerns. This will be followed, in early 2014, with a consultation on the preferred route for phase 2. It is therefore appropriate that the Council continues to review the progress of the plans and considers the ways in which the proposals might affect our Borough, both environmentally and economically.
- 1.6 The matter was considered by the Task and Finish sub group of the Economic Development and Enterprise Overview and Scrutiny Committee on 4 July. The recommendations of this group were:
  - (a) Highlight to Cabinet that the Government consultation on the route options for phase 2 will take place in the Autumn.
  - (b) That the Task and Finish Sub Group continue to have a brief to review this and in particular reconvene on the launch of the Government's consultation in the Autumn.
  - (c) That the Council continues to object to HS2 but that should it take place then a local station should be provided.

## 2. **Issues**

- 2.1 The Cheshire and Warrington LEP has collaborated with the Staffordshire and Stoke LEP to promote the option for a station in the Crewe or North Staffordshire region. The LEPs have made publicity statements that High Speed Rail has the potential to promote long-term sustainable economic growth and to support economic development and regeneration. In this regard, it is recognised that the economic potential of HSR could be strengthened by a high speed hub station at Crewe/North Staffordshire.
- 2.2 Strong connectivity to the West Midlands, Northwest and London is a key strength of Stoke-on-Trent and Stafford and underpins the locational choice of many of its successful firms. However, while the M6 motorway, in part, plays a fundamental role in terms of connectivity, increasing congestion on the road network imposes costs on business, constrains growth and threatens to make the area a less attractive place to locate.
- 2.3 The LEPs believe the potential phase 2 Y-Network scenario with a high speed hub station around Crewe/North Staffordshire would have benefits, in terms of both the 'transport benefits' that underpin the HS2 business case and the wider economic regeneration and development potential that the option could deliver to East Cheshire and North Staffordshire

in particular. In a press release the LEPs have highlighted that the benefits could be an increase in jobs of over 5000. It is recognised that clearly there is a trade-off between securing the journey time benefits (which means limiting the number of stops) and the objective of geographically extending the benefits of HS2 to deliver economic development benefits across a wider area.

- 2.4 As indicated at paragraph 1.6 the government consultation on the route options for the section between Birmingham and Manchester does not start until the autumn. Nevertheless it was evident from the earlier consultation that the proposals did not envisage an intermediate station. Cabinet may consider however if a station could be located in the area serving Crewe (to the west) and Stoke-on-Trent (to the east) it may be beneficial on economic grounds, sufficient to outweigh arguments on environmental grounds. It is worth noting that the studies would be required to look at different stop location options, as these will necessarily be influenced primarily by the route and alignment work that is being undertaken by HS2 Ltd over the coming months.
- 2.5 Reflecting on the views of Scrutiny and the issues highlighted above which outline the potential economic benefits it may be advantageous to move to a more neutral position of being prepared to support the principle of HS2 with a proviso that there must be demonstrable economic benefits to the area that would outweigh potentially adverse environmental consequences (it seems likely that this may arise only if there were to be an intermediate station between Birmingham and Manchester, sited in the North Staffordshire area). In summary Cabinet may consider that it is appropriate to ask the Government to actively consider the potentially beneficial economic impact of siting an intermediate station in the sub-region as part of the further route and station option development work.

### 3. **Options Considered**

- 3.1 Members can consider either to continue with the 2011 Cabinet decision that the Council opposes the HS2 plans, or to continue to object but state that should it take place then a local station should be provided, or it could decide to support the plans with an intermediate station in the area.

### 4. **Proposal and Reasons for Preferred Solution**

- 4.1 Members may consider that the potentially beneficial economic development implications of the HS2 are important and that for the Borough to benefit from inward investment and for local businesses to thrive there should be a local station. These may be reasons why the Members may choose to support the LEP with lobbying for a local station whilst maintaining a balanced perspective in relation to the potentially adverse environmental consequences of the line running through parts of the borough.

### 5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 5.1 The aim of securing economic development in the area clearly contributes to the priority of creating a borough of opportunity. It should be noted however that the HS2 will result in environmental consequences which will need mitigation if the plans are to align with the corporate objective of Creating a Cleaner, Safer and Sustainable Borough.

### 6. **Legal and Statutory Implications**

- 6.1 There are no specific implications as this report is seeking approval for the Council to lobby Government for the inclusion of a station in the sub-region. Should this be successful then there will be a range of consultations and legal processes that will be undertaken by the HS2 company.

7. **Equality Impact Assessment**

- 7.1 An assessment has not been undertaken as the aim is to secure investment and jobs in the area to benefit all identified groups.

8. **Financial and Resource Implications**

There are no direct financial implications to the Council arising from this report.

9. **Major Risks**

- 9.1 There would be a range of consultations to be undertaken by HS2 Ltd to consider viability, suitability and community views as part of the development of plans for HS2 phase 2.

10. **Key Decision Information**

- 10.1 The development of the HS2 line and potential local station could potentially affect several wards on the western side of the Borough.

11. **Earlier Cabinet/Committee Resolutions**

- 11.1 July 2011 It was suggested that the economic model that supported the proposal was flawed as the problems of large urban areas such as North Staffordshire were ignored and in addition the service between Stoke-on-Trent and London could be reduced. It was considered that the views of the County Council should be supported in opposing the HS2 proposals on the grounds that it would potentially harm, the country's economy, the environment and did not have a sound business case.

Cabinet resolved that the Portfolio holder for Regeneration and Planning be authorised to approve the submission of the Borough Council's formal response by the close of the consultation period on 29 July 2011.

- 11.2 Economic Development and Enterprise Scrutiny Committee considered the HS2 proposals on 24 August 2011, there was agreement that the working group would reconvene if and when there was further Government consultation on the preferred route.

- 11.3 The Task and Finish Sub Group of the Economic Development and Enterprise Scrutiny Committee met on 4 July. The recommendations of this group were:

- (a) Highlight to Cabinet that the Government consultation on the route options will take place in the Autumn.
- (b) That the Task and Finish Sub Group continue to have a brief to review this and in particular reconvene on the launch of the Government's consultation in the Autumn.
- (c) That the Council continues to object to HS2 but that should it take place then a local station should be provided.

12. **List of Appendices**

There are none.

13. **Background Papers**

The Government's decision to proceed with HS2 is published in the Department for Transport High Speed Rail: Investing in Britain's Future - The Government's Decisions.



## **APPRENTICESHIP OPPORTUNITIES**

**Submitted by:** Executive Director – Resources and Support Services  
Executive Director – Regeneration and Development

**Portfolio:** Finance and Budget Management  
Planning, Regeneration and Town Centres

**Ward(s) affected:** All

### **Purpose of the Report**

To review options to provide apprenticeship opportunities for young people in the Borough.

