

Date of meeting **Tuesday, 14th October, 2025**
Time **2.00 pm**
Venue **Astley Room - Castle**
Contact **Geoff Durham 742222**



**NEWCASTLE
UNDER LYME**
BOROUGH COUNCIL

Castle House
Barracks Road
Newcastle-under-Lyme
Staffordshire
ST5 1BL

Cabinet

AGENDA

- 1 APOLOGIES**
- 2 DECLARATIONS OF INTEREST**
To receive declarations of interest from Members on items included in the agenda.
- 3 MINUTES OF PREVIOUS MEETINGS** **(Pages 5 - 12)**
To consider the Minutes of the previous meeting.
- 4 WALLEYS QUARRY - ODOUR ISSUES** **(Pages 13 - 38)**
- 5 CREATION OF LYME PARK COUNTRYSIDE PARK** **(Pages 39 - 44)**
- 6 GREEN SPACE PROTECTION UPDATE** **(Pages 45 - 50)**
- 7 UK SHARED PROSPERITY UPDATE** **(Pages 51 - 58)**
- 8 BUSINESS IMPROVEMENT DISTRICT, NEWCASTLE TOWN
CENTRE - RE-BALLOT** **(Pages 59 - 112)**
- 9 KIDSGROVE TRAIN STATION UPDATE** **(Pages 113 - 118)**
- 10 ASSET DISPOSALS AND OFF-STREET PARKING PLACES
ORDER 2025** **(Pages 119 - 160)**
- 11 FORWARD PLAN** **(Pages 161 - 168)**
- 12 URGENT BUSINESS**
To consider any business which is urgent within the meaning of Section 100B(4) of the
Local Government Act 1972.
- 13 DISCLOSURE OF EXEMPT INFORMATION**

To resolve that the public be excluded from the meeting during consideration of the following reports, because it is likely that there will be disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A (as amended) of the Local Government Act 1972.

14 ASSET DISPOSALS AND OFF-STREET PARKING PLACES ORDER 2025 CONFIDENTIAL REPORT (Pages 169 - 220)

15 RENEWAL OF IN CAB AND BACK OFFICE MANAGEMENT SYSTEM FOR RECYCLING WASTE & STREETSCENE SERVICES (Pages 221 - 226)

ATTENDANCE AT CABINET MEETINGS

Councillor attendance at Cabinet meetings:

- (1) The Chair or spokesperson of the Council's scrutiny committees and the mover of any motion referred to Cabinet shall be entitled to attend any formal public meeting of Cabinet to speak.
- (2) Other persons including non-executive members of the Council may speak at such meetings with the permission of the Chair of the Cabinet.

Public attendance at Cabinet meetings:

- (1) If a member of the public wishes to ask a question(s) at a meeting of Cabinet, they should serve two clear days' notice in writing of any such question(s) to the appropriate committee officer.
- (2) The Council Leader as Chair of Cabinet is given the discretion to waive the above deadline and assess the permissibility of the question(s). The Chair's decision will be final.
- (3) The maximum limit is three public questions at any one Cabinet meeting.
- (4) A maximum limit of three minutes is provided for each person to ask an initial question or make an initial statement to the Cabinet.
- (5) Any questions deemed to be repetitious or vexatious will be disallowed at the discretion of the Chair.

Members: Councillors S Tagg (Leader) (Chair), Sweeney (Vice-Chair), Heesom, Fear, Skelding and Hutchison

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

Meeting Quorums: Where the total membership of a committee is 12 Members or less, the quorum will be 3 members.... Where the total membership is more than 12 Members, the quorum will be one quarter of the total membership.

SUBSTITUTE MEMBER SCHEME (Section B5 – Rule 2 of Constitution)

The Constitution provides for the appointment of Substitute members to attend Committees. The named Substitutes for this meeting are listed below:

Substitute Members:

If you are unable to attend this meeting and wish to appoint a Substitute to attend on your place you need to identify a Substitute member from the list above who is able to attend on your behalf

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

NOTE: IF THE FIRE ALARM SOUNDS, PLEASE LEAVE THE BUILDING IMMEDIATELY THROUGH THE FIRE EXIT DOORS.

ON EXITING THE BUILDING, PLEASE ASSEMBLE AT THE FRONT OF THE BUILDING BY THE STATUE OF QUEEN VICTORIA. DO NOT RE-ENTER THE BUILDING UNTIL ADVISED TO DO SO.

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CABINET

Tuesday, 2nd September, 2025
Time of Commencement: 2.00 pm

[View the agenda here](#)

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Present: Councillor Simon Tagg (Chair)

Councillors: Sweeney Skelding
Fear Hutchison

Apologies: Councillor(s) Heesom

Officers:	Gordon Mole	Chief Executive
	Simon McEneny	Deputy Chief Executive
	Anthony Harold	Service Director - Legal & Governance / Monitoring Officer
	Sarah Wilkes	Service Director - Finance / S151 Officer
	Craig Jordan	Service Director - Planning
	Roger Tait	Service Director - Neighbourhood Delivery
	Geoff Durham	Civic & Member Support Officer
	Paul Dutton	Senior Media Officer

1. **DECLARATIONS OF INTEREST**

There were no declarations of interest stated.

2. **MINUTES OF PREVIOUS MEETINGS**

Resolved: That the Minutes of the meeting held on the 8 July, 2025 be agreed as a correct record.

3. **WALLEYS QUARRY ODOUR ISSUES**

The Leader introduced a report updating Cabinet on the latest position regarding Walleys Quarry.

The Chief Executive advised that complaints had been low and steady over the past four months with a notable drop in August with just four complaints received. Officers continued to investigate complaints and the sources by mapping and tracking them.

As the autumn period was approaching, the site would be closely monitored and the agreed recovery mechanisms would now start to ramp up, moving from the response phase into recovery.

Members' attention was drawn to paragraph 1.6 of the report which set out the requests made at Full Council on 23 July, 2025 and the status of the correspondence.

The Leader stated that the position remained positive, with low complaints but it would be closely watched as autumn arrived. The site appeared to be well managed by the Environment Agency (EA) and their contractors.

The Portfolio Holder for Strategic Planning stated that the data was heartening. He asked if there had been a response from Adam Jogee MP regarding asking the Government for help in restoring the site and to call for a public inquiry.

The Leader confirmed that there had been no response from the MP on those two points.

Referring to the letter from the EA, The Portfolio Holder for Finance, Town Centres and Growth asked the Chief Executive if there was any update on the 'long term plans for the site, including funding arrangements'.

The Chief Executive advised that, as part of the recovery arrangements, the Council had highlighted that it needed to be focussed and government representation had been requested on the relevant working group to look at the practical steps for restoration and the associated funding which should not fall onto local shoulders. It was noted that this funding would be required for restoration post the bond which the EA had been using for the first works.

Resolved: That the contents of the update report be noted.

[Watch the debate here](#)

4. ANNUAL REPORT 2024-25

The Leader introduced the Council's Annual Report stating that this was the third one that had been brought during this term and was again showing a good picture of the Council's delivering of front line services whilst keeping finances under control and Council Tax low.

This year had seen full scale plans for the regeneration of the town. In the next couple of years, the former Midway, Astley Place and the remainder of the Ryecroft site would be developed.

Local Government Reorganisation had come to the fore in the last year which would abolish existing councils to create larger ones. This Annual Report was being looked at in the prism of the proposed reorganisation and told a good story of how Newcastle delivered services for its residents, both on its own and with partners.

The Annual Report would be taken to the next meeting of Full Council later in the month for debate.

The Portfolio Holder for Sustainable Environment stated that street cleanliness had continued to be monitored around the Borough and had identified 'grotspot areas'. A highways grass cutting contract had also successfully been delivered on behalf of County Highways.

The Portfolio Holder for Strategic Planning stated that the Borough was seeing real change with the town centre redevelopment

The Portfolio Holder for Leisure, Heritage and Culture congratulated officers of the Council and members of the Business Improvement District (BID) who had been involved with Britain in Bloom. Newcastle had secured a double winner at national level in the Heart of England in Bloom Awards. The Brompton Museum continued to perform outstandingly and had secured a bronze award in the small visitor attraction of the year and in accessibility and inclusive tourism. The Active life programme at J2 continued to promote health and wellbeing of residents.

The Portfolio Holder for Finance, Town Centres and Growth state that a balanced budget had been agreed for 2025-26 with feasible and sustainable savings which had been identified by the Efficiency Board process. This had enabled a continued investment of £250,000 in the Council's priorities by the Civic Growth Fund.

The Leader stated that the Council could be proud of its activities this year, including the situation with Walleys Quarry. This year the Council had also made decisions that had awarded £1.5m to funding opportunity schemes throughout the Borough for the UK Shared Prosperity Fund. The Council was working closely with the police to reduce crime and antisocial behaviour in the town centre , with Civic Pride being a key part of that.

The Council had also invested in a new bus route linking the university communities and business parks, funded by the Town Deal monies.

- Resolved:**
- (i) That the Council's Annual Report for 2024-2025 be received
 - (ii) That the 2024-2025 Annual Report be referred to Full Council's meeting of 24th September 2025.

[Watch the debate here](#)

5. MEDIUM TERM FINANCIAL STRATEGY 2026-27 TO 2030-31

The Portfolio Holder for Finance, Town Centres and Growth introduced a report updating Cabinet on the financial pressures facing the Council for the period 2026/27 to 2030/31.

The gap for this year was £1.777m. There were two main things that were causing the gap; the first being a fair funding review by the Government. As Newcastle was a well run council, the Government were taking funding away of around £1.5m. Secondly, the local government reorganisation would require £400,000 of funding.

The Leader endorsed the MTFs stating that the Council was well into the process of setting next year's budget with the Efficiency Board and efficiency reviews being carried out.

The MTFs would be taken to the Finance, Assets and Performance Scrutiny Committee later this week.

- Resolved:**
- (i) That the funding pressures of £1.777m in 2026/27 and £3.069m over the 5-year period covered by the Medium-Term Financial Strategy (MTFS) be noted.

- (ii) That the approach regarding the development of savings and income generation proposals in the medium-term, be agreed.
- (iii) That the continued uncertainty regarding the medium-term impact of local government funding, be noted.
- (iv) That the letter sent to the Chancellor of the Exchequer (Appendix B) from the Portfolio Holder for Finance, Town Centres and Growth requesting further funding in respect of Temporary Accommodation, be noted.
- (v) That the first Medium Term Financial Strategy update be referred to the Finance, Assets and Performance Scrutiny Committee for their views.

[Watch the debate here](#)

6. KIDSGROVE TOWN DEAL UPDATE AND CONTRACT AWARDS

The Leader introduced a report for the Kidsgrove Town Deal update, seeking approval to award contracts and grant agreements for the new Enterprise Units.

The schemes included the shared service hub and progress on Kidsgrove Station refurbishment. The Government was not providing the bigger funding for remediation work on land around the Station so there would be no rebuilding on that land.

Kidsgrove Town Deal had already delivered Kidsgrove Sports Centre, improvements to the pump track and Clough Hall Park.

The Portfolio Holder for Leisure, Heritage and Culture stated that this was great news for Kidsgrove with the refurbished Railway Station being a great addition to the town. The progression of proposals for the one-way system would also be seen under the funding which would lead to development of the public toilets.

The Portfolio Holder for Finance, Town Centres and Growth stated that the Labour Government had never invested in Kidsgrove but the Conservative Government's investment had made a real difference showing that Kidsgrove was an integral part of the Borough.

- Resolved:**
- (i) That the progress made with the schemes in Kidsgrove as part of the Kidsgrove Town Deal, be noted.
 - (ii) That the alternative schemes following the Shared Services Hub project revisions, be approved.
 - (iii) That the Deputy Chief Executive, in consultation with the Portfolio Holder for Finance, Town Centres and Growth, and Portfolio Holder for One Council, People and Partnerships, progress legal agreements to enable continued delivery of projects.

- (iv) That the progress made with the delivery of the Kidsgrove Station works and agrees that a further report will be presented as soon as practicable outlining the scheme and the budget, be noted.

[Watch the debate here](#)

7. NEWCASTLE UNDER LYME LOCAL PLAN 2020-40 UPDATE

The Portfolio Holder for Strategic Planning introduced a report updating Cabinet of the progress being made and seeking approval for the next steps prior to it being considered for adoption by Full Council.

The examination had taken place and the report listed what was needed to take it to the next stage. Currently there was a lot of engagement with external bodies both in the private sector and Staffordshire County Council.

The Leader stated that there was a commitment to getting a viable, workable local plan in place was one of this Administration's election pledges and it was now on the final stretch.

- Resolved:**
- (i) That the progress made with the Borough Local Plan to date, be noted.
 - (ii) That the updates on the issues raised in response to the Inspectors Post Examination Hearing Feedback, be noted.
 - (iii) That the Deputy Chief Executive, in consultation with the Portfolio Holder for Strategic Planning be authorised to progress the next steps necessary on the Local Plan ahead of the Plan being considered for adoption at a future Full Council.
 - (iv) That the Deputy Chief Executive, in consultation with the Portfolio Holder for Strategic Planning, be authorised to approve a list of Main and Additional Modifications to the Local Plan and Policies Map, that arise from the Local Plan Examination process, alongside the necessary Sustainability Appraisal and Habitats Regulations Assessment for public consultation for a period of six weeks.
 - (v) That the Deputy Chief Executive, in consultation with the Portfolio Holder for Strategic Planning, be authorised to forward responses from the Main Modifications consultation directly to the Inspector to allow the preparation of a final report on the Local Plan and undertake the necessary steps to take a report to Full Council to consider the adoption of the Local Plan.

[Watch the debate here](#)

8. RENEWAL OF CIVICA FINANCIALS CONTRACT

The Portfolio Holder for Finance, Town Centres and Growth introduced a report seeking to award a contract to Civica UK Ltd to provide the Council's Financial Management system.

Civica had been providing this service for a number of years, therefore the report was seeking renewal of that contract. This had been brought to Cabinet early as there was uncertainty as to what would happen under the local government reorganisation. The proposal was to put the five year contract on 2+1+1 years, which also generated a cost saving.

Resolved: That the contract award to Civica UK Limited for the provision of the Council's Financial Management System on a 2+1+1+1 contract at a total cost of £258,685 (should the contract be utilised for the full 5 years), be approved.

[Watch the debate here](#)

9. FINANCIAL AND PERFORMANCE REVIEW REPORT - FIRST QUARTER 2025-26

The Portfolio Holder for Finance, Town Centres and Growth introduced the Quarter 1 Finance and Performance Report for 2025-26 on the performance of individual council services and progress with delivery against priorities and financial information.

Cabinet was advised that the revenue budget was £34,000 underspent at the end of Quarter One.

The Leader then went through the Performance Indicators, 78% of which had met their targets. Portfolio holders were invited to comment.

Priority 1: One Council delivering for Local People

Many of the indicators were on or above target. Staff sickness was staying on the right side.

Website interactions had been seen as a positive as residents were dealing with their queries quickly without having to refer to various parts of the website.

Priority 2: A Successful and Sustainable Growing Borough

Indicators for the Planning service were on or above target with some large planning applications now being received.

Priority 3: Healthy, Active and Safe Communities

The percentage of materials for recycling and composting was 0.01 below target. This had been due to a wet Spring in 2024 which had made the garden waste heavy, whereas Spring 2025 had been very dry.

Targets for J2 and the Museum had been met. There was a new monitoring system at the Museum for the number of people accessing it.

The Community Safety indicators were all good showing that partnership working was going well

Priority 4: Town Centres for All

The number of parking tickets purchased was down and national comparison data was being sought to look at trends which were affecting car parking. A lot of permits were being sold which were not taken into account in these performance indicators.

Town centre footfall figures were showing an increase reflecting increased visitor activity.

- Resolved:**
- (i) That the contents of the attached report and appendices and continue to monitor and challenge the Council's service and financial performance for this period, be noted.
 - (ii) That the movement in reserves under section 7 of the Finance Appendix A (£100k to the Planning Appeals Reserve, £150k to the Local Plan Support Fund and £150k to the Budget and Borrowing Support Fund, all of which to be transferred from the Business Rates Reserve), be approved.

[Watch the debate here](#)

10. **FORWARD PLAN**

The Leader presented the Forward Plan.

Resolved: That the Forward Plan be received and noted.

Watch the debate here

11. **URGENT BUSINESS**

There was no Urgent Business.

12. **DISCLOSURE OF EXEMPT INFORMATION**

Resolved:- That the public be excluded from the meeting during consideration if the following matter because it is likely that there will be disclosure of exempt information as defined in paragraphs contained within Part 1 of Schedule 12A of the Local Government Act, 1972.

13. **CIVICA FINANCIALS PROPOSAL - CONFIDENTIAL APPENDIX**

Consideration was given to the confidential appendix relating to item 9 on the agenda.

Resolved: That the confidential appendix be received and noted.

Cabinet - 02/09/25

**Councillor Simon Tagg
Chair**

Meeting concluded at 2.50 pm

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

CORPORATE LEADERSHIP TEAM'S

REPORT TO CABINET

14 October 2025

Report Title: Walleys Quarry – Odour Issues

Submitted by: Chief Executive

Portfolios: Sustainable Environment; One Council, People & Partnerships

Ward(s) affected: All

<u>Purpose of the Report</u> To update Cabinet on the latest position regarding the problematic odours in the Borough associated with Walleys Quarry.	Key Decision Yes ☐ No ☒
<u>Recommendation</u> Cabinet is recommended to: Note the contents of this update report.	
<u>Reasons</u> To ensure Cabinet is kept updated on the ongoing work regarding the problem odours associated with Walleys Quarry landfill.	

1. Background

- 1.1 For a number of years, parts of the borough have suffered from foul odours from the Walleys Quarry Landfill Site in Silverdale which has, until its liquidation been operated by Walleys Quarry Ltd. The Environment Agency (EA) is the lead regulator for permitted landfill sites, testing and enforcing compliance with the permit under which the site operates. The Council also has a role in influencing the operation and performance of such sites, where an operator fails to comply with actions required under an abatement notice issued by the Council in relation to any statutory nuisance caused by the site.
- 1.2 In March 2021, Council held an extraordinary meeting to receive the report of the Economy, Environment and Place Scrutiny Committee review into the Walleys Quarry issues, and to debate a motion demanding the immediate suspension of operations and acceptance of waste at the Walleys Quarry Landfill site.
- 1.3 Following extensive work, officers determined that the odours from the Walleys Quarry site amounted to a Statutory Nuisance and, on 13 August 2021, served an Abatement Notice on Walleys Quarry Ltd. (WQL). Following an appeal by Walleys Quarry Ltd, and a successful mediation process, His Honour District Judge Grego approved the

settlement that the parties had reached and issued a court order upholding the Abatement Notice and dismissing WQL's appeal on 6 October 2022.

- 1.4** Further instances of statutory nuisance identified which amount to a breach of the Abatement Notice, the Council's Enforcement Policy will guide the process to be followed [Reference: [Environmental Health enforcement policy – Newcastle-under-Lyme Borough Council \(newcastle-staffs.gov.uk\)](https://www.newcastle-staffs.gov.uk/environmental-health-enforcement-policy)]. This would determine what action the Council would take, and whether that would be formal or informal. Enforcement is usually considered sequentially but should the circumstances or nature of the breach be such, escalation direct to prosecution is possible. The Council needs to obtain the consent of the Secretary of State before it is able to prosecute an offence of breaching an abatement notice, as the site is permitted by the Environment Agency. Such consent has been obtained.

- 1.5** Members and Officers have attended Liaison Meetings to maintain contact with Walleys Quarry Ltd, and with other agencies involved with the issue. Cabinet has received monthly updates on the issues relating to the odours, and Council has also been regularly updated.

- 1.6** At its meeting of 23 July 2025, full Council resolved to write to the Secretary of State for the Environment, Food and Rural Affairs, the local member of parliament, the Chief Executive of the Environment Agency and the Leader of Staffordshire County Council. The following updates on this correspondence are provided.

1.6.1 The Secretary of State, Steve Reed OBE MP, was asked to provide a timetable for a public enquiry into the actions of the Environment Agency through the Walleys Quarry process and for confirmation that he would provide a guarantee that all costs of remediation would be met by UK Government.

1.6.2 In response, correspondence has been received on 18 September 2025 from Mary Creagh CBE MP, and is set out in Appendix 4. The Minister states: 'My position has not changed in respect of granting a public inquiry since my letter to Cllr Tagg of 4 October 2024. The EA has complied with environmental law and has fulfilled its statutory duties in regulating Walleys Quarry and its ongoing management of the site to prevent the risk of pollution or harm. I am not convinced of the benefits of holding such an inquiry and believe that our efforts are best focussed on addressing the problems at the site.'

1.6.3 The Member of Parliament for Newcastle-under-Lyme, Adam Jodge MP, was asked for specific assistance in getting the relevant Government departments and agencies to engage with the multi-agency co-ordinating group; to call for Government to play an active role in the safe restoration of the site; and to join calls for a public enquiry into the site and its regulation. There has to date been no response.

1.6.4 The Chief Executive for the Environment Agency was asked to commit real and lasting financial support for the restoration of the site; that continuous monitoring would continue to be in place; and that a public meeting be held by the end of September. A reply was received on 20 August 2025 and is set out in the previous Cabinet report.

- 1.7** The Council continues to assess the prevalence of odours off site.

2. Complaint Data

- 2.1** Below is a schedule of complaints received by the Council and by the Environment Agency for the last 3 months, reported on a weekly basis. Historical complaint data is attached to this report as Appendix 1.

	Complaints to NULBC	Complaints to Environment Agency
July 2025		
30/06/25 - 06/07/25	1	1
7/07/25 -13/07/25	3	4
14/07/25 - 20/07/25	3	6
21/07/25 - 27/07/25	3	6
28/07/25 - 03/08/25	8	17
August 2025		
04/08/25 - 10/08/25	2	0
11/08/25 -17/08/25	0	3
18/08/25 - 24/08/25	0	0
25/08/25 - 31/08/25	2	0
September 2025		
01/09/25 - 07/09/25	1	0
08/09/25 - 14/09/25	0	0
15/09/25 - 21/09/25	0	3
22/09/25 - 28/09/25	0	1
October 2025		
29/10/25 - 05/10/25	0	3
06/10/25 -12/10/25	1*	

*Figure may alter due to backdated complaints received

2.2 September 2025

- There were no 'odour events' (where 10 or more complaints have been reported) during the month of September.
- The total number of odour complaints for September was 1 complaint reported on Saturday 06 September 2025.

NULBC Odour Assessments

- 2.3** Officers have undertaken odour assessments. The type of monitoring includes spot assessments (instantaneous assessments) and assessments made over a 5-minute period where the odour intensity is recorded every 10 seconds.
- 2.4** With the reduction in complaint numbers, odour assessments are proactive rather than reactive and aim to provide reassurance monitoring within the community.
- 2.5** In September, 7 spot assessments were undertaken all of which reported an intensity rating of 0 [no odour].

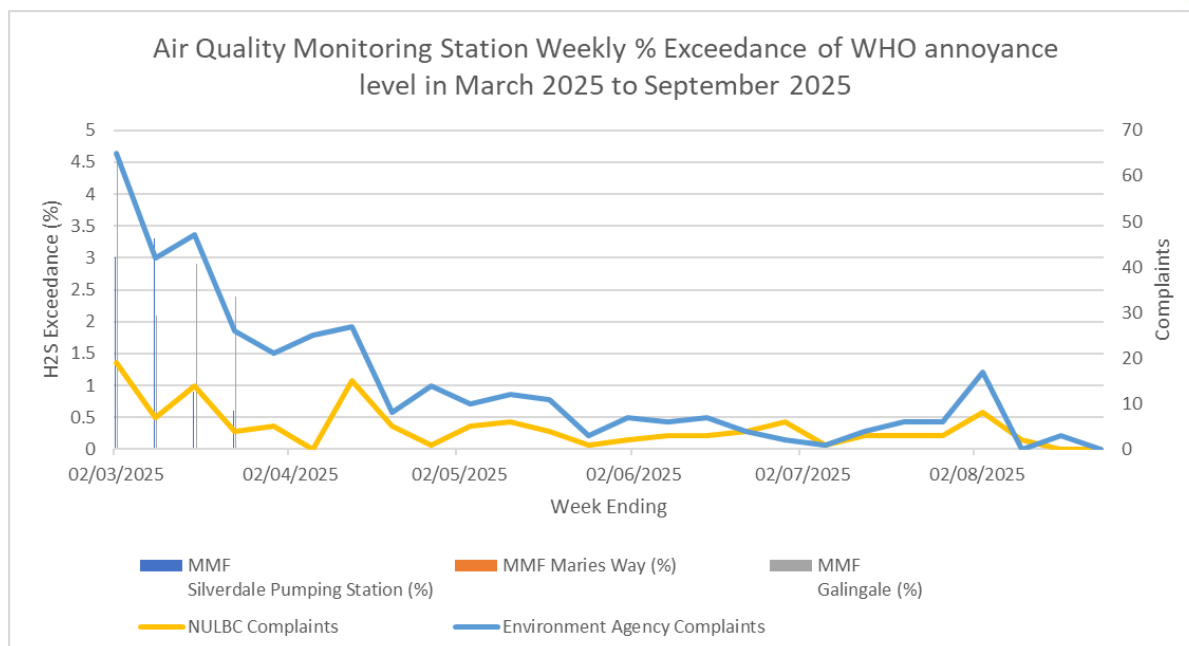
NULBC Mobile Air Quality Monitoring (using Jerome monitor)

- 2.6** Hydrogen sulphide monitoring was undertaken by Officers on 22 September 2025 at 7 locations all of which were at a level of 0ppb.

- 2.7** The Council, Staffordshire County Council, and the Environment Agency have jointly funded a campaign of air quality monitoring utilising static air monitoring stations. The Environment Agency manage and operate these air quality monitoring stations. Data from these stations is routinely published weekly by the Environment Agency (EA).
- 2.8** The air quality data up to August 2025 has been published on the EA website and the KPI data has been updated.
- 2.9** The latest H2S data is set out in the table below, defining the proportion of the time periods where H2S levels were above the WHO Odour Annoyance guideline of 7ug/m³. Historic data is available in Appendix 2.

Time Period	MMF Maries Way (%)	MMF Silverdale Pumping Station (%)	MMF Galingale View (%)
30 June - 6 July 2025	0.0		0.0
7 July - 13 July 2025	0.0		0.0
14 July - 20 July 2025	0.0		0.0
21 July - 27 July 2025	0.0		0.0
28 July - 03 August 2025	0.0		0.0
4 August - 10 August 2025	0.0		0.0
11 August - 17 August 2025	0.0		0.0
18 August - 24 August 2025	0.0		0.0
25 August - 31 August 2025	0.0		0.0
01 September - 07 September 2025	0.0		0.0
08 September - 14 September 2025	0.0		0.0
15 September - 21 September 2025	0.0		0.0
22 September - 28 September 2025	0.0		0.0
29 September - 05 October 2025	0.0		0.0

- 2.10** The complaint data and weekly % exceedance of the WHO annoyance level since March 2025 have been combined and is shown on the graph below:



Environment Agency Regulatory and Enforcement Action

- 2.11** The Environment Agency has continued to provide updates on its regulatory activity on the Walleys Quarry Landfill and can be accessed here: <https://engageenvironmentagency.uk.engagementhq.com/hub-page/walleys-quarry-landfill>.
- 2.12** The EA 'launched 'Report an environmental problem,' a new online reporting service to make it easier to report water and odour pollution across England. The EA advise that if you need to report an odour, please use the following link - [Report a smell from a waste facility, industrial site or farm in England - GOV.UK](#).'

Progress with onsite works

- 2.13** The EA have published the following updates since the previous Cabinet report:

02 September 2025

Following previous updates, we have continued to import material to remedy depressions in the surface of the landfill, to help prevent odorous emissions from the site. These works have taken longer than expected due to their complexity. In the event of adverse weather conditions, activities on site may be impacted which must be factored into our planning.

Our contractors plan to access the leachate wells to service the pumps, and to decommission any damaged wells. They will also shortly complete installation of automated pumps in the void area, to manage surface water that may accumulate following rainfall.

CLP Envirogas Limited continues to monitor and maintain its gas management infrastructure.

As we have previously explained, some of the works being carried out on site may result in temporary increases in off-site odour, particularly where pipe works needs to be temporarily disconnected and realigned.



Photograph of depression work at the top of the site on 27 August 2025

2.14 03 October 2025

Since our last update, two redundant leachate wells which had previously been a source of odour have been decommissioned. Our contractors have created access routes to facilitate further assessment of the leachate infrastructure. They have also carried out drainage improvements to access roads to reduce the risk of surface water flooding onsite during periods of heavy rainfall.

Remedial works to capping on site are continuing, with completion anticipated by the end of October, subject always to weather conditions. There will be additional vehicle movements until mid-October as material is delivered to the site.



Photograph taken on 26 September 2025 showing clay placed on the site to remove the risk of fugitive landfill gas emissions

As we have stated previously, some of the works required may result in temporary off-site odours, particularly where gas infrastructure pipework requires short-term disconnection and realignment.

Walleys Quarry Limited Update – Voluntary Liquidation [28 February 2025]

- 2.15** No further updates have been uploaded to the filing history for Walleys Quarry Ltd on Companies House.
- 2.16** There is no legal time limit on how long a liquidation will last. A typical liquidation takes a year to complete but can go on for longer. It depends on what assets are to be realised, and how long it takes to agree creditors' claims.

NULBC Update

- 2.17** The Council is providing both the EA and liquidator any support we can within our powers to keep this landfill under control, as it is currently.
- 2.18** We will continue to monitor the data in relation to the landfill.
- 2.19** We will continue to undertake odour monitoring and assessments in the community.
- 2.20** We would ask that should the community be adversely affected by odour that complaints are logged to the EA or ourselves via [Report a problem or concern about Walleys Quarry – Newcastle-under-Lyme Borough Council](#).
- 2.21** We have started working with partners to review:
 - the ongoing work by the Environment Agency to minimise emissions off site;

- the future of the site considering the availability of any funding and the potential routes to delivery.

2.22 Further details of this work will be provided in a future report following the establishment of working groups.

UK Health Security Agency [UKHSA]

2.22 The UKHSA produced the Health Risk Assessment of air quality results from March 2021 to June 2025 for Walleys Quarry Landfill site.

2.23 The UKHSA position in the latest risk assessment is;

‘Waste acceptance at Walleys Quarry landfill site has ceased and we are reassured that engineering measures are now in place (or being re-engineered) to seal and stabilise the site to reduce the potential for hydrogen sulphide emissions escaping into the atmosphere and to manage landfill gasses appropriately through the site’s gas utilisation plant.

In June 2025, the odour annoyance guideline value for hydrogen sulphide was not exceeded at any of the monitoring sites and the monthly average concentration at all three sites was below the long-term health-based guidance value. The cumulative average concentration is above the long-term health-based guidance value at all three of the monitoring sites due to historic concentrations and the protracted nature of this incident. UKHSA is assured of a continued decrease in the cumulative average concentrations of hydrogen sulphide due to the cessation of landfill waste acceptance and the ongoing steps being arranged by the Environment Agency to remove a risk of serious pollution.’

Key Performance Data

2.24 Through the settlement agreement both Walleys Quarry Ltd and the Council had developed key performance indicators in relation to relevant data from each organisation, only data for NULBC is available, following Walleys Quarry Ltd liquidation. The NULBC data is shown in Appendix 3.

2.25 The data from the Council covers the period from July 2025 to September 2025 and provides complaint numbers and officer assessments.

Committee of Inquiry update

2.26 A member-led committee of inquiry was established to look into the problems impacting local communities from the Walleys Quarry Landfill operation in Newcastle.

2.27 The specific lines of inquiry were determined by Full Council:

- what is the impact of the ongoing odour issue?
- what needs to be done next, and by whom, to bring about resolution?
- what, if any, opportunities have been missed to resolve this issue sooner?

The inquiry was held over 2 hearing days on 23 July and 14 August 2024 at the Castle House offices in Newcastle-under-Lyme. The committee considered the views of and responses to questions from invited organisations. Members of the public were able to attend, and the inquiry was also live streamed.

After the inquiry, the committee prepared a report with recommendations which was subsequently considered by our Cabinet and Full Council.

- 2.28** In October 2024 officers reported to Cabinet on the progress of the recommendations with the overall request to the EA to close the site and a list of 10 recommendations.
- 2.29** A year on, Officers have revisited and reviewed the recommendations considering the effect of the Closure Notice served by the Environment Agency and the company entering liquidation.
- 2.30** An update on the recommendations of the report is as follows:

	Recommendations	Progress
0	Environment Agency to serve a closure notice to commence the process of the site being closed	A Closure Notice was served on 28 November 2024.
1	Support further legal action being taken by the Borough Council	Legal action against Walleys Quarry Ltd cannot proceed now that the company has entered voluntary liquidation.
2	Investigate the costs for restoration of the site against the value of the restoration bond	The EA are utilising the financial provision to undertake works on site to prevent serious pollution.
3	Seek evidence of previous core sampling and carry out new sampling if safe to do so, to establish waste content	No core samples have been taken. It would not assist now to disturb previously deposited waste and core samples would not assist in steps being taken to remove risk of serious pollution.
4	Reiterate the need for a Government-led Public Inquiry into the role of the EA as a regulator and their failings in respect of the Walleys Quarry site.	The Leader has called repeatedly for the Secretary of State for Environment, Food and Rural Affairs (DEFRA) to confirm that a public inquiry will take place into what happened.
5	Note that the Office for Environmental Protection (OEP) is the appropriate body to support such an Inquiry	The Chief Executive NULBC wrote to the Chief Executive of the OEP on 30 September 2024. The OEP without engaging with the Council issued a public response on the matter.
6	It was suggested that the WQ Liaison Committee should continue to look at restoration plans to ensure that the site is capped and restored effectively and to the correct standards.	Raised at the Liaison Committee. At that time restoration formed part of the environmental permit and planning permission. The permit has been disclaimed in February 2025.

7	Independent monitoring of emissions on the site are needed, to restore public confidence in findings	There remain two mobile monitoring facilities in the vicinity of the site. NULBC Officers continue to monitor levels of H2S within the community.
8	Implement Dr Scott's coding system in use at the Silverdale and Keele GP practices across all surgeries in the borough, to capture health issues	Awaiting update.
9	Share a copy of this report with the Chartered Institute of Waste Management and invite their comment on the findings	The NULBC Chief Executive wrote to CIWM on 30 September 2024.
10	A copy of this report to be sent to ARCADIS consultants for information	A copy of the report was sent to ARCADIS on 08 October 2024.

3. **Recommendation**

3.1 **Cabinet is recommended to:**

- Note the contents of this update report.

4. **Reasons for Proposed Solution**

- 4.1 To ensure Cabinet is kept updated of the ongoing work to address the issues associated with the odours from Walleys Quarry landfill.