### **Recommendations**

- (a) That Cabinet note the existing apprenticeship and training opportunities within the Borough.
- (b) That officers are authorised to investigate in further detail opportunities to provide additional apprenticeship places within the Borough Council.
- (c) That officers are authorised to investigate the feasibility of working with a specialist local training provider to increase apprenticeship opportunities.
- (d) That a report is brought to a future meeting of the Cabinet detailing the outcome of the above actions.

### **Reasons**

To increase access to and provision of apprenticeship opportunities for young people.

## 1. **Background**

### 1.1 **National and Regional**

The National Apprenticeship Service (NAS) was set up in 2008 and officially launched in 2009. NAS was set up to bring about significant growth in the numbers of employers offering apprenticeships. NAS is accountable for the national delivery of targets and the coordination of funding for apprenticeship places. NAS provides an online system where employers can advertise their apprenticeship job vacancies and potential apprentices can apply.

The Councils main link to NAS is through the Local Enterprise Partnership (LEP) Employment and Skills Implementation Group and the Staffordshire Apprenticeship Group. Both of which are responsible for encouraging more apprenticeships across Staffordshire. This information is shared with Newcastle Employment and Skills Group (NESG), which is coordinated by the Council.

## 1.2 Local Apprenticeships

Quarterly Apprenticeship District Reports are provided by Staffordshire County Council. The latest for Newcastle (Q2 August 2011 – January 2012) shows a positive growth in 16-18 years and a drop in 19-24 years. The drop in the 19 – 24 years was expected due to the reduction in fast track apprenticeships. The full year start figure for 2010/11 at all levels is 930. This compares with 856 for 2009/10 and 900 2008/9.

There is healthy competition between training providers and at present there are a total of 116 training providers serving residents in Newcastle. Our main providers based in Newcastle are Newcastle under Lyme College (NULC) and the Aspire Group. We also have Equality Training, MARTEC and Performance through People based in the borough.

These providers are members of Staffordshire Providers Association (SPA), which provides a communication network for 39 member organisations and encourages links with other professional bodies to improve the quality of learning in line with regional and national developments.

NULC receives in the region of 500 applications each year for apprenticeships, mainly from 16-25years. The college is working with new companies this year who have been encouraged by the recent government employer incentives of £1500 to those employers new to apprenticeships or those who have not taken on an apprentice since April 2009. This funding is aimed at SME's (small and medium enterprise) and not public sector.

The Council has a successful track record of working with PM Training, especially in the delivery of public realm improvements in Knutton and Cross Heath as part of the Housing Market Renewal programme. As well as the positive uplift to the area, the projects provided real work experience for young people from the local area.

In July 2010 the Council signed up to a Memorandum of Understanding (MOU) with PM Training (part of the Aspire Group). In line with PM Training's vision to create enterprising futures for individuals, the MOU sets out a frame-work within which the Council and PM Training will endeavour to work together in order to procure the effective regeneration of the area and help to address the issues associated with worklessness.

A successful joint supplier event was held at Keele University in February 2011. By December 2011 this resulted in 38 16-18 year old apprenticeships, 51 adult apprenticeships and 12 train to gain opportunities.

Members will also be aware that a new PM Training Centre opened in Brick Kiln Lane in Chesterton. The Centre opened in December 2011 and provides foundation learning opportunities for local young people living in Newcastle. It is expected that 150 young people aged 16-18 years will benefit and approximately 100 are expected to take up apprenticeships.

The Aspire Group currently employs 96 apprentices, which is 14% of their workforce.

## 1.3 Current Position

The Council currently employees 4 apprentices within Streetscene, Garage Workshop and ICT. In the first year of their apprenticeship they are paid the hourly rate of £2.60. This had enabled

the council to take on 4 this year. However, the hourly rate increases in the second year in line with the National Minimum Wage.

In the past we have found it difficult to fill vacant posts due to a low number of applications received and also the skills did not match the criteria.

The council also offers work experience placements ranging from year 10 and 11 students who are still at school for a period of two weeks and also for students attending college or university as part of a six week paid placement under the Internship Scheme. The council has found that work experience plays a key role in helping young people develop an understanding of the world of work and what working is really like. It can help them to think about what options are available to when they leave school or college and can also help to promote working within local government.

During April 2010 to March 2011 the council had received 75 work experience placements working within various service areas such as Environmental, ICT, Communications, Landscape, Museum, Finance, Audit, Customer Service, Planning, Streetscene and Leisure including Football Development'.

## 2. **Issues**

### 2.1 **Future Opportunities Across the Borough**

- (i) Build on our positive relationship with the Aspire Group and NULC to identify opportunities to employ more apprentices here at the Borough Council
- (ii) Continue to work with NESG, SPA, Staffordshire Apprenticeship Group and Newcastle providers to identify further opportunities for apprenticeship growth with employers based in the borough
- (iii) Continue to work in partnership with the LEP Employment and Skills Implementation Group to provide clear information to employers about the benefits of apprenticeships
- (iv) Potential opportunities to increase the number of apprentices within the council, that would require further investigation.
  - Potential funding opportunities - Work Programme - Youth Contract Wage Incentive - up to £1,500 for an apprentice or if we take on a permanent employee up to £2,275
  - Working in partnership with other local organisations - Shared Apprenticeship Scheme
  - Review service budgets, any potential under spend
  - Set up an NVQ assessment centre at the council to bring in government revenue that will fund apprenticeships
  - Set up a Training Academy - 'fit for work'
  - Review any potential vacant posts to turn into apprenticeships or graduate schemes

3. **Options Considered**

3.1 **Do Nothing**

This would fail to ensure that options to improve the opportunities and training prospects of young people in the Borough are properly considered.

3.2 **Approve the Recommendations**

This would support further investigation into providing apprenticeship opportunities for young people.

4. **Proposal**

4.1 That Cabinet approve in principle the recommendations.

5. **Reasons for Preferred Solution**

5.1 To facilitate further investigation into providing apprenticeship opportunities.

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

6.1 The proposals support the Council's priority of 'Creating a Borough of Opportunity'. It will also have implications for the Council's workforce development policies.

7. **Legal and Statutory Implications**

None at this point.

8. **Equality Impact Assessment**

8.1 No discernable differential impact has been identified at this stage. However improved opportunities for young people to access training and employment will contribute positively to meeting the Council's equality objectives.

9. **Financial and Resource Implications**

9.1 The financial implications of the report will be determined as part of the recommended further investigations of potential opportunities.

9.2 Some current provision is made within the General Fund Revenue Programme for apprentice places within the Borough Council as detailed in the report.

10. **Major Risks**

10.1 No major risks have been identified at this stage. However the potential risks associated with progressing or not progressing initiatives are listed below.