5. **Options Considered**

- 5.1 To provide regular updates to Cabinet.

6. **Legal and Statutory Implications**

- 6.1 Part III of the Environmental Protection Act 1990 is the legislation concerned with statutory nuisances in law. This is the principal piece of legislation covering the Council's duties and responsibilities in respect of issues relating to odour nuisance:

- The Environmental Protection Act 1990, section 79 sets out the law in relation to statutory nuisance. This is the principal piece of legislation covering the Council's duties and responsibilities in respect of issues relating to odour nuisance.
- The relevant part of Section 79 defines a statutory nuisance as any smell or other effluvia arising on industrial, trade or business premises which is prejudicial to health or a nuisance. The Council is responsible for undertaking inspections and responding to complaints to determine whether a statutory nuisance exists.
- Where a statutory nuisance is identified or considered likely to arise or recur, section 80 of the Act requires that an abatement notice is served on those responsible for the nuisance. The abatement notice can either prohibit or restrict the nuisance and may require works to be undertaken by a specified date(s).

- It is then a criminal offence to breach the terms of the abatement notice. Because the site is regulated by the Environment Agency under an Environmental Permit, the council would need to obtain the consent of the Secretary of State before it is able to prosecute any offence of breaching the abatement notice.
 - The Act provides powers in respect of a breach. If a person on whom an abatement notice is served, without reasonable excuse, contravenes or fails to comply with any requirement or prohibition imposed by the notice, they shall be guilty of an offence. If this is on industrial, trade or business premises shall be liable on conviction to an unlimited fine. It is a defence that the best practicable means were used to prevent, or to counteract the effects of, the nuisance.
- 6.2** In 2024, the Council established breaches of the abatement notice. As the Council was not the primary regulatory permission to undertake legal proceedings was sought from the Secretary of State. This permission was received in July 2024, preparation for legal proceedings commenced, with the intention to issue proceedings in late 2024/early 2025.
- 6.3** This report details both the EA closure notice and subsequent appeal against the closure notice, which the Borough Council was a principal party to present evidence in relation to the statutory odour nuisance.
- 6.4** Walleys Quarry Ltd in February 2025 entered voluntary liquidation.
- 6.5** Upon the liquidation of Walleys Quarry Ltd, the abatement notice and the legal requirements in respect of odours, will cease to be enforceable. As a result, those legal proceedings will not continue. The council will keep this under review.
- 6.6** The Council also continues to engage with the Crown Estate and the EA regarding any future plans for the site.

7. Equality Impact Assessment

- 7.1** The work of the Council in this regard recognises that the problematic odours in the area may impact on some groups more than others. The work is focussed on minimising this impact as soon as possible.

8. Financial and Resource Implications

- 8.1** Dedicated officer resource has been allocated to continue the Council's work regarding Walleys Quarry Landfill.
- 8.2** From April 2024 there is a £300k reserve for works associated with Walleys Quarry Landfill site. Should further funding be required, up to £300k can be made available through the transfer of useable reserves (£100k from the Borough Growth Fund and £200k from the Budget and Borrowing Support Fund). These funds can be transferred without Council approval.
- 8.3** On 20 November 2024 Council approved a further sum of £400k (£250k from the General Fund Reserve, £150k from the Budget and Borrowing Support Fund) for costs associated with action to prosecute, and delegate to the Chief Executive and Section 151 Officer, in consultation with the Portfolio Holders for One Council, People and Performance and Town Centres and Finance, to draw down and remit such funds as and when necessary for this action.

- 8.4** On 25 February 2025, the Council was listed as a creditor in the 'Notice of Statement of Affairs' signed by a Director of Walleys Quarry Ltd. The amount owed to the Council is £132,097.20. This outstanding debt is made up of £102,000 in respect of the legal fees agreed through the mediated settlement in court back in October 2022 relating to the Abatement Notice. The remaining amount relates to outstanding Business Rates.
- 8.5** The Council is now in correspondence with Walleys Quarry liquidators in order to recover these outstanding monies. Updates on this situation will be provided as and when available.

9. Major Risks

- 9.1** A GRACE risk assessment has been completed including the following main risks:
- Failure to achieve a reduction in odour levels;
 - Community dissatisfaction at odour levels;
 - The ability to take enforcement action against abatement notice;
 - Failure to evidence a breach of the abatement notice;
- 9.2** Controls have been identified and implemented in order to control these risks; the main controls include:
- Dedicated officer resource for Walleys Quarry work has been secured;
 - Continued air quality monitoring provision;
 - Robust procedure for investigating complaints with experienced officers;
 - Specialist expert advice maintained;
 - Multi-Agency partnership working continues.

10. UN Sustainable Development Goals (UNSDG)



11. One Council

11.1 Please confirm that consideration has been given to the following programmes of work:

One Commercial Council ☐

We will make investment to diversify our income and think entrepreneurially.

One Digital Council ☒

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

The Council will use all available monitoring data and digital tools in making strategic and operational decisions in relation to Walleys Quarry.

One Sustainable Council ☒

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle.

The Council will further develop the Walleys Quarry landfill webpage to make it easier for residents and businesses to be kept up to date with the works being undertaken onsite.

The Council is not a user of Walleys Quarry. Within its restricted powers, the Council is committed to ensuring that waste does not cause a nuisance for residents and ultimately wishes to see the end of landfill, with a site that is successfully closed, capped off and restored.

12. Key Decision Information

12.1 As an update report, this is not a Key Decision.

13. Earlier Cabinet/Committee Resolutions

13.1 This matter has been variously considered previously by Economy, Environment & Place and Health, Wellbeing & Environment Scrutiny Committee, Council and Cabinet on 21st April 2021, 9th June 2021, 7th July 2021, 21st July 2021, 8th September 2021, 13th October 2021, 3rd November 2021, 17th November, 1st December 2021, 12th January 2022, 2nd February 2022, 23rd February 2022, 23rd March 2022, 20th April 2022, 7th June

2022, 19th July 2022, 6th September 2022, 18th October 2022, 8th November 2022, 6th December 2022, 10th January 2023, 7th February 2023, 13th March 2023, 5th April 2023, 6th June 2023, 18th July 2023, 19th September 2023, 17th October 2023, 7th November 2023, 5th December 2023, 16th January 2024, 6th February 2024, 14th February 2024, 19th March 2024, 10th April 2024, 4th June 2024, 16th July 2024, 10th September 2024, 25th September 2024, 15th October 2024, 5th November 2024, 25th November 2024, 3rd December 2024, 9th January 2025, 4th February 2025, 18th March 2025, 6th May 2025, 3rd June 2025, 8th July 2025, 2nd September 2025 and 15th September 2025

14. List of Appendices

- 14.1** Appendix 1. Historical Complaint data
- 14.2** Appendix 2. Percentage exceedance above WHO odour annoyance guideline
- 14.3** Appendix 3. NULBC Key Performance Data
- 14.4** Appendix 4. Letter from Mary Creagh CBE MP dated 18 September 2025

Appendix 1 – Historic Complaint Numbers

Week Ending	Complaints to NuLBC	Complaints to Environment Agency	Week Ending	Complaints to NuLBC	Complaints to Environment Agency
2022			25-Sep	14	79
09-Jan	73	352	02-Oct	13	58
16-Jan	258	1045	09-Oct	42	102
23-Jan	134	651	16-Oct	52	165
30-Jan	25	139	23-Oct	73	186
06-Feb	16	64	30-Oct	30	82
13-Feb	31	120	06-Nov	27	116
20-Feb	49	166	13-Nov	23	86
27-Feb	40	264	20-Nov	60	113
06-Mar	118	571	27-Nov	2	70
13-Mar	72	285	04-Dec	19	47
20-Mar	224	1126	11-Dec	43	163
27-Mar	412	1848	18-Dec	22	114
03-Apr	243	1072	25-Dec	12	45
10-Apr	132	895	2023		
17-Apr	156	752	01-Jan	11	39
24-Apr	65	310	08-Jan	12	32
01-May	49	213	15-Jan	13	25
08-May	39	193	22-Jan	47	118
15-May	35	160	29-Jan	51	149
21-May	43	134	05-Feb	13	66
29-May	20	81	12-Feb	26	115
05-Jun	27	169	19-Feb	7	39
12-Jun	42	234	26-Feb	3	15
19-Jun	25	263	05-Mar	7	13
26-Jun	28	208	12-Mar	12	74
02-Jul	9	54	19-Mar	23	63
09-Jul	4	34	26-Mar	19	56
16-Jul	14	72	02-Apr	51	103
23-Jul	21	52	09-Apr	45	152
30-Jul	12	93	16-Apr	11	64
06-Aug	22	124	23-Apr	48	101
13-Aug	32	133	30-Apr	148	278
21-Aug	11	79	07-May	50	150
28-Aug	12	89	14-May	53	164
04-Sep	10	30	21-May	147	320
11-Sep	9	64	28-May	90	210
18-Sep	13	83	04-Jun	24	43

Week Ending	Complaints to NuLBC	Complaints to Environment Agency	Week Ending	Complaints to NuLBC	Complaints to Environment Agency
11-Jun	19	75	24-Mar	120	330
18-Jun	76	154	31-Mar	81	254
25-Jun	80	170	07-Apr	56	220
02-Jul	40	99	14-Apr	17	75
09-Jul	18	46	21-Apr	32	145
16-Jul	20	54	28-Apr	55	196
23-Jul	15	73	05-May	41	167
30-Jul	28	97	12-May	75	311
06-Aug	21	67	19-May	76	192
13-Aug	7	30	26-May	89	240
20-Aug	10	44	02-Jun	75	207
27-Aug	8	38	09-Jun	38	114
03-Sep	11	59	16-Jun	50	147
10-Sept	26	71	23-Jun	67	189
17-Sept	12	72	30-Jun	117	298
24-Sept	8	31	07-Jul	45	103
01-Oct	8	26	14-Jul	52	155
08-Oct	8	37	21-July	118	277
15-Oct	29	64	28-Jul	93	189
22-Oct	22	81	04-Aug	61	162
29-Oct	26	115	11-Aug	53	143
05-Nov	5	15	18-Aug	50	160
12 Nov	40	123	25-Aug	35	185
19-Nov	35	119	01-Sept	7	46
26-Nov	36	135	08-Sept	14	42
3-Dec	115	265	15-Sept	25	95
10-Dec	83	151	22-Sept	43	118
17-Dec	48	180	29-Sept	16	53
24-Dec	28	79	06-Oct	52	147
31-Dec	44	129	13-Oct	80	187
2024			20-Oct	37	136
07-Jan	236	627	27-Oct	100	311
14-Jan	76	268	03-Nov	46	163
21-Jan	270	824	10-Nov	41	153
28-Jan	86	261	17-Nov	251	793
04-Feb	133	416	24-Nov	252	842
11-Feb	382	905	1-Dec	518	1478
18-Feb	186	527	8 -Dec	261	760
25-Feb	397	1264	15-Dec	182	518
03-Mar	333	990	22-Dec	220	797
10-Mar	218	694	29-Dec	418	1644
17-Mar	103	374	-	-	-

Week Ending	Complaints to NuLBC	Complaints to Environment Agency	Week Ending	Complaints to NuLBC	Complaints to Environment Agency
2025					
05-Jan	303	1315			
12-Jan	894	3878			
19-Jan	283	803			
26-Jan	109	470			
02-Feb	72	404			
09-Feb	47	221			
16-Feb	8	39			
23-Feb	6	26			
02-March	19	65			
09-March	7	42			
16-March	14	47			
23-March	4	26			
30-March	5	21			
06-April	0	25			
13-April	15	27			
20-April	5	8			
27-April	1	14			
04-May	5	10			
11-May	6	12			
18-May	4	11			
25-May	1	3			
01-June	2	7			
08-June	3	6			
15-June	3	7			
22-June	4	4			
29-June	6	2			
06-July	1	1			
13-July	3	4			
20-July	3	6			
27-July	3	6			
03-August	8	17			
10-August	2	0			
17-August	0	3			
24-August	0	0			

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Time Period			
	MMF1 (%)	MMF 2 (%)	MMF 9 (%)
02 October – 08 October 2023			0
09 October – 15 October 2023			9.4
16 October – 22 October 2023	0.9	0	7.8
23 October – 29 October 2023	13.7	3.0	10.4
30 October – 5 November 2023	7.8	0.6	NR
6 November – 12 November 2023	8.9	1.5	5.6
13 November – 19 November 2023	6.9	0.6	3
20 November – 26 November 2023	3.3	2.9	14.33
27 November – 3 December 2023	14.9	7.4	26.2
4 December – 10 December 2023	21.4	3.0	10.2
11 December – 17 December 2023	13.4	2.68	8.33
18 December – 24 December 2023	0	0	0.6
25 December- 31 December 2023	23.21	0.3	1.9
01 January – 07 January 2024	16.9	8.7	17.7
08 January – 14 January 2024	0		5.0
15 January – 21 January 2024	17.4		18.4
22 January – 28 January 2024	37.8		11.6
29 January – 04 February 2024	18.6		23.4
05 February – 11 February 2024	20.8		22.6
12 February – 18 February 2024	30.8		9.6
19 February – 25 February 2024	27.4		21.1
26 February – 03 March 2024	33.7		20.1
04 March – 10 March 2024	34		13
11 March – 17 March 2024	17.0		6.0
18 March – 24 March 2024	8	1.8	4.5
25 March – 31 March 2024	37.8	1.8	2.1
01 April - 07 April 2024	15.6	1.2	5.4
08 April – 14 April 2024	10.7	0	4.8
15 April – 21 April 2024	0.9	1.2	7.9
22 April – 28 April 2024	1.8	0	6.7
29 April – 05 May 2024	2.4	0.6	9.0
06 May – 12 May 2024	6.85	0.3	14.3
13 May – 19 May 2024	3.3	0	12.2
20 May – 26 May 2024	1.8	0.6	8.6
27 May – 02 June 2024	5.7	1.2	6.0
03 June – 09 June 2024	0	0	8.1
10 June – 16 June 2024	0.6	0	4.2
17 June – 23 June 2024	0.9	0.6	8.7
24 June – 30 June 2024	0.0	0.3	6.9

01 July - 7 July 2024	0.6	0.0	4.2
08 July - 14 July 2024	0.3	0.0	8.9
15 July - 21 July 2024	7.2	7.5	16.5
22 July - 28 July 2024	2.7	0	15.2
05 August - 11 August 2024	1.2	2.1	5.4
12 August - 18 August 2024	1.2	0.3	1.8
19 August - 25 August 2024	0	0	0
26 August - 01 September 2024	0	0	0.6
	MMF Maries Way (%)	MMF Silverdale Pumping Station (%)	MMF Galingale View (%)
02 September - 08 September 2024	0.6	0	1.1
09 September - 15 September 2024	1.8	3.3	5.7
16 September - 22 September 2024	0.3	0.0	10.8
23 September - 29 September 2024	4.8	0.6	0.6
30 September - 06 October 2024	18.7	3.6	7.2
07 October -13 October 2024	14.0	11.3	8.0
14 October - 20 October 2024	22.8	5.09	1.8
21 October - 27 October 2024	13.4	14.0	12.0
28 October - 03 November 2024	13.2	1.5	15.0
04 November -10 November 2024	47.9	2.1	0.3
11 November -17 November 2024	4.80	7.49	20.40
18 November - 24 November 2024	8.0	5.4	6.5
02 December - 8 December 2024	11.9	10.3	3.9
09 December - 15 December 2024	7.1	0.6	22.3
16 December - 22 December 2024	3.3	13.6	14.5
23 December - 29 December 2024	22.9	25.6	16.4
04 November - 10 November 2024	47.9	2.1	0.3
11 November - 17 November 2024	4.8	7.49	20.4
18 November - 24 November 2024	8.0	5.4	6.5
25 November - 1 December 2024	32.7	16.1	13.7
2 December - 8 December 2024	11.9	10.3	3.9
9 December - 15 December 2024	7.1	0.6	22.3
16 December - 22 December 2024	3.3	13.6	14.5
23 December - 29 December 2024	22.9	25.6	16.4
30 December - 05 January 2025	30.0	28.7	20.7
06 January - 12 January 2025	47.6	37.6	56.4
13 January - 19 January 2025	21.3	22.8	14.4
20 January - 26 January 2025	27.4	6.3	3.3
27 January - 02 February 2025	10.9	2.1	1.8
03 February - 09 February 2025	1.6	6.3	7.6

10 February - 16 February 2025	0.0	0.0	0.0
17 February - 23 February 2025	0.0	0.3	0.0
24 February - 02 March 2025	0.0	3.0	4.5
03 March - 09 March 2025	0.0	3.3	2.1
10 March -16 March 2025	0.0	0.9	2.9
17 March - 23 March 2025	0.3	0.6	2.4
24 March - 30 March 2025	0.0	0.0	0.0
31 March - 6 April 2025	0.0	0.0	0.0
7 April - 13 April 2025	0.0	0.0	0.0
14 April - 20 April 2025	0.0	0.0	0.0
21 April - 27 April 2025	0.0	0.0	0.0
03 March - 09 March 2025	0.0	3.3	2.1
10 March -16 March 2025	0.0	0.9	2.9
17 March - 23 March 2025	0.3	0.6	2.4
24 March - 30 March 2025	0.0	0.0	0.0
31 March - 6 April 2025	0.0	0.0	0.0
7 April - 13 April 2025	0.0	0.0	0.0
14 April - 20 April 2025	0.0	0.0	0.0
21 April - 27 April 2025	0.0	0.0	0.0
28 April - 4 May 2025	0.0	0.0	0.0
5 May - 11 May 2025	0.0	0.0	0.0
12 May - 18 May 2025	0.0	0.0	0.0
19 May - 25 May 2025	0.0	0.0	0.0
26 May - 01 June 2025	0.0	0.0	0.0
02 June - 08 June 2025	0.0	0.0	0.0
09 June - 15 June 2025	0.0	0.0	0.0
16 June - 22 June 2025	0.0	0.0	0.0
23 June - 29 June 2025	0.0	0.0	0.0
30 June - 6 July 2025	0.0		0.0
7 July - 13 July 2025	0.0		0.0
14 July - 20 July 2025	0.0		0.0
21 July - 27 July 2025	0.0		0.0
28 July - 03 August 2025	0.0		0.0
4 August - 10 August 2025	0.0		0.0
11 August - 17 August 2025	0.0		0.0
18 August - 24 August 2025	0.0		0.0

Appendix 3 – NULBC Key Performance Indicators

NULBC		Information		Measurement	July 2025	August 2025	September 2025
KPI 1	COMPLAINTS	Complaints reported to NULBC		Number/ Odour Intensity rating	18 Number of unique properties reporting complaints = 13 Rating 0 = 0 Rating 1 = 0 Rating 2 = 0 Rating 3 = 6 complaints Rating 4 = 6 complaints (33.3%) Rating 5 = 4 complaints (22.2%) Rating 6 = 2 complaints (11.1%) % of complaints reporting odour entering the property =16 (88.9%) % complaints reporting health effects = 10 (55.6%)	4 Number of unique properties reporting complaints = 4 Rating 0 = 0 Rating 1 = 0 Rating 2 = 0 Rating 3 = 1 complaints (25%) Rating 4 = 1 complaints (25%) Rating 5 = 1 complaints (25%) Rating 6 = 1 complaints (25%) % of complaints reporting odour entering the property = 2 (50%) % complaints reporting health effects = 1 (25%)	1 Number of unique properties reporting complaints = 1 Rating 0 = 0 Rating 1 = 0 Rating 2 = 0 Rating 3 = 1 complaints (0%) Rating 4 = 0 complaints (0%) Rating 5 = 0 complaints (0%) Rating 6 = 0 complaints (0%) % of complaints reporting odour entering the property = 1 (100%) % complaints reporting health effects = 1 (100%)
KPI 2		Complaints reported (daytime 07:00-23:00)		Number	17	4	1
KPI 3		Complaints reported (night-time 23:00-07:00)		Number	1	0	0
KPI 4		Highest number of complaints during the period		Date (number of complaints)	28/07/25 (8)	27/08/25 (2)	06/09/25 (1)
NULBC		Information	Measurement	MMF Location Name	July 2025	August 2025	September 2025

KPI 5	AIR QUALITY	Percentage exceedance Odour Annoyance Guideline (Hydrogen Sulphide 30-minute average)	%	MMF Maries Way	0%	0%	Awaiting data
				MMF Silverdale Pumping Station	Monitoring station decommissioned from 01/07/25		
				MMF Galingale View	0%	0%	Awaiting data
KPI 6		Monthly Average H ₂ S	µg/m3 over the month	MMF Maries Way	1.0	1.4	Awaiting data
				MMF Silverdale Pumping Station	Monitoring station decommissioned from 01/07/25		
				MMF Galingale View	1.9	1.7	Awaiting data
KPI 7	H ₂ S PEAK LEVEL	Level measured over a 5-minute period Date & Time	µg/m3	MMF Maries Way	7.14	4.44	Awaiting data
				MMF Silverdale Pumping Station	Partial data for 01/07/25 - 1.34		
				MMF Galingale View	9.86	4.45	Awaiting data
KPI 8	OFFICER ASSESSMENTS	Odour Rating - Officer odour assessment (5 minute)	Max Intensity Rating		No 5-minute assessments undertaken	No 5-minute assessments undertaken	No 5-minute assessments undertaken



Department
for Environment,
Food & Rural Affairs

Mary Creagh CBE MP
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Gordon Mole, Chief Executive
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Your ref: GM/CST/307c
Our ref: PO2025/16773/EG

18 September 2025

Dear Cllr Tagg and Mr Mole,

Thank you for your letter of 4 August to the former Secretary of State about Walleys Quarry in Newcastle-under-Lyme. I am replying as the Minister responsible for this policy area and apologise for the delay in doing so.

I was pleased to read Philip Duffy's letter to you of 20 August. I welcome the progress that has been made on the landfill site. I have been in close contact with the Member of Parliament from Newcastle-under-Lyme so that this disgraceful situation is finally sorted, and the lessons are learned to prevent such incidents in future. Defra officials will of course continue to be part of the discussions regarding the long-term future of the site.

I acknowledge the vote of the elected members at the Council meeting on the 23 July to call for a public inquiry and to call on the Environment Agency (EA) to protect the residents of Newcastle-under-Lyme from the risk of pollution or harm both present and future.

My position has not changed in respect of granting a public inquiry since my letter to Cllr Tagg of 4 October 2024. The EA has complied with environmental law and has fulfilled its statutory duties in regulating Walleys Quarry and its ongoing management of the site to prevent the risk of pollution or harm. I am not convinced of the benefits of holding such an inquiry and believe that our efforts are best focussed on addressing the problems at the site.

Thank you once again for taking the time to contact the former Secretary of State about this important issue.

Yours sincerely,

MARY CREAGH CBE MP

Enclosed: Tagg - 27924

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

CORPORATE LEADERSHIP TEAM'S REPORT TO CABINET

14th OCTOBER 2025

Report Title: The Creation of Lyme Park Countryside Park

Submitted by: Service Director Sustainable Environment

Portfolios: Sustainable Environment

Ward(s) affected: Keele / Silverdale

<u>Purpose of the Report</u>	<u>Key Decision</u> Yes ☐ No ☒
To update Cabinet on the proposals for the creation of a Countryside Park on the former Keele Golf Course, to be known as Lyme Park Countryside Park	
<u>Recommendation</u>	
It is recommended that Cabinet:	
1. Notes the contents of the report and agree the timeline for the three phases of development for the Lyme Park Countryside Park. 2. Supports the commencement of phase 1 in the creation of a Lyme Park Countryside Park to allow for the site to be operational from late Spring 2026. 3. Agrees that a Traffic Regulation Order 2025 Amendment is drafted for consultation on the basis that the car park to serve the Lyme Park Countryside Park is free for a 2-hour limit per day, then subject to consultation comments that delegation is given to the Deputy Chief Executive in consultation with the Portfolio Holder for Finance, Town Centres and Growth to adopt the amendment.	
<u>Reasons</u>	
In March 2025, Cabinet agreed to the creation of a Countryside Park as part of the larger development of the former Keele golf course being considered as part of the Councils emerging new Local Plan.	

1. Background

- 1.1 In March 2025 Cabinet approved the creation of a Countryside Park, to be known as Lyme Park Countryside Park on the former Keele Golf Course, with the following recommendations –
 - (i) That the development of a Lyme Park Countryside Park on land at Keele, be approved.

- (ii) That the action detailed in the report to progress the project be implemented.
- (iii) That the Portfolio holder for Sustainable Environment work with Officers on those actions and report back to Cabinet.

2. Progress to date

- 2.1** This report provides progress on several of the actions agreed by Cabinet in March 2025.
- 2.2** An officer working group has been set up and has been working up options for the creation of Lyme Park as a new Countryside Park for the enjoyment of residents and visitors to the borough.
- 2.3** Practical achievement in the creation of the Lyme Park Countryside Park is best served in three phases, short, medium and long term. This allows the Lyme Park Countryside Park to develop taking account of potential adjacent housing developments identified in the Council's draft Local Plan.
- 2.4** Details of each of the phases are given below –

Short Term – Phase 1

- 2.4.1** This initial phase of the Lyme Park Countryside Park will be delivered in spring 2026, on land under the ownership of the Council, and will involve refurbishment / improvements to the existing carpark (originally provided for the golf course) signage and gates to all access points onto the site, minor footpath clearance work, seating and bins and safety provisions to 3 areas of open water, i.e. lifebuoys and warning signage.
- 2.4.2** Management of the site at this stage will be undertaken by the Council's Streetscene service who will inspect and maintain infrastructure to ensure safety and enjoyment of the public. The site will be brought into the Council's existing Grassland Management Strategy which is now in its third phase, and the tree stock will be managed through the Council's existing Tree Management Strategy. Costs for this stage will be met from the Council's Capital programme and MTFS revenue budget.
- 2.4.3** Restrictions on the car park will need to be considered to avoid it being used as all day parking by Keele University staff and students. A limit of 2 hours is proposed with no charges. In order to make the car park operational with the options for enforcement, the car park will need to be incorporated into a Traffic Regulation Order. To do this there is a requirement for consultation. It is therefore recommended that this commences shortly in order that the processes can be completed prior to the park opening.
- 2.4.4** At the same time the Council will commission a Master Planning exercise including an ecological study and tree survey to inform further development of the Lyme Park Countryside Park into the medium and long term as development of the housing sites progresses.

Timescales

- 2.4.5** It is considered that this will be a low-cost way to get the site formally open to the public and branded as a countryside park. It is, however, dependent on capital funding being made available.

2.4.6 The Neighbourhood Delivery team can undertake the design work and project management to keep the costs down, as follows:

- Phase 1a – prepare designs and cost estimates for initial “light touch” works described above; September/October 2025
- Invite tenders/quotations for the work; November/December 2025
- Work on site; January/February 2026
- Completion and soft launch; March/April 2026
- Phase 1b – prepare brief for master planning, ecological survey and tree survey; July – October 2025
- Quotations/tenders for commission; October – December 2025 (costs unknown at this stage and dependent on capital funding being made available)
- Award commission; January 2026
- Estimated duration of commission; 12 months – reports submitted December 2026

Medium Term – Phase 2

2.4.7 Utilising the outcomes of the masterplanning exercise the Council will look to ensure effective management of the site as housing development starts to commence. This phase will also consider and provide for any additional infrastructure, relocated car park, public toilets, café, visitor centre which the masterplanning exercise considers would be beneficial to the site for the enjoyment of the public. Costs for provision of any additional infrastructure and ongoing management would be met through developer contributions arising from the adjacent housing sites.

Timescales

2.4.8 Key works in this phase will include:

- Commission management plan for a countryside park, based on findings/recommendations of ecological survey and tree survey and including any further infrastructure proposals (footpaths/car parks/visitor facilities etc to link to residential developments)
- Prepare brief, including community engagement; January – March 2027
- Quotations/tenders for commission; April – June 2027 (costs unknown at this stage)
- Award commission; July 2027
- Estimated duration of commission; 6 months, report submitted December 2027

Long Term – Phase 3

2.4.9 The long-term phase 3 will look to how the site is managed once all housing development is completed.

Timescales

2.4.10 Works in this phase will include:

- Implementation of management plan and community engagement strategy, dependent on residential development timescales
- Costs and management model unknown at this stage

2.5 Assuming capital funding is approved, there is no reason why phase 1 cannot be implemented by Spring 2026.

3. Recommendation

- 3.1 That Cabinet notes the contents of the report and agree the timeline for the three phases of development for the Lyme Park Countryside Park.
- 3.2 Supports the commencement of phase 1 in the creation of a Lyme Park Countryside Park to allow for the site to be operational from late Spring 2026.
- 3.3 Agrees that a Traffic Regulation Order 2025 Amendment is drafted for consultation on the basis that the car park to serve the Lyme Park Countryside Park is free for a 2-hour limit per day, then subject to consultation comments that delegation is given to the Deputy Chief Executive in consultation with the Portfolio Holder for Finance, Town Centres and Growth to adopt the amendment.

4. **Reasons**

- 4.1 The opportunity to create a new Lyme Park Countryside Park for the Boroughs residents is an exciting piece of work and will help in protecting the Boroughs green spaces and biodiversity infrastructure.

5. **Options Considered**

- 5.1 Cabinet agreed in March 2025 that they wished to develop a Lyme Park Countryside Park on parts of the former Keele Golf Course.

6. **Legal and Statutory Implications**

- 6.1 There are no legal and statutory implications at this stage of the project however as the project moves forward implications around planning and formal accreditation as a countryside park will need to pay heed to appropriate legislation and guidance.
- 6.2 By drafting the Traffic Regulation Order Amendment early in the process, the Council will be able to comply with the requirements for consultation.

7. **Equality Impact Assessment**

- 7.1 There are no equality issues identified as part of this report. However, in developing detailed proposals for a Lyme Park Countryside Park, a full equality impact assessment will be required.

8. **Financial and Resource Implications**

- 8.1 There are significant resource implications in terms of officer time, this will be more defined as the project moves forward.
- 8.2 In terms of financial requirements, the master planning works are estimated at between £20k and £40k based on similar recent master planning works undertaken at Bradwell Dingle and Clough Hall Park.

- 8.3** For phase 1a of the park, an estimate of £50k for tree surveys and works based on recent work at Clough Hall following last winter's storms. Additionally phase 1 ecological survey is likely to cost £10k to £15k
- 8.4** Entrance works in terms of gates/fences/seats/bins and signage and some minor works to the existing carpark and footpaths could be in the region of £80k to be confirmed once quotes are back.
- 8.5** Section 106 funding in relation to the enhancement and maintenance of public open space has been identified to cover the costs detailed in paragraphs 8.1 to 8.4.
- 8.6** Enforcement of the Traffic Regulation Order will be required within the existing staffing resources as there is no intended income from car parking charges.

9. Major Risks & Mitigation

- 9.1** No major risks have been identified at this stage.

10. UN Sustainable Development Goals (UNSDG)



11. One Council

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council ☒

We will make investment to diversify our income and think entrepreneurially.

One Digital Council ☒

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

Sustainable One Council ☒

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle.

- 11.1** Creation of a Lyme Park Countryside Park on the former Keele Golf course contributes positively to the Councils open space and green infrastructure strategies, and the ongoing development of the Councils Sustainable Environment Strategy.

12. Key Decision Information

12.1 This is not a key decision at this stage.

13. Earlier Cabinet/Committee Resolutions

13.1 Cabinet approval for the creation of a Countryside Park to be known as Lyme Park Countryside Park on the former Keele Golf Course.

14. List of Appendices

14.1 None

15. Background Papers

15.1 None

And NEWCASTLE-UNDER-LYME BOROUGH COUNCIL



CORPORATE LEADERSHIP TEAM'S REPORT TO CABINET

14th October 2025

Report Title: Green Space Protection Update

Submitted by: Deputy Chief Executive / Service Director Sustainable Environment

Portfolios: Sustainable Environment and Finance, Town Centres & Growth

Ward(s) affected: All

<u>Purpose of the Report</u>	<u>Key Decision</u>	Yes ☒	No ☐
To provide Cabinet an update on the work underway by the Council to support Fields in Trust applications which allow a permanent status for green spaces and carbon capture areas over and above allocations in the Local Plan and the Green Spaces Strategy.			
<u>Recommendation</u> That Cabinet: • Notes the progress made with the Fields in Trust work being undertaken. • Notes the updates on the Village Green Applications made historically, the calling of a Public Inquiry and that the Council designates an officer to support the Inquiry for the Sandy Lane Village Green status in January 2026. • Authorises the Deputy Chief Executive and the Service Director Sustainable Environment, in consultation with the Portfolio Holders for Sustainable Environment and Finance, Town Centres and Growth to continue the work required with the Fields in Trust applications to secure our sites protection.			
<u>Reasons</u> The Council has sought to secure sites for open space and for tree planting which it is hoped will be permanent features of the Council's green spaces and wider environment. The Fields in Trust status gives these site permanent protection as green spaces and thus secures the long- term aspiration for these sites.			

1. Background

- 1.1** The Council has sought to secure sites for open space and for tree planting which it is hoped will be permanent features of the Council's green spaces and wider environment. The Fields in Trust status gives these site permanent protection as green spaces and thus secures the long- term aspiration for these sites.
- 1.2** Since the last Cabinet report in May 2025 work has been underway to submit applications for Fields in Trust status and this report will list the sites that are been considered by the Fields in Trust Charity.

- 1.3** In the last two months the Council have received update notifications from Staffordshire County Council on the historic Village Green Applications made in the Borough over the last ten years.



2. Issues and Proposals

- 2.1** Since the last Cabinet report on this subject the following sites have been submitted to into the Fields in Trust application process.

Submitted as Phase 1 on the 9th May 2025:-

- Arnold Grove Bradwell
- Chesterton Park
- Newchapel Recreation Ground
- Sandy Lane

Submitted as Phase 2 on the 9th July 2025:-

- Bathpool Park
- Birchenwood Countryside Park
- Guernsey Drive Westlands
- Leys Drive/Whitmore Road
- Lyme Valley Park Clayton
- Lyme Valley Park Town
- Waterhays Open Space
- Wye Road Car Park
- Wye Road/Bunny Hill

Submitted as Phase 3 on the 25th September 2025

- Bateswood
- Clough Hall Park
- Harriet Higgins/Poolfields LNR
- The Butts

- 2.2** The following sites are to be submitted in phase 4 (by the of November 2025):-

- The Wammy
- Thistleberry Parkway
- Norwich Place / Stafford Avenue
- Lyme Forest
- Crackley Recreation Ground / Field

- 2.3** The following site have been removed from the initial schedule of sites and will not need nor benefit from Fields in Trust protection:-

- Wolstanton Marsh (Common Land) as confirmed by the Duchy of Lancaster, the landowner
- Silverdale Cemetery – protected as a burial site
- Repton Drive – approved as a Village Green and no further protection required
- Newcastle Crematorium – protected as a burial site
- Newcastle Road Open Space – approved as a Village Green and no further protection required
- Keele Cemetery – protected as a burial site

- 2.4** Village Green Applications

The following sites have been the subject of outstanding Village Green Applications (VGA) and have now been reviewed and Staffordshire County Council have recommended and agreed the following:-



- Sandy Lane Newcastle, an Inquiry is required on this site and has been set for January 2026
- Mitchells Wood Green (no LS) / Shrewsbury Drive Chesterton, Approved as a Village Green and no further protection is required
- Clayton Road Clayton, Approved as a Village Green and will be submitted on Phase 4
- Repton Drive & Rossall Avenue Westlands, Approved and is too small for Fields in Trust protection at less than 0.5 acres
- Thomas Street Talke, Pending - will be reported in subsequent reports to Cabinet
- Winchester Drive Westlands, Approved as a Village Green and is too small for Fields in Trust protection at less than 0.5 acres
- Newchapel Road, Rejected as a Village Green and the Fields in Trust application for this site will therefore be made accordingly
- Pennyfields Road, Pending – will be reported in subsequent reports to Cabinet

3. Recommendation

3.1 That Cabinet:-

- Notes the progress made with the Fields in Trust work being undertaken.
- Notes the updates on the Village Green Applications made historically, the calling of a Public Inquiry and the Council's support at the Inquiry for the Sandy Lane Village Green status in January 2026.
- Authorises the Deputy Chief Executive and the Service Director Sustainable Environment, in consultation with the Portfolio Holders for Sustainable Environment and Finance, Town Centres and Growth to continue the work required with the Fields in Trust applications to secure our sites protection.

4. Reasons

- 4.1** The Council has sought to secure sites for open space and for tree planting which it is hoped will be permanent features of the Council's green spaces and wider environment. The Fields in Trust status should give these site permanent protection as green spaces and thus secures the long-term aspirations for these sites.
- 4.2** Staffordshire is one of 48 designated Local Nature Recovery Strategy Areas (LNRS) covering the whole of England. Responsibility for drawing up and delivering the strategy led by the County Council, along with key partners and stakeholders including the Borough Council. The Fields in Trust proposal contributes positively to the aims of the LNRS for Staffordshire and Stoke on Trent, the draft of which will go out for consultation during the summer.
- 4.3** Recovering Nature for Growth, Health and Security, is Natural England's strategic direction for 2025 – 2030. This strategy recognises that nature underpins our nation's growth, economy, health, and security. There is therefore a need to invest in Nature to maximise the full range of benefits it provides, and we depend upon.

5. Options Considered

- 5.1 There have been two options considered for these sites, one of which was to leave the sites as they are currently classified with the risks that these might be changed at some point in the future, or to try and protect the sites in perpetuity through a legal process that establishes this. The added protection that Fields in Trust provides has therefore been selected.

6. **Legal and Statutory Implications**

- 6.1 The Environment Act 2021 includes several aspects which the Fields in Trust proposal will support.
- 6.2 Local authorities are now legally required to consider actions to conserve and enhance biodiversity and set and deliver biodiversity objectives. This supports long-term protection of parks and green spaces.
- 6.3 Environmental Improvement Plans (EIPs) mandate national and local plans to improve access to nature and enhance green infrastructure. These plans help councils prioritise and invest in protected green spaces.
- 6.4 New developments must deliver a net gain in biodiversity. This creates opportunities to safeguard and expand protected areas through planning obligations.
- 6.5 Landowners can enter into legally binding agreements to conserve land. Fields in Trust may use these covenants to secure long-term protection for parks and recreational land.
- 6.6 Aligning local planning and environmental strategies with the Act can strengthen partnerships with Fields in Trust. Councils can use the Act's provisions to secure funding, legal protection, and community support for green space initiatives.
- 6.7 Any new or emerging legal or statutory implications will be considered further prior to legal sign off.

7. **Equality Impact Assessment**

- 7.1 It is considered that there are only positive equality impacts because of the recommendations of this report as the purpose of the report / exercise as protecting green and open space will benefit the whole community.

8. **Financial and Resource Implications**

- 8.1 There are financial and resource implications associated with this report.
- 8.2 The Council will be required to enter a restriction and notice to the registered title to each site selected. The Land Registry fee for up to three sites / titles is £80. Given that we shall be looking at 88 sites the estimate for the Sites for Consideration will be £2,400 in Land Registry costs in addition to necessary legal and property officer costs.
- 8.3 There will be costs associated with the Sandy Lane Inquiry but these are estimated to be minimal and should not exceed £5,000.

9 **Major Risks & Mitigation**

- 9.1 There are no major risks to this proposal other than the sites not being accepted into the Fields in Trust classification.

10 UN Sustainable Development Goals (UNSDG)



11 One Council

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council ☒

- According to Natural England 'the current value of Nature to the economy is estimated to be over £1.8 trillion. Putting Nature at the heart of new housing, infrastructure and renewable energy projects attracts greater investment and builds in resilience to climate change. Economic growth cannot be achieved without a thriving natural environment.'
- They go on further to state, 'The future health and wellbeing of our society is dependent on a healthy natural environment. Time spent in contact with Nature improves people's mental and physical health. This reduces the burden on the health system and promotes increased economic activity, providing more than £400 billion in expected health benefits into the future.' The fields in Trust proposals fully support the importance of the Councils green open spaces and the benefits they provide. One Digital Council

One Sustainable Council ☒

- The Council is committed to facilitating the boroughs journey to net zero by 2050, and 2030 for its own operations. The importance of the Councils green spaces and the works undertaken with its Borough tree Strategy and Grassland management strategy highlight the importance of these green spaces to protection of the Boroughs environment. Furthermore, green spaces are a proven asset in terms of citizens health and wellbeing, providing valuable space for leisure recreation, and relaxation.

12 Key Decision Information

- 12.1 This is a key decision due to the value of funding being granted to the Council and its multi-ward impact.

13 Earlier Cabinet/Committee Resolutions

- 13.1 Urban Tree Planting Strategy Phase 6 approved by Cabinet in June 2024.

14 List of Appendices

- 14.1 Appendix 1 – List of sites proposed for Fields in Trust status

15 Background Papers

- 15.1 None

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

EXECUTIVE MANAGEMENT TEAM'S REPORT TO CABINET

14 October 2025

Report Title: UK Shared Prosperity Update

Submitted by: Deputy Chief Executive

Portfolios: One Council, People and Partnerships

Ward(s) affected: All

Purpose of the Report

To outline progress in delivering the UK Shared Prosperity Fund and to advise of the projects going forward to deliver the interventions as part of the plan.

Recommendation

That Cabinet:

1. **Acknowledges the content in this report and continues to work with the SPF Board to deliver the programme.**
2. **Authorises the Deputy Chief Executive in consultation with the One Council, People and Partnerships Portfolio holder to confirm any further projects within the funding.**
3. **Receive further updates on the delivery of the UK Shared Prosperity Fund and any subsequent funding programme beyond March 2026.**

Reasons

It is appropriate that the Cabinet endorses the work of the UKSPF Board noting the investment in the geographical area for employment and skills, supporting businesses and providing projects within the local community. The Fund has previously been reported to Cabinet and Cabinet noted that further update reports would be made.

1. **Background**

- 1.1 The Government launched the UK Shared Prosperity Fund in April 2022 inviting Council's to submit Investment Plans to meet three investment priorities:
- Community and place
 - Supporting Local Business; and
 - People and Skills
- 1.2 As the lead accountable body, the Council has supported the development of the Newcastle Shared Prosperity Board, which acts as a consultation group to ensure that the local area benefits from the funding opportunity. When the first SPF funding was announced there was an external call for project proposals and assessing them fairly and transparently on a competitive basis. In 2025, the Government agreed an interim extension of funding, given the constraints of a twelve-month delivery window, it was considered impractical to replicate the extensive process used during the initial three-year programme which requires a required significant time and resources. A more streamlined approach was therefore necessary to reduce the risk of underspend and to note that the funding was assumed based on 60% of the previous year's allocation.
- 1.3 The projects now moving forward are delivering tangible outcomes and fostering stronger collaboration. Over the first three years, the project forum—comprising 32 project leads—has demonstrated excellent partnership working and a shared knowledge base. This collaborative foundation is a key reason for continuing these relationships into the interim year within the Government guidance.

2. **Issues**

- 2.1 The following highlights the overall SPF interventions required under the three investment themes and the high-level progress made.
- 2.2 **Supporting Local Business investment priority** has been positive.
- **Non-financial support**, a total of 445 enterprises have received this kind of support, including through the Moving Ahead project. This project helps business grow through innovation support, R&D relationships, and a strong local network;
 - **The number of entrepreneurs assisted to be enterprise ready**, 189 entrepreneurs have been assisted, including through the Business Enterprise Support / Coaching project which delivers local, individual, needs based support to increase the number of start-ups and combat low levels of entrepreneurship in the area;

- **The number of people reached**, with 993 people directly receiving Local Businesses support.

2.3 **Communities and Place investment priority**, highlighted during stakeholder consultations include.

- **Engagement and reach:** Nearly 85,000 people have been directly impacted by the projects funded through Communities and Place interventions, primarily through the installation of information boards and social media campaigns that have promoted and supported local music.
- **Community Support:** The Community Connector programme engaged residents by supporting individuals facing social isolation, mental health challenges, or difficulties accessing services. The rate of sustained employment rose from 72% to 86%, post connector support.
- **Green Space Improvements:** Approximately 700m² of green space was improved, with a focus on enhancing Clough Hall Park. These improvements included upgrading sports facilities, creating play areas, and introducing planting schemes to encourage use by different age groups. Additionally, 26,900 trees were planted, primarily through the nature recovery in urban spaces project. Although, as noted above in chapter 2, local resident buy-in and planning permissions made these improvements more challenging than initially expected.
- **Support for Vulnerable Locals:** Over £1 million was invested in a new homeless hub that provides essential services and support to individuals facing homelessness. The hub offers beds, showers, and laundry facilities, along with access to support services, advice, and referrals for medical appointments.
- **Volunteering Opportunities:** Nearly 100% of the target has been achieved, with 64 volunteering opportunities created or safeguarded against a target of 65. This includes initiatives such as the Volunteers for All programme, which promotes community engagement and volunteerism, and the Community Connector programme, which links residents with local resources and support services.
- **Community Amenities and Facilities:** A total of 14 community amenities and facilities were supported, created, or improved, achieving 117% of the target. This was primarily driven by the SML Community Hubs initiative, which enhanced the role of community-managed libraries (CMLs) by transforming them into multifunctional spaces.

2.4 People and Skills investment priority

- Number of economically inactive people engaging with keyworker support services (273)
- People receiving support to gain employment (332); and
- Volunteering opportunities supported (60).

3.0 UKSPF Phase 2 delivery

3.1 Programme Overview

As outlined above the SPF Board has followed the Government guidance with the continuation of the majority of successful projects at a lower funding level. Alongside these there are new initiatives aligned with evolving priorities. As of April 2025, there were 25 projects delivering, including six new ones focused on Creative Industries and Digital Innovation.

3.2 Employment and Skills Forum

We have also strengthened our employment and skills offer by enhancing the only dedicated forum in the county directly linked to the Countywide Steering Group. This platform continues to foster collaboration and training across a wide range of local organisations.

3.3 Innovation and Sustainability

In July 2025, CyberKiln was commissioned to develop a pilot carbon calculator designed to measure emissions from household and business technologies, including mobile phones and televisions. This initiative aims to improve carbon literacy and support businesses in reducing their environmental impact.

3.4 Creative Sector Development

The Honey Box support the local music scene with plans to align the reduced SPF funding and the successful Arts Council bid for *Amplifying Grassroots Talent*. The success of the Honeybox Hive project, funded through UKSPF, was instrumental in securing Arts Council support—an achievement that builds on the strong foundation laid over the past year.

We plan to deliver external (out-of-town) initiatives using Arts Council funding, alongside local UKSPF-funded projects, coordinating efforts to maximise impact. A highlight will be a Music Awards Show in partnership with the New Vic Theatre, celebrating local musical talent and fostering positive public engagement.

3.5 Skills and Knowledge Transfer

Through partnerships with Keele University (*Moving Ahead and Flourish*) and Staffordshire University (*ADITA*), at least 11 projects have benefited from student placements this quarter. Each placement offers a 75 hour bursary supported role, providing businesses with a “critical friend” to support innovation and knowledge exchange. A notable example includes a student working with Global Air Projects Ltd to develop a real-time portal for engineers and customers to manage offsite data and reports.

The BRILLIANT Bamboo project continues to progress with its Engage and Grow Space initiative in Newcastle-under-Lyme. The pilot BAM-BOOST grow-space aims to engage communities through action research, activate underused land to foster environmental and social connections, create new green spaces for growing and community activities and build foundations for future funding and income generation.

3.6 Community Engagement

The Support Staffordshire Volunteer 4All project has made a strong delivery supporting events with over 400 attendees. The Volunteer Officer has engaged with 135 individuals and 81 organisations, successfully placing 15 volunteers into roles across the borough.

3.7 Business Support

The Staffordshire Growth Hub has appointed a dedicated Business Advisor for the borough providing up to 3 hours of one-to-one support to help businesses overcome growth barriers. The Advisor has already supported two businesses and brings strong knowledge of local and national programmes. The Growth Hub has awarded its marketing contract to Shepherd PR and continues to operate a well-used business helpline, website, and social media presence. A series of employer-led workshops is underway, including a successful ‘Sales Psychology’ session held at the New Vic Theatre in May. There will be a ‘Meet the Buyer’ event focused on Construction and Housing at Keele Science Park in September, connecting local businesses with contractors and procurement opportunities.

3.8 Networking and Collaboration

The Connects programme has continued to deliver monthly meetings reaching over 60 business representatives during this period and is planning for larger networking events at Keele later in the year in line with the Newcastle Business Festival.

4. Reasons for Proposed Solution

- 4.1 For residents and businesses in the Borough to continue to benefit from the UKSPF funding the Council is required to continue as the accountable body and work with the SPF Board. This report outlines progress in the key areas and recommends continued delivery in line with the approved priorities and projects.

5. **Options Considered**

- 5.1 The Council could decide not to participate in the SPF programme but this is not considered a suitable option as there would be no benefits to the Newcastle area.

6. **Legal and Statutory Implications**

- 6.1 The guidance states district councils are the lead investment authorities. The Government have outlined that this is to be a genuinely devolved fund with plenty of local discretion, where the investment proposal is about “unlocking the allocation”. As lead authority the Council is required to complete monitoring returns and financial statements.

7. **Equality Impact Assessment**

- 7.1 The Fund seeks to invest in community, business and people. As part of the development of the Investment Plan consideration of equality impacts will be required, but essentially investment will seek to improve any inequalities within our communities.

8. **Financial and Resource Implications**

- 8.1 Newcastle’s allocation for 2025/26 is £1,582,136 this includes the capital allocation of £292,112 and revenue allocation of £1,290,024.

9. **Major Risks**

- 9.1 The Shared Prosperity Fund is a significant opportunity to support our local community without the effective commissioning of services in line with the Investment Plan and Government priorities there is a risk of the locality missing this funding opportunity.

10. **UN Sustainable Development Goals (UNSDG)**

- 10.1 The fund seeks to support the delivery of projects to support economic growth and sustainable development.



11. **One Council**

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council x

We will make investment to diversify our income and think entrepreneurially.

One Digital Council x

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

One Sustainable Council x

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle

11.1 The UKSPF funding allocated for Newcastle will deliver against all three objectives, as set out in this report.

12. **Key Decision Information**

12.1 This is a key decision item as the funding to be commissioned is over £100,000.

13. **Earlier Cabinet/Committee Resolutions**

13.1 On 19th July 2022, Cabinet resolved that:

- The establishment of a UK Shared Prosperity Board (“the Board”) with the membership as set out in paragraph 2.6 of the report be ratified;
- The Executive Director Commercial Development and Economic Growth [Deputy Chief Executive] in conjunction with the Leader of the Council and Portfolio Holder - One Council, People and Partnerships be authorised to:-

- vary the terms of reference and membership of the Board from time to time as necessary to meet the needs and objectives of the Board develop and submit an investment plan to the Department for Levelling Up, Housing and Communities (DLUHC)
- accept any UKSPF allocated to the Council on behalf of the Council, develop and commence the commissioning of projects to be funded by UKSPF and commence commissioning on Council led projects in preparation for the delivery of the Investment Plan.
- A report will be taken to a future meeting of Cabinet to update on the delivery of UKSPF

14. List of Appendices

14.1 None

15. Background Papers

15.1 Information on the fund is available at:-
<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>
<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

15.2 A copy of the Investment Plan and interventions are available on request from the Regeneration Team.

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

CORPORATE LEADERSHIP TEAM'S REPORT TO CABINET

14 OCTOBER 2025

Report Title: Business Improvement District, Newcastle Town Centre – Re-Ballot

Submitted by: Service Director – Neighbourhood Delivery

Portfolios: One Council, People & Partnerships; Finance, Town Centres and Growth

Ward(s) affected: Town

<u>Purpose of the Report</u>	<u>Key Decision</u>	Yes ☐	No ☒
To update Members on the Newcastle-under-Lyme Business Improvement District (BID) plans to hold a re-ballot for a further five year term until 2031 to continue the good work of the BID in its two preceding terms with the aim of assisting in the provision of a sustainable future for the town centre.			
<u>Recommendations:-</u> 1. That Cabinet notes the requirements of the Council to operate the ballot (and collection of levy if vote is successful) in line with the regulations covering BID ballots. 2. To note the BID Proposal and Business Plan and the aims and objectives for the new BID duration 2026 to 2031. 3. To support the BID in its efforts for a successful ballot outcome. 4. That the Portfolio Holder for One Council, People & Partnerships is authorised to vote Yes for each of the Council hereditaments to the BID proposal for a new term.			
<u>Reasons</u> The BID has delivered against its original aims and objectives and is widely seen to have been a success for Newcastle town centre and extending its term/duration is seen as a further positive contribution to the ongoing sustainable regeneration of the town centre economy.			

1. **Background**

- 1.1 A BID is a defined area within which rate-paying businesses decide on new improvements to help transform their area and fund them via a levy.

- 1.2** Improvements are made using the funding from the levy if the majority of ratepayers in a designated area approve them through a vote. This enables businesses to have a direct role in deciding what improvements should be made in their local area. The vote is open to business rate payers within the defined area – if a majority (over 50%) who of those who vote, both by number and by rateable value, to approve the proposal, the levy becomes mandatory on all defined ratepayers and is treated as a statutory debt. The BID Proposal and Business Plan indicates that the levy will be 2.1% of the rateable value in the town centre Zone 1 (inner ring road) and 1.65% for the surrounding area Zone 2 (outer ring road).
- 1.3** The BID area will cover the town centre from Newcastle College and the Sainsburys supermarket in the west, to the edge of the business areas on King Street and George Street up to the Borough boundary in the east. The boundary in the north includes the large professional services firms in the Brampton and in the south includes the Morrison and Aldi supermarkets.
- 1.4** The BID will continue to deliver the changes and improvements that businesses in the area identify, continuing the good work that the BID has delivered over the last 10 years. The BID Proposal and Business Plan 2026-31 highlights the achievements of the BID second term in relation to the objectives for the 2021-2026 term:
- Support business growth and investment with a great business offer
 - Create a welcoming and attractive town, ensuring a safe experience
 - Celebrate and promote Newcastle-under-Lyme as a town for all

2. Issues

- 2.1** The Council has a part to play in supporting the BID and these key responsibilities for the local authority to facilitate the processes within the regulations are listed below:
- The provision of the business rates data to calculate the BID levy

In line with the regulations the Council is obliged to give the BID information on the business rates within the proposed town centre area
 - The organisation of the formal BID ballot

There is a requirement to finalise which businesses are eligible to vote and to establish a ballot in line with the regulations. The BID propose to complete the ballot for billing on 13th November 2025, with the result announced on 14th November 2025.
 - The preparation and commitment to the baseline service agreements.

The Council is required to state the level of services provided within the proposed BID area in order that businesses can see what additional services may be provided for the additional levy. The baseline service agreements have been updated for the proposed new term by relevant Service Directors and Business Managers.

- The billing, collection and enforcement of the BID levy (which is then passed straight to the BID Company).

Subject to the ballot being successful a new operating agreement will be established with the BID for the new term/duration to set out how the BID levy will be billed and collected, enforcement procedures and payment processes. This will specify the Council charges for this service.

3. **BID Strategic Objectives and Activities for 2026-2031**

3.1 The BID Proposal and Business Plan 2026-31 contains three Strategic Objectives and Activities:-

- Objective 1: Promote and showcase Newcastle-under-Lyme

Showcase and develop the identity and positive awareness of the town.

A). Work with others and take a leading role in defining and promoting the identity of Newcastle under Lyme as a great place to visit, invest, work and study and showcase and raise the profile of its successful organisations and businesses.

B). Deliver campaigns that showcase and promote all business sectors and types of organisation in the town to encourage use and customer spend.

C). Develop and lead on the delivery of a plan to attract new businesses which will strengthen the identity of the town and increase its reputation as a great place to set-up and grow a business.

D). Work with businesses and other organisations to develop and organise events and develop an animated market town feel to the town and build its reputation as a great place to be.

E). Develop communications between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.

- Objective 2: Create a welcoming, safe and attractive town

Work with businesses, organisations and the community to create a place which looks and feels good.

A). Work with the Businesses, Police, Local Authority, CCTV, voluntary organisations and agencies in tackling business crime, antisocial behaviour, street drinking and begging on the streets.

B). Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration and when appropriate using additional floral displays and festive and creative lighting.

- C). Support initiatives that encourage visitors to find their way safely and easily around the town.
- D). Work with landlords, occupiers, agents and others to encourage them to maintain properties and sites across the town in a smart and tidy appearance.

- Objective 3: Support businesses

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business

- A). Work with others to develop links between businesses across Newcastle under Lyme to encourage a strong business community.
- B). Promote and develop business excellence through award schemes which profile businesses, organisations and individuals and celebrates, recognises and promotes a great town.
- C). Act as a collective voice to represent business interests for any initiative in the BID area which may impact upon their commercial activity.
- D). Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon business performance and development.
- E). Work with others to monitor footfall, commercial performance, perceptions and other key data sets for Newcastle under Lyme to monitor impact of delivery and inform decisions.
- F). Work closely with Local Authorities and other partners and play a key role in the development and delivery of a Place Management Delivery Plan which provides a frame of reference for all activities defined in this BID Proposal and Business Plan.
- G). Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Newcastle-under-Lyme.

4. **Recommendations**

1. That Cabinet notes the requirements of the Council to operate the ballot (and collection of levy if vote is successful) in line with the regulations covering BID ballots.
2. To note the BID Proposal and Business Plan and the aims and objectives for the new BID duration 2026 to 2031.
3. To support the BID in its efforts for a successful ballot outcome.
4. That the Portfolio Holder for One Council, People & Partnerships is authorised to vote Yes for each of the Council hereditaments to the BID proposal for a new term.

5. **Reasons**

- 5.1** The BID has delivered against its original aims and objectives and is widely seen to have been a success for Newcastle town centre and extending its term/duration is seen as a further positive contribution to the ongoing sustainable regeneration of the town centre economy.

6. Legal and Statutory Implications

- 6.1** The BID will continue to operate within the regulations; Part 4 of the Local Government Act 2003 and Statutory Instrument 2004 No 2443 – Business Improvement District Regulations.

7. Equality Impact Assessment

- 7.1** There are no direct implications for equality.

8. Financial and Resource Implications

- 8.1** In order for the BID to achieve the strategic objectives and activities stated above, the Council will continue to support in the form of payments based on the rateable value of the Council's premises in the town centre, in line with other public and private companies operating in the BID area. Officer and member support to the Board and where appropriate, theme groups, will continue in line with the Council's current approach.
- 8.2** Officers have calculated that the cost to the Council based on current business rates and property occupancy will be circa £21,152,70 (34 hereditaments of which 27 incur a levy). The key buildings in the town centre which the Council pay rates on are Jubilee 2, Guildhall, the Depot, Lancaster Buildings, properties on Merrial Street and Fogg Street, the bus station, town centre car parks and market stalls. Whilst the outcome of the BID re-ballot won't be known until 14th November 2025, the Council has considered this as part of the annual budget setting process.
- 8.3** In line with the BID regulations the Council can charge for the additional administration caused by the collation of funds on behalf of the BID. The current administration fee paid to the Council from the BID is £9,500. It is therefore recommended that this issue is addressed through the service agreement.
- 8.4** Customer Hub officer support will be required to complete the business rates information and the re-ballot will require Elections officer time and a small sum for stationary/postage. In addition, Neighbourhood Delivery officer time will be used to support the overall process. These officer resources will be prioritised within existing resources.
- 8.5** A levy of 2.1% of rateable value (RV) is proposed for businesses inside the ring road with a RV of £12,001 or more and a levy of 1.65% of rateable value (RV) is proposed for businesses outside the ring road with a RV of £12,001 or more which fall within the levy criteria laid down in Section 16 of the BID Proposal and Business Plan 2026-31.
- 8.6** This levy arrangement will generate an estimated annual amount of around £285,420 in Year 1 to £308,948 in Year 5 (billed amount) of ring-fenced

funding (estimated billed amount of £1,485,337 over the five-year life of the BID) and will also be used to lever in additional funds where possible adding a further estimated income of £260,202 over the life of the BID. The projected collection rate is 96%, and inflation of an estimated 2% pa will be applied. This will be used to fund the projects identified in the BID Proposal and Business Plan 2026-31.

- 8.7 In the event of the BID re-ballot being unsuccessful, there is likely to be an expectation for the Council to deliver similar activities directly without the additional BID Levy. This is a risk as there is no budget available to deliver these activities and the Council therefore cannot commit to doing so at present. Any change to circumstances brought about by Local Government Reorganisation, currently scheduled for April 2028, 2 years into the new BID term, will be considered at this time.

9. Major Risks and Mitigation

- 9.1 The major risk is the resource implications for the Council should the BID re-ballot not be successful as the activities undertaken by the BID will cease. There is likely to be a requirement for similar activities to continue to be delivered directly by the Council but without the additional BID Levy, which will not be possible within current projected budgets and resources. Any mitigation which may become possible as a result of Local Government Reorganisation will be considered at the appropriate time.

10. UN Sustainable Development Goals (UNSDG)



11. One Council

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council ☐

We will make investment to diversify our income and think entrepreneurially.

One Digital Council ☐

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

One Sustainable Council ☐

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle

11.1 Partnership working with the BID offers an opportunity to deliver greener, friendlier and safer spaces for Newcastle town centre, utilising the power and input of businesses in delivery, alongside digital promotion.

12. Key Decision Information

12.1 This is not a key decision.

13. Earlier Cabinet/Committee Resolutions

13.1 None

14. Background Papers

13.1 Attached BID Proposal and Business Plan 2026-2031

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BID Proposal and Business Plan

for Newcastle-under-Lyme
Business Improvement District

2026-2031.



**NEWCASTLE
UNDER LYME**
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Page 67

Contents

1. Foreword	1
2. Newcastle-under-Lyme BID Ltd	2
3. Executive Summary	3
3.1. BID background.....	3
3.2. The benefits of Newcastle-under-Lyme BID	3
3.3. Finance	4
3.4. The Area	4
3.5. The Vision	5
3.6. Strategic Objectives, Activities and Projects	5
3.7. BID Term	5
4. How a BID works	6
4.1. Background	6
4.2. The vote	6
4.3. Alteration of arrangements	7
4.4. The levy.....	7
4.5. Duration and commencement date of BID Arrangements	7
5. Timescales	8
6. BID Delivery and benefits - The last five years.....	9
7. Working together will make a difference	12
8. Newcastle-under-Lyme BID Area.....	13
9. Services provided by the Public Bodies	15
9.1. Council's Support for Newcastle-under-Lyme BID	15
9.2. Council's Vision for the BID	15
9.3. Council Services for Business	15
9.4. Individual Baseline Statements.....	16
9.5. Council's Operational Support for Newcastle-under-Lyme BID	16
9.6. Monitoring and Review	17
9.7. Monitoring of basic service provision	17
10. The Research and Consultation Process.....	18
10.1. Background	18
10.2. Aims of the research	18
10.3. Research and consultation activity	18
11. Strategies and plans.....	19
12. Research Results.....	20
12.1 Business feedback	20
12.2 Promote and showcase Newcastle-under-Lyme	20

12.3 Create a welcoming, safe and attractive town	21
12.4 Support businesses	22
13. The BID's response	23
13.1. The role of the BID	23
13.2. How delivery will be monitored	23
14. Vision and Objectives	24
14.1. The Vision	24
14.2. Objectives	24
14.3. Objectives, Activities, Projects, Measures and Results	24
15. Organisation, Resources and Delivery	27
16. Newcastle-under-Lyme BID Budget and Finances	28
16.1. Balancing the Budget	28
16.2. Newcastle-under-Lyme BID 5 year Budget: 2026-2031	29
16.3. Costs of developing the new BID Proposal	29
16.4. Sources of Additional Funding	29
16.5. Application of Funds and Alteration of BID Arrangements	30
16.6. Governance and management of the BID Budget	30
17. Levy Criteria for Newcastle-under-Lyme BID	31
18. Risk analysis	35
18.1. The responsibilities of BID Company	35
18.2. BIDs in other places	35
18.3. The Importance of Voting 'YES'	35
18.4. Working with key partners	35
18.5. Sustainable mechanism for the development of Newcastle-under-Lyme BID	36
19. Final thoughts	37
20. Appendices	38
20.1. Appendix 1 – Definitions	38
20.2. Appendix 2 – Streets included in the BID Area	39
21. Acknowledgements	41
22. Further information	41

Newcastle-under-Lyme Business Improvement District (BID) Proposal and Business Plan 2026-2031

1. Foreword

Message from the Co-Chairs Nigel Davies & Jane Tunnicliff Newcastle-under-Lyme

Over the last 10 years, Newcastle-under-Lyme Business Improvement District (BID) has delivered a varied, ambitious and successful programme of projects and events across the town centre, playing a vital role in supporting local businesses during challenging times, enhancing the perception of Newcastle-under-Lyme, driving footfall and helping the town centre become a more vibrant, attractive and welcoming place for everyone.

The past few years have been particularly difficult for businesses, with the ongoing cost-of-living crisis creating unprecedented challenges. While we continue to offer practical support right now, it's equally important to look ahead to what can be achieved in the next five-year term of the BID.

We are pleased to present our BID Proposal for 2026-2031 - our third term - which is focused on harnessing the town's strengths to create an exciting, thriving and dynamic environment where businesses prosper and people enjoy living, working and spending time in Newcastle-under-Lyme.

Through extensive surveys, consultations and meetings, the BID Board has established clear priorities and set out how we will achieve them through bold initiatives and strategic investment. In the proposal, you'll see how Newcastle-under-Lyme BID intends to build on the strong foundations and many achievements of the past decade.

Your support is essential in helping Newcastle-under-Lyme realise its full potential. With your involvement, we can continue delivering the projects, events and business support that matter most - now more than ever. We encourage you to review the proposal carefully and give it your full backing. Please watch out for your ballot papers arriving in the post this October, and make sure to vote YES so that together we can continue shaping the future of our town.

**Nigel Davies and Jane Tunnicliff Boss & Sons and NSCG
Co-Chairs of Newcastle-under-Lyme BID Ltd**

2. Newcastle-under-Lyme BID Ltd

BID Board Members and Directors

The BID Company, Newcastle-under-Lyme BID Ltd is a company limited by guarantee, is the body which has proposed the BID for the purposes of the BID Statutory Provisions and is responsible for the implementation of the BID plan.

The membership of the Board of the company is open to all business levy payers in the BID area. Membership of the company is open to all BID Levy payers, and also to Voluntary Members. The Members of the Company control the membership of the Board, through their Articles of Association and votes at General Meetings of Members.

The current members of the Newcastle-under-Lyme BID Board are as follows:

Name	Business Name
Nigel Davies (Co-Chair)	Boss & Sons
Jane Tunnicliff (Co-Chair)	NSCG
Martin Fagg	Cappello Lounge
Simon Hilton	Café 21/Central Designs
Eddie Leligdowicz	McDonalds
Chris Plant	Staffordshire Chamber of Commerce
Kirsty Rollings	Keele University
Cllr Simon Tagg	Newcastle-Under-Lyme Borough Council
Fiona Wallace	New Vic Theatre

3. Executive Summary

3.1. BID background

Business Improvement Districts are created by businesses and organisations which come together to collaborate on initiatives that improve the location where they trade or do business. Business Improvement Districts are driven by participating businesses who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy is collected by Newcastle-under-Lyme Borough Council (or whoever may take on their responsibility as the Billing Authority) and paid directly to the Business Improvement District company. This is a not-for-profit company set up by the businesses and is accountable to the businesses in the Newcastle-under-Lyme BID area to manage the delivery of the Business Improvement District business plan.

3.2. The benefits of Newcastle-under-Lyme BID

The Newcastle-under-Lyme BID has been operating for 10 years supporting businesses and slowly but surely changing perceptions of Newcastle-under-Lyme BID as a whole. The BID has worked closely with key partners and stakeholders in the town to represent the interests of levy-paying businesses, influence key decisions and to encourage investment and development which improves the town both now and into the future.

Over the last ten years, Newcastle-under-Lyme BID has played a central role in supporting and championing the town's businesses. Through a wide range of events, activities, and partnerships, the BID has driven footfall, improved perceptions, and enhanced the visitor experience.

Marketing and promotion have been expanded with a strong social media presence, a refreshed BID website and branding, business communications, and campaigns to promote the town.

The BID plays a key role in ensuring the view of businesses are foremost in discussions and driving improvements to the town. The BID has also been instrumental in helping to attract additional funding to the area, whether for projects and activities for the benefit of businesses or for future development.

With the economic challenges as a result of COVID, soaring energy costs and high inflation and the dynamic change of the commercial world impacting on the way we live and work, the need for businesses to work together for a better future has never been greater.

There are many opportunities which Newcastle-under-Lyme BID continues to exploit, to the benefit of businesses and organisations across all sectors within Newcastle-under-Lyme and this does not just come from a guaranteed budget but also from the collective influence of the businesses in the BID area.

The town has already started to see some significant developments and over the next two to three years the town will see even more significant and innovative developments which present new opportunities for the town and the BID to help businesses.

This BID Proposal and Business Plan has a clear goal for the town to build on its attractive environment and key assets such as its businesses, Keele University, Newcastle College and the new Vic Theatre, all with high standing national reputations. It will enable businesses to share in the celebration and promotion of Newcastle-under-Lyme and attract new businesses to the town to increase its overall appeal and attractiveness as a destination and as a great place to live, work and do business.