Risks if scheme not taken on:

- Reputation damage

- Failure to meet Corporate Priorities
- Not achieving succession planning in the council
- Failure to meet SCS priorities
- Failure to work effectively with partners

Risks if scheme is undertaken:

- Financial implications
- Being able to meet demand

11. **Key Decision Information**

- 11.1 The report will not entail significant expenditure on savings for the Council and will impact on no more than 2 wards at this stage. It has therefore not been included in the Forward Plan.

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## SUPPORT FOR HOME SECURITY CHECKS, ADVICE AND SECURITY MEASURES FOR VULNERABLE RESIDENTS

**Submitted by:** Joanne Basnett

**Portfolio:** Safer Communities

**Ward(s) affected:** All

### **Purpose of the Report**

To outline the current services that are available to vulnerable residents from a range of partner agencies to advise and assist on home security issues. It is recognised that more can be done to promote the schemes, specifically the handy person service so that vulnerable people are aware of the support available. The report outlines why some vulnerable people may not take up the current services and proposes ways in which this may be improved with further financial investment. Ultimately the report is seeking a decision, in principle, to implement additional measures to support the most vulnerable households.

### **Recommendations**

- (a) Do Members wish to proceed with the principle of the additional home security measures summarised in the report?**
- (b) That subject to members decision on whether to proceed:**
  - (i) that Members note and support the advertisement of the Handypersons scheme.**
  - (ii) that officers report back with options to reduce the handyperson charging policy to make the home security material provision and / or labour charge free or 50% subsidised.**

### **Reasons**

The report raises awareness of the current services and, in particular, cites reasons why vulnerable people may choose to not proceed on the basis of the advice given. In considering this information it is appropriate that Members consider whether further subsidy should be provided to encourage more people to invest in home security measures.

#### **1. Background**

- 1.1 The new administration has identified that helping vulnerable people, including the elderly is a key priority. Community safety and fear of crime also remain an important theme for the council and partner agencies. In relation to home security there are two key issues: firstly the standard/condition of the property and secondly, the likelihood of the resident being targeted by a criminal. The Council seeks to address these issues by responding to resident requests for assistance and proactively targeting areas of high crime in partnership with the Police.
- 1.2 Improving Housing Standards including security
  - 1.2.1 The Council is required by the Housing Act 2004 to ensure dwellings comply with the Housing Health and Safety Rating System (HHSRS). This is the mechanism by which officers assess homes to ascertain if the property may place the occupiers at risk of harm. The HHSRS includes a hazard of entry by intruders; however, it is very unlikely that many

properties in the Borough trigger this criteria. Through the current Housing Assistance Policy the Council provides grants up to £5,000 to home owners on benefits for the remediation of category 1 hazards that are likely to cause significant harm in the immediate future. The Council also regularly takes enforcement action against landlords to remediate these problems, sometimes requiring the Council to complete works in default.

1.2.2 The Council currently works with Revival Home Improvement Agency to offer a handyperson scheme. This service is commissioned by the County Council and enables vulnerable residents (over 55's) to access advice and support to:

- Undertake minor repairs such as fitting grab rails/shelves.
- Checks and installation of Yale and mortice locks and spy holes.
- Check and installation door chains, dead bolts and window locks.
- Checks to external security lighting.
- Provide a fire risk check.
- Provide a home safety check and falls assessment.

The service is subsidised in that the visit for the checks is free, however, the resident has to pay for the materials fitted and £10 per hour for labour. The service is available to owner /occupiers and tenants, including Aspire tenants.

1.2.3 Officers are currently working with a wide range of agencies to help vulnerable people before injury or potential death occurs in a new project called Let's Work Together. This project is still being developed, however a key aspect of this project will be the referral of vulnerable people to agencies who can assist. This will see an increase in referrals for home improvements which given the vulnerable nature of the clients will place additional demands on the housing capital budget for funding for home repairs.

### 1.3 Targeted area approach to reducing distraction burglary

1.3.1 The second key issue is related to the resident of the property, whereby criminals target particularly vulnerable residents to talk their way into the home. Through the Safer Community Partnership the Council supports a programme of home visits with Police Community Support Officers and partner agencies including Aspire Housing, Fire Service and Victim Support. Officers undertake a targeted approach to areas of crime to visit vulnerable people particularly the elderly to discuss the risks of cold callers and to introduce minor home security improvement measures.

1.3.2 Measures include memo minders to remind vulnerable people - particularly elderly residents with poor memory - not to open the door to strangers. Personal Attack alarms which can be used inside and outside of the home and door/window alarms for use in the home or on external buildings such as sheds. Where fitting is required this is undertaken by the Council's Neighbourhood Wardens.

## 2. Issues

### 2.1 Improving advice and home security to those wanting support

2.1.1 Whilst the targeted advice listed above is appropriate the Council needs to be able to highlight what services are available to vulnerable residents living in all areas of the Borough.

2.1.2 Officers have started to plan for the marketing of the handyperson scheme operated by Revival Home Improvement Agency, highlighting the scope for security measures. An article



is being prioritised in the next Reporter to highlight the benefits of the scheme from a resident's perspective. A new leaflet has been designed and improvements are being made to the website to ensure that residents know where to go to access the scheme.

- 2.1.3 The main issue with the current service is that customers have to pay for the materials and labour costs. This applies whether the works are for security measures or for home repairs. Approximately 50% of customers don't go ahead with the security measures as they don't want to spend their money until the lock breaks, similarly many people choose to spend their money on other purchases rather than investing in preventative security measures.

### 3. **Options Considered**

- 3.1 Considering the issues listed above Members may wish to consider if additional funding should be allocated to the handyperson scheme to assist vulnerable residents on benefits where they may find it difficult to cover the costs of the materials. The eligibility for free measures for simplicity could be that used for the Disabled Facilities Grants (DFGs) assessment:

- Income Support
- Guaranteed Pension Credit (Not the Pension Savings Credit)
- Income-Based Jobseekers' Allowance
- Housing Benefit
- Council Tax Benefit (not a reduction in Council Tax for single person or disabled person, but the Benefit which pays all or part of the Council Tax bill)
- Working Tax Credit with an income below £15,050.00 pa
- Child Tax Credit with an income below £15,050.00 pa
- Income related Employment & Support Allowance (ESA) not contributory ESA

- 3.2 The subsidised materials could be granted for free to those on benefits or could be, say, 50% funded. Subsidising the materials may encourage some vulnerable people to invest in security now rather than wait until the lock/window/door etc is broken.

### 4. **Proposal and Reasons for Preferred Solution**

- 4.1 Given the expected demand, a budget of £10,000 may be considered necessary should the charging policy be altered. This could fund locks, dead bolts, spy holes, door chains and external security lighting. Community Safety Officers have also recommended that the scheme includes wireless intercoms to enable residents to talk to visitors and to check who they are prior to opening the door to let them in. Subject to Members views Revival will seek to purchase suitable devices. Officers are not recommending that the scheme funds the installation of CCTV on individual properties as this is not felt to provide the most effective support for vulnerable people.