The benefits of a BID do not just come from the ability to deliver projects and services from a guaranteed budget but come from the collective influence of the businesses in the BID area. It will have the influence to change key issues which impact upon the operation and success of your businesses such as promotion of the town, crime and safety issues and attractiveness of the town for your clients, customers and everyone who lives and works here.

The collective voice of businesses working together also translates into productive relationships and outcomes, and when working with other organisations and public bodies, the ability to influence more strategic issues. This will become increasingly important with radical restructuring of the local authorities about to happen, the BID will play a vital role in representing and supporting business interests and bringing the business community together to play their part in shaping the future of Newcastle-under-Lyme.

Although Newcastle-under-Lyme is changing and still undergoing significant redevelopment, the town is entering a new era and with new opportunities for all businesses and organisations to come together and create a vibrant, safe and attractive place for people to live, work and enjoy.

The plan has been developed to ensure that it:

- is balanced to cover all business sectors
- builds on the successes of working together to date over the last 10 years
- clearly defines the role of the BID
- seeks to create and take advantage of new opportunities
- has focused activity but remains relevant for next five years
- has deliverable and achievable objectives

It takes account of the changes which have occurred that affect the way in which the business environment operates in recent years and clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors.

3.3. Finance

This levy will be collected on behalf of the Business Improvement District (BID) by the 'Billing Authority' Newcastle-under-Lyme Borough Council, which has responsibility for the public administration and collection of business rates of the area covered by the BID. The levy will then be paid directly to the BID Company in its entirety. This charge is payable by non-domestic rate payers in the defined BID area which meet the levy criteria, regardless of whether or not they voted in the BID ballot, or how they actually voted. It is collected by the 'Billing Authority' in much the same way as business rates.

The budgeted income over the five-year period of the BID is planned to be of the order of £1.74 million. The income will be made up of some £1.5 million from the levy revenues and a sum averaging around £250,000 from other sources such as grants, voluntary private and public sector contributions (see income and expenditure tables in Section 16).

The BID Company for Newcastle-under-Lyme BID, is a not-for-profit company, directed and controlled by nominated business people who manage the Business Improvement District business plan and are directly accountable to the businesses trading in Newcastle-under-Lyme .

The way the BID Levy charge is calculated is defined in Section 17.

3.4. The Area

The Newcastle-under-Lyme Business Improvement District covers the town from the College and the Sainsburys superstore in the west, to the edge of the business areas on King Street and George

Street up to the borough boundary. The boundary in the north includes the larger professional service firms in the Brampton and in the south includes the Morrisons superstore and the Aldi superstore.

3.5. The Vision

Through a business-led programme our vision is:

‘To raise the profile of Newcastle-under-Lyme as a welcoming and attractive Staffordshire market town.’

3.6. Strategic Objectives, Activities and Projects

The BID investment programme will be delivered through the three key strategic objectives and their related activities and projects:

Objective 1 - Promote and Showcase Newcastle-under-Lyme

Showcase and develop the identity and positive awareness of the town.

Objective 2 - Create a welcoming, safe and attractive town

Work with businesses, organisations and the community to create a place which looks and feels good.

Objective 3 - Support businesses

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business.

3.7. BID Term

Subject to a successful vote in November 2025, it is proposed that the new BID will start on 1st April 2026 and operate until 31st March 2031.

4. How a BID works

4.1. Background

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 320 BIDs have been proposed and approved by business communities in England and Wales. These include Stoke on Trent, Crewe, Wolverhampton and Birmingham, which has eleven BIDs within its administrative boundary.

There are more than 280 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 150 have now entered their third term having gone through a third ballot and 60 into their fourth term. In most cases BIDs going on to a second term and further terms have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further information about BIDs is available on the Government website <https://www.gov.uk/guidance/business-improvement-districts>

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services /improvements will be additional to those already provided by Newcastle-under-Lyme Borough Council. This charge is payable by non-domestic rate payers and is collected by the Council in much the same way as business rates. The manner in which the BID Levy charge is calculated is defined in the Levy Criteria Section 17.

All works and services will be contracted by Newcastle-under-Lyme BID Ltd, the BID body for the BID area. The objectives and aspirations of Newcastle-under-Lyme BID are set out in this BID Proposal and Business Plan.

This business plan has been prepared in line with best practice and with reference to the 'Industry Criteria and Guidance' prepared for Revo in association with: Association of Town and City Management, the Association of Convenience Stores, the British Retail Consortium and the British Property Federation.

A set of definitions for terms used throughout this document is contained in Appendix 1 20.1.

4.2. The vote

To succeed the ballot has to pass two tests: A simple majority vote of those who vote must register a 'YES' and the aggregate rateable value of those who vote 'YES' must be greater than that of those that vote 'NO'.

If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £12,001 will be

excluded from the vote and levy.

Newcastle-under-Lyme Borough Council's Returning Officer, Gordon Mole, will be the returning officer for the Ballot Holder for the Business Improvement District. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting 01782 742249 or by e-mail electreg@newcastle-staffs.gov.uk

4.3. Alteration of arrangements

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot, although its Board can adjust projects and spend as they feel appropriate, provided the basic tenets and budgets are not compromised. This is explained in more detail in Section 16.5.

4.4. The levy

Businesses inside the ring road with a rateable value (RV) of £12,001 or more a levy of 2.1% of rateable value (RV) is proposed. Businesses which fall outside the ring road with an RV of £12,001 or more, a levy of 1.65% of rateable value (RV) is proposed. The detail of the levy criteria is laid down in Section 17.

This levy arrangement will generate around £1.5 million of ring-fenced funding over the five year life of the BID and will also be used to lever in additional funds where possible adding a further £250,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan.

4.5. Duration and commencement date of BID Arrangements

Subject to the successful ballot in October/November 2025 our proposal is for the Arrangements for the Newcastle-under-Lyme Business Improvement District Proposal and Business Plan to operate for five years and to commence, on the 1st April 2026. After five years, in 2031, it can be extended or renewed – but only after being subject to a renewal ballot.

5. Timescales

NUL BID Ballot – Ballot Date			
INDICATIVE TIMETABLE			
Action Point	Action	Day and Date	
1	Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot Action Point 4)	Fri	06 June 2025
2	Voluntary stage - issue voter nomination letter to check voter list	Fri	22 August 2025
	Receive voter nominations back from potential levy payers	Wed	10 September 2025
3	Establish Register of Businesses as specified in BID proposal	Target Date:	
		Thu	25 September 2025
		Latest Date:	
4	BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot (BID proposals need to be completed)	Thu	02 October 2025
		Target Date:	
		Thu	11 September 2025
5	Billing Authority formally requests Ballot Holder to hold ballot	Latest Date:	
		Thu	02 October 2025
		Target Date:	
6	Ballot Holder publishes Notice of Ballot (latest date = 42 days before ballot day) also to send copy to Secretary of State, a copy of the published notice of ballot, as per Schedule 23(d) of the 2004 Business Improvement Districts (England) Regulations	Mon	22 September 2025
		Latest Date:	
		Thu	02 October 2025
7	BID Proposer or Ballot Holder mail out copies of the BID Prospectus to potential levy payers	Target Date:	
		Thu	25 September 2025
		Latest Date:	
9	Ballot Holder issues Letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper (latest date is 42 days before Ballot Day)	Thu	02 October 2025
		Target Date:	
		Thu	25 September 2025
9	Ballot Holder issues ballot papers (at least 28 days before Ballot Day)	Thu	16 October 2025
10	Last day to appoint a proxy (tenth day before Ballot Day)	Mon	03 November 2025
11	Lost ballot papers – earliest date for issuing a replacement for a lost ballot paper (where papers not received by the 4th working day before the ballot)	Fri	07 November 2025
12	Spoilt ballot papers – last day/deadline to apply for a replacement ballot paper for a spoilt ballot paper (not later than 3 working days before the ballot)	Mon	10 November 2025
13	Ballot Day (up to 5pm)	Thu	13 November 2025
14	Count and announcement of result	Fri	14 November 2025
15	Disposal of ballot papers	Sat	16 May 2026

6. BID Delivery and benefits - The last five years

Over the last five years Newcastle-under-Lyme BID has developed into a confident, visible and trusted part of the town's landscape. The LoveNUL brand has become a positive and recognisable identity helping to change perceptions of the town, support local pride and create a consistent platform for events, campaigns and promotion. Our work has been shaped by strong collaboration with local businesses, the Borough Council, Staffordshire Police and cultural partners including Appetite and Keele University.

Together we've delivered a busy and inclusive calendar of events that bring footfall and vibrancy to the town from the flagship Lymelight Festival and Castle Food & Drink Festival to new additions like Castle Classics outdoor cinema screenings and interactive trails. Our investment in seasonal celebrations such as Light Up Castle and family-friendly holiday activities has made Newcastle a more engaging place to visit throughout the year.

The BID has also helped improve the everyday experience of the town through CCTV funding Safer Newcastle sessions and the Shop Front Improvement Scheme alongside floral planters, murals and the reintroduction of the Pop-Up Park. Promotional campaigns like Magic Tenner, Love Local and student loyalty schemes have driven awareness and supported spending with local independents.

A summary of projects and activities the BID has delivered during the second five-year term can be seen below:

Objective 1 – Support Business Growth and Investment

To support the growth, development and investment of businesses by working in partnership with key stakeholders to enhance Newcastle-under-Lyme as an attractive and forward thinking town.

- Delivered First Aid and Defibrillator training sessions, helping local businesses and their staff gain essential life-saving skills and increasing the safety and preparedness of the wider town community.
- Hosted the monthly Connects Network in partnership with King Street Studio, providing a free and inclusive platform for businesses to meet, share ideas and forge new working relationships in an informal setting.
- Promoted and supported national shop-local campaigns, including Fiver Fest, Magic Tenner and Small Business Saturday, encouraging residents to spend with independents and reinforcing the importance of local loyalty.
- Funded and maintained free public Wi-Fi throughout the town, helping visitors, workers and businesses stay connected and supporting digital engagement across the high street.
- Installed and monitored footfall counters across key areas, with data shared with businesses and stakeholders to inform decisions on opening hours, marketing strategies and service planning.
- Represented business views on regional platforms, including the Town Deal Board and Association of Town & City Management (ATCM), ensuring the voice of Newcastle-under-Lyme businesses shapes local regeneration and economic policies.
- Worked with the Borough Council to deliver a High Street Task Force Placemaking Workshop, bringing businesses together to discuss challenges and co-design potential improvements to the town environment.
- Maintained regular, on-the-ground support through our Business Engagement Officer, who carries out site visits, refers businesses to training and funding opportunities and attends PABCIS (Partnership Against Business Crime in Staffordshire) to stay ahead of safety issues.
- Partnered with Too Good To Go, enabling local food businesses to reduce waste by selling surplus food at discounted rates, improving sustainability and reducing overheads.

- Secured over £127,000 in additional income over the BID term through sponsorship, grant applications and contributions from 'Friends of the BID' voluntary supporters, supplementing core BID income to deliver more for the town.
- Conducted quarterly town vacancy audits, helping track economic trends and inform strategies for business recruitment and property use.
- Produced and distributed footfall reports, consumer spend data and ASB trend summaries, helping businesses make better-informed operational and investment decisions.
- Provided support for prospective new businesses, offering guidance, introductions and local insights to encourage new investment into the town.
- Launched a voluntary 'Friends of the BID' scheme, giving non-levy paying businesses and supporters the chance to contribute to and benefit from BID initiatives.

Objective 2 – Create a Welcoming and Attractive Town, Ensuring a Safe Experience

Create a welcoming and attractive town, ensuring a safe experience. To create a safe and appealing town that can be enjoyed by the local community, visitors and people who work in Newcastle-under-Lyme .

- Worked closely with Newcastle-under-Lyme Borough Council, Staffordshire Police and community safety partners to tackle anti-social behaviour, rough sleeping and substance misuse through collaborative initiatives and direct business feedback.
- Contributed over £50,000 to CCTV infrastructure since the BID's launch, enhancing security coverage and providing reassurance to businesses and visitors alike.
- Funded extended CCTV monitoring and additional coverage during peak periods, including the night-time economy and town events.
- Organised 12 'Safer Newcastle' drop-in sessions to provide businesses with regular, direct access to policing, council and support services for advice and reporting.
- Introduced Neighbourhood Enforcement Officers and BID Ambassadors, providing a visible presence to deter ASB, report environmental issues and engage directly with businesses.
- Supported and attended PABCIS (Partnership Against Business Crime in Staffordshire) board meetings, contributing to the management of the DISC system and town banning scheme.
- Delivered personal safety initiatives as part of the 'Safety of Women and Girls' campaign, distributing StopTopps, safety alarms, portable phone chargers and educational materials, funded by the Police and Crime Commissioner.
- Secured Purple Flag accreditation, recognising Newcastle-under-Lyme as a safe, well-managed and vibrant night-time destination.
- Issued 'Stay Connected' business cards, directing businesses to emergency contacts, rough sleeper support and mental health services.
- Provided match funding through the Shop Front Improvement Scheme, supporting businesses to make visual improvements that enhance the town's overall look and feel.
- Delivered seasonal decorations and improvements, including over 650 metres of Christmas lighting, 65,000 individual lights, tree planters and LoveNUL branded bunting to create a festive and welcoming town.
- Organised monthly Town Tidy Days, working alongside businesses and volunteers to remove litter and maintain public spaces, collecting over 100 bags in 2025 alone.
- Reintroduced the Pop-Up Park, transforming an unused space into a relaxing green area and hosted six weeks of free activities including animal visits, storytelling and crafts for families.
- Delivered and supported a diverse annual calendar of events, including Lymelight Festival, Jazz & Blues Festival, Castle Food & Drink Fest, Castle Classics and Light Up Castle, working in collaboration with Appetite, B Arts, Philip Astley Project, Drop City Books and the Borough Council.
- Expanded the events programme with seasonal additions such as outdoor cinema screenings, Halloween trails, dog-friendly events and interactive festive installations like a walk-in snow globe and Santa's Sleigh.

- Enhanced event experiences with character appearances, including Disney princesses, Marvel superheroes, The Grinch and Cindy Lou, attracting families and driving footfall.
- Commissioned large-scale murals and public art, including the Van Buren tribute, the Hassell Street market mural and the subway artwork at Deakins Yard, adding vibrancy and celebrating local identity.
- Delivered 11 'ArtBox' installations with artist Rob Fenton, transforming telecom cabinets into unique works of street art across the town.
- Won Gold in the Heart of England in Bloom 2025 BID Category, in partnership with Newcastle-under-Lyme Borough Council and received a Judges' Discretionary Award for Queen's Gardens. The town has now progressed to national judging, representing the region on the UK stage.
- Sponsored Newcastle in Bloom, contributing to seasonal planting displays and hanging baskets across the BID area.

Objective 3 – Celebrate and Promote Newcastle-under-Lyme , Preserving Heritage and Culture

Celebrate and promote Newcastle-under-Lyme as a town for all, preserving the heritage and cultural aspect of the area.

- Partnered with Appetite, ArtsKeele, Philip Astley Project and B Arts to deliver a broad cultural programme, celebrating Newcastle's history while introducing new and engaging artistic experiences.
- Commissioned new public artworks and murals that reflect the town's theatrical and circus heritage, enhancing the streetscape and promoting community pride.
- Built long-standing relationships with Keele University, attending Welcome Weeks and promoting student-exclusive town discounts, helping integrate students into the local business community.
- Delivered the annual LoveNUL Business Awards, celebrating outstanding achievements in local retail, hospitality and services. In 2025, the awards saw over 9,000 public votes and 170 attendees.
- Activated vacant retail space for community projects, such as Drop City Books' International Women's Day and World Book Day pop-ups, providing free books and creative activities for children and families.
- Supported the Tesco-funded 'Activities for All' programme, delivering accessible food and wellbeing workshops for families during school holidays.
- Collaborated with Red Haired Stokie on heritage walking tours, helping residents rediscover the history of Newcastle-under-Lyme's buildings, people and traditions.
- Developed and maintained a strong online presence, reaching over 25,000 followers across Facebook, Instagram, LinkedIn and Twitter, with regular updates on events, business news and positive town developments.
- Produced a monthly 'Good News Stories' round-up, highlighting milestones, new openings and success stories, shared widely on social media and through press coverage.
- Distributed press releases on behalf of local businesses, gaining coverage across SOTLive, BBC Radio Stoke, Daily Focus, Hits Radio, 6 Towns Radio, WeAreStaffordshire and more.
- Promoted the town and its businesses through digital screens in the town and at Keele campus, as well as printed directories and marketing leaflets.
- Sent monthly email bulletins to over 4,000 subscribers, including general town updates, event listings and business news, alongside targeted e-bulletins for levy payers featuring training, BID updates and grant opportunities.
- Published a weekly 'What's On' guide via social media channels to promote nightlife, events and community activity and encourage local engagement.
- Promoted free and discounted parking offers, encouraging longer visits and improving accessibility to the town during key trading periods.

7. Working together will make a difference

The last few years have been challenging for town and city centres across the UK with many left with the scars of the COVID-19 pandemic, high energy costs and high inflation. The national economy is in uncertain times and whatever happens, many challenges lie ahead, and the commercial world continues to change at an ever-increasing pace.

Besides the challenges of the economy, lifestyles have been changing and influencing the way in which we use our time and spend our money. Technology continues to develop and change the way we live and work as individuals and operate as businesses.

Trends and changes which impact upon town and city centres such as the increase in online shopping had already started before COVID, but over the last few years many of these trends have accelerated.

It is clear that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with, such as many employees remain working from home or using their office based within the town in a different way.

In this very uncertain world, it is difficult to make any predictions for the long term. However, one thing is becoming clear; people are starting to value their local towns and centres more. Town and city centres are becoming hubs for their local community for all aspects of people's lives. They will not simply be shopping destinations but places where people will want to live, work and spend their leisure time in a flexible way.

We need to think about ways in which we can work together to take advantage of these new opportunities and create a town which is welcoming, safe and forward-thinking that serves both the businesses and local community. There is a strong sense of community in Newcastle-under-Lyme and businesses are keen to improve the town even further, ensuring that the town has a distinct identity and is a safe, attractive and enjoyable place to be.

The extensive surveys and discussions with key stakeholders undertaken to develop this BID Proposal identified a clear desire expressed by businesses and organisations from Newcastle-under-Lyme town to work closely together and with Newcastle-under-Lyme Borough Council and other key stakeholders to raise the town's profile and improve the appeal to visitors and businesses. This collective and focused approach will serve to improve the trading and operating environment and allow existing businesses to flourish and grow and attract new business investment.

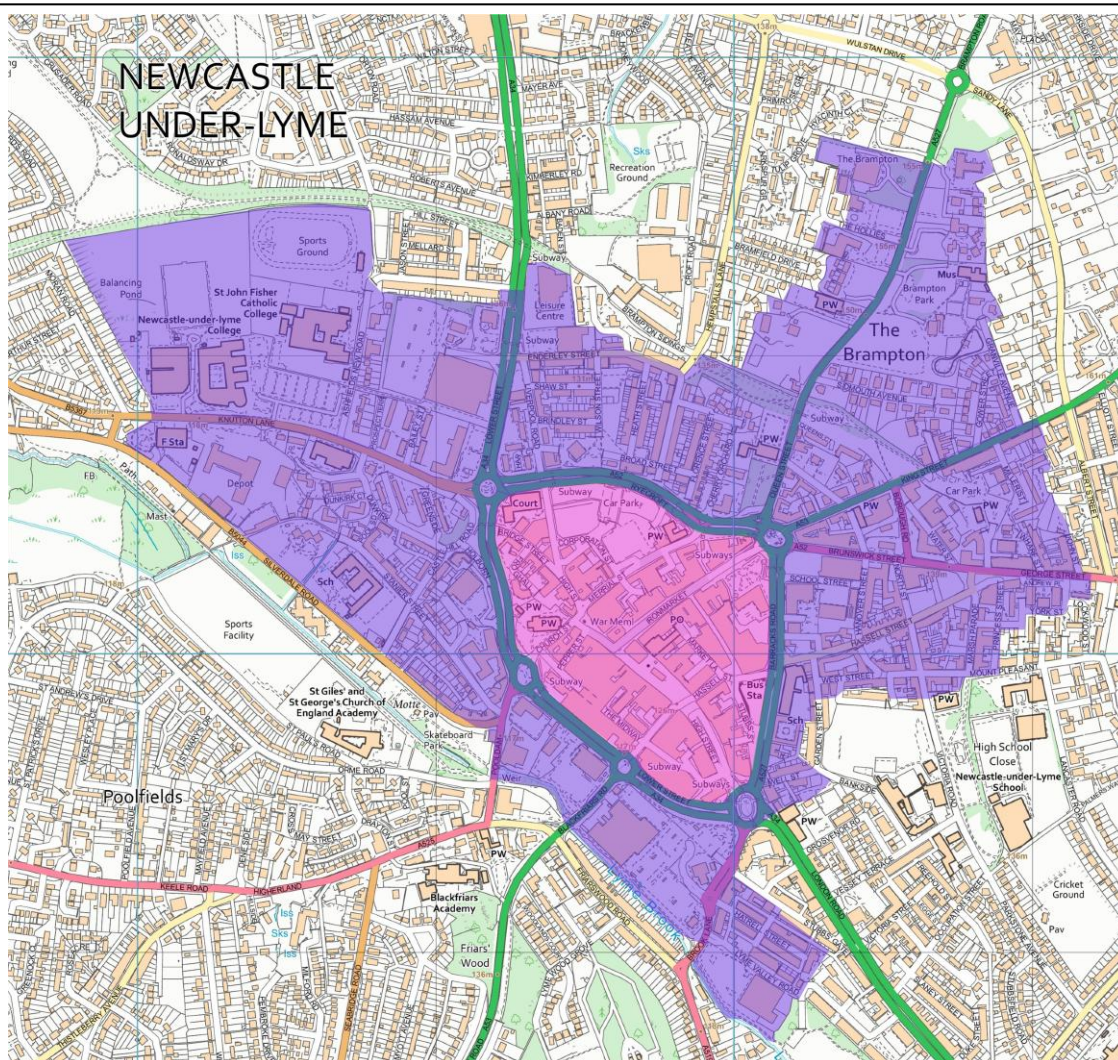
Newcastle-under-Lyme is vibrant and unique and we need to tap into its strengths at this exciting point in time when major developments such as the three locations being regenerated by Capital & Centric, including Astley place which will include a new music venue, the development of the former Zanzibar nightclub into affordable housing, and the recent completion of the Deakins Yard which now offers 273 student units.

Newcastle-under-Lyme is within easy reach of large audiences and business markets, but it does not currently fully tap into the great potential of its own assets by working as a cohesive business community and promoting its collective strength.

Taking on board all of the above, this Business Plan has identified opportunities and taken account of the needs and challenges faced by all business sectors across the BID area. By working together and with strategic partners including the Council and key stakeholders through a Business Improvement District there is huge potential to continue the momentum to make Newcastle-under-Lyme a great place to visit, live, work and grow a business.

8. Newcastle-under-Lyme BID Area

The shaded area on the map below represents the full extent of the Newcastle-under-Lyme BID Business Improvement District. A full list of streets within the BID area is shown in Appendix 2.



Ordnance Survey © License Number AC0000848283

The Newcastle-under-Lyme Business Improvement District covers the town from the College and the Sainsburys superstore in the west, to the edge of the business areas on King Street and George Street up to the borough boundary. The boundary in the north includes the larger professional service firms in the Brampton and in the south includes the Morrisons superstore and the Aldi superstore.

A list of streets within the BID area is shown in Appendix 2. All non-domestic hereditaments within the BID area will, if the BID is approved, be liable for the BID levy (as defined in section 16). The BID covers those businesses, whose rateable value is £12,001 or greater. Thus banks, building societies, car parks, Council facilities, restaurants, clubs and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, solicitors, hotels, museums, the bus station and transport and travel agents and all other non-domestic hereditaments are included within the BID and will, subject to the detailed levy criteria in Section 16, contribute to the BID's collective funding and activities flowing from the combined budget.

The BID area includes any smaller business areas located off these roads or streets that are located within the boundary of the BID area defined by the shaded area illustrated on the map and any other road or street, even if they are not listed in Appendix 2 and will include any new non-domestic property, road or street which is developed or created during the life of the BID which is within the BID area.

9. Services provided by the Public Bodies

9.1. Council's Support for Newcastle-under-Lyme BID

Newcastle-under-Lyme Borough Council fully supports the Newcastle-under-Lyme BID. In particular it endorses the fundamental principle of additionality within the BID by providing baseline service statements outlining the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints) across the Newcastle-under-Lyme BID area.

Thus, in line with BID legislation, BID services within the Newcastle-under-Lyme BID will be additional to (not in substitution for) those provided by the Council. If there is a need for any change in service levels provided by the Council these will not be disproportionate to other parts of Newcastle-under-Lyme outside the BID area.

The Council's commitment to the Newcastle-under-Lyme BID and the working relationships between the Council and Newcastle-under-Lyme BID Company will be set out in complementary documents agreed between the two parties:

- An Operating Agreement which sets out the Council's Operational Support to the BID on a number of specific issues.
- A set of Baseline Service Statements, each defining the benchmark for a specific service provided by the Council and other agencies within the BID area.

9.2. Council's Vision for the BID

Beyond its clear commitments set out in the Operating Agreement, Newcastle-under-Lyme Borough Council welcomes the opportunity offered by the BID disciplines to continue to develop a strong and dynamic partnership between the Council itself and the Newcastle-under-Lyme BID's businesses. The Council intends that this forward-looking relationship with businesses should take shape along the following lines during the five-year BID period:

- Maintaining the serious dialogue with Newcastle-under-Lyme BID's businesses through the BID Board and its management team on issues that can promote a stronger trading environment conducive to investment, business development and growth and a stronger community of businesses serving the businesses themselves and all those who live and work in the area.
- Working collaboratively and in partnership with the BID to ensure that the opportunities offered through the BID can be maximised and any investment or joint initiatives are as effective as possible.

9.3. Council Services for Business

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in the town (cleaning, access, safety, maintenance and public amenities). In addition, the Council delivers a wide range of services either directly or indirectly specifically for businesses, these include:

- Land and premises
- Grants
- Planning
- Business Information Service
- Inward Investment
- Licensing
- Environmental Health and Safety

- Commercial Waste and recycling
- Business Rates
- Tendering for Council business
- Parking permits

Details of these services can be found on the Council's website <https://www.newcastle-staffs.gov.uk/business>

9.4. Individual Baseline Statements

In full support of the above commitments, Heads of Service within the Council will continue to review their Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and the fact that any change will not disproportionately impact upon the BID area more than any other area outside the BID within the Borough's administrative boundary. They also cover how the services are measured. The Council attaches particular importance to the incorporation of value for money principles and measures within all the Baseline Statements.

The Baseline Services include the following:

Newcastle-under-Lyme Borough Council

- Christmas Lights
- Environmental Health
- Grounds Maintenance and Arboricultural services
- Markets
- Newcastle Partnership
- Off Street Parking
- Public Area CCTV
- Street Cleansing and waste

Staffordshire County Council

- Highways Maintenance – Lighting Maintenance
- Highways Maintenance – Signage
- On Street Car Parking

Other Public bodies

- Police

The process of creating the baseline agreements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area, gives tangible benefits over and above those derived from the projects outlined below.

9.5. Council's Operational Support for Newcastle-under-Lyme BID

The Council's support for the BID will take practical shape in the following specific ways:

- Conducting, through the Council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures.
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Newcastle-under-Lyme businesses and transferring the levy sums direct to the Newcastle-under-Lyme BID Company. The Council will pay the gross levy sums to the Newcastle-under-Lyme BID Company within 30 days of collecting it.
- Nominate a Councillor to sit as a Director on the BID Company Board.

- Provide a senior Council officer to provide a business-focused dynamic link on all BID matters with senior Council staff.
- Paying the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Newcastle-under-Lyme BID area.

9.6. Monitoring and Review

The Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with Newcastle-under-Lyme BID Company. This will be carried out as follows:

- The Council monitors performance of key services through the Council's Business Plan with monitoring reported to the Cabinet. Where there is a specific issue with service delivery within the BID area the respective Head of Service will discuss this with the Newcastle-under-Lyme BID Company.
- There will be annual reviews of each of the specific services for which a Baseline Statement is shown above. This will be led by the Newcastle-under-Lyme Borough Council that will discuss with the Newcastle-under-Lyme BID how the service commitments have actually been delivered during the period, and if necessary update the service levels to reflect the services each will be provided in the following year. These reviews will be scheduled to best effect for the Newcastle-under-Lyme BID and Newcastle-under-Lyme BID Company's yearly budgeting cycles.

9.7. Monitoring of basic service provision

The Baseline Service Statements from Newcastle-under-Lyme Borough Council set out the discretionary and statutory services which are delivered to and relevant to the BID area so that it is clear that the BID's activities are totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over business rates investment in their area and the effectiveness of local authority service provision.

10. The Research and Consultation Process

10.1. Background

The BID has undertaken extensive research across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in-depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and work in Newcastle-under-Lyme .

Research and findings from the surveys and interactions with businesses and organisations from across the Newcastle-under-Lyme BID area has been considered, in shaping the ultimate vision, objectives and their associated activities.

10.2. Aims of the research

The aims of the research were to:

- Identify the key issues which impact upon all businesses in the area across all business sectors and to develop solutions to address them which will help businesses achieve their own internal objectives
- Review and assess any related strategies and plans for the area which potentially impact upon and complement the aims and objectives of the BID proposal
- Identify and assess the impact and the relative importance of different potential initiatives on businesses
- Ensure that the Vision, Objectives and their associated activities reflect the business challenges and opportunities for the immediate term and the next five years.

10.3. Research and consultation activity

The research encouraged participation from all businesses across the town and involved the following activity:

- In February 2025, a detailed survey was produced to get the views of businesses in the BID area.
- All potential levy paying businesses in the BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues, through ebulletins, during a visit from a BID representative and via the BID website. All businesses were also provided with the opportunity to meet with a member of the BID team in person, via telephone or video call.
- All potential levy-paying businesses were included in mail shots and publicity including newsletters and e-bulletins where e-mail addresses were available.
- 511 personal business visits were made in total, with 193 of these being unique visits which represents 75% of the 258 occupied and trading businesses which meet the levy criteria having had a visit to discuss the BID.
- Detailed four-page surveys were conducted with businesses which covered 44% of the hereditaments which met the levy criteria.
- A number of meetings were carried out over the renewal period where all businesses were invited to discuss their challenges, opportunities and vision for the future of the town. These included two sets of workshops in May 2025 and an online webinar in June 2025.
- The BID website and e-bulletins were used to invite feedback and opportunities for businesses to contact the BID team to discuss renewal.
- Active participation and decision making by the business representatives from the Newcastle-under-Lyme BID Board in the development of this plan.

11. Strategies and plans

The development of the BID plan focuses on the priorities identified by businesses and the support they may need to take advantage of opportunities which happen as a result of the town's economic growth and development. It is important, therefore, to take account of the plans and strategies which impact upon the town and in which the BID may play a key role in representing the collective business voice and influence the implementation of these plans to deliver against the BID's vision and objectives.

One of these key plans is the Local Plan 2020–2040 which is under public examination this year (2025). This sets the growth strategy, site allocations and policies to 2040. It is probable that adoption of this plan will fall inside the next BID term. This tends to be a very top level framework but never the less provides an important steer for the future growth of the town of which the BID can use to its advantage.

The Newcastle-under-Lyme Town Deal programme with its Investment Plan objectives of connectivity and clean growth and a diversified town-centre offer to boost dwell time is both very relevant and timely to the BID's plans. The BID has already been involved in the delivery of initiatives from this funding stream and there is further potential to play a key role in supporting the Town Deal Board in further delivery in supporting the development of Newcastle-under-Lyme as an important market town in Staffordshire.

There is a major town-centre regeneration pipeline of developments which are worth around £85 million. These include the Ryecroft area and adjacent sites which will include new residential development and some leisure offer. This should both increase footfall in the town and generate a new audience for retail, hospitality and leisure businesses.

The BID provides the opportunity to drive increase the ability to deliver meaningful and tangible benefits for businesses on the back of these significant plans and developments.

The Government's devolution programme has asked Staffordshire councils to submit initial unitary proposals. An Interim Plan (Mar 2025) sets out options: a Mayoral Strategic Authority across Staffordshire and Stoke-on-Trent plus either one or two unitaries replacing existing councils. The Newcastle-under-Lyme Borough Council has formally pushed back against these proposals saying that forced change won't improve services. However, restructuring of some sort could happen within the life of the next BID. This means that the BID will potentially have a key role in providing continuity of support for businesses in Newcastle-under-Lyme at a time when not only the town is physically changing but the local government structure and its associated services are undergoing substantial change as well.

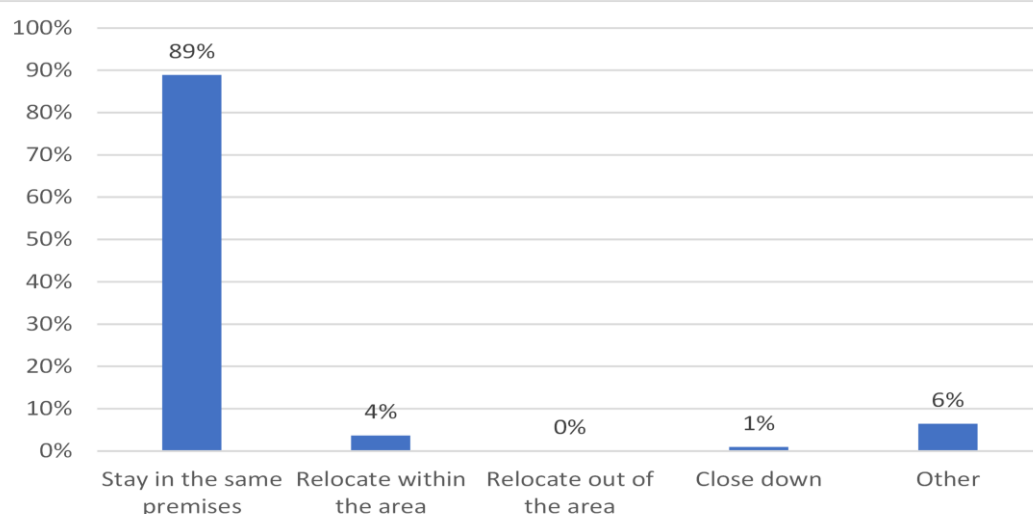
12. Research Results

12.1 Business feedback

Surveys were carried out across a range of businesses from all sectors and sizes of Newcastle-under-Lyme.

Despite the economic uncertainty and cost of living challenges, the confidence to remain trading in Newcastle-under-Lyme is strong. 89% of businesses surveyed anticipate that they will stay in the same premises. Only 1% of the businesses surveyed stated that they planned to close down.

Fig 1: Anticipated business location



12.2 Promote and showcase Newcastle-under-Lyme

In the survey, the aspect that ranked sixth for being either very poor or quite poor was 'Promotion and marketing of NUL, with 34% of businesses surveyed giving it one of these rankings. Additionally, 59% of businesses said that this aspect was important to them.

Also in the survey for beneficial current projects, both 'Collaborate with local radio station 6 Towns Radio to host and promote events' and 'Professional photography of the area to showcase and promote NUL' appeared in the top ten, with 65% and 64% respectively saying these were beneficial to their business.

When asked what additional support your business need in the next five years in the survey, the joint greatest number of comments were in the 'Marketing and promotion' category. Comments included there being more free marketing for businesses, more advertisement about what is going on locally, as well as promotion to further reaches of surrounding areas.

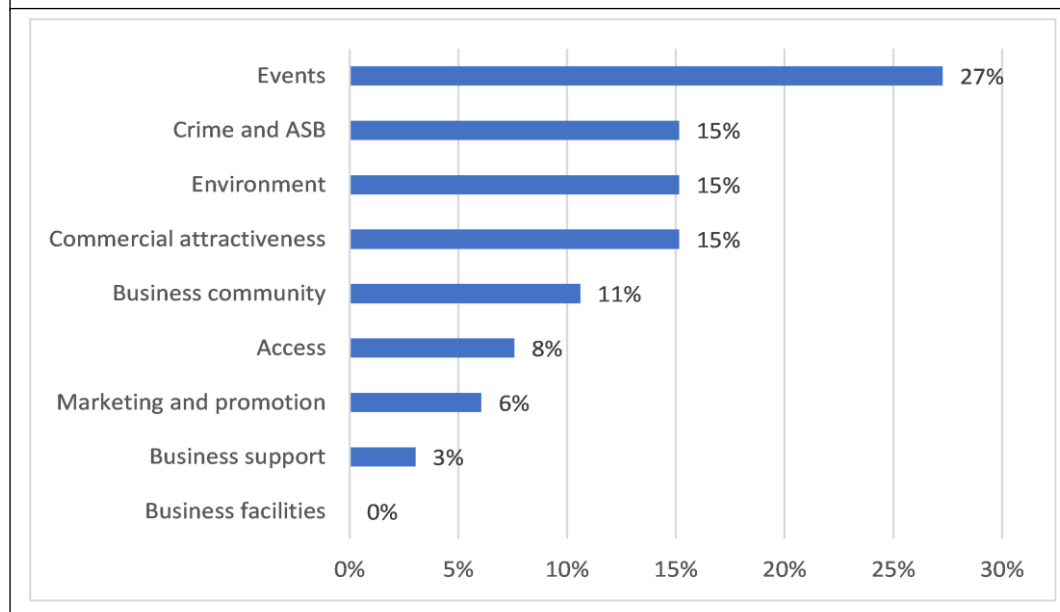
In the workshop, comments about marketing and promotion included using more digital marketing such as using platforms like Instagram, having an emphasis on visibility, branding and outreach, and needing to promote more out of town.

Another important part of this objective is working with businesses and other organisations to develop and organise events to create an animated feel to the town. In the survey, the joint top current projects that businesses were aware of were 'Funded and organised an annual calendar of events including Lymelight Festival, Jazz & Blues Festival, Castle Classics, Castle Food & Drink Fest and Light Switch On' and 'Organised headline BID events such as Lymelight Festival and LoveNUL Awards', both with

71% of businesses saying they were aware of them, showing the physical presence of these projects for the town. These also scored 74% and 60% respectively in terms of being beneficial to businesses.

Also in the survey, when asked what additional projects you think the BID could consider delivering for the next BID, the greatest number of comments were in the 'Events' category. Comments included having different types of markets and food stalls such as Farmer's Market and Maker's Market, having more events to draw families in such as during school holidays, and having much more regular events such as pop ups and music.

Fig 2: Additional project suggestions for next BID – comments categorised



12.3 Create a welcoming, safe and attractive town

From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Newcastle-under-Lyme and is something that needs to continue to be addressed. The aspect that ranked second for being either very poor or quite poor was 'Crime and safety generally', with 52% of those surveyed giving it one of these rankings. Additionally, 'Crime and safety generally' ranked at the top for being important to businesses, with 92%.

Also in relation to this objective in the survey, when asked how beneficial current projects were to them, the top five projects were all crime and safety related. The two joint top projects were 'Work with partners to tackle substance abuse, rough sleeping and begging in the area' and 'Provided funding for extended CCTV monitoring in the BID area', both of which had 86% of businesses saying this was beneficial to them. 76% said that 'Organised Safer Neighbourhood days with the Police' was beneficial to them, whilst 75% said that both 'Working in partnership with the Council to launch Women's Safe Space which operates on a Friday evening to support NTE' and 'Provided co-funding for Security Marshalls to assist with ASB and reporting' was beneficial to them.

Another part of this objective is making Newcastle-under-Lyme an attractive town both through cleanliness and also improving the vibrancy of the streets through things such as floral displays, and festive and creative lighting. In the survey, 'Monthly Town Tidy sessions with businesses and community groups', scored highly for being a beneficial current project with 70%. Additionally, 'Street cleansing and litter control' was ranked third in terms of importance, with 79%.

Comments in the workshops in relation to the attractiveness of the town included to improve lighting and clean neglected areas, to enhance planter and flower bed maintenance and to offer incentives for litter picking.

The final part of this objective is to create an accessible town and, in the survey, 'Access by car' was ranked as the second most important aspect to businesses, with 87%. 'Access by public transport' also ranked within the top five, with 69%. Comments from the survey about access included public transport sometimes being inconsistent, needing more bus routes into the town and having more pedestrian signage.

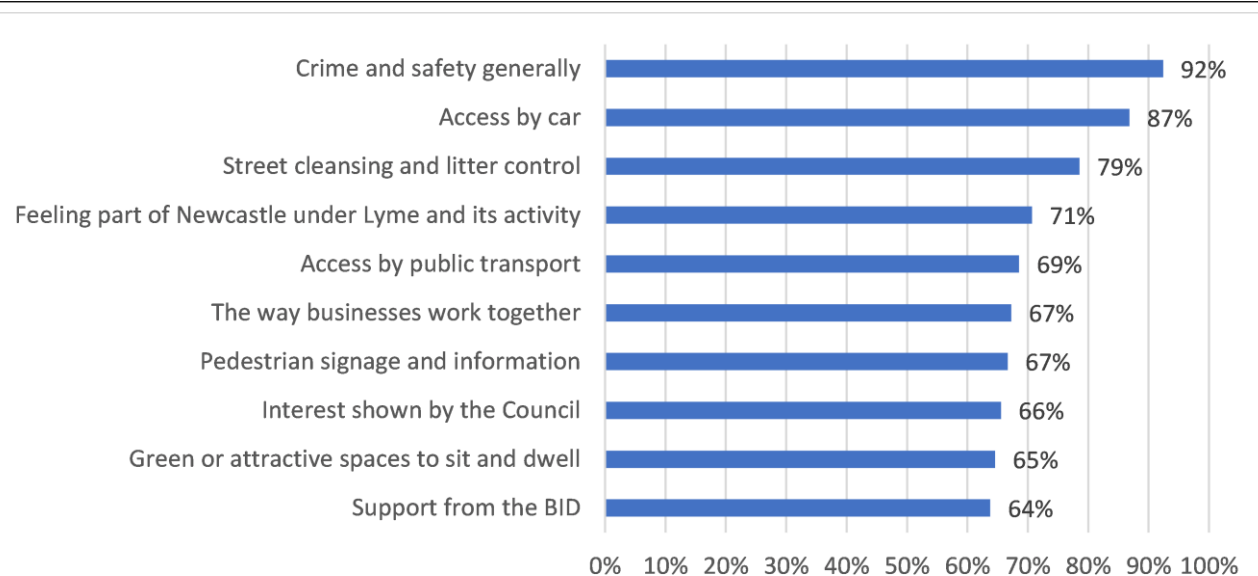
12.4 Support businesses

The importance of encouraging and supporting relationships between businesses and other organisations has clearly been shown in the surveys and workshops. In the survey, 'Interest shown by landlords' ranked at the top for being either very poor or quite poor, with 55% of businesses giving it one of these rankings. 'Interest shown by the Council' also ranked third for being either very poor or quite poor, with 51%. Additionally, 'Feeling part of Newcastle-under-Lyme and its activity' ranked in the top four for importance, with 71%.

Comments from the workshop about business support included encouraging more community collaboration and local engagement, more support and help for businesses and that Keele in Town needs to be an important hub for the town to create more engagement for the community and businesses.

Comments from the survey about business community and support included wanting to be part of a business network, having town meetings to discuss upcoming events and ideas, and more involvement and businesses working together for events.

Fig 3: Top ten aspects ranked by businesses as important



13. The BID's response

Following our extensive research three key project areas of Newcastle-under-Lyme BID have emerged reflecting the key issues and opportunities identified by the businesses and visitors. The activities within each of the project areas have been specifically designed to address and take advantage of these.

It is evident that Newcastle-under-Lyme was exposed, even before COVID to the same changing dynamics effecting the way in which people use all towns and city centres. Since the start of 2020, these changes have simply accelerated and now is an ideal time to review the needs of businesses building a plan for the future.

The BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new and exciting era in the town. The BID's ability to influence has increased significantly and it is now leading and driving key initiatives working closely with the local authority and other key businesses and organisations on plans which will shape the future of Newcastle-under-Lyme BID.

The BID will continue to work with all stakeholders to define, develop and promote the identity of the Newcastle-under-Lyme BID which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

This BID Proposal and Business Plan has been designed to ensure that the activities benefit as wide a range of businesses as possible. It will do this by raising the profile of Newcastle-under-Lyme as a welcoming and attractive Staffordshire market town.

13.1. The role of the BID

All businesses and organisations stand to benefit from these additional projects and activities which have been identified by businesses across Newcastle-under-Lyme as crucial to their future:

- To act as the voice for businesses in Newcastle-under-Lyme and represent their interests within the context and framework of this BID Proposal and Business Plan.
- To position Newcastle-under-Lyme and build its profile as a destination of choice for local residents and visitors.
- To work collaboratively and strategically, representing business interests to encourage growth, development and investment of businesses in Newcastle-under-Lyme .

13.2. How delivery will be monitored

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.

14. Vision and Objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number, BID operations for the new BID will start on 1st April 2026 and will continue for a total of 5 years.

14.1. The Vision

Through a business-led programme our vision is:

‘To raise the profile of Newcastle-under-Lyme as a welcoming and attractive Staffordshire market town.’

14.2. Objectives

The BID investment programme will be delivered through the three key strategic objectives and their related activities and projects:

Objective 1: Promote and Showcase Newcastle-under-Lyme

Showcase and develop the identity and positive awareness of the town.

Objective 2: Create a welcoming, safe and attractive town

Work with businesses, organisations and the community to create a place which looks and feels good.

Objective 3: Support businesses

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business.

14.3. Objectives, Activities, Projects, Measures and Results

Objective 1: Promote and Showcase Newcastle-under-Lyme

Showcase and develop the identity and positive awareness of the town.

Amount the BID will spend:

An average budget of £90,000 p.a. with a total of £450,000 over five years.

Activities and Projects

- a. Work with others and take a leading role in defining and promoting the identity of Newcastle-under-Lyme as a great place to visit, invest, work and study and showcase and raise the profile of its successful organisations and businesses.
- b. Deliver campaigns that showcase and promote all business sectors and types of organisation in the town to encourage use and customer spend.
- c. Develop and lead on the delivery of a plan to attract new businesses which will strengthen the identity of the town and increase its reputation as a great place to set-up and grow a business.
- d. Work with businesses and other organisations to develop and organise events and develop an animated market town feel to the town and build its reputation as a great place to be.
- e. Develop communications between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.

Measures and results:

- Number of partner organisations adopting the Newcastle-under-Lyme place brand and using BID messaging
- Positive media exposure locally, regionally and nationally measured by articles, reach and engagement.
- Website and social media performance (growth in visits/engagement) and BID communications output (B2B/B2C e-bulletins issued with open and click-through rates)
- Number of businesses participating in BID activity and tracked offers/redemption
- Annual calendar of events and promotional campaigns delivered, with attendance and average dwell time, reported business sales uplift and reach/engagement
- Number and value of sponsorships and in-kind support secured for BID events and campaigns with resulting BID brand reach/recognition across partner channels
- Active engagement with existing and new businesses to encourage investment into Newcastle-under-Lyme , measured by new enquiries and openings
- Reduced levels of vacant and derelict properties across the BID area.

Objective 2: Create a welcoming, safe and attractive town

Work with businesses, organisations and the community to create a place which looks and feels good.

Amount the BID will spend:

An average budget of £118,000 p.a. with a total of £588,000 over five years.

Activities and Projects

- a. Work with the Businesses, Police, Local Authority, CCTV, voluntary organisations and agencies in tackling business crime, antisocial behaviour, street drinking and begging on the streets.
- b. Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration and when appropriate using additional floral displays and festive and creative lighting.
- c. Support initiatives that encourage visitors to find their way safely and easily around the town.
- d. Work with landlords, occupiers, agents and others to encourage them to maintain properties and sites across the town in a smart and tidy appearance.

Measures and results:

- Improved perceptions of safety and welcome measured via surveys and BID social polls/sentiment
- Increased interaction with businesses and partners to raise and resolve safety issues through joined-up communication and intelligence sharing.
- Number of public-realm enhancement projects completed including success of any entries into relevant competitions.
- Number of wayfinding/signage upgrades and usage (map/QR scans) with improved perceptions of ease of navigation
- Measured assessment of the degree of litter and cleanliness of the Newcastle-under-Lyme BID area
- Number of landlord/agent engagements leading to property tidy-ups and façade improvements

Objective 3: Support businesses

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business.

Amount the BID will spend:

An average budget of £57,000 p.a. with a total of £285,000 over five years.

Activities and Projects

- a) Work with others to develop links between businesses across Newcastle-under-Lyme to encourage a strong business community.
- b) Promote and develop business excellence through award schemes which profile businesses, organisations and individuals and celebrates, recognises and promotes a great town.
- c) Act as a collective voice to represent business interests for any initiative in the BID area which may impact upon their commercial activity.
- d) Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon business performance and development.
- e) Work with others to monitor footfall, commercial performance, perceptions and other key data sets for Newcastle-under-Lyme to monitor impact of delivery and inform decisions.
- f) Work closely with Local Authorities and other partners and play a key role in the development and delivery of a Place Management Delivery Plan which provides a frame of reference for all activities defined in this BID Proposal and Business Plan.
- g) Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Newcastle-under-Lyme .

Measures and results:

- Number of networking events or forums held with attendance figures
- Numbers of businesses actively engaged in award schemes for customer care and business performance.
- Number of training, skills development or upskilling sessions facilitated/sign posted
- Partnerships formed with educational/training organisations to benefit businesses and the wider community.
- Outcomes influenced by BID involvement (e.g. policy changes, planning decisions)
- Footfall and performance data reporting
- Participation in Place Management Delivery Plan meetings including actions derived and delivered
- Number of communication updates or guidance shared in times of disruption/ incidents/ emergencies

15. Organisation, Resources and Delivery

The preparation of this BID Proposal has been managed by Newcastle-under-Lyme BID Ltd which is a not-for-profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Newcastle-under-Lyme BID Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will continue to be driven by the private sector and includes a Councillor from Newcastle-under-Lyme Borough Council (or whoever may take on their responsibility as the Billing Authority) as a Director and one Council Officer who will act as a key operational link, but not as a Director.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will continue to provide a consistent, collective and effective voice for the businesses and organisations in Newcastle-under-Lyme. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

In support of its vision and objectives, the BID will encourage collaboration with all key stakeholders involved in the town. Collaborative working between businesses and other organisations in the town will also be encouraged to build upon the sense of the business community and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

The effectiveness of the measures undertaken will be gauged by Key Performance Indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence, car parking usage and retail turnover movement.

Besides regular newsletters and other forms of communications, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All Levy payers are entitled, on application, to become members of Newcastle-under-Lyme BID Ltd. There will be an Annual General Meeting at which all members of the company are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

16. Newcastle-under-Lyme BID Budget and Finances

16.1. Balancing the Budget

The last few years have presented the businesses and organisations of Newcastle-under-Lyme and across the UK with unprecedented and significant challenges. March 2020 saw the start of the COVID lockdown, since then, rising energy costs and general inflation has presented further challenges just as businesses were hoping for recovery. The economy remains volatile, confidence is fragile and everyone is having to adjust to rapidly changing lifestyles which mean that there is a need for constant evolution of business.

The BID's budget relies on levy income as its main source of income although it has, to date, managed to leverage in an additional value in kind and in cash since this BID term started in 2021. Since 2021 the numbers of commercial properties has declined by 4% and the rateable value from which the levy is based has declined by 12%. This in turn puts pressure on the BID to generate the right budget to support businesses in the town centre.

Given these economic challenges the BID Board have tried to balance the costs to businesses with the requirement to generate sufficient funds to provide support and make a tangible difference to the business environment in Newcastle-under-Lyme .

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a bar of chocolate a day.

The BID will seek to leverage in additional cash funding, grants and value in kind, to support the delivery of this plan and add to the investment made by the Newcastle-under-Lyme businesses through the BID.

With a 2.1% of rateable value of £12,001 and above in year 1 for businesses inside the ring road, the indicative costs to a business would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1-£12,000	Zero	Zero	Zero	Zero
£12,001	2.1%	£252	£4.85	£0.69
£15,000	2.1%	£315	£6.06	£0.87
£25,000	2.1%	£525	£10.10	£1.44
£50,000	2.1%	£1,050	£20.19	£2.88
£100,000	2.1%	£2,100	£40.38	£5.77

With a 1.65% of rateable value of £12,001 and above in year 1 for businesses outside the ring road, the indicative costs to a business would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1-£12,000	Zero	Zero	Zero	Zero
£12,001	1.65%	£198	£3.81	£0.54
£15,000	1.65%	£248	£4.76	£0.68
£25,000	1.65%	£413	£7.93	£1.13
£50,000	1.65%	£825	£15.87	£2.27
£100,000	1.65%	£1,650	£31.73	£4.53

16.2. Newcastle-under-Lyme BID 5 year Budget: 2026-2031

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
BID levy revenue (Note 1)	£ 285,420	£ 291,128	£ 296,951	£ 302,890	£ 308,948	£ 1,485,337	85%
Other Income (Note 2)	£ 50,000	£ 51,000	£ 52,020	£ 53,060	£ 54,122	£ 260,202	15%
Total Income	£ 335,420	£ 342,128	£ 348,971	£ 355,950	£ 363,069	£ 1,745,539	100%
Expenditure							
Objective 1 - Promote and Showcase	£ 86,098	£ 87,820	£ 89,577	£ 91,368	£ 93,195	£ 448,059	27%
Objective 2 - Welcoming, safe and attractive	£ 113,054	£ 115,315	£ 117,622	£ 119,974	£ 122,374	£ 588,339	35%
Objective 3 - Support businesses	£ 55,543	£ 56,654	£ 57,787	£ 58,943	£ 60,122	£ 289,049	17%
Central Management Costs, Administration, Office (Note 3)	£ 42,890	£ 43,748	£ 44,623	£ 45,516	£ 46,426	£ 223,203	13%
Levy Collection costs from Council	£ 8,563	£ 8,734	£ 8,909	£ 9,087	£ 9,268	£ 44,560	3%
Contingency (Note 4)	£ 14,271	£ 14,556	£ 14,848	£ 15,144	£ 15,447	£ 74,267	4%
Total Expenditure	£ 320,420	£ 326,828	£ 333,365	£ 340,032	£ 346,832	£ 1,667,476	100%
Accrual for Renewal and end of this BID term (Note 5)	£ 15,000	£ 15,300	£ 15,606	£ 15,918	£ 16,236	£ 78,061	

Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, and managing end of this BID term, otherwise they will be spent on additional projects in the final year

16.3. Costs of developing the new BID Proposal

The costs incurred in undertaking the research and development of the new BID Proposal and Business plan have been built into the budget of the current BID. The costs for holding the renewal ballot have been met by Newcastle-under-Lyme Borough Council, for which we give sincere thanks.

16.4. Sources of Additional Funding

The BID Company intends to seek additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Other possible income sources will include grants where the criteria match the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could

be around £250,000 over the five-year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

16.5. Application of Funds and Alteration of BID Arrangements

The BID funds will be ring-fenced and will be controlled by participating businesses. Details of the BID Company's accountability to businesses are given in Section 13. The BID's Response.

As part of the Alteration of BID Arrangements, the budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The board of the Newcastle-under-Lyme BID Company is empowered to move funds between budget headings and between financial years to provide the services which best meet the requirements of the BID area within the framework of the BID Proposal and Business Plan's objectives. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements as per the 'measures and results' identified against each Objective set out in Section 14.

16.6. Governance and management of the BID Budget

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Newcastle-under-Lyme during its five-year life, the Board of the Newcastle-under-Lyme BID Company may from time to time make modifications to the budget allocations for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to make adjustments to the allocations of expenditure budget as and when they deem appropriate and to ensure that all the main aims of the BID, stated in Section 14 continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

17. Levy Criteria for Newcastle-under-Lyme BID

Every BID must establish its own levy rules. Reference has been made to the 'Industry Criteria and Guidance Notes' prepared for Revo in association with; Association of Town and City Management, the Association of Convenience Stores, the British Retail Consortium and the British Property Federation in developing the rules which will apply to the Newcastle-under-Lyme BID.

Business Improvement Districts use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID.

The Board of Newcastle-under-Lyme BID Ltd has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy and the requirement to ensure that the BID is able to deliver best value.

A hereditament is defined in Section 115 (1) of the General Rate Act 1967 (the 1967 Act) as: 'property which is or may become liable to a rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'. For the purposes of this levy criteria the words, 'land, 'properties' and 'premises' will also be interpreted as a hereditament.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value (R.V) of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy to any property which meets the levy criteria at any time, during the life of the BID. The levy is collected by the Billing Authority, Newcastle-under-Lyme Borough Council (or whoever may take on their responsibility as the Billing Authority). The Newcastle-under-Lyme BID Company will invoice the Billing Authority, Newcastle-under-Lyme Council, for the levy collected for exclusive use of the BID.
2. All businesses shown on the Newcastle-under-Lyme Borough Council's (the Billing Authority) NNDR billing system on the day the ballot holder publishes the notice of the ballot at least 42 days before the day of the ballot shown as the liable party (for the purposes of this Ballot taken as the 2nd October 2025), subject to final check and audit, will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 16th October 2025, with the close of ballot at 5pm on 13th November 2025. The result will be announced as soon as possible thereafter.
3. If successful at the ballot, the BID will be fixed for a term of 5 years. The BID will commence operation on 1st April 2026 and will run until 31st March 2031. Levy bills will be issued for the first payment due 1st April 2026 and thereafter on the 1st April each year with the first and last year's bills adjusted accordingly. (see paragraph 11 for more detail).
4. The levy amounts for ratepayers who have business premises which fall inside the ring road of Newcastle-under-Lyme will be applied as follows:
 - a. The BID levy will be 2.1% of the 2023 rateable value shown on Newcastle-under-Lyme Borough Council's (the billing authority's) NNDR billing system as at 2nd October 2025 for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £12,001 showing on the billing authority's NNDR Billing system as at 2nd October 2025.
 - b. Ratepayers with an RV of less than £12,001 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
5. The levy amount for ratepayers who have business premises which are situated within the

boundary of the BID but outside the ring road of Newcastle-under-Lyme , will be applied as follows:

- a. The BID levy will be 1.65% of the 2023 rateable value shown on Newcastle-under-Lyme Borough Council's (the billing authority's) NNDR billing system as at 2nd October 2025 for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £12,001 showing on the billing authority's NNDR Billing system as at 2nd October 2025.
 - b. Ratepayers with an RV of less than £12,001 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
6. The levy will be due from businesses who are liable that have an entry on the Non-Domestic Rating List other than those that are exempt within the criteria laid out in Section 17 of this business plan (this Section).
 7. The liable person is the ratepayer liable for occupied or unoccupied premises at any point in the year of the collection of the levy. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Newcastle-under-Lyme Borough Council (or whoever may take on their responsibility as the Billing Authority) will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
 8. There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st November of the year before the next billing process, whichever is the greater, rounded to the nearest hundredth of one percent. (e.g. if a levy bill is £264 based on 1.65% of a rateable value of £16,000, if inflation is applied to this at a level of 2% then the new levy percentage would be 1.68% giving a levy of £268.80). Negative inflation will not apply. Inflation will not apply for the first full 12 month billing cycle in 2026 i.e. commencing 1st April 2026.
 9. The BID financial year will last for 365 days (366 in a leap year) between 1st April and 31st March.
 10. The BID's chargeable period is a year or part of a year, broken down into daily charges based on the rateable value as at 2nd October 2025 or any change permitted within this criteria thereafter. The chargeable period will normally last for 365 days (366 in a leap year) or pro rata for the first and final billing periods of the BID term. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy and dividing the result by the number of days in the financial year or part year of the chargeable period.
 11. The first billing period of the new BID will run from 1st April 2026 to 31st March 2027 and then from 1st April for each year thereafter until the final billing period which will run from 1st April 2030 to 31st March 2031.
 12. The only other exceptions to the due date of the 1st April each year as stated in paragraph 11 above, is where a proportional liability exists due to any change in circumstances identified in this Section 17 'Levy Criteria for Newcastle-under-Lyme BID', in which case, the levy charge will fall due 14 days after the demand is issued. The BID Levy liability is calculated on a daily basis based on the position as at the "end of the day" - midnight. If there is a change of occupier part way through the chargeable period the BID Levy liability will be recalculated for the outgoing occupier on this basis (so for example: if someone moves out on, 1st June 2026, then their liability ceases on 31st May 2026 and they do not pay a levy for 1st June 2026). The BID levy liability will then fall to whoever qualifies under this levy criteria and any levy calculated on a pro-rata basis.

13. The levy will be charged for each chargeable period in advance and is to be paid in full by the due date. At the start of the chargeable period, the bill is issued based on the assumption that the levy payer remains in occupation throughout the course of the financial year. Any business which ceases to become the liable party during the period must apply to the Newcastle-under-Lyme Borough Council, the Billing Authority for a refund for the remainder of the period.
14. The BID levy is payable in one installment. This installment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Billing Authority becomes aware of a BID levy liability and the liability will be calculated from the effective date of any of the following changes being recorded on the Rating List:
- a. **New premises**, or properties which were not on the rate valuation list at the 2nd October 2025 but become subject to rates in the BID area or new streets raised in the BID area since that date will be expected to pay a BID Levy based on the % criteria for that year, in relation to its new/current rateable value with effect from the date at which it becomes subject to a business rates charge.
 - b. **Where property is split**, two or more BID levies should be charged at the appropriate levy rate % of the new/current rateable values of the revised premises from the effective date of the split valuation.
 - c. **Where premises are merged** the BID Levy should be charged at the appropriate levy rate % of the new/current rateable value of the merged property from the effective date of the merged valuation.
 - d. **Any change of use or ownership** (or the creation of a new business within the BID boundary) will be liable to the levy charge applicable at the time of the change.
 - e. **Where there is a change in occupation** the new occupier will be liable for the levy charge applicable at the time of the change.
 - f. **Where a property is deleted** from the Rating List or has been assigned a zero rateable value and is added back on or assigned a rateable value of more than zero or is relisted on the Rating List, revised bills or credits will be issued.
 - g. **No amendments** will be made to the rateable value of any property in the BID area as a result of any general or property specific re-valuation other than for the criteria listed above whether or not it is applied retrospectively to a point in time prior to the 2nd October 2025.

Where any of these changes occur, adjustments will be made and revised bills issued based on the levy charge applicable at the time of change provided that the amount due on charge or refund is £10 or more. The charge or refund amount will be calculated pro rata between the date of the change covered by this paragraph 14 and the date of the financial year end.

15. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament:
- a. whose owner or occupier is prohibited by law from using it for the primary purpose for which it was originally intended, for clarity and for the purposes of this levy criteria it will only cover a property where the prohibition by law results in no 'value or benefit' to the possessor and at the discretion of the BID.
 - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
 - c. which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b). For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under Section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in Section 17 of the business plan (this Section).
 - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the

- meaning of section 381(2) of the Insolvency Act 1986(c).
- e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies.
 - f. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2021, or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003;
 - g. whose owner is a company in 'Company Voluntary Arrangement' within the meaning of Insolvency Act 1986 and all and any legislative amendments made thereafter and during the lifetime of the BID.
 - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2020.
 - i. hostels, places of refuge or rehabilitation, places of religious worship and any creches, nursery schools, primary schools, secondary schools, or academies

in which case the hereditament will be exempt for the period of time where any one of these criteria apply. For clarity where a hereditament is occupied by an organisation whose primary function is that of Further or Higher Education and other training needs besides those listed in paragraph 15.(i) above will not be exempt.

16. The levy will be due from businesses or individuals who are liable to pay business rates, from any hereditaments on any roads which have not yet been constructed or named at the time of the ballot and any new hereditaments built or created within the shaded area of the map shown in Section 8 in this Proposal and Business Plan which fall within the levy criteria of Section 17, from the 2nd October 2025 at any time during the life of the BID but which are not specifically identified on the map in Section 8, with effect from the date at which their rateable value takes effect.
17. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. New or altered properties entered into the valuation list will become liable for the levy from the date they appear in the list as specified above at the appropriate % and at the new rateable value.
18. Businesses with a rateable value of less than £12,001 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with a rateable value which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID.
19. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.

18. Risk analysis

18.1. The responsibilities of BID Company

Newcastle-under-Lyme BID Ltd (The BID Company) is a company limited by guarantee, and a significant business in its own right. It not only has all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial prosperity of Newcastle-under-Lyme BID, the businesses in the area and everyone who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

18.2. BIDs in other places

BIDs have been proving their worth and commercial value across the UK over the last twenty years as effective mechanisms to improve trading environments for all sorts and types of businesses. Over the last few years, during the challenges faced by businesses during the pandemic and cost of living crisis, BIDs have stepped up to provide whatever support they can to their businesses.

Where BIDs have reached the end of their first term many have seen even greater votes in favour and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment.

There are many towns and cities around Newcastle-under-Lyme which have Business Improvement Districts including Stoke on Trent, Crewe, Wolverhampton and Birmingham, which has eleven BIDs within its administrative boundary.

18.3. The Importance of Voting ‘YES’

If you want the BID, its collective influence and all its associated benefits to continue and support your business, you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value, the BID and all its associated activities will stop as of 31st March 2026.

There will be no collective voice or mechanism through which you can shape or control the support you receive, and businesses will be left to face the challenges and uncertainties of the future alone.

18.4. Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will continue to work closely with other key stakeholders such as property owners, developers, the Local Authorities and the Police. It will seek, wherever possible to influence larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

18.5. Sustainable mechanism for the development of Newcastle-under-Lyme BID

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the businesses and organisations which pay a levy will have the final say. At the end of the 5 years, if no discernible difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information for the Board, nominated by the levy payers. End-of-year accounts will be produced and made available to all contributors and the local authority, and these will be filed at Companies House in the normal way.

Newcastle-under-Lyme BID Ltd is VAT registered to ensure that the tax can be reclaimed on expenditure. It also benefits from mutual trading status meaning that it is exempt from any Corporation Tax liability on the levy and grants revenue received.

19. Final thoughts

Throughout the period of the BID being in operation we have continued to do all we can to support businesses and give them a sense of pride in Newcastle-under-Lyme town centre. Your feedback has highlighted just how valuable this has been and how important it is that this work continues.

The renewal of Newcastle-under-Lyme Business Improvement District, working closely with the local authority and other key organisations, will provide us with an opportunity to drive key projects and plans which will shape the future of Newcastle-under-Lyme .

The BID has helped Newcastle-under-Lyme become a more attractive town through Monthly Town Tidy sessions, Pop Up Park and floral planters in the summer and funding and installation of Christmas tree planters, Christmas lighting and tree, created a more welcoming environment through safer town initiatives, staged and supported numerous events that have positively driven visitor footfall, facilitated business growth and generally supported the needs of the businesses within the BID area.

Without the BID, there will be no collective voice or mechanism through which you can shape or influence other support you may receive from the local authority or even government and businesses will be left to face the challenges and uncertainties of the future alone.

To continue and build on the great work we have done so far, we need your support and the first step in making this happen is to vote YES in the ballot in October/November.

Jane Tunnicliff and Nigel Davies
NSCG and Boss & Sons
Co-Chairs of Newcastle-under-Lyme BID Ltd

20. Appendices

20.1. Appendix 1 – Definitions

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

- “BID” means Business Improvement District.
- This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.
- “the 2003 Act” means the Local Government Act 2003.
- “the 1988 Act” means the Local Government Finance Act 1988.
- “the COVID Act” means the 2020 Coronavirus Act, Chapter 7, Part 1, Section 79.
- “BID ballot” means a ballot under Section 49(1) of the Local Government Act, 2003.
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements in this case defined in the plan as the ‘Newcastle-under-Lyme BID Ltd’.
- “BID Company” is the ‘Newcastle-under-Lyme BID Ltd’ and is accountable for the budget and delivery of the BID Arrangements in accordance with this BID Proposal and Business Plan.
- “BID proposer” means the person or body who draws up BID proposals as defined by the BID Regulations, in this plan it is the ‘Newcastle-under-Lyme BID Ltd’.
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to Section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under Section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under Section 64(3)(b) of the 1988 Act apply.
- “renewal ballot” means a ballot under Section 54(2) of the 2003 Act.
- “BID Levy” means a charge imposed on the non-domestic ratepayers, or a class of such ratepayers in the district.