### 5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 5.1 Delivery of handyperson services to vulnerable people clearly contributes to these strategies, in particular to contribute to the corporate priority of Creating a Cleaner, Safer and Sustainable Borough.

### 6. **Legal and Statutory Implications**

- 6.1 The Council has a duty to assess homes for the health and safety rating system and can enforce the remediation of hazards. As outlined in this report it is very unlikely that hazard by entry of intruder would be triggered and the Council does not normally take action through

serving notice on vulnerable elderly homeowners.

7. **Equality Impact Assessment**

- 7.1 An equality impact assessment has been completed on the Housing Renewal Assistance Policy under which the handyperson scheme operates. Increasing subsidy to the handyperson scheme will enhance the support specifically to the equality group of age.

8. **Financial and Resource Implications**

- 8.1 Clearly the level of funding required to improve home security for vulnerable people is difficult to predict as the extent of security measures to be installed can vary greatly. Should the new administration wish to offer subsidised provision of minor materials officers would suggest that a guide budget of £10,000 would be necessary to pilot the scheme. This may fund free measures in approximately 100 homes or if a 50% subsidy was implemented then 200 vulnerable people could be assisted.

- 8.2 Should Members wish to subsidise the materials to the extent referred to above the budget would need to be found from within the Council's capital budget.

- 8.3 In considering if and how to subsidise the service, members may wish to consider altering the £10 per hour labour charge. This charge has been set across the County and is considered reasonable for vulnerable people. Members may however choose to subsidise this further, however it should be noted that this would reduce the number of vulnerable residents assisted. It is also worth noting that this report considers subsidising the home security element of the handyperson scheme. If Members are minded to consider reducing the labour charge then it may be appropriate to consider the labour charges for works to assist people to remain in their own home such as the installation of grab rails. If this was not considered as a whole then there would be charges for some aspects of labour but not for others, making the scheme more complex to administer and explain to elderly residents.

- 8.4 In conclusion there would be no direct implications arising from this report. Nevertheless should members resolve to proceed then it is likely that there will be a modest demand placed on the capital programme; this matter would be addressed in a future report.

9. **Major Risks**

There are no major risks.

10. **Key Decision Information**

- 10.1 The handyperson scheme is available to all vulnerable elderly residents across the Borough.

11. **Earlier Cabinet/Committee Resolutions**

- 11.1 The Housing Capital Programme which includes the continued support for Revival Home Improvement Agency was approved by Cabinet in February 2012. Whilst this does not directly fund the handyperson scheme, the service is complementary to the Home Improvement Agency services.

12. **List of Appendices**

There are none.

13. **Background Papers**

There are none.

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## LOCAL ENVIRONMENTAL QUALITY AND CLEANLINESS OF THE BOROUGH

**Submitted by:** Head of Operations – Roger Tait

**Portfolio:** Environment and Recycling

**Ward(s) affected:** All

### **Purpose of the Report**

The report responds to the new administrations stated priority for a clean and tidy Borough, setting out the current activity and approach to achieving Local Environmental Quality and cleanliness, and it's effectiveness.

### **Recommendations**

- (a) That the information be received.**
- (b) That the improved level of performance in respect of Local Environmental Quality and cleanliness be noted.**
- (c) That the current approach to achieving Local Environmental Quality and cleanliness be endorsed, and ongoing initiatives be supported.**
- (d) That performance in relation to Local Environmental Quality and cleanliness is regularly reported to Cabinet as part of the emerging corporate performance management framework.**

### **Reasons**

To ensure that performance in relation to Local Environmental Quality and cleanliness is maintained.

## **1. Background**

### **1.1 The National Issue**

Litter and the impact it has on our communities and local areas is a huge problem across the country. Over 30 million tonnes of litter are collected from our streets every year and it costs council tax payers £885 million a year to clean the streets of England.

- 2.25million pieces of litter are dropped in the UK every day.
- 48% of the population admit to dropping of litter.
- Smoking related litter is the most prevalent item of litter on England's streets found at 81% of all sites surveyed in 2009/10.
- Fast food litter was present on 24% of sites surveyed in 2009/10.
- Members of the public, who are satisfied with how their area looks, are significantly more likely to be satisfied with how safe they feel in their area.

Anyone that drops litter in a public place is committing a crime and they can be fined under the Environmental Protection Act 1990 and the Clean Neighbourhoods and Environment Act 2005. The fine is between £50-£80 and if not paid a magistrates court can impose a fine of up to £2,500.

## 1.2 Impact

Local Environmental Quality (LEQ) is defined as “physical condition of the local environment to which the public has access or which they can see, whether public or privately owned, relating to general appearance as well as the management and maintenance standards which are evident.

Research has demonstrated that there are clear cross-cutting links between local environmental quality and other policy agendas:

Health	Clean, safe, green infrastructure has a vital role in ensuring mental and physical health. Studies demonstrate the links between clean, green areas and improved health outcomes including reduced obesity levels, reduced depression and improved social justice.
Community Safety	Satisfaction with place, perceptions of anti-social behaviour and the role of place making and good design are intrinsically linked. Good design and high standards of maintenance and cleansing are vital in reducing anti-social behaviour and other environmental crime.
Economy	Local environmental quality impacts on local economies by increasing property prices, supporting high streets and providing real value of green infrastructure to local people.
Carbon Reduction	Local environmental management can have a significant impact on carbon reduction through green infrastructure planning and management, green fleet management and other sustainable practices.

## 1.3 Measuring Performance

In recognition of the importance of local environmental quality to local communities, the Audit Commission developed a performance indicator for inclusion in the National Indicator Set to measure how local authorities were maintaining their areas. The National Indicator Set was in force from April 2008 until its abolition in March 2011. N195 required local authorities to conduct surveys and measure cleanliness in relation to 4 key areas:

- (a) Litter
- (b) Detritus
- (c) Graffiti
- (d) Fly posting

The surveys covered a sample of different types of sites (housing, industrial etc) which were graded according to their cleanliness in respect of the key areas.

Results were expressed as a percentage of the total number of sites surveyed which fell below the minimum acceptable standard of cleanliness.

Therefore, a low percentage result indicates a high level of cleanliness.

Other performance indicators relating to local environmental quality were also incorporated into the National Indicator Set, including indicators relating to fly-tipping, abandoned vehicles and public satisfaction with cleanliness.

## 2. Issues

### 2.1 The Newcastle Approach

The responsibility for street cleansing and litter control removal in a local authority area lies with the district or borough council. Newcastle Borough Council used to have a separate street cleansing team which carried out a range of activities including mechanical road and street sweeping, litter collection and bin emptying.

However this approach was reviewed alongside parks and grounds maintenance operational activities in 2007 and in order to achieve a more efficient and effective service which could deliver improved standards and be more locally responsive and accountable, the Streetscene service was set up.