20.2. Appendix 2 – Streets included in the BID Area

Zone 1 Street Name	Limitations
Bridge Street	
Castle Walk	
Corporation Street	
Fellgate Court	
Fogg Street	
Friars Street	
Froghall	
Hassell Street	2a - 10
Hick Street	
Hickman Street	
High Street	
Ironmarket	
Lad Lane	
Liverpool Road	1 – 11a
Lower Street	
Merrial Street	
Paradise Street	
Pepper Street	
Queens Parade	
Ryecroft	
Stubbs Street	
The Midway	
York Place	

Zone 2 Street Name	Limitations
Andrew Place	
Ashfields New Road	
Barracks Road	
Borough Road	
Borough Road	Between the roundabout at the beginning of Brompton road, leading north east to RBS Operations.
Brindley Street	
Broad Street	
Brook Lane	
Brunswick Street	
Castle Hill Road	
Cherry Orchard	
Dunkirk	
Enderley Street	
Garden Street	
George Street	
Goose Street	
Gower Street	
Hanover Street	
Hassell Street	
Hatrell Street	
Lyme Valley Road	1 - 9
Heath Street	
John Street	
King Street	Including all businesses between the round

	about where King Street starts, to number 88 King Street
Knutton Lane	Between the start of Knutton lane stopping at 85 Knutton Lane (Newcastle Community Fire Station)
Liverpool Road	All businesses between 54A Liverpool Road, and where Liverpool Road meets Ashfield New Road.
London Road	1 – 21 inclusive
Lyme Valley Road	
Marsh Parade	
Mayfield - Brampton	
Miller Street	
Mount Pleasant	Including 1 Mount Pleasant only
North Street	
Pool Dam	Excluding businesses past where Pool Dam joins Orme Road
Princess Street	
Queen Street	
Scott Street	
Seagrave Street	
Sidmouth Avenue	
Silverdale Road	Between Pool Dam and the B5367, only properties on the northern side.
Stanier Street	
Stubbs Gate	Between Brook Lane and 22A
Water Street	
Well Street	
West Brampton	
West Street	
Wharf Street	
Windsor Street	
York Street	

The BID area includes any road or street and all small business areas, courtyards and parks located off these roads that are located within the boundary of the defined BID area as per the shaded area on the map shown in section 8 in this Proposal and Business Plan, even if they are not listed in the tables in Appendix 2.

It will also include any roads yet to be constructed and named and any new development sites created within the shaded area of the map shown in section 8 in this Proposal and Business Plan and any building, land or property, which exists within the shaded area, which falls within the levy criteria of section 17, but which is not specifically identified on the map in section 8.

21. Acknowledgements

The Newcastle-under-Lyme BID Board would like to acknowledge the support of the following in preparing this Business Plan:

Newcastle-under-Lyme Borough Council
Staffordshire County Council
Partnerships for Better Business Ltd

Everyone from businesses and organisations who has spent time and energy supporting the Board or providing input into surveys, workshops and interviews.

22. Further information

For more information about the BID or to discuss any aspect of this business plan please contact the BID Manager Charl Pearce on 01782 922712 or email manager@nulbid.co.uk



hello@nulbid.co.uk
newcastleunderlyme.org



**NEWCASTLE
UNDER LYME**
BUSINESS IMPROVEMENT DISTRICT



Page 111

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

CORPORATE LEADERSHIP TEAM'S **REPORT TO CABINET**

14 October 2025

Report Title: Kidsgrove Train Station Update

Submitted by: Deputy Chief Executive

Portfolios: One Council, People & Partnerships, and Finance, Town Centres and Growth

Ward(s) affected: Newchapel & Mow Cop, Kidsgrove & Ravenscliffe, Talke & Butt Lane, Bradwell

<u>Purpose of the Report</u> To update Cabinet on Kidsgrove Train Station improvement works as part of the Kidsgrove Town Deal and also the recent changes to Town Deal Governance, and to seek approval to proceed with the station project.	<u>Key Decision</u> Yes ☒ No ☐
<u>Recommendation</u> That Cabinet: 1. Notes the current proposals for the Kidsgrove Station Project. 2. Notes the Government funding simplification for Towns Deals and the implications for projects currently in delivery. 3. Recognises the strategic significance of investing in an improved train station facility at Kidsgrove for the delivery of Kidsgrove Town Deal and approves the revised scheme to progress. 4. Authorises the Deputy Chief Executive, in consultation with the Portfolio Holder, for Finance, Town Centres and Growth to vary the current Grant Funding Agreement with East Midlands Railway to enable the project to be delivered.	
<u>Reasons</u> To seek approval from Cabinet to progress the revised train station project in Kidsgrove, following a resolution by Kidsgrove Town Deal Board in July 2025 to proceed with the revised proposals for the project. To outline the Government's recent funding simplification for Town Deals, which delegates the decision-making process for Town Deal projects to a local level.	

1. **Background**

- 1.1 As reported to previous Cabinet meetings, the Council has secured Town Deal Funds for the redevelopment of Kidsgrove train station. Since submitting the business case, the Station project has been the subject of several revisions, primarily associated with need for costly ground investigation (GI) and subsequent mitigation. Most recent cost estimates produced in 2025 range from £2m to £13m for remediation. This was based on a number of modelled scenarios for the impact of historic mining works.
- 1.2 Despite initial information that the GI could be carried out in good faith, even if funding for the mitigation was not available, following this updated cost estimate MHCLG confirmed that carrying out GI without secured remediation funding would be regarded as fiscally irresponsible. At its meeting of May 2025, Kidsgrove Town Deal Board therefore agreed to reject all options that required GI and East Midlands Railway (EMR) was tasked with finding a solution that would still deliver a refurbished station building but would not include any elements which triggered GI.
- 1.3 This project change required the submission of a Project Adjustment Request (PAR) to MHCLG. However, because of a reduced scope which removed revenue generating areas, such as the expanded car park, the Benefit Cost Ratio (BCR) dropped from 1.5 to 0.9. At the stage of submission, a BCR below 1.2 would have required ministerial intervention to proceed and the project would need to be assessed as having strategic significance for delivery of Kidsgrove Town Deal. The PAR was approved by the Board in July 2025 and signed off by the Council's S151 officer. It was submitted to MHCLG in August 2025.
- 1.4 In Sept 2025, the Council received formal confirmation of the government's funding simplification for Town Deals and Levelling Up funds, which are being combined into a Local Regeneration Fund. The main differences are:
- Significantly reduced reporting requirements.
 - Reducing the Project Adjustment Request process, giving greater powers and flexibility to local authorities to move funding between schemes (with sign off by S151 officer).
 - Simplified and combined payments at set intervals providing greater certainty for local authorities to plan.
 - An extension to the delivery deadline of March 2028.

Following these changes. The PAR will not be processed by MHCLG and the decision to make this project change has been delegated to a local level.

2. **Update**

- 2.1 The revised scope of the project, whilst not as ambitious as originally anticipated, focuses on modernisation across three key areas:
- Main Station Building
 - Full interior refurbishment: waiting room, unisex and accessible toilets, kitchen.
 - External upgrades: new windows/doors, timber cladding, air source heat pump, solar panels
 - Improved customer information screens and directional signage for clearer navigation.
 - Island Building (Platform 2); (For which there is a potential to attract additional Railway Heritage Trust Funding).

- Renovated waiting room with new doors/windows and information screens
- Creation of a dedicated community space for station adopter group (12+ members)
- Wider Site Enhancements
 - Construction of a new cycle store with access control
 - Pedestrian and cyclist access improvements
 - Revised car park layout with added disabled bays, EV charging, and drop-off points
 - Visual upgrades: fencing and general aesthetics

2.2 These works will address the stakeholder feedback at the time the Town Deal Investment Plan was established and agreed with Government and the Town Deal Board in that the station will be upgraded to a more modern facility which will attract more users of the station and the service, whilst acknowledging the fact that the works have been reduced in scope due to the complex ground conditions with the requisite cost implications

2.3 The Town Deal project capital allocation for the project is £3.45m. The estimated cost of the of the revised scheme is now £2.7m (including risk and optimism bias allowances – normal for these type of infrastructure projects). The initial designs have been presented to the Kidsgrove Town Deal Board and EMR have been asked to proceed to the next design phase, which involves assessment by Network Rail to ensure no GI will be required. EMR is now working closely with Network Rail to agree delivery of the desired works.

3. Next steps

3.1 Subject to Cabinet approval, the Council will agree a variation to the current funding agreement with East Midlands Railway. Progress will continue to be reported to the Council, the Kidsgrove Town Deal Board and MHCLG as required.

The proposed timescale for activities is:

- Discussions with Network Rail on proposed designs and further update to Kidsgrove Town Deal Board Sept 2025
- Council Cabinet consideration of the revised project October 2025
- Joint development of detailed design completed by May 2026
- Tendering of works completed by October 2026
- Station refurbishment works commence late 2026
- Completion – Late 2027

4. Recommendation

That Cabinet:

- 5.1 Notes the current proposals for the Kidsgrove Station Project.
- 5.2 Notes the Government funding simplification for Towns Deals and the implications for projects currently in delivery.
- 5.3 Recognises the strategic significance of investing in an improved train station facility at Kidsgrove for the delivery of Kidsgrove Town Deal and approves the revised scheme to progress.

- 5.4 Authorises the Deputy Chief Executive, in consultation with the Portfolio Holder, for Finance, Town Centres and Growth to vary the current Grant Funding Agreement with East Midlands Railway to enable the project to be delivered.



6. Reasons

- 6.1** Refurbishment of Kidsgrove Station was a key project in the Town Investment Plan for Kidsgrove. It is considered to be a strategically important project that ties together associated projects in the Kidsgrove Town Deal Investment Plan and delivers on objective 2 of the Town Investment Plan 'to create a connected and accessible town centre'.
- 6.2** Delivery of the current project proposal achieves many of the aspirations for improvement at Kidsgrove Station without the need for costly ground investigation and land remediation that are beyond the scope of Town Deal funding.
- 6.3** Recent simplification changes to the funding landscape have removed the requirement for MHCLG sign off of these project proposals and delegates the project approval process to the local authority. The Council's Section 151 officer has signed off the project changes through the previous PAR process.

7. Options Considered

- 7.1** Previous project proposals for Kidsgrove Station included a proposal for a larger car park, which, following technical guidance from Network Rail Mining Engineers required extensive remediation of land to deal with historic mining issues. Having investigated this option, it is clear that there is no funding option available that will enable this degree of work to take place. Kidsgrove Town Deal Board therefore voted to reject this option.
- 7.2** The Board could have chosen not to pursue improvements to the Station and instead deliver alternative projects. However, an upgrade to Kidsgrove Station is considered to be a strategically important project in the Kidsgrove Town Deal Investment Plan. No alternative sources of funding are likely to be available to make these upgrades to the station so if this option was taken, users of Kidsgrove station would be left with an out dated facility which is not in line with current standards of service.

8. Legal and Statutory Implications

- 8.1** The Local Government Act 2000 - powers to promote the economic, social and environmental wellbeing of the Borough.
- 8.2** The Council will need to make sure that its commercial activities are legally and state aid compliant, including having regard to the Public Sector Duty within the Equality Act 2010, statutory guidance on local authority investments and The Prudential Code for Capital Finance in Local Authorities.
- 8.3** All commercial projects and investment opportunities will be examined to ensure that they are within the Council's powers and legal implications will be identified on a case-by-case basis.

9. Equality Impact Assessment

- 9.1** Refurbishment of Kidsgrove Station is intended to improve facilities for all users of the facilities.

10. Financial and Resource Implications

- 10.1** Kidsgrove Train Station Project is funded from the Kidsgrove Town Deal funding allocation.
- 10.2** The current proposals require a grant funding agreement variation with East Midlands Railway to amend the scope of works. It will also be necessary to amend the grant funding agreement amount from £2,614 million to £2.7 million in line with the current cost estimate for the project. This is within the Town Deal allocation for the project.

11. Major Risks & Mitigation

- 11.1** The project as currently proposed is a risk response to the project as originally proposed which would have required ground investigation and remediation works.
- 11.2** Successful project delivery relies on approval by Network Rail that the proposed works do not represent a significant change to ground loading levels at the Station and surrounding areas. EMR and their appointed design team are working cooperatively and positively with Network Rail to mitigate against this risk.

12. UN Sustainable Development Goals (UNSDG)



13. One Council

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council

We will make investment to diversify our income and think entrepreneurially.

This project is to be delivered by external partners for the wider benefit of people using Kidsgrove Station.

One Digital Council

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

Whilst not related directly to delivery of Council services, passengers will benefit from installation of information screens at the station with information relevant to train services.

One Sustainable Council

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle.

The planned works include installation of air source heat pumps and solar panels at the station building alongside installation of EV charging points on the station car park and improved cycle storage facilities.

14. Key Decision Information

14.1 This is a key decision due to the value of funding being granted to the Council.

15. Earlier Cabinet/Committee Resolutions

- a. Cabinet Report September 2025 – Kidsgrove Town Deal Update and Contract Awards
- b. Cabinet Report June 2025 – Town Deal Update
- c. Cabinet Report March 2021 – Town Deal Update
- d. Cabinet Report March 2016 – Chatterley Valley
- e. Cabinet Report January 2022 – Chatterley Valley
- f. Cabinet Reports related to Kidsgrove Sports Centre
 - Cabinet 12 October 2022
 - Cabinet 9 June 2021
 - Cabinet 17 March 2021
 - Cabinet 9 September 2020
 - Cabinet 22 April 2020
 - Cabinet 18 March 2020
 - Cabinet 15 January 2020
 - Cabinet 6 November 2019
 - Cabinet 16 October 2019

16. List of Appendices

16.1 None

17. Background Papers

- 17.1** MHCLG letter to Local Authority Chief Executives, 2 September 2025, Funding Simplification: Levelling Up Fund, Town Deals and Simplification Pathfinders Pilot.
- 17.2** Kidsgrove Town Deal Investment Plan

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

CORPORATE LEADERSHIP TEAM'S REPORT TO CABINET

14th October 2025

Report Title: **Asset Disposals and Off-street Parking Places Order 2025**

Submitted by: **Deputy Chief Executive**

Portfolios: **Finance, Town Centres and Growth, Sustainable
Environment**

Ward(s) affected: **All**

<u>Purpose of the Report</u>	<u>Key Decision</u>	Yes ☒	No ☐
To outline to Cabinet the following issues:			
(i) the comments received from the public following the consultation in respect of the disposal of the following car parks: • Blackfriars Road, Newcastle • King Street (part), Newcastle • Garden Street/ Bankside, Newcastle (ii) to seek approval to demolish the former Browns Service Garage, King Street, Kidsgrove and subsequently dispose of the site. (iii) to seek approval to consult in line with the Asset Management Strategy 2023-2028 on the disposal of two car parks on Heathcote Street, Kidsgrove (iv) to advise members of the creation of a new Off-street Parking Places Order 2025 which replaces the 2017 Order			
<u>Recommendation</u>			
That Cabinet:			
1. Following consideration of the public consultation approve the disposal of the car parks listed in this report. 2. Approves the demolition of the former Browns Service, King Street, Kidsgrove, exploration of options in respect of developing or disposing of the site and giving delegated powers to the Deputy Chief Executive, in consultation with the Portfolio Holder for Finance, Town Centres and Growth to implement the proposal; 3. Approves the start of the consultation process as set out in the with the Asset Management Strategy in respect of disposal of two car parks on Heathcote Street, Kidsgrove; 4. Adopts the Borough Council of Newcastle-under-Lyme 'Off-street Parking Places' Order 2025. with delegated authorisation given to the Deputy Chief,			

Executive in consultation with the Portfolio Holder for Finance, Town Centres and Growth to agree the Goose Street car park boundary plan and implementation date for this specific car park.

Reasons

The Asset Management Strategy identifies that Cabinet will review disposal opportunities and Cabinet are required to consider the Traffic Regulation Order consultation and recommendations to adopt.

1. Background

1.1 The Asset Management Strategy 2023-2028 sets out assets to be considered for disposal. The Strategy contained the car parks at Blackfriars Road, King Street (part) and Garden Street/Bankside which would be considered surplus once the new Castle Car Park multi-storey facility in the town centre was opened. In accordance with the Strategy a public consultation was held for the disposal of the car parks and a commitment made to report the results to Cabinet.

1.2 On 7th July 2025 Ward Councillors for the car parks identified within the consultation were written to advising them of the consultation. The public was then consulted through letters being sent to all owners/occupiers whose properties were adjacent to the site (when footpaths and roads were excluded) and a site notice being placed on site. The consultation closed on 25th August 2025.

1.3 In December 2024, Cabinet considered a report which set out the usage of the car parks listed in paragraph 1.1 along with the car parks at Goose Street (part), Hassell Street (part) and Cherry Orchard. This demonstrated that if these car parks were closed, with the new Castle car park these would still be sufficient car parking within the town:

- Blackfriars Car Park

The land forming the Blackfriars car park is adjacent to a larger area of land also owned by the Borough Council. This land was leased to an adjacent owner but has been vacant since 2017. The 22-space car park is significantly underused and in conjunction with the adjacent land forms a suitable area for development.

- King Street Car Park (part)

This car park is underused, and the recommendation is for 60 spaces to remain.

- Garden Street

This 13-space car park is barely used. Following comments received during the consultation, the car park has been surveyed morning and afternoon from 1st to 5th September 2025 and no cars were parked on the car park.

1.4 When the Asset Management Strategy was written, Brown Service Garage, King Street, Kidsgrove was let by way of a commercial lease. The company which occupied the property has since been liquidated and the property has been returned to the Council. The building is in a poor state of repair and money has been allocated from the Kidsgrove Town Deal funding to demolish the building. It is proposed that the site will be used temporarily as a car park whilst public realm works are being carried out in the centre of Kidsgrove, following which options will be explored in respect of developing or disposing of the site.

- 1.5 These public realm works involve a redesign of the car parks on King Street and Heathcote Street, Kidsgrove. There are currently 4 small car parks on King Street/ Heathcote Street which total 74 car parking spaces. Following the design there will be 57 spaces on King Street and the remaining two car parks. The car parks have been surveyed between 7th August 2025 - 2nd September 2025. The number of cars and vans varied between 28 to 56 in number. It is therefore considered that the top two car parks should be considered for disposal in accordance with the Asset Management Strategy.
- 1.6 The new Off-Street Car Parking Order 2025 revokes the 2017 Order and makes the following amendments:
- Amends articles which are no longer relevant in the previous off street parking places order, including the removal of the need to display of ticket when using mobile APP payment.
 - Updated Parking Places Schedule
 - Removes the car park provision at Blackfriars, Garden Street/Bankside and part of King Street.
 - Removal of Windsor Street and Hassell Street school parent permits and both Windsor Street and Silverdale Road residents permits.
 - Changes of dual permits for named bays on High Street (rear of) car park to open access permits.
 - Creation of School Street and Barracks Road as one car park
 - Addition of High Street South
 - Renaming of rear of High Street to High Street
 - Addition of Heathcote Street, Kidsgrove, The Parade Silverdale and Lyme Valley A34
 - Other minor changes to the permit times and operation restrictions on all surface level car parks

On 4th August 2025 notices were placed in the car parks affected by the Car Parking Order asking users to make comments by 25th August 2025

2. Issues

- 2.1 The Council needs to more proactively manage its land and property assets to:
- Reduce the costs of looking after Council owned land and property
 - To raise funds to support the Council's Capital programme
 - To use enforcement where necessary to ensure car parks are effectively used
- 2.2 The consultations on the Traffic Regulation Order and the Asset Management disposals are technically different consultations, however they were purposefully run at the same time and consultees were told they could respond under either heading and their comments would be accepted. This was because the consultations covered some of the same sites and it would have been unrealistic to expect consultees to understand the difference between parking comments and land disposal comments.

3. Recommendation

- 3.1 That Cabinet:
- 3.1.1 Following consideration of the public consultation approve the disposal of the car parks listed in this report.

- 3.1.2 Approve the exploration of options in respect of developing or disposing of the site of the former Browns Service, King Street, Kidsgrove and give delegated powers to the Deputy Chief Executive to implement the proposal
- 3.1.3 Approve the start of the consultation as set out in the with the Asset Management Strategy in respect of disposal of two car parks on Heathcote Street, Kidsgrove.
- 3.1.4 Adopt The Borough Council Of Newcastle-under-Lyme 'Off-street Parking Places' Order 2025, with delegated authorisation given to the Deputy Chief Executive in consultation with the Portfolio Holder for Finance, Town Centres and Growth to agree the Goose Street car park boundary plan and implementation date for this specific car park.

4. Reasons

- 4.1 It is recommended that in each case disposal be approved the assets identified are considered to have better alternative uses and no longer serve any purpose to the Council therefore if any of these assets are retained in their current use then there will be an ongoing maintenance liability to the Council.

5. Options Considered

- 5.1 Blackfriars Road, King Street (part) and Garden Street/Bankside car parks are retained within the Council's asset portfolio.

If the Council retain these assets, then there will be an ongoing maintenance cost associated with these sites and an excess of car parking spaces within the town. In addition, neither capital receipts nor best consideration will be achieved thereby undermining the Council's ability to fund the works in the Capital Strategy.

- 5.2 Dispose of Blackfriars Road, King Street (part) and Garden Street / Bankside car parks.

If the sites are disposed of, then a capital receipt will be realised to fund the work/schemes identified in the Capital Strategy.

- 5.3 Retain Browns Service Garage

If the Council retains this asset, substantial capital monies will need to be spent to bring this asset into repair, and the mostly likely use would be for the site to remain as a car repair garage which does not fit with the aspirations of the public realm work.

- 5.4. Dispose of Browns Service Garage

If the building is demolished and the site is either disposed of or the Council redevelops it, a capital receipt or an income stream will be generated for the Council

- 5.5 Don't Consult on alternative uses for car parks on Heathcote Street, Kidsgrove

If this does not take place the Council will retain potentially surplus car parks will be an ongoing maintenance cost and an excess of car parking spaces within Kidsgrove

- 5.6 Consultation on alternative uses on car parks at Heathcote Street, Kidsgrove

If alternative uses are explored, then better use will be made of these potentially surplus assets.

- 5.7 Do no adopt the Off-Street Car Parking Order 2025

If the Order is not adopted, then the Council will be unable to move forward with the proposals in this report.

5.8 Adopt Off-Street Car Parking Order 2025

If the Order is adopted then the Council will be able to move forward the proposals in this report.

6 Legal and Statutory Implications

- 6.1 The Council has a duty, both fiduciary and operationally to utilise its assets for the benefit of the community.
- 6.2 As set out within the Local Government Act 1972 (Section 123), the Council has a duty to achieve best consideration for its assets
- 6.3 As established in the Local Government Act 2000, the Council has powers to promote the economic, social and environmental wellbeing of the Borough

7 Equality Impact Assessment

- 7.1 There are no specific equality impacts arising from this report.

8 Financial and Resource Implications

- 8.1 Capital receipts and or revenue income will be generated.

9 Major Risks & Mitigation

- 9.1 Risks considered possible if the Council does not proceed with enacting the Order may include the following:
 - 9.1.1 Loss of income to the council (capital receipts)
 - 9.1.2 Increased revenue expenditure for the Council in maintaining ageing or unsuitable assets.
 - 9.1.3 Inability to implement the Council's Asset Management Strategy
- 9.2 Risks to be mitigated or managed through the delivery of the programme might include the following.
 - 9.2.1 The need to manage community concerns around loss of provision or new development, which will be managed through appropriate statutory and committee engagement.
 - 9.2.2 The estimated capital values are based on the assumption that there are no significant abnormal costs associated with making the land (sites) developable

10 UN Sustainable Development Goals (UNSDG)



11 **One Council**

Please confirm that consideration has been given to the following programmes of work:

One Commercial Council ☒

We will make investment to diversify our income and think entrepreneurially.

The disposal of these assets will provide capital that will fund the Capital Strategy.

One Digital Council ☒

We will develop and implement a digital approach which makes it easy for all residents and businesses to engage with the Council, with our customers at the heart of every interaction.

The Council is moving towards enhance digital offer for car parking with increased use of parking APP's for the payment of parking periods and with plans for permit purchases. This will give greater flexibility and control to drivers on what and when they purchase parking plus direct updating of car registration details. Thus reducing the need for some customers to liaise with the Council when they change their car. Should there be further changes to the permits and car parking charges then there may be additional development time and charges to implement these for the software.

Where companies purchase 10 or more permits they will be able to consolidate their car registrations and payments into one, with these details uploaded into the back office.

One Sustainable Council ☒

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle.

We will deliver on our commitments to a net zero future and make all decisions with sustainability as a driving principle. The Council provides Electric Vehicle charging points at a number of its parking facilities.

12 **Key Decision Information**

12.1 This is a key decision as it affects more than two wards.

13 **Earlier Cabinet/Committee Resolutions**

- a. Cabinet Report December 2024
- b. Cabinet Report June 2025
- c. Cabinet Report September 2025

14 **List of Appendices**

14.1 Appendix 1 - The Borough Council of Newcastle-under-Lyme 'Off-street Parking Places' Order 2025

15 **Background Papers**

- a. Asset Management Strategy 2023/28 – available on the Council's website
- b. Plans of the sites showing disposal – available on request from the Property Team

THE BOROUGH COUNCIL OF NEWCASTLE-UNDER-LYME 'OFF-STREET PARKING PLACES' ORDER 2025

The Borough Council of Newcastle-under-Lyme ('the Council') in exercise of its powers under Sections 32, 33, 35 and Parts III and IV of Schedule 9 of the Road Traffic Regulation Act 1984 ('the 1984 Act') and the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996 and the Traffic Management Act 2004 ('the 2004 Act') and of all other enabling powers, after consultation with the Chief Officer of Police hereby make the following Order:

PART I GENERAL

Commencement and Citation

- 1 This Order shall come into operation on the Xrd day of XX 2025 and may be cited as The Borough Council of Newcastle-under-Lyme 'Off-Street Parking Places' Order 2025

Interpretation

2. In this Order, except where the context otherwise requires, the following expressions have the meanings respectively assigned to them:

'The Council' means the Borough Council of Newcastle-under-Lyme of Castle House, Barracks Rd, Newcastle-under-Lyme, Newcastle ST5 1BL.

'APP' means any application on a computer software that works on the mobile phone or mobile device.

'Bank Holiday' means Good Friday, Easter Monday and any day defined under the Financial and Dealings Act 1971.

'Cashless Payment' means a method of payment of the Parking charge operated and maintained by the Councils appointed service provider to accept and record the payments (inclusive of any appropriate service charge), made by means of a credit or debit card or any other approved method of secure authorised payment and transmitted by a mobile phone or any other electronic system (inclusive of internet apparatus) to obtain a period of parking in a parking place where the 'cashless payment' system is operational and indicated by lawful signs.

'Charging Hours' means the period as stated in the First Schedule on each chargeable day

'Civil Enforcement Officer' means a person authorised by or on behalf of the Council to supervise the Parking Place and enforce the restrictions imposed by this Order 'Day' printed on the front of a parking ticket indicates the day that the pay and display ticket is valid or as recorded in the online / APP transaction

'Disabled Persons' Badge' means a badge issued by any Local Authority in accordance with the provisions of the Local Authorities' Traffic Orders (Exemptions for Disabled Persons (England) Regulations 2000 or a badge having effect under those regulations as if it were a disabled person's badge

'Expiry Time' is the time indicated on the pay and display ticket or online / APP and is the time by which the vehicle must leave the Parking Place

'Goods Vehicle' means a vehicle which is constructed or adapted for use for the carriage of goods or burden of any description and the unladen weight of which exceeds 3500 kilogrammes and is not drawing a trailer

'Motor Cycle' refers to a solo motor cycle only and excludes any motor cycle which has a side-car or trailer, or which has more than two wheels

'Named Days' means days named at the time of the initial purchase of the season ticket in question and written thereon at that time

'Owner' means the person in whose name the vehicle was at that time registered under the Vehicle Excise and Registration Act 1994

'Parking Bay' means an area of a Parking Place which is provided for the leaving of a vehicle of a class specified and indicated by markings on the surface of the Parking Place or signed or otherwise indicated by signs in the Parking Place

'Parking Place' means an area of land specified by name in the First Schedule and provided by the Council pursuant to Section 32(1) of the 1984 Act for the purpose of vehicle parking and not closed (in part or in whole) by a Notice erected thereon by authority of the Council

'Passenger Vehicle' means a vehicle constructed or adapted solely for the carriage of passengers and their effects

'Pay and Display ticket' means a ticket issued by a ticket machine located in the Parking Place in which the vehicle has been left on payment of a charge and valid for a parking period as detailed in the First Schedule

'Penalty Charge' means the charge set by [Civil Enforcement of Parking Contraventions \(England\) General Regulations 2007](#) and The Civil Enforcement of Road Traffic Contraventions (Approved Devices, Charging Guidelines and General Provisions) (England) Regulations 2022 and any later prevailing legislation which is to be paid to the Council following the issue of a Penalty Charge Notice (PCN) and within the period notified on the PCN, from the date of issue of that notice. Such Penalty Charge being either the Higher Level Contravention or the Lower Level Contravention as detailed in Part 1 of Schedule 2, determined in accordance with the Civil Enforcement of Parking (Guidelines on Levels in of Charges) (England) Order 2007, (or any amendment or variation to it) as detailed in Part 2 of the Second Schedule

'Penalty Charge Notice' means a notice issued by or served by a Civil Enforcement Officer pursuant to the provisions of the Civil Enforcement of Parking Contraventions (England) General Regulations 2007 and The Civil Enforcement of Road Traffic Contraventions (Approved Devices, Charging Guidelines and General Provisions) (England) Regulations 2022

'Relevant Position' means:

- (a) in respect of a vehicle displaying a disabled person's badge -
 - (i) in the case of a vehicle fitted with a dashboard or fascia panel, the badge is exhibited thereon so that Part 1 of the badge is legible from outside the vehicle in a logical position; or

- (ii) in the case of a vehicle not fitted with a dashboard or fascia panel, the badge is exhibited in a logical and conspicuous position on the vehicle so that Part 1 of the badge is legible from outside the vehicle
- (b) in respect of a vehicle displaying a ticket, season ticket or permit -
 - (i) in the case of a vehicle which is fitted with a transparent windscreen, the ticket or permit is exhibited on the inside surface of the windscreen in a logical position so that it is facing forwards and can be easily seen and read from the front of the vehicle; or
 - (i) in the case of a vehicle which is not fitted with a transparent windscreen, the ticket or permit is exhibited on the front of the vehicle facing forwards in a logical position

'Season Ticket' means a ticket purchased from the Council, subject to certain conditions, valid for the period specified on the ticket / APP for use in Parking Places specified in the First Schedule and indicated on the ticket / APP

'Ticket Machine' means an apparatus of a type and design approved by the Secretary of State for Transport for the purpose of this Order, being apparatus designed to indicate the time by a clock and to issue parking tickets which show that a payment has been made of an amount or for a period specified thereon and which specify the date and, either the time of such payment, or the time at which the vehicle must leave the Parking Place.

3. Except where the context requires otherwise, any reference in this Order to an Article or Schedule shall be construed as a reference to that Article or Schedule in this Order.
4. Any reference in this Order to any enactment shall be construed as a reference to that enactment as amended, applied, consolidated, re-enacted by or as having effect by virtue of any subsequent enactment.
5. The Interpretation Act 1978 shall apply for the interpretation of this Order.

PART II

DESIGNATION AND USE OF PARKING PLACES

Designation

6. Each area of land referred to in the First Schedule may be used, subject to the provisions of this Order, as a place to leave vehicles of such classes, in such positions, on such days, during such hours, for such period and on payment of such charges as are specified in relation thereto in the First and Second Schedule hereto

Class and position of vehicle

7. Where in the First Schedule a Parking Place is described as available for vehicles of a specified class or vehicles to be left in a specified location, no person shall permit a vehicle to wait in that Parking Place or in any parking bay within the Parking Place,
 - (i) unless it is of the specified class;
 - (ii) unless it is wholly within a marked parking bay;
 - or (iii) in a position other than that specified.

Maximum period of stay

- 8 Where in the First Schedule a Parking Place is described as available on specified days, during specified hours or for a maximum period of stay, no person shall permit a vehicle to wait in that Parking Place on any day, during such hours or for any period other or longer than those specified.

Period of no return

- 9 Where in the First Schedule a Parking Place is described as having a period within which a vehicle may not return, no person shall permit a vehicle to wait in that Parking Place on any day, during such hours within which the vehicle is excluded from waiting in the Parking Place.

Season Ticket

- 10 Nothing in Articles 8 and 9 shall preclude a vehicle displaying a valid Season Ticket in the relevant position from being parked without payment of the daily charge in the relevant Parking Places specified in the First Schedule up to a maximum period of 7 consecutive days.
11. The Council may request the vehicle registration mark(s) of the vehicle.

Disabled persons' parking bays

12. No person shall cause or permit a vehicle to park in a parking bay marked for Disabled Persons unless the vehicle displays a Disabled Person's Badge in the relevant position and immediately before or immediately after the act of parking the vehicle has been or is about to be used by the person(s) in respect of whom the badge has been issued.

Motorcycle parking bays

13. No person shall cause or permit a vehicle to park in a parking bay marked for motorcycles unless the vehicle is a motor cycle.

Power to close or suspend Parking Places

14. Nothing in this Order shall prevent the Council by notice, sign or barrier displayed in the Parking Place:
- (i) from closing the Parking Place or any part thereof for any period; and/or
 - (ii) from setting aside the Parking Place or any part or parts thereof on all days or on certain days or during certain parts of days for use only by particular vehicles or organisations.
15. Any person authorised by the Council suspending the use of a Parking Place or any part thereof in accordance with the provisions of Article 14 shall thereupon place or cause to be placed in or adjacent to that Parking Place or that part thereof a notice or traffic sign indicating that the use of that Parking Place or that part thereof is suspended and that waiting by vehicles is prohibited.
16. No person shall cause or permit a vehicle to be left in a Parking Place or any part thereof during such periods that the use of that Parking Place or that part thereof is suspended or during such period as there is in or adjacent thereto a notice or traffic sign placed by or on behalf of the Council in pursuance of the preceding Article.

Parked with engine running

17. No person shall in a parking place continue to run the engine when the Vehicle is in the parking space and shall not start the engine except when about to change the position of the Vehicle in or to depart from the Parking Place.

PART III

CHARGES FOR PARKING

Payment

18. The driver of a vehicle using a Parking Place shall upon leaving the vehicle in the Parking Place pay the appropriate charge (if any) in accordance with the scale of charges specified in the First and Second Schedule hereto.

Pay on exit Parking Places

19. The driver of a vehicle using a Pay on Exit Parking Place shall, upon arriving at the Parking Place, take a ticket from the machine to establish time of entry and shall on exit, pay via Pay Station or mobile payment a parking fee at the level of charge and for the period required in accordance with the scale of charges specified in the First Schedule.

Pay and Display Parking Places

20. The driver of a vehicle using a Pay and Display Parking Place shall upon leaving the vehicle in the Parking Place shall immediately either
 - (a) arrange for the purchase a Pay and Display Ticket from a Ticket Machine situated at that parking Place at the level of charge and for the period required in accordance with the scale of charges specified in the First Schedule. or
 - (b) Make arrangements to pay the appropriate fee through an Alternative Approved Method of Payment if available such as Cashless Payment at the level of charge and for the period required in accordance with the scale of charges specified in the First Schedule.

Means of payment

21. The charge referred to in the preceding Article shall be payable by the insertion of an appropriate coin, coins or banknotes, or other approved method of payment together making up the amount of the charge into the ticket machine situated in that Parking Place. The approved method of payment includes the Online, APP or pre-purchased permit.

Display of ticket

22. Save for payment by an Alternative Approved Method of Payment, once a vehicle has been Parked within a pay and display Parking Place the driver of the Vehicle shall:
 - (i) display the Pay and Display ticket issued on payment of the charge in the relevant position on the vehicle in respect of which it was issued, and

- (ii) ensure that a Pay and Display ticket is purchased and displayed to cover the entire period that the vehicle is parked in the Parking Place.

Validity of Pay and Display Tickets

23. A Pay and Display ticket is not transferable from one vehicle to another. Should the ticket machine if prompted require a car registration then this must be entered and is shown on the ticket.
24. A Pay and Display ticket is valid only in the Parking Place in which it was issued. This is defined by the reference code of the parking ticket machine located in that Parking Place printed on the Pay and Display ticket.

Expiry of parking period

25. The expiry of the period for which the charge specified for that Parking Place in the First Schedule has been paid shall be
- (a) indicated when there is exhibited on the vehicle a parking ticket and the time shown on the clock of the issuing ticket machine is later than the time at which the period for which a charge has been paid expired.
 - (b) Where an Alternative Approved Method of Payment has been used, when the period for which payment has been made and recorded has expired.

No ticket displayed

26. If at any time while a vehicle is left in a Parking Place and no Pay and Display Ticket is displayed on that vehicle in the relevant position and in accordance with the provisions of Article 22 or without proof of permit or valid cashless parking transaction or receipt, it shall be deemed that the charge has not been paid.
27. If at the time when a vehicle is left during the permitted hours in a Parking Place and on the nearest ticket machine in that Parking Place there is a notice placed by any person duly authorised by the Council, indicating that the said ticket machine is out of order, then a ticket should be obtained from another machine in that Parking Place (where provided).
28. Where no valid Pay and Display ticket can be obtained and displayed vehicles may be left in a Parking Place but may not be left for longer than the maximum period of waiting in that Parking Place as specified in the First Schedule.
29. Where arrangements to pay the appropriate charge have been made through an Alternate Approved Method of Payment and no ticket is produced by the process, the driver of the vehicle shall be exempt for the requirement to display the ticket.

Season Tickets

30. Season Tickets are available at the appropriate fee, for a vehicle of a specific class and for the Parking Places as specified in the First Schedule subject to conditions determined from time to time by the Council.
31. The driver of the vehicle shall abide by the terms stipulated by the Council for the use of the Season Ticket.
32. A Season Ticket is only valid in the Parking Place in respect of which it was issued and up to the date of expiry shown on the season ticket.
33. A season Ticket remains the property of the Council and must be surrendered on request. In such instances where a refund fee is appropriate this will be provided in accordance with the Council's policies.

Display of Season Ticket

- 34 The driver of the vehicle shall display the Season Ticket in the relevant position on the vehicle in respect of which it was issued at all times during which the vehicle is left in the Parking Place during the hours of operation.

Replacement Season Tickets

35. For paper permits damaged or lost, permits will be replaced on application to the Council and on payment of the prevailing administration fee. The damaged or lost Season Ticket will then become immediately invalid.

Surrender of Season Ticket

36. There is no option to have a refund for a parking permit. Should the Council cease a permit then on surrendering the permit ticket the customer shall be entitled to a refund based upon the number of complete months remaining unexpired from the beginning of the calendar month following the date on which the Council receives the surrendered ticket. The refund will be one twelfth of the annual rate for each unexpired calendar month less a £20.00 administration fee.

Restriction on removal

37. When a Pay and Display ticket or season ticket or permit has been exhibited on a vehicle in the relevant position no person shall remove the Pay and Display ticket or season ticket or permit from the vehicle until the vehicle is removed from the Parking Place.

PART IV

EXEMPTIONS FROM DAILY CHARGES

38. No daily charge shall be payable in respect of;
- where specified in the First Schedule Parking Places that Disabled parking is free, the vehicle will be exempt from daily charges when the vehicle which displays in the relevant position a valid Disabled Person's Badge provided that the vehicle immediately before or after the act of parking has been used or is about to be used by the person(s) in respect of whom the badge is issued;
 - (ii) where specified in the First Schedule Parking Places that a motorcycle which is left in a parking bay specified for such vehicles (if any);
 - (ii) a vehicle left displaying in a relevant position a Season Ticket valid for that Parking Place;
 - (iv) a vehicle left displaying in a relevant position a pass or permit issued by the Council valid for that time and for that Parking Place;

Absence of ticket machine in Pay and Display car park

39. For those car parks as listed in the First Schedule Parking Places as having hourly parking periods then if at the time when a vehicle is left in a Parking Place shown during the charging hours there is no ticket machine at the Parking Place, or all the ticket machines at that Parking Place are out of order then an alternative method payment shall be made (section 40).

Payment by Alternative Method of Payment

40. Where arrangements to pay the appropriate charge have been made through an Alternate Approved Method of Payment and no ticket is produced by the process, the driver of the vehicle shall be exempt for the requirement to display the ticket.

PART V

RELOCATION AND REMOVAL OF VEHICLES

Relocation of a vehicle

41. Where any vehicle is standing in a Parking Place in contravention of the provisions of this Order, or is left in such a manner so as to cause danger or obstruction a Civil Enforcement Officer or a person authorised by the Council may, using such measures as are appropriate, alter or cause to be altered the position of the vehicle.

Removal of a vehicle

42. Where a Civil Enforcement Officer or a person authorised by the Council is of the opinion that any of the provisions contained in this Order have been contravened or not complied with in respect of a vehicle left in a Parking Place they may, using such measures as are appropriate, remove or cause to be removed the vehicle from the Parking Place.

Emergencies

43. A Civil Enforcement Officer, a person authorised by the Council or a Police Constable in uniform may, using such measures as are appropriate, move or cause to be moved in the case of an emergency to any place they thinks fit, any vehicle left in a Parking Place.

Safe keeping

44. Any person removing a vehicle from a Parking Place under the preceding Articles shall make such arrangements as may be reasonably necessary to provide for the safe keeping of the vehicle

PART VI

OTHER PROVISIONS

Stop engine and apply brakes

45. The driver of a motor vehicle using a Parking Place shall stop the engine as soon as the vehicle is in the parking space and shall not start the engine except when about to change the position of the vehicle in or to depart from the Parking Place;

Manner of parking of trailers

46. The driver of a vehicle drawing a trailer shall not permit the vehicle or the trailer to wait in a Parking Place unless they have been disconnected, and for the purposes of this Order the vehicle and the trailer shall be deemed to be separate vehicles and the driver of the leading vehicle shall be deemed to be the driver of both of the vehicles. A valid ticket must be purchased for the trailer in addition to the vehicle.

Repair of vehicles in Parking Places

47. No person shall, while a vehicle is in a Parking Place, permit the carrying out of any work of maintenance or repair thereto except such as may be necessary to enable the vehicle to be moved from the Parking Place.

Vehicle Tax and Insurance

48. No person shall permit any vehicle to wait in a Parking Place:

- (i) unless the vehicle holds a current licence issued in accordance with the provisions of the Vehicle Excise and Registration Act 1994;
- (ii) unless there is in relation to the use of the vehicle by the driver such a policy of insurance as complies with requirements of the Road Traffic Act 1988;

Entry and Exit

49. Where signs are erected or surface markings are laid for the purpose of indicating the entrances to or exits from the Parking Place; or indicating that a vehicle proceed in a specified direction, no person shall drive or cause to be driven any vehicle:

- (i) so that it enters the Parking Place otherwise than by an entrance, or leaves the Parking Place otherwise than by an exit;
- (ii) in a direction other than that specified;
- (iii) In a manner or at a speed so as to cause danger to other users of the Parking Place.

Use of vehicles and Parking Places

50. No person shall in a Parking Place:

- (i) without the express written permission of the Council, use a vehicle, in connection with the sale of any article, including the vehicle itself, to any person in or near the Parking Place or in connection with the selling or offering for hire of skill or services in any other capacity;
- (ii) sound any horn or other similar instrument except when about to change the position of the vehicle in or to depart from the Parking Place;
- (iii) except with the permission or at the direction of a Civil Enforcement Officer or a person authorised by the Council or a police constable in uniform, drive any vehicle other than for the purpose of leaving the vehicle in the Parking Place in accordance with the provisions of this Order or for the purpose of departing from the Parking Place or for the purpose of visiting any amenity site in the Parking Place;
- (iv) use any part of the Parking Place or a vehicle in a Parking Place without the express written permission of the Council for;
 - (a) sleeping or camping purposes;
 - (b) cooking purposes;
 - (c) the purpose of washing, valeting or servicing any vehicle or part thereof other than is reasonably necessary to enable that vehicle to depart from the Parking Place;

- (v) use that Parking Place solely as a means of passage proceeding from one road to another;
- (vi) deposit or leave any vehicle, trailer, or anything which formed part of a vehicle or trailer, or any rubbish, litter or anything with the purpose of abandoning it there;
- (vii) wantonly shout or otherwise make any noise to cause disturbance or annoyance of users of the Parking Place or residents or other occupiers of adjacent premises;
- (vii) act in a manner to cause nuisance or danger to any car park user, resident or other person;
- (viii) erect or cause or permit to be erected, any tent, booth, stand, building or other structure;
- (ix) light or cause to be lit a fire.

Dedicated EV

- 51. 'Electric Vehicle (EV) Charging Bays' means a Parking Bay for the charging of vehicles powered wholly or in part by rechargeable battery electric systems whilst such a vehicle is connected to the charging point with the intention of re-charging the vehicles battery
- 52. No person shall cause or permit a vehicle to be parked in a Parking Bay formally marked as an Electric Vehicle (EV) Charging Bay as shown on the car park signage or surface marking unless such a vehicle is powered wholly or in part by rechargeable battery electrical systems and is connected to the EV charging point with the intention of recharging the vehicle's battery.

Parent Bays

- 53. No person shall cause or permit a vehicle to be parked in a Parking Bay formally marked as a Parent and Child / Toddler Bay as shown on the car park signage or surface marking unless such a vehicle has a child / toddler as a passenger in the vehicle.

PART VII

LIABILITIES 1 PENALTIES

Liability

- 54. The Council accepts no liability for the loss or damage to vehicles or other property left in any of the Council's Parking Places to which this Order applies.

Wilful damage

- 55. Any person who with intent to defraud interferes with the parking ticket machine or operates or attempts to operate it by the insertion of objects other than undamaged and unaltered coins of legal tender and of the appropriate denomination, or other approved method of payment, shall be liable to prosecution.

PART VIII

CONTRAVENTION AND PENALTY CHARGE

Contravention

56. If a vehicle is left in a Parking Place referred to in the First Schedule without complying with the requirements of this Order, a contravention shall have occurred and a Penalty Charge shall be payable. A Penalty Charge Notice showing the information required by the Traffic Management 2004 Act may then be issued by a Civil Enforcement Officer in accordance with the requirements of the 2004 Act or any subsequently applicable legislation.

Notice of Penalty Charge

57. In the case of a vehicle in respect of which the Penalty Charge may have been incurred, it shall be the duty of a Civil Enforcement Officer to attach to the vehicle in a conspicuous position a Penalty Charge Notice which shall include the following particulars:

(i) The grounds on which the Civil Enforcement Officer believes that a Penalty Charge is payable with respect to the vehicle;

(ii) The amount of the Penalty Charge which is payable;

(iii) That the Penalty Charge must be paid before the end of the period of 28 days beginning with the date on which the Penalty Charge Notice was served;

(iv) that if the Penalty Charge is paid before the end of the period of 14 days beginning with the date on which the Penalty Charge Notice was served, the amount of the Penalty Charge will be reduced by the specified proportion;

(v) that if the Penalty Charge is not paid before the end of the 28 day period a Notice to the owner may be served by the Council on the person appearing to them to be the owner of the vehicle;

(vi) the address to which payment of the Penalty Charge must be sent.

In sub-section (iii) above 'specified proportion' means such proportion, applicable to all cases, as may be determined by the Local Authorities.

Restriction on removal of notices

58. A Penalty Charge Notice fixed to a vehicle in accordance with the preceding Article shall not be removed or interfered with except by or under the authority of:

(i) the owner, or person in charge of, of the vehicle;

(ii) the Council for the place in which the vehicle in question was found.

Payment of Penalty Charge

59. The owner of a vehicle in respect of which the Penalty Charge has been incurred shall pay the Penalty Charge to the Council within 28 days of the issue of the Penalty Charge.

60. If the Penalty Charge is paid before the end of the period of 14 days beginning with the date of the Penalty Charge Notice, the amount of the Penalty Charge will be reduced by the specified proportion.

61. If the owner fails to pay the Penalty Charge by the end of the 28 day period, a Notice to Owner may be served; and if the charge is then not paid within a further 28 days further enforcement action may be taken.

62. Payment shall be received no later than 1700 on the 28th day following the day on which such Penalty Charge was incurred or the 14th day following the day on which the Charge was incurred if the reduced charge is paid.
63. Provided that if the said 28th or 14th day falls upon a day on which the Castle House, Barracks Road, Newcastle-under-Lyme or other nominated place are closed the period within which payment of the said Penalty Charge shall be made to the Council shall be extended until 1600 on the next full day on which the council offices or other nominated place are open.

Indications as Evidence

64. The particulars given in the Penalty Charge Notice attached to a vehicle in accordance with this Article shall be treated as evidence in any proceedings relating to failure to pay such Penalty Charge.

PART IX DISPOSAL OF VEHICLES

Disposal of vehicles abandoned in parking places

65. The Council may sell or otherwise dispose of a vehicle which has been, or could at any time be, removed from a parking place pursuant to Articles 41 or 42, if the vehicle appears to have been abandoned, provided that this power of disposal shall not be exercisable unless the Council has taken such of the following steps as are applicable to the vehicle in question, and there has elapsed a period of six weeks beginning with the taking of the first of those steps.
66. Where the vehicle carries a registration mark the Council shall ascertain from the appropriate body the name and address of the person who is the Registered Keeper of the vehicle pursuant to the Vehicles (Excise) Act 1971, unless the Council is satisfied that the true owner of the vehicle has identified himself to it
67. The Council shall, where it is by virtue of Articles 59, 60 and 62, aware of the name and address of a person who it appears may be the owner of the vehicle, send a Notice to that person at that address stating that it is the intention of the Council to sell or otherwise dispose of the vehicle (which shall be sufficiently described in the Notice) on or after a specified date (which shall not be less than two weeks from the date of the Notice and in any event not earlier than six weeks from the date of the first step taken by the Council under this Part of this Order) unless it is in the meantime removed by or on behalf of that person from such place as is specified by the Council in the said Notice or from such place as may be subsequently notified in writing by the Council to that person.
68. If any person to whom a Notice is sent in accordance with paragraph 65 of this Article informs the Council of the name and address of some other person who they alleges may be the owner of the vehicle, a Notice stating the particulars mentioned in the last preceding Article shall be sent to that other person and to any further person who the Council may in consequence of the sending of the Notice to the said other person be led to believe may be the owner of the vehicle.
69. Where a vehicle does not carry a registration mark the first step to be taken by the Council shall be to apply in writing to the Chief Officer of Police in whose area the parking place is situated enquiring whom that officer considers is the owner of the vehicle and the address of that person.

70. The Council shall then make such further enquiries as to ownership as it thinks fit. Upon the sale of a vehicle by the Council, the Council shall apply the proceeds of sale in or towards the satisfaction of any costs incurred by it in connection with the disposal thereof and of any charge or payment to which it is entitled.
71. In the event that any such costs incurred by the Council in connection with the disposal of the vehicle are not satisfied by virtue of the last preceding Article, the Council may recoup those costs from the person who was the owner of the vehicle immediately before it was removed from the parking place, provided that that person was sent by the Council a Notice under paragraph 65 of this Article.
72. Any sums received by the Council on a sale of a vehicle shall, after deducting any sum by virtue of Article 66, be payable within a period of one year from receipt hereof to any person to whom, but for such sale, the vehicle would have belonged and insofar as any such sums are not claimed within the said period they shall be paid into the General Rate Fund of the Council.
73. Where under the foregoing provisions of this Order a Notice is required to be or may be sent to a person the Notice shall be sent by recorded delivery post.

PART X

REVOCATIONS

Revocations

74. All Orders relating to Off-street Parking Places in the Borough of Newcastle-under-Lyme made prior to this Order are hereby revoked.

THE COMMON SEAL of THE BOROUGH
COUNCIL OF NEWCASTLE-UNDER-LYME
was hereunto affixed in the presence of:-

Mayor / Councillor

Authorised Signatory

Dated

FIRST SCHEDULE

No.	Parking Place	Classes of Vehicles	a) Days of operation b) Hours of operation	Charging days and hours	Maximum period of waiting	Scale of Charges (£)
1	Barracks Road / School Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	3 hours except between 1pm and 8pm then 8pm and 7am No return within 6 hours	Up to 1 hour £1.20 Up to 2 hours £2.10 Up to 3 hours £3.10 Afternoon charge (1pm to 8pm) £1.00 Evening charge (8pm to 7am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 7am) £68
2	Buckmaster	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Friday 24 hours	24 hours	Up to 3 hours free Up to 4 hours £4.70 Up to 24 hours £6.60 Season ticket £172 per quarter
3	Castle Car Park	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Sunday 24 hours	24 hours	Up to 1 hour £1.20 Up to 2 hours £2.30 Up to 3 hours £3.50 Up to 4 hours £4.70 Up to 24 hours 6.60 Season ticket, per quarter - £172 Monthly ticket £65

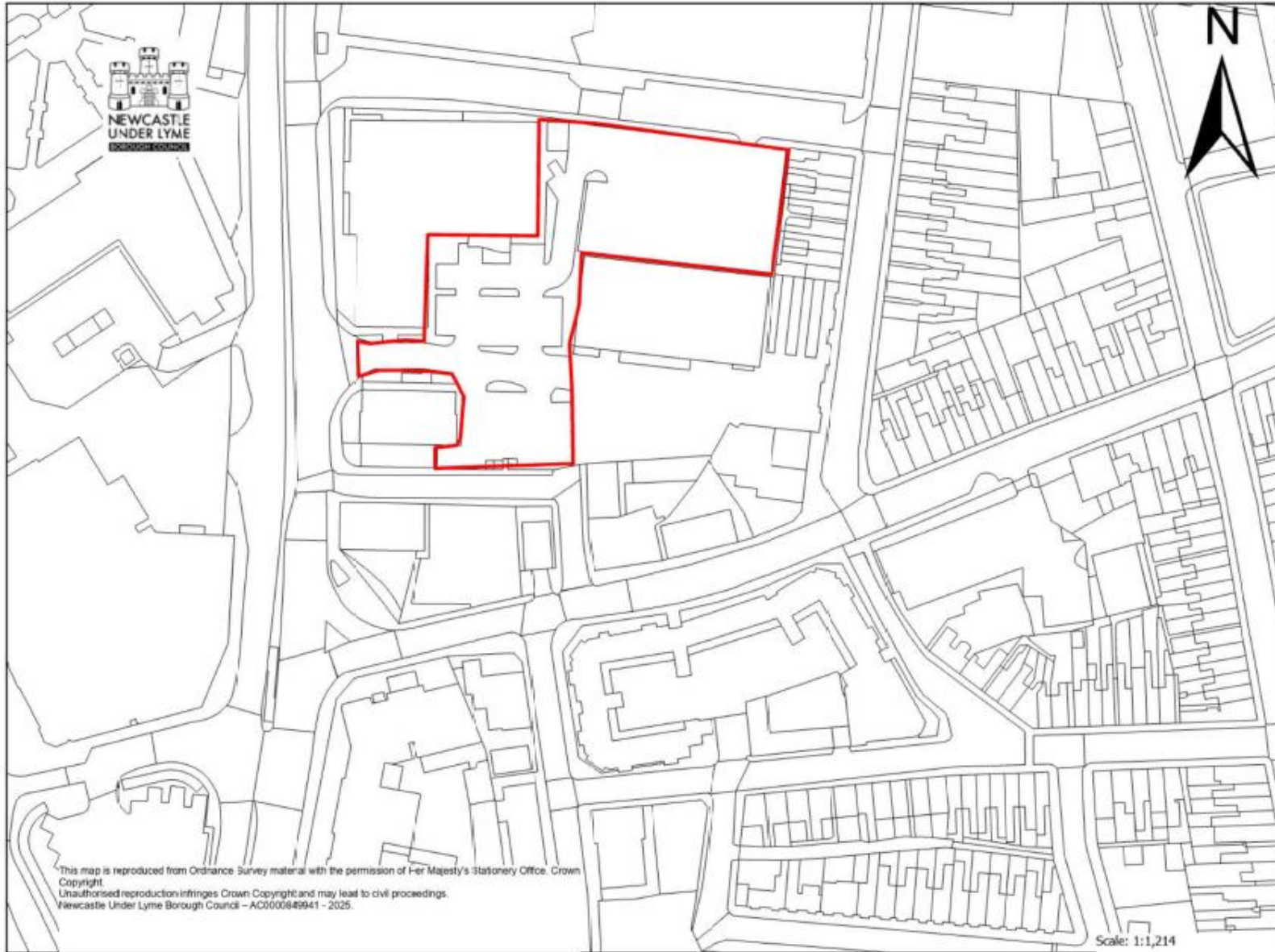
						Overnight quarterly permit (valid 8pm to 8am) £66 Bank holiday and event parking £1.20 Evening charge (8pm to 8am the following morning) £1.50
4	Cherry Orchard	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Up to 1 hour £1.20 Up to 2 hours £2.10 Up to 3 hours £3.20 Up to 4 hours £4.40 Up to 24 hours 5.80 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 8am) £68
5	Corporation Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	1 hour	Up to 30 mins £1.00 Up to 1 hour £1.70 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.60 Overnight quarterly permit (valid 8pm to 8am) £68
6	Fogg Street East	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Season ticket £172 Overnight quarterly permit (valid 6pm to 7am) £68

7	Goose Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Up to 1 hour £1.20 Up to 2 hours £2.10 Up to 3 hours £3.20 Up to 4 hours £4.40 Up to 24 hours 5.80 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 8am) £68
8	Hassell Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Up to 1 hour £1.20 Up to 2 hours £2.10 Up to 3 hours £3.20 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 8am) £68
9	Heathcote Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	
10	High Street South	Passenger vehicles Goods vehicles Motor vehicles	a) Monday – Sunday b) 8am to 6pm	None	20 minutes no return within 3 hours Blue Badge	None

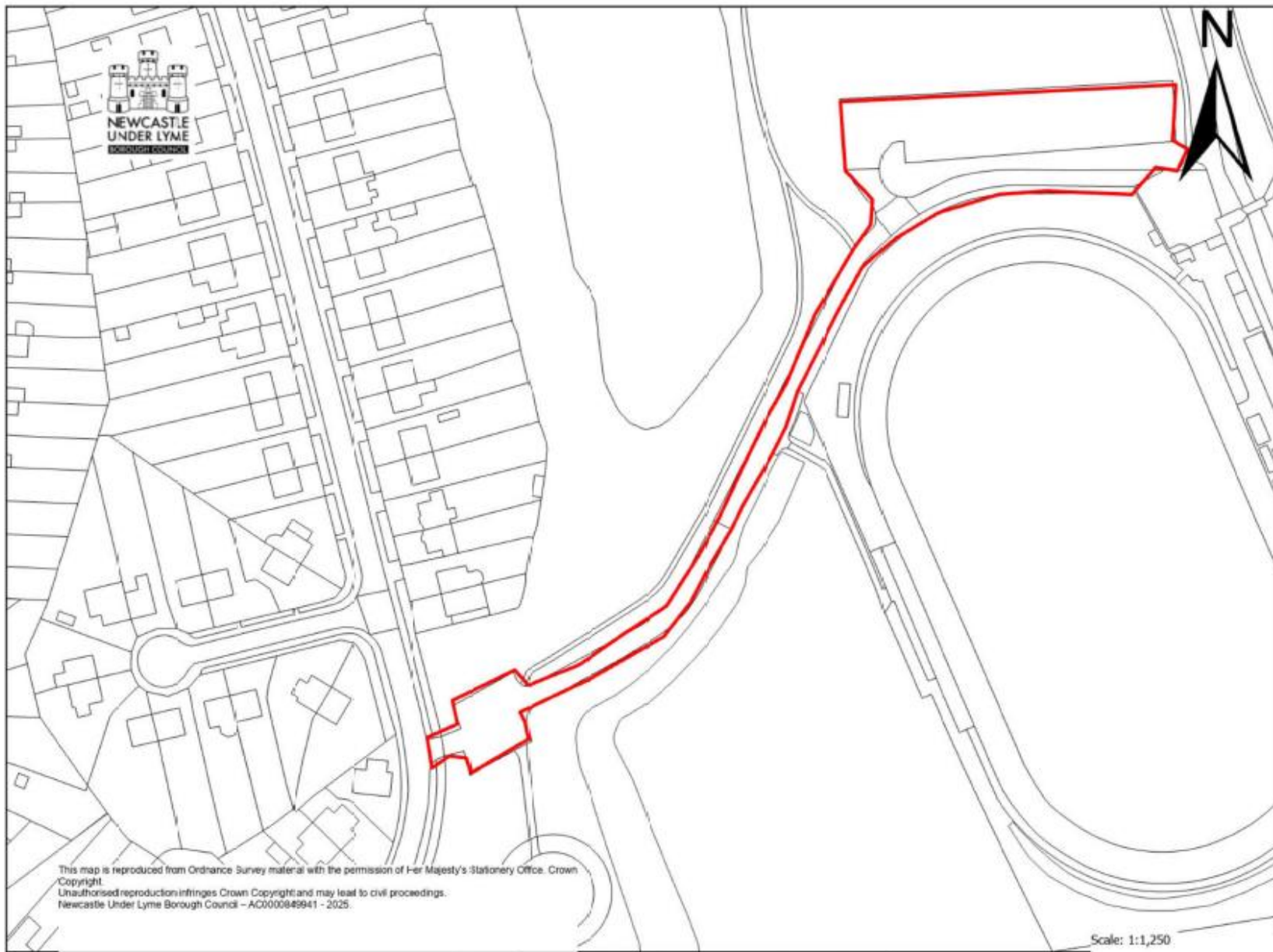
					holders are also restricted to these maximum waiting periods	
11	High Street (rear of)	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Season ticket £172 Monthly ticket £65 Overnight quarterly permit (valid 6pm to 7am) £68
12	King Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Up to 1 hour £1.20 Up to 2 hours £1.70 Up to 3 hours £2.20 Up to 4 hours £2.70 Up to 6 hours £3.40 Up to 24 hours £3.90 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 8am) £68
13	Lyme Brook A34	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours		24 hours	
14	Lyme Valley - Lyme Valley Road	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Friday 24 hours	24 hours	Up to 2 hours free Up to 3 hours £3.60 Up to 4 hours £4.70 Up to 24 hours £6.60 Season ticket £172 per quarter

15	Silverdale Road	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	24 hours	Up to 1 hour £1.20 Up to 2 hours £1.70 Up to 3 hours £2.20 Up to 6 hours £3.40 Up to 24 hours £3.90 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 8am) £68 Resident permit £68
16	The Parade Silverdale	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours		24 hours	
17	Windsor Street	Passenger vehicles Goods vehicles Motor vehicles	a) All days b) All hours	Monday to Saturday 24 hours	2 hours except between 8pm and 8am	Up to 1 hour £1.20 Up to 2 hours £2.20 Evening charge (1pm to 8am the following morning) £1.00 Bank holiday and event parking £1.20 Season ticket, per quarter - £172 Monthly ticket £65 Overnight quarterly permit (valid 8pm to 8am) £68