- 2.2 The Streetscene Business Unit of the Operations Service is a multi-skilled team of operatives, currently divided into two geographical area-based divisions (North and South) who carry out a range of activities including street sweeping, litter collection, dog fouling collection, fly tipping and graffiti removal, household waste, garden waste and food waste collection, parks and greenspace maintenance and repair, grass cutting, watercourses, tree and woodland management, sports pitches and children's play area and footpath inspection and repair.

The Community Business Unit of the Operations Service works closely with Streetscene and manages the education and enforcement function in relation to environmental issues. This includes visiting and providing advice to businesses in relation to their responsibilities on the control of litter, educational presentations to schools and other groups, organising and managing litter awareness campaigns and civic pride events with, and on behalf of partners, dealing with abandoned vehicles, supporting the corporate enforcement team (which includes the Litter Enforcement Officer) and collecting and monitoring data on environmental issues and offences.

- 2.3 The Streetscene team works every single day of the year with the exception of Christmas Day and commences at 6am each morning with a schedule of mechanical road sweeping, litter collections and bin emptying at all "Zone 1" areas which include Newcastle and Kidsgrove town centres and a range of other neighbourhood high streets and precincts across the Borough. There are over 100 bins in Newcastle town centre and these are emptied 3 times daily by the electricity powered town cart. "Zone 1" areas are currently cleansed on a daily basis, with litter bins emptied on up to 3 occasions each day, but this is scheduled for review to determine whether limited resources can be redeployed onto other priority tasks, whilst maintaining an acceptable level of cleanliness and meeting statutory requirements.

In addition to this, the team litter picks 1800 acres of green space and empties over 700 litter and dog waste bins across the borough on varying frequencies, from daily to weekly according to levels of use and need. 662 tonnes of litter is collected each year. All streets and parks footpaths in the borough (approx 640km) are swept a minimum of 4 occasions per year and leaf clearance is carried out in October and November annually with approximately 580 tonnes collected and recycled. Street sweepings are also recycled (1544 tonnes were collected for recycling last financial year).

Other daily tasks may include removal of fly-tipping, removal of graffiti (racist and/or offensive graffiti is removed from all sites with 24 hours of it being reported) and removal of fly-posting.

2.4 The Community team also works every day except Christmas Day, with the park attendant service patrolling parks and green spaces on a mobile basis and carrying out reactive litter picking and clearance work. The park attendant service also work closely with the Community Development Officer, who is responsible for co-ordinating and supporting the work of community volunteers and partners across the Borough in carrying out a range of green space projects and litter clearance in local neighbourhoods under the banner of the emerging Community Engagement and Participation Framework.

This area of work is expanding and developing in a very encouraging way and there are now programmed activities taking place every week in some parks and neighbourhoods, which is adding value to the scheduled work the Streetscene teams carry out.

The Community Team adopt the “educate before litigate” approach to environmental issues and the Environmental Officer and Assistant Environmental Officer work closely with Streetscene, the Recycling Strategy Team and the Corporate Enforcement Team to provide advice and support to local businesses and to deliver a programme of educational visits to schools to influence attitudes towards litter and waste and to encourage a positive attitude towards responsibility for the environment. This is considered preferable to taking an automatic, and perhaps disproportionate, enforcement approach.

Litter picks and civic pride events are also arranged and supported with local schools and LAPs/Parish Councils or other community groups.

A strategy is being developed to identify “hot spots” for litter and other environmental issues and to direct community volunteer resources towards these areas. New groups are being encouraged to form where current gaps exist and efforts are further supported by the Community Wardens and by partners such as the Probation Service Unpaid Work Unit.

In some cases, and usually as a last resort, enforcement action is appropriate and the Council has adopted the power to issue Fixed Penalty Notices (FPN's)for littering which carry a fine of £75 (reduced to £50 if paid within 10 days).

The Council has employed a dedicated Litter Enforcement Officer in the corporate enforcement team since April 2011 and to date over 700 FPN's have been issued.

The Community team support the corporate enforcement team in a number of areas by collecting and providing information on issues such as fly-tipping and the team also manages abandoned and untaxed vehicles on public land.

## 2.5 Performance

Performance in relation to the clearance and control of litter has been measured in a number of ways in recent years, most notably through the National Indicator Set referred to in section 1.3 of this report.

The following is a summary of the Council's performance in NI195: Local Environmental Quality and other indicators since 2008/09 which shows a consistent, year on year improvement and compares very favourably to national results. It is relevant to note that this has been achieved in a corresponding period in cost reductions for the service.



Performance Indicator	2008/09 Outturn	2008/09 Target	Qtr 2 Actual	Qtr 3 Actual	Qtr 4 Actual	2009/10 Outturn	2009/10 Target	2011/12 Target	Qtr 2 Actual	Qtr 4 Actual
NI 195 - % Improvement in street and environmental cleanliness (levels of litter, detritus, graffiti and fly posting)	9.3	10	7	10	11	7.66	9	9	6.17	6.79
a) litter	13.6	10	7	19	15	13.33	9	9	7.78	9.32
b) detritus	2	3	2	3	1	2.33	3	3	3.17	2.65
c) graffiti	0	1	0	0	0	0	1	1	0	0.83
d) fly posting										
Satisfaction with parks and green spaces [BV119e] (yearly)	68	75	-	-	68	62.1				

In addition to this, further performance indicators relating to the Community Engagement and Participation Framework are being developed to gauge the amount of volunteer time spent on environmental projects and the impact this has made on local communities.

## 2.6 The Next Steps

To be able to sustain and continue this journey of improvement in a climate where resources are diminishing, it is important to regularly review how work is planned, managed and resourced.

This “service challenge and review” ethos is embedded in the Operations Service and has been demonstrated by the way the Service has developed from the creation of the Streetscene service in 2007, through a number of restructures and efficiency measures (£750,000 savings in the last 4 years) to its current format.

2.7 The service is continually striving for improvements and in order to assist in achieving this, the Association of Public Sector Excellence (APSE) has been engaged to facilitate a diagnostic review of Streetscene to highlight areas of the service which are performing well and to identify areas for a more in depth analysis to determine if future efficiencies can be driven out. Employees from the service, including managers, supervisors and peers, will participate in the review and a report will be produced to outline the findings in late summer of 2012.

2.8 The other main thrust of improvement planning for the service is in developing and expanding the Community Engagement and Participation Framework to harness the significant community volunteer and partner resource which is latent in the borough.

The early signs in this area of work are very encouraging and the database of volunteers continues to grow in both capacity and capability.

2.9 It is important that alongside the above initiatives, the message about the negative impact of litter and environmental crime continues to be communicated to as wide an audience as possible.

There are a number of organisations, most notably Keep Britain Tidy, who run publicity campaigns to put this message across and to encourage people to take pride in their environment and get involved in keeping their neighbourhood clean (love where you live).

The Council is running a litter awareness campaign during the summer to coincide with Keep Britain Tidy's campaign, and has adopted a number of current themes such as the European Football Championships, London Olympics and Diamond Jubilee to help attract attention and engage public interest.

- A "Spring Clean for the Queen" event was held in Newcastle and Kidsgrove town centres on 1 June 2012 where local businesses assisted council officers and members in litter picking the area to tidy it up for the Jubilee celebration weekend.
- A new mechanical road sweeper has been purchased and fitted with panels displaying the slogan "Have some pride" to encourage people to look after their neighbourhood and not drop litter.
- A 3 day "Big Knutton Tidy Up" event was organised on the greenway in the locality with volunteers from the local community and the partners where 22 tonnes of litter was collected and removed.

Numerous other events are planned for the summer to keep momentum going and it is hoped that further volunteers can be encouraged to come forward to join in the campaign to keep the borough clean.

### 3. **Options Considered**

- 3.1 Options for service improvement will be developed as part of the diagnostic review referred to in section 2.7.

### 4. **Proposal**

- 4.1 That the information be received.
- 4.2 That the improved level of performance in respect of Local Environmental Quality and cleanliness be noted.
- 4.3 That the current approach to achieving Local Environmental Quality and cleanliness is endorsed and ongoing initiative be supported.
- 4.4 That performance in relation to Local Environmental Quality and cleanliness is regularly reported to Cabinet as part of the emerging corporate performance management framework.

### 5. **Reasons for Preferred Solution**

- 5.1 To ensure that performance in relation to Local Environmental Quality and cleanliness is maintained.

### 6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 Creating a cleaner, safer and sustainable Borough.
- 6.2 Creating a Borough of opportunity.
- 6.3 Creating a healthy and active community.

6.4 Transforming our Council to achieve excellence.

7. **Legal and Statutory Implications**

7.1 The Council has a number of powers and duties in relation to litter control and clearance as set out in the Environment Act 1990, the Clean Neighbourhoods and Environment Act 2005 and other statutes.

8. **Equality Impact Assessment**

No adverse impacts have been identified as a result of this report.

9. **Financial and Resource Implications**

9.1 Provision is currently made in the Council's General Fund Revenue Programme to meet its statutory requirements in relation to litter clearance and control.

9.2 There are no new financial or resource implications arising directly from this report.

10. **Major Risks**

10.1 To be added.

11. **Key Decision Information**

11.1 This report does not result in major new expenditure or savings for the Council. It impacts on all wards and has been included in the Forward Plan.

12. **Background Papers**

12.1 To be added.

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## STAFFORDSHIRE LOCAL NATURE PARTNERSHIP

**Submitted by:** Head of Operations – Roger Tait

**Portfolio:** Environment and Recycling

**Ward(s) affected:** All Wards

### **Purpose of the Report**

To inform Cabinet of the formation of the Staffordshire Local Nature Partnership, its purpose and aims and to seek authority for the Borough Council to be represented in the partnership.

### **Recommendations**

- (a) That the report is received.
- (b) That Cabinet endorses the purpose and aims of the proposed Staffordshire Local Nature Partnership.
- (c) That authorisation is granted for appropriate Borough Council officer representation on the proposed Staffordshire Local Nature Partnership to aid its establishment and to support and contribute to the delivery of its objectives.

### **Reasons**

To ensure that the Borough Council's interests are represented in the Staffordshire Local Nature Partnership, in relation to the natural environment. To enhance the Council's ability to influence development of habitats, demonstrate an ambassadorial role in protecting and enhancing biodiversity, strengthen external funding bids and secure support and advice from other organisations in the partnership.

## 1. **Background**

- 1.1 The Government White Paper, "The Natural Choice: securing the value of nature" published in June 2011, set out the vision for how nature should be protected, restored and improved in England. It recognises that partnerships are a key part in finding sustainable solutions to ecological and economic challenges. The government has recommended the creation of Local Nature Partnerships (LNP), to bring together individuals, businesses, and organisations to develop a way for the natural environment to be taken into account in decision-making.

## 2. **Issues**

- 2.1 The purpose of a Local Nature Partnership is:
  - (a) To drive a positive change in the local natural environment, taking a strategic view of the challenges and opportunities involved and identifying ways to manage it as a system for the benefit of nature, people, and the economy.
  - (b) Contribute to achieving the government's national environmental objectives locally, including the identification of the local ecological networks, alongside addressing local priorities.

- (c) Become local champions influencing decision-making relating to the natural environment and its value to social and economic outcomes, in particular, through working closely with local authorities, Local Enterprise Partnerships (LEPs), and Health and Wellbeing boards. It is the intention of the partnership to embed the SNLP into the Staffordshire Strategic Partnership (SSP), which already exists within the county, and links the area's two LEP's with the Health & Wellbeing Partnership, Local Authorities, District Local Strategic Partnerships, Special Interest Groups, and Wider Consultative Groups. Complementing the objectives set out in the Natural Environment White Paper, the SSP works at a strategic level to provide a framework for all agencies, sectors, and partners to work collectively to promote the economic and social wellbeing of the County.
- 2.2 It is envisaged that the LNP's will be seen as balanced, strategic, and knowledgeable partnership that can add value to important decision making in an area and that they will make important contributions to strategic planning matters as the government intends to add LNP's to the Duty to Co-operate in the Local Planning Regulations.
- 2.3 It is envisaged that the proposed development of the Staffordshire LNP, would involve three stages:
- (i) Wider engagement and broadening the agenda.
  - (ii) Developing a shared vision.
  - (iii) Establishing a LNP in Staffordshire.
- 2.4 It is the aim of the LNP to influence public, private and community plans by embedding the concept of natural value into decision making at all levels – providing real 'traction' for a step change in environmental action. The LNP will work with LEPs to develop the green economy and provide opportunities for increased investment in the natural environment. It will provide business, third sector and community leaders with the information they require to turn the vision into reality and to ensure that the multiple benefits that are received from good management of the land (and water) are enjoyed by all in the area.
- 2.5 The outcomes envisaged by the LNP include:
- A better organised, more strategic approach to the delivery of integrated social, environmental, and economic outcomes for people and wildlife.
  - An advisory forum to prioritise action and target resources.
  - Create functional ecological networks across the country.
  - Production of innovative green infrastructure proposals.
  - A progressive alliance of farming and environmental interests that balances long-term sustainability, rural employment, and agricultural productivity.
- 2.6 A Staffordshire LNP can develop a shared vision for the natural environment and create a framework within which organisations and local communities can easily identify how to use their particular skills and resources to greatest effect. They will also be able to influence the LNP to ensure they get a positive benefit in their own roles and operational objectives.
- 2.7 The borough will be able to access via the Staffordshire LNP support and guidance on policy formulation in relation to the natural environment. Potential access to funding to enable delivery of identified priorities and access to expertise and knowledge of the other partners to help build the capacity and capability of the borough. The strategic nature of the partnership will also raise awareness of the benefits of the natural environment and enable greater involvement in the natural environment for the borough's communities.

### 3. **Options Considered**

- 3.1 Endorse the purpose and aims of the proposed Staffordshire LNP and provide appropriate officer representation to work together to create a healthy, resilient natural environment as the foundation for sustained economic growth, prospering communities and personal well-being
- 3.2 Do not participate in the proposed Staffordshire LNP and miss the opportunity to influence its work and ensure that the Borough Council's interests are represented in relation to the natural environment.

### 4. **Proposal**

- 4.1 To endorse the purpose and aim of the proposed Staffordshire LNP, to aid the establishment of the partnership and to support and contribute to the delivery of its objectives.

### 5. **Reasons for Preferred Solution**

- 5.1 To ensure that the Borough Council's interests are represented in the Staffordshire Local Nature Partnership, in relation to the natural environment.

### 6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 The proposal links to the following corporate priorities:

- Promoting a cleaner, safer and sustainable borough
- Promoting a borough of Opportunity
- Promoting a healthy and active community
- Transforming our council to achieve excellence

- 6.2 The Staffordshire LNP will link to the following aims of the Sustainable Community Strategy:

The green network of canals, green spaces, and parks will be protected and improved for high quality development opportunities for leisure and physical activity and facilities to promote walking and cycling. New development makes adequate provision for community facilities including health care, education, sports and recreation and leisure and ensures existing facilities are retained and enhanced where they provide for justified community needs.

### 7. **Legal and Statutory Implications**

- 7.1 The Council has power to act.

### 8. **Equality Impact Assessment**

- 8.1 There are no adverse impacts towards equality relating to this proposal. The partnership is working at a strategic level towards improving the benefit and services that we get from a healthy natural environment for all residents.

### 9. **Financial and Resource Implications**

- 9.1 There are no current financial implications directly associated with this report although there will be a need to commit staff resources, knowledge and data to the project to ensure that the partnership can deliver its aims and objectives as efficiently as possible.

10. **Major Risks**

10.1 A risk assessment is to be provided.

11. **Sustainability and Climate Change Implications**

11.1 The proposal should have a positive impact on sustainability and climate change as the partnership aims to put the natural environment at the forefront of any proposed decisions/developments.

12. **Key Decision Information**

12.1 This report is a key decision as defined in the Council's Constitution.

12.2 This report is included on the Council's forward plan for the period in which it is to be reported.

13. **Earlier Cabinet/Committee Resolutions**

There are no earlier Cabinet/Committee resolutions relating to this report.

14. **List of Appendices**

There are none

15. **Background Papers**

'The Natural Choice: Securing the Value of Nature' Government White Paper 2011



## **CEMETERIES MEMORIAL SAFETY PROGRAMME 2011-15**

**Submitted by:** Head of Operations – Roger Tait

**Portfolio:** Culture and Leisure

**Ward(s) affected:** All

### **Purpose of the Report**

To inform Cabinet of the revised British Standard in relation to Memorial Testing and to seek authority to amend the Council's policy to bring it in line with the British Standard.

### **Recommendation**

**That the Council's policy in relation to Memorial Testing is amended to align with the revised British Standard.**

### **Reasons**

The Council has a legal and statutory duty to ensure the safety of visitors, contractors and staff within its cemeteries.

## **1. Background**

1.1 Cabinet considered a report on the Cemeteries Memorial Safety Programme 2011-15 at the meeting of 20 July 2011.

It was resolved:

(a) That Cabinet review the completed Cemeteries Memorial Inspection and Safety Programme and consider a follow-on rolling programme to re-inspect all memorials over a five year period.

(b) That the underspend from the 2005-10 programme be rolled forward to meet the costs of the new 5 year programme and that provision of £10,000 be made in the General Fund Capital Programme for Year 5 (2015/16).

(c) That long-term provision be made in the General Fund Revenue Programme to meet the cost of the inspection and safety programme from 2016/17 onwards.

1.2 Since this date, the new 5 year programme has commenced and inspection and testing has been completed at Attwood Street Cemetery in Kidsgrove. Inspection and testing is also in progress at Newcastle Cemetery.

## **2. Issues**

2.1 In April 2012, the British Standards Institute issued a revised edition of BS8415:2005 - Monuments within Burial Grounds and Memorial Sites – Specification.

2.2 The Standard covers a range of issues relating to design, materials, construction, performance, safety and inspection of monuments within cemeteries.

- 2.3 The main point which concerns the management of the Council's cemeteries and the Council's policy on memorial testing, relates to the test pressure to be applied to existing memorials.

Previously, the recommended test pressure when using a force measuring device was up to a pressure of 35kg.

The amended standard is recommending a reduction to a pressure of 25kg and advising those using a force measuring device to recalibrate it to 25kg.

- 2.4 The institute of Cemetery and Crematorium Management (ICCM) is updating its policy, guidance and training to reflect the above reduction in test pressure.

- 2.5 In order to align the Council's current policy with the revised industry recommendations, it is necessary to reduce the current approved test pressure of 35kg to 25kg.

There are no other areas of the Council's Policy which require review or amendment as a result of the revised British Standard at present.

- 2.6 The 2011-15 Cemeteries Memorial Safety Programme is currently in progress and memorials are being tested to a pressure of 35kg at present.

This will continue until formal approval for the reduced test pressure is granted, at which point the force measuring device will be recalibrated to 25kg and the remainder of the programme will be implemented using the revised test pressure.

### 3. **Options Considered**

- 3.1 The preferred option is to amend the Council's current policy to align with the revised British Standard recommendations.

### 4. **Proposal**

- 4.1 That the Council's policy in relation to Memorial Testing is amended to align with the revised British Standard.

### 5. **Reasons for Preferred Solution**

- 5.1 The Council has a legal and statutory duty to ensure the safety of visitors, contractors and staff within its cemeteries.

### 6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 Creating a cleaner, safer and sustainable Borough.

### 7. **Legal and Statutory Implications**

- 7.1 There are legal and statutory duties incumbent on the Council to ensure the safety of visitors, contractors and staff within its cemeteries.

### 8. **Equality Impact Assessment**

8.1 No differential equality impact has been identified within this report.

9. **Financial and Resource Implications**

9.1 There are no new financial resource implications arising from this report.

10. **Major Risks**

10.1 The major risks have been identified and considered in the previous report.

10.2 If the Council does not align its policy with the revised British Standard, there is the risk that it could be challenged by stakeholders for adopting a test process which is in excess of industry guidelines and which may disadvantage memorial owners and masons.

11. **Key Decision Information**

11.1 This decision has an impact on the Council's policy and impacts on all wards. It has been included in the Forward Plan.

12. **Earlier Cabinet/Committee Resolutions**

12.1	Resolution No.	Cabinet	20 July 2011
12.2	Resolution No.	Cabinet	May 2006
12.3	Resolution No. 1013/06	Cabinet	22 March 2006
12.4	Resolution No.	Cabinet	30 November 2005
12.5	Resolution No.	Cabinet	3 August 2005
12.6	Resolution No. 196/05	Cabinet	21 July 2004
12.7	Resolution No. 718/04	Cabinet	17 December 2003
12.8	Resolution No. 114/04	Cabinet	25 May 2003
12.9	Resolution No. 358/03	Cabinet	7 August 2003
12.10	Resolution No. 848/02	Cabinet	16 January 2003

14. **Management Sign-Off**

Each of the designated boxes need to be signed off and dated before going to Executive Director/Corporate Service Manager for sign off.

	Signed	Dated
Financial Implications Discussed and Agreed		
Risk Implications		

<b>Discussed and Agreed</b>		
<b>Legal Implications Discussed and Agreed</b>		
<b>H.R. Implications Discussed and Agreed</b>		
<b>ICT Implications Discussed and Agreed</b>		
<b>Report Agreed by: Executive Director/ Head of Service</b>		

## ICT SOFTWARE CONSOLIDATION – LICENSING TENDER AWARD

**Submitted by:** Head of Customer and ICT Services

**Portfolio:** Communications, Transformation and Partnerships/Finance and Budget Management

**Ward(s) affected:** N/A

### **Purpose of the Report**

To inform Cabinet of the award of a contract for ICT licensing software following a competition within a Government Procurement Services framework.

### **Recommendation**

**That Cabinet notes the award by the Executive Director (Resources and Support Services) of a three year contract to Civica UK Ltd for the supply of ICT software for the Council's Licensing Service.**

### **Reasons**

To support the Council's ICT consolidation agenda; to remove a stand-alone, legacy system in Licensing and to make financial savings.

## 1. **Background**

- 1.1 In June, Cabinet approved the ICT Review and Consolidation programme, in relation to ICT software contracts. This initiative will make significant savings and improve value for money whilst putting in place a strategic way forward to increase ICT efficiency.
- 1.2 Within this programme the Council's licensing software is scheduled for review during 2014. This will take place alongside a wider review during that year of our software that is location based which includes Geographic Information Systems; Land and Property Gazetteer Management; Development Control; Building Control; Estates and Asset Management; Land Charges; Facilities Management; Environmental Health and Housing.
- 1.3 In the short term the opportunity has arisen to improve efficiency and to make savings by replacing the Council's current licensing software system with a solution that integrates it with the Council's strategic software systems. This removes a legacy system, enables more efficient working between Licensing and Environmental Health and takes advantage of immediate cost savings.
- 1.4 Making these changes to the licensing software on the basis of a three year contract from 2012 will align a second licensing software review with the wider strategic review of spatially enabled software starting in 2014. Any further, consolidated contracts involving licensing which may offer further savings would start during 2015/16 as detailed in the programme.

## 2. **Issues**

- 2.1 The company providing the Lalpac system was recently bought by Idox plc. This company also supplies the Council's 'Uniform' software used in areas such as Development Control, Building Control and Land Charges. The current annual charges for the Lalpac system total £16,999.

- 2.2 Your officers created a specification detailing the requirements of the new licensing software. In brief these were:
- the new licensing software needed to cover the full range of licensing functions including the Licensing Act 2003, Taxi and Private Hire licensing and the Gambling Act 2005;
  - the system must offer modules covering license applications, renewals and issuing;
  - applications must be capable of being made online and an online register of applications and licenses granted must be available.
- 2.3 Due to the close working arrangements between Licensing and Environmental Health, it was essential that a new software system integrated with the Council's Environmental Health software, currently 'APP' provided by Civica. The system was required to integrate with several of the Council's core systems; electronic document and records management system (EDRMS) and the customer relationship management (CRM) system, together with the being capable of interfacing with the Council's infrastructure.
- 2.4 Following the running of a competition within a GPS framework, bids were received from one supplier. This was from the company that currently provides the Council's Environmental Health and Housing software with which the licensing system must closely integrate. This single bid has been evaluated by officers in relation to quality and cost using the evaluation criteria identified to suppliers in the specification.
- 2.5 The annual cost of the current Lalpac licensing software contract is £16,999. This increases each year in line with the retail price index (RPI). The cost over the next three years would be £50,997 (plus RPI). The cost of the new contract is a one-off payment of £20,600. Broadly, this covers software licenses, data transfer from the old system to the new, support with integration and configuration to other Council systems and staff training. Annual maintenance is provided at no extra charge to the current Environmental Health software contract. The new contract represents a saving to the Council of approximately £30K in software costs over three years.
- 2.6 In addition, removal of the legacy licensing system and consolidating on the existing Environmental Health software supplier enables efficiencies to be made by ICT in terms of infrastructure, data storage, maintenance and backup. The removal will result in the decommissioning of a database and the release of a significant volume of data storage space used for the Lalpac application, which can be used by other applications. The consolidation onto an existing strategic system will reduce the risk of failure and simplify the system maintenance.
- 2.7 Approval has been obtained from the Executive Director, Resources and Support Services to award a three year contract to Civica UK Ltd., in accordance with Standing Orders.

### 3. **Options Considered**

- 3.1 Await the outcome of the wider, strategic review in 2014.

### 4. **Proposal**

- 4.1 That Cabinet notes the award by the Executive Director (Resources and Support Services) of a 3 year contract to Civica UK Ltd. for the supply of ICT software for the Council's licensing service.

5. **Reasons for Preferred Solution**

The solution enables:

- the removal of a legacy system
- integration between dependent systems
- advantage to be taken of shorter term savings ahead of 2014
- accordance with the ICT Review and Consolidation Strategy

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 Transforming our Council to achieve Excellence – through managing our resources better and maximising the use of its ICT to drive through efficiencies.

7. **Legal and Statutory Implications**

There are none. The decisions taken are in accordance with the Council's Standing Orders and with the European and UK Procurement Rules.

8. **Equality Impact Assessment**

No differential impact has been identified.

9. **Financial and Resource Implications**

The new contract represents a saving of approximately £30K over the next three years against current costs.

10. **Major Risks**

The licensing software is unable to meet the requirements of the service in an effective, efficient and lawful way. This risk is mitigated by the fact that the new software is one of the market leaders from a known and trusted supplier, already in use in other Staffordshire and national authorities.

11. **Key Decision Information**

This is not a key decision.

12. **Earlier Cabinet/Committee Resolutions**

There are none

13. **Background Papers**

Strategic Review and Consolidation of ICT Systems, Cabinet, June 2012

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