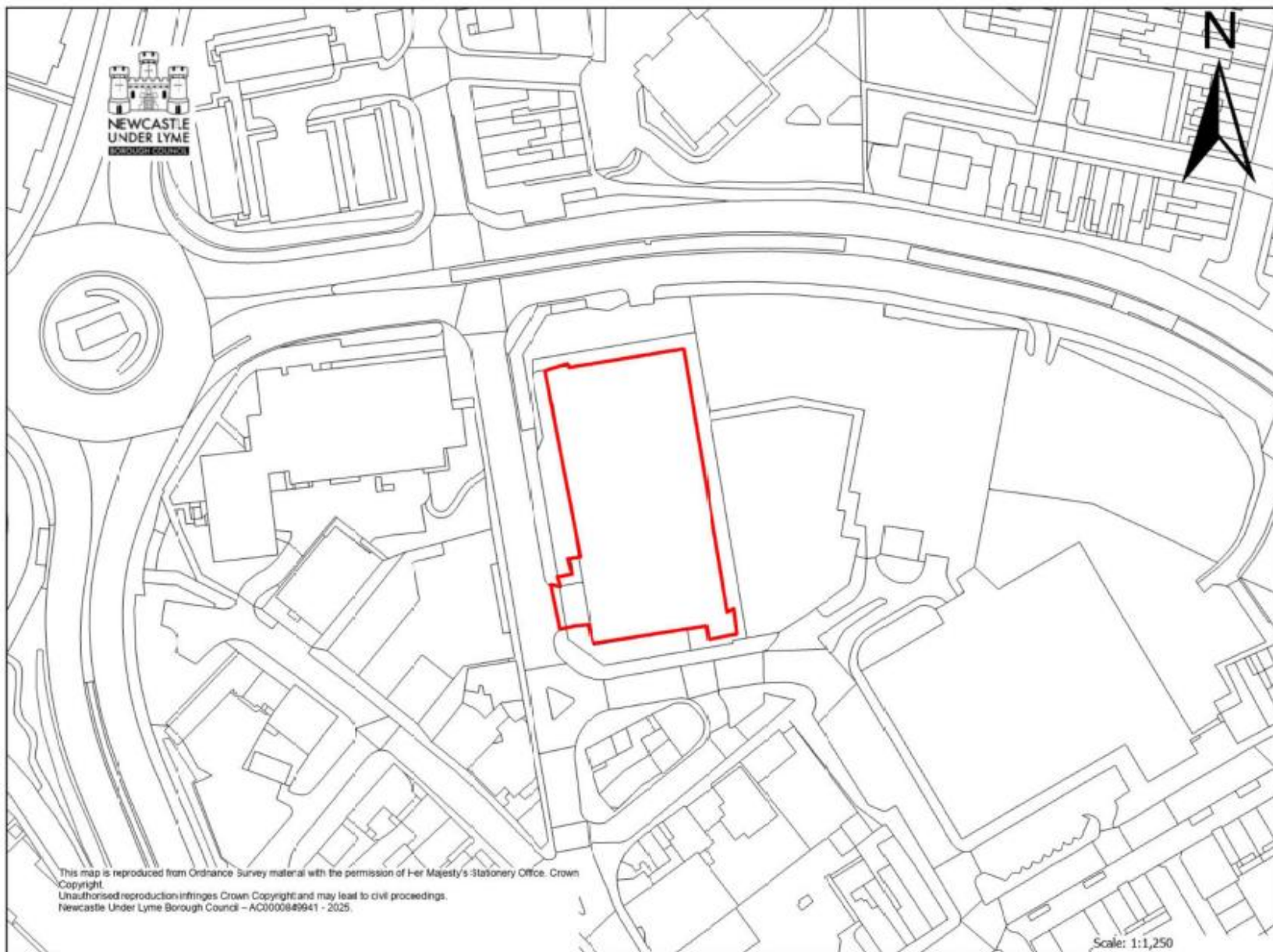
SECOND SCHEDULE



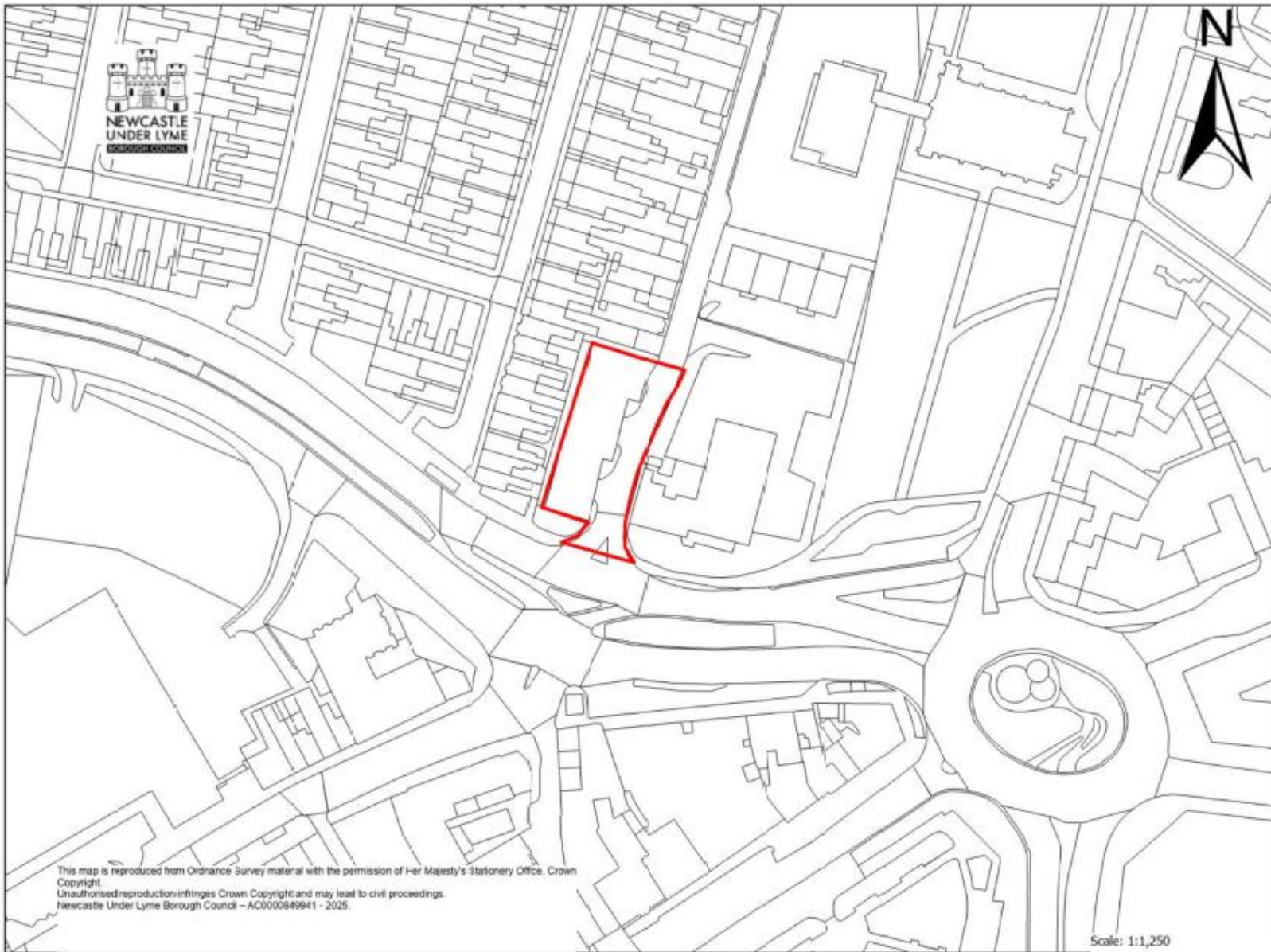
School Street Car Park



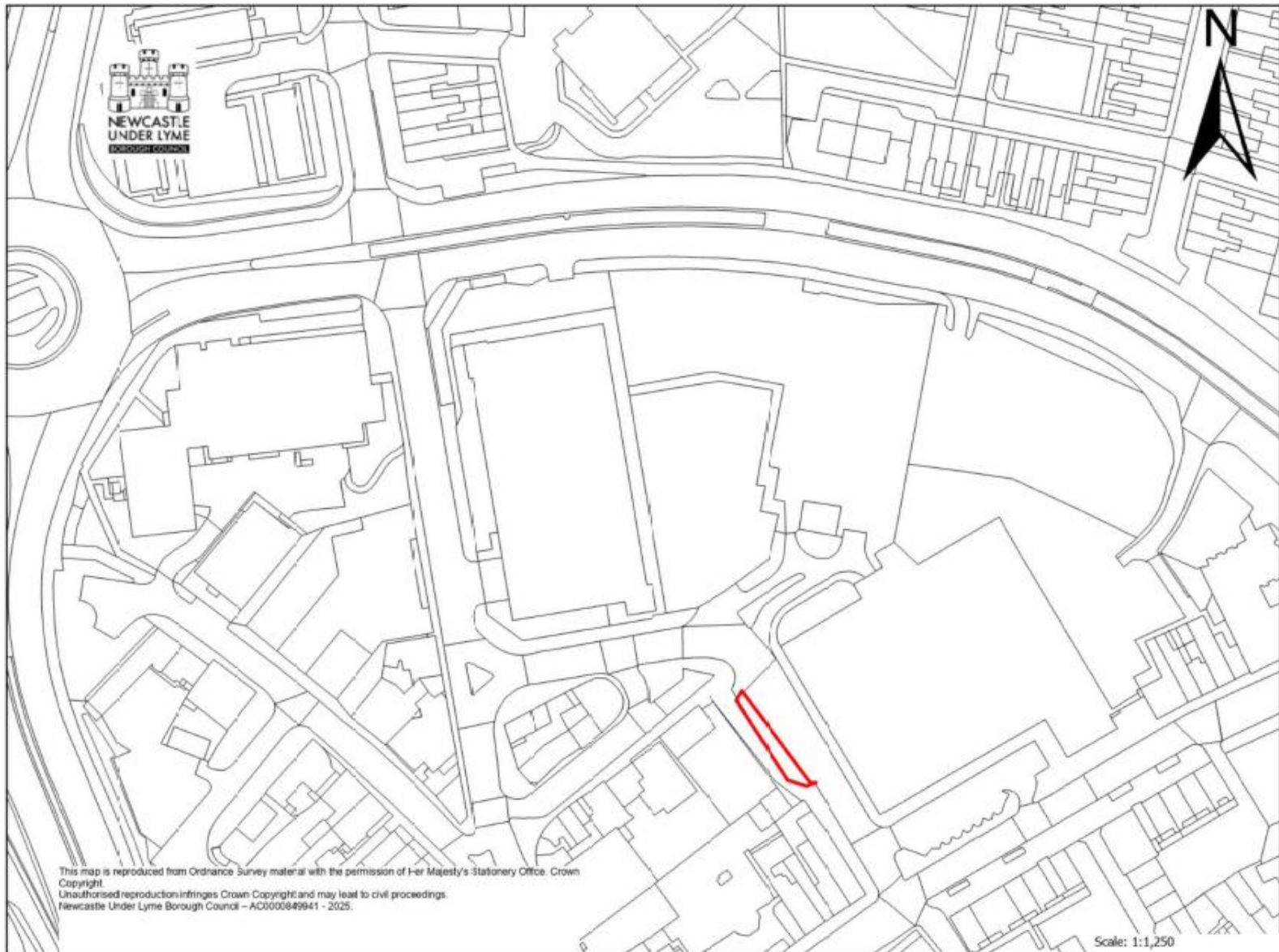
Buckmaster Avenue Car Park



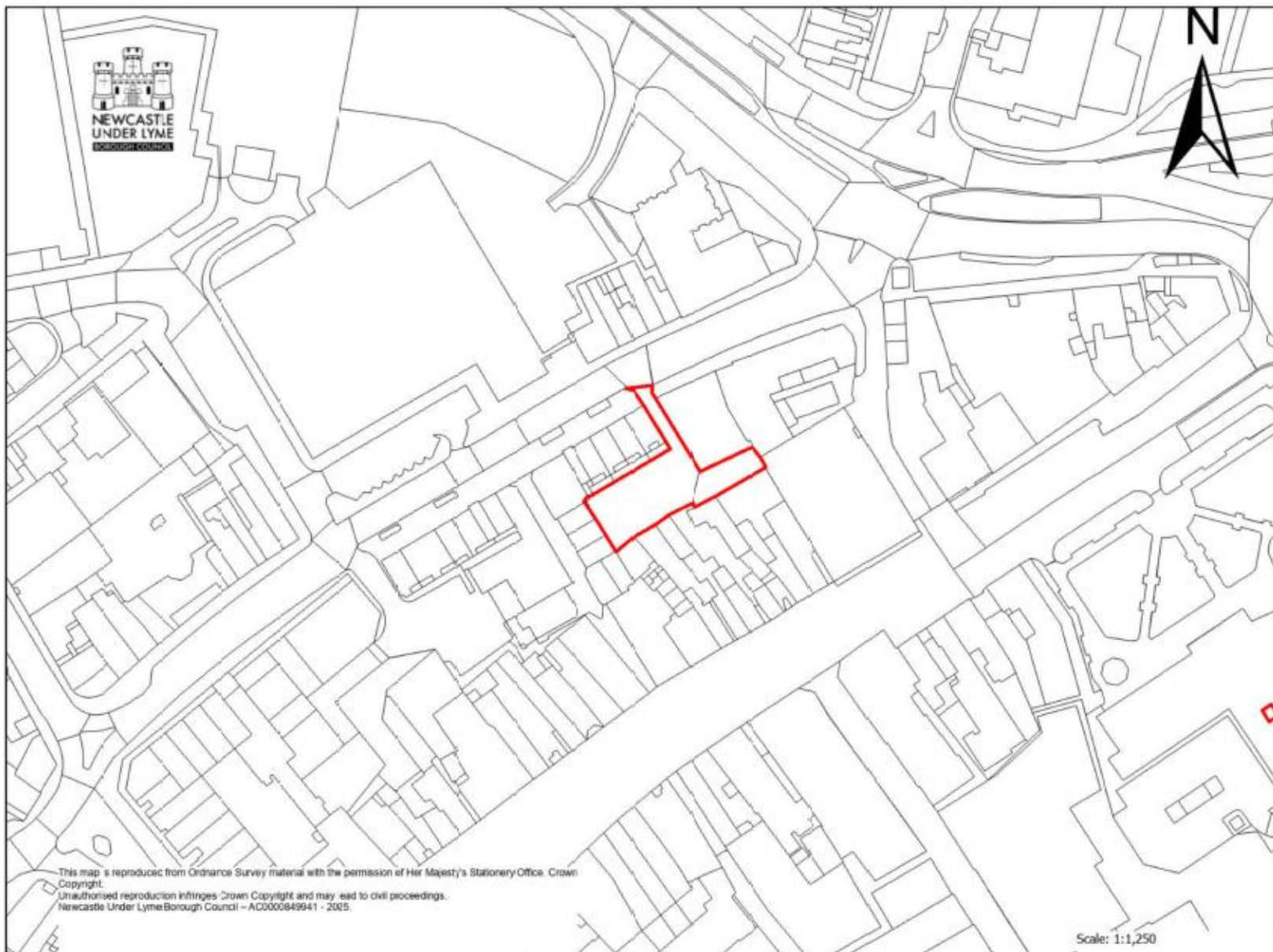
Castle Car Park



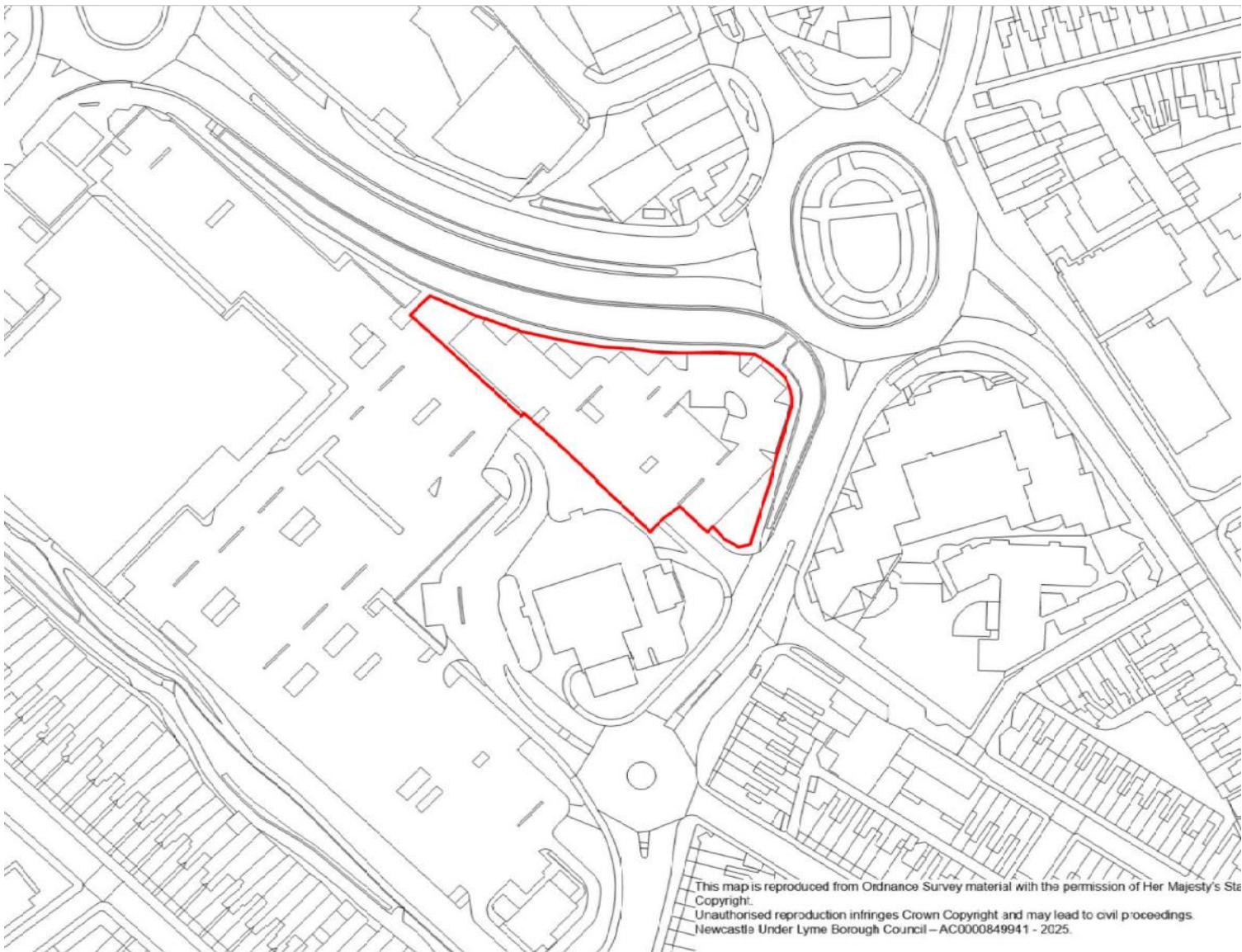
Cherry Orchard Car Park



Corporation Street Park



Fogg Street East Car Park



Goose Street Car Park



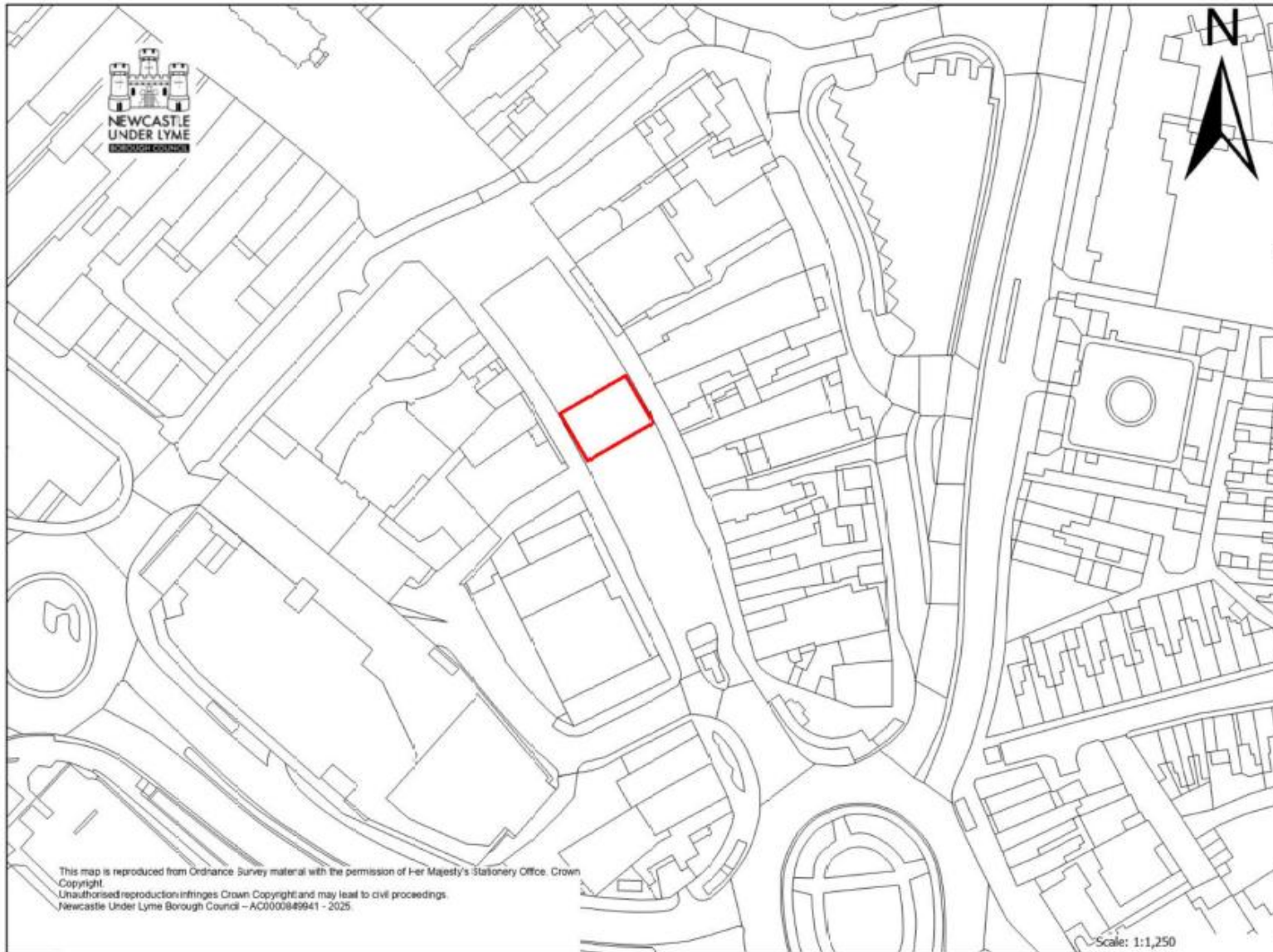
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Scale: 1:1,250

Hassell Street Car Park



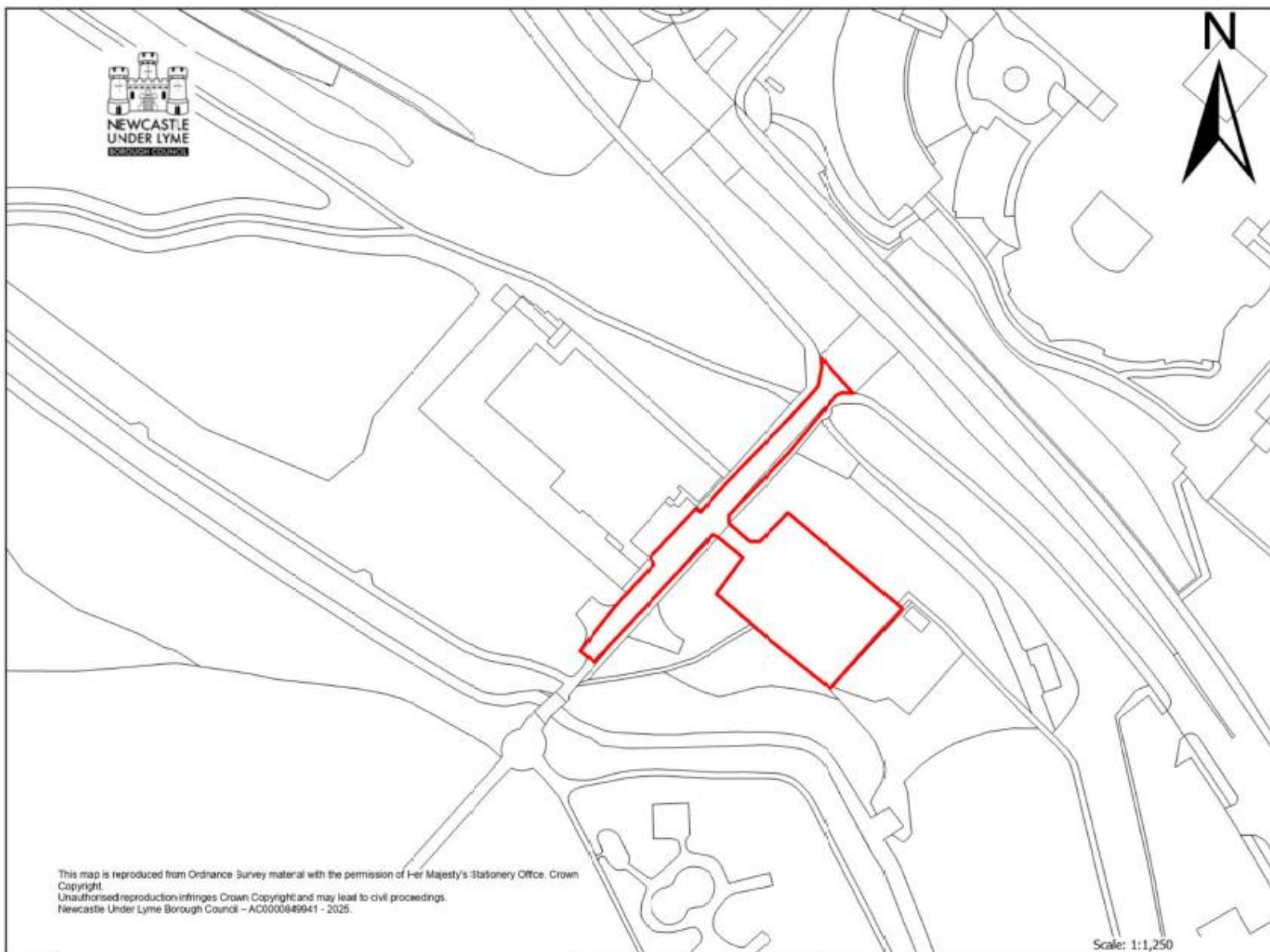
Heathcote Street Car Park



High Street Car Park



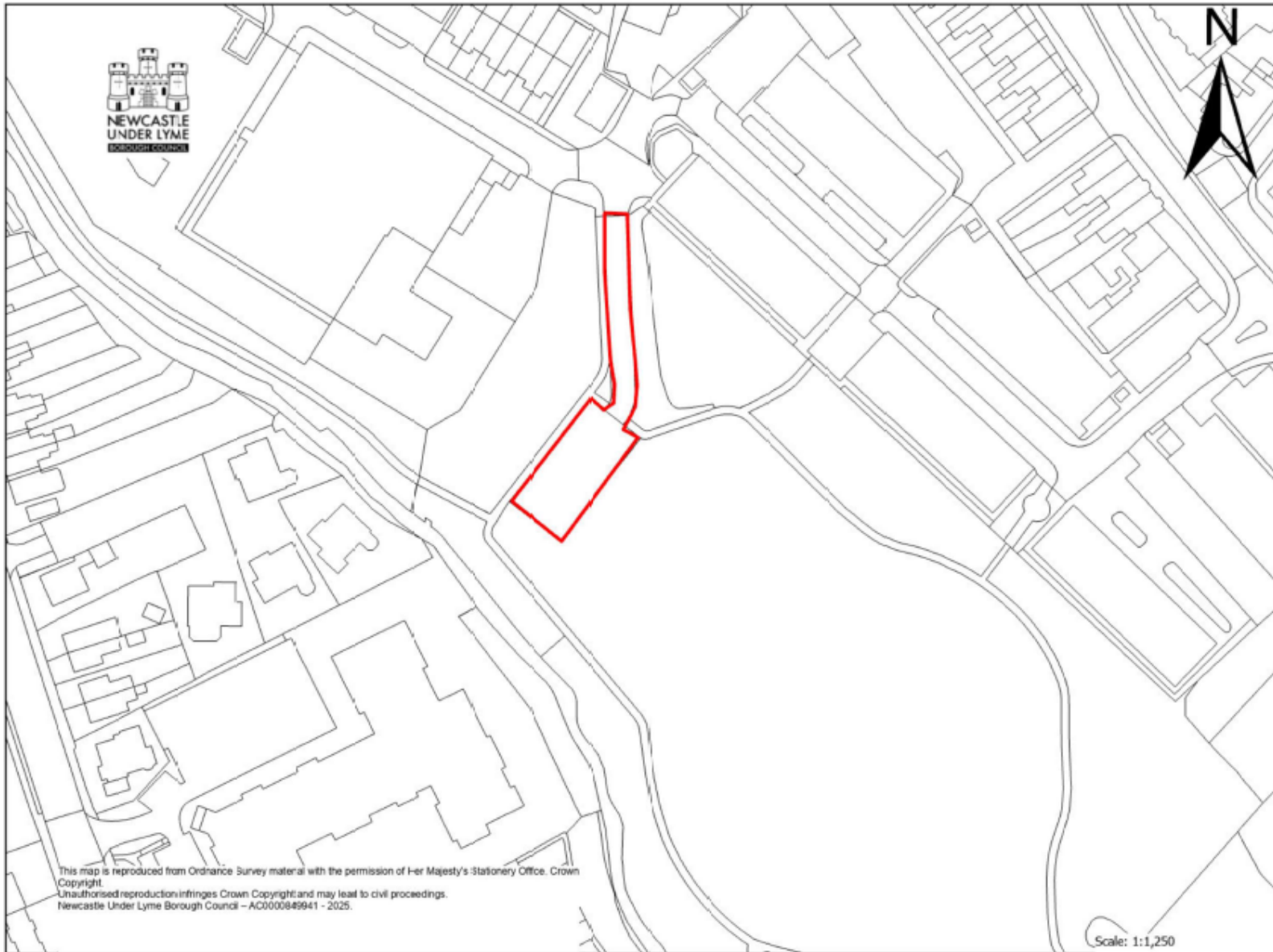
King Street Car Park



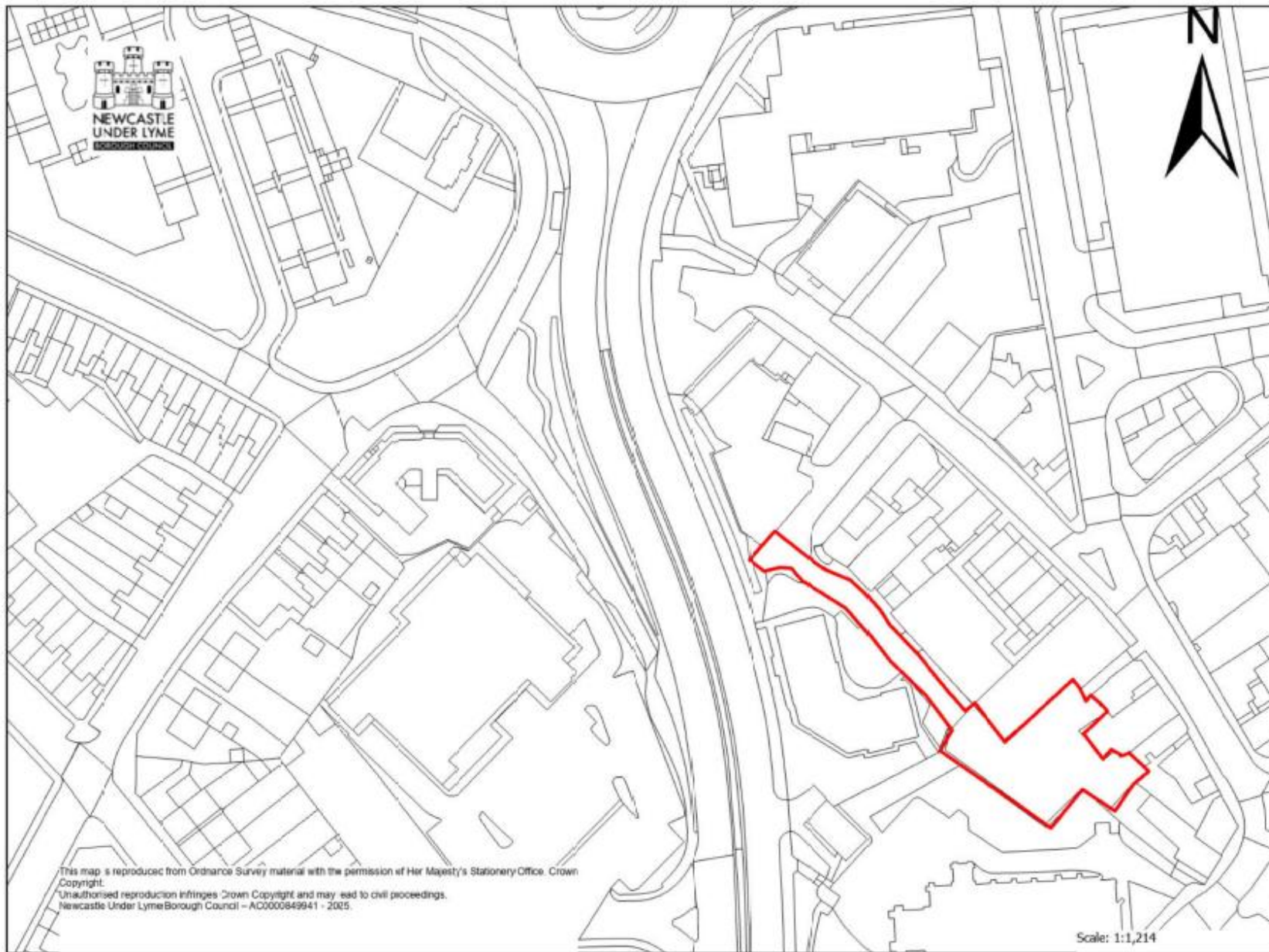
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Newcastle Under Lyme Borough Council - AC0000849941 - 2025.

Scale: 1:1,250

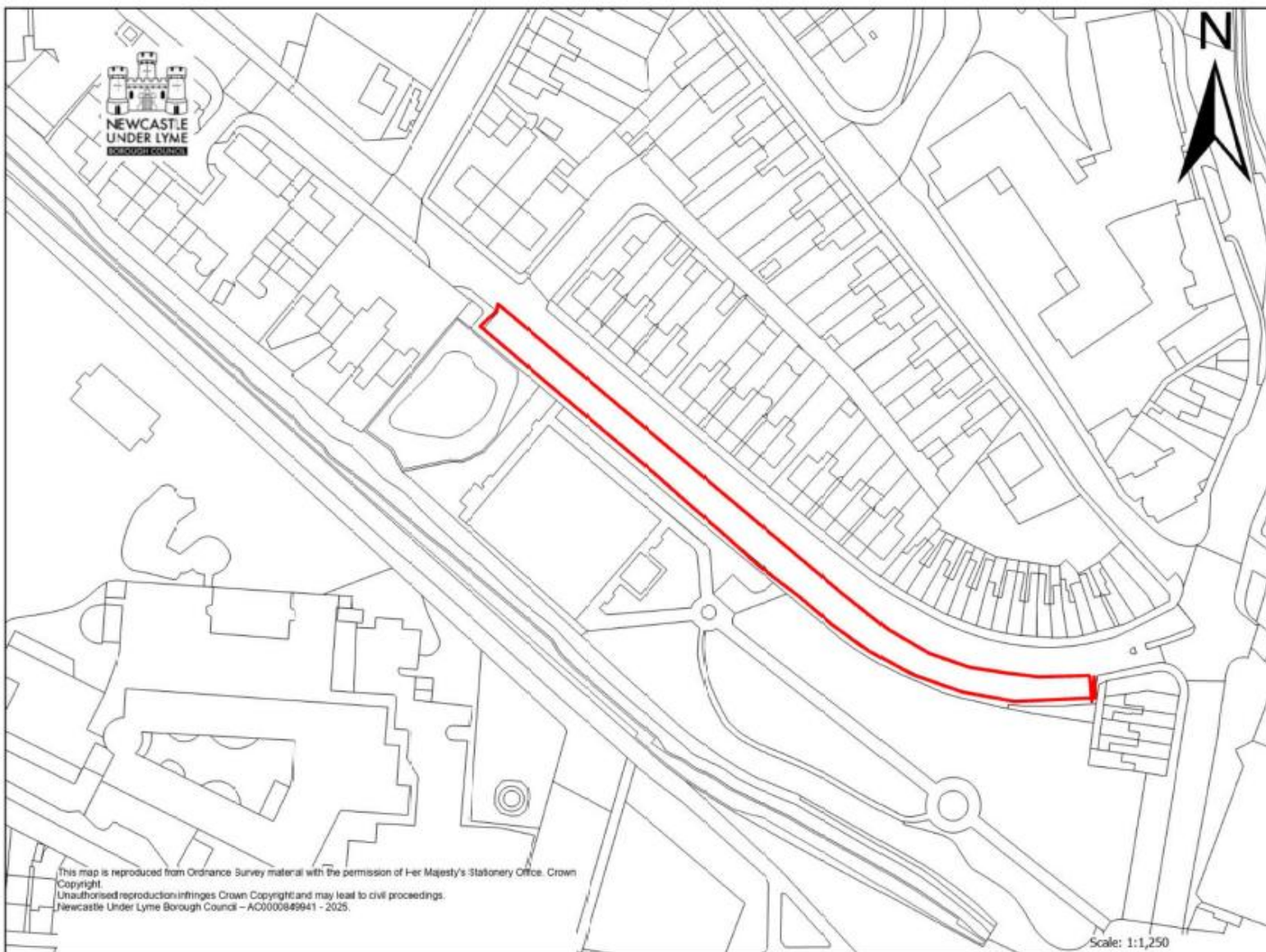
Lyme Brook Car Park



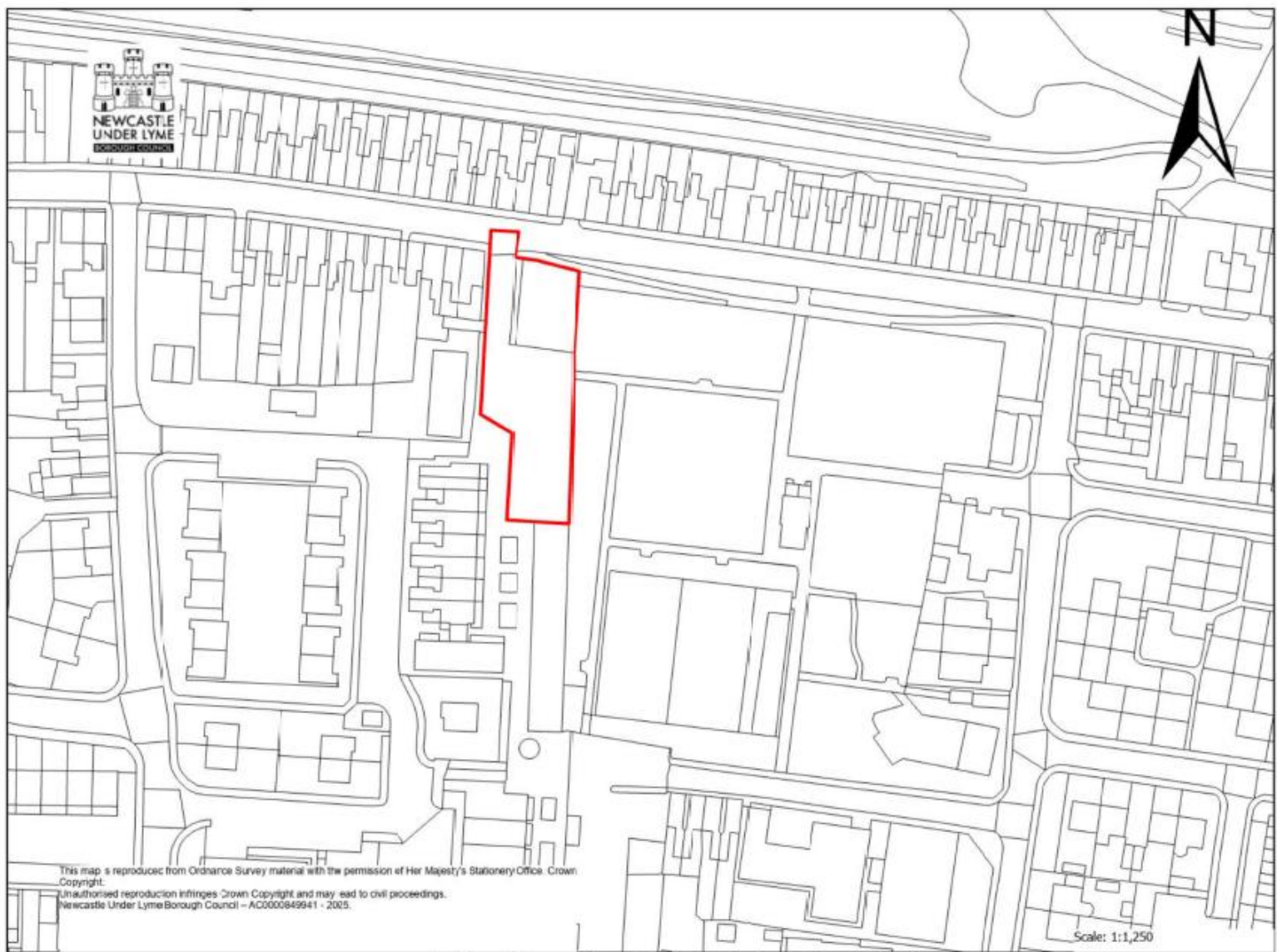
Lyme Valley Road Car Park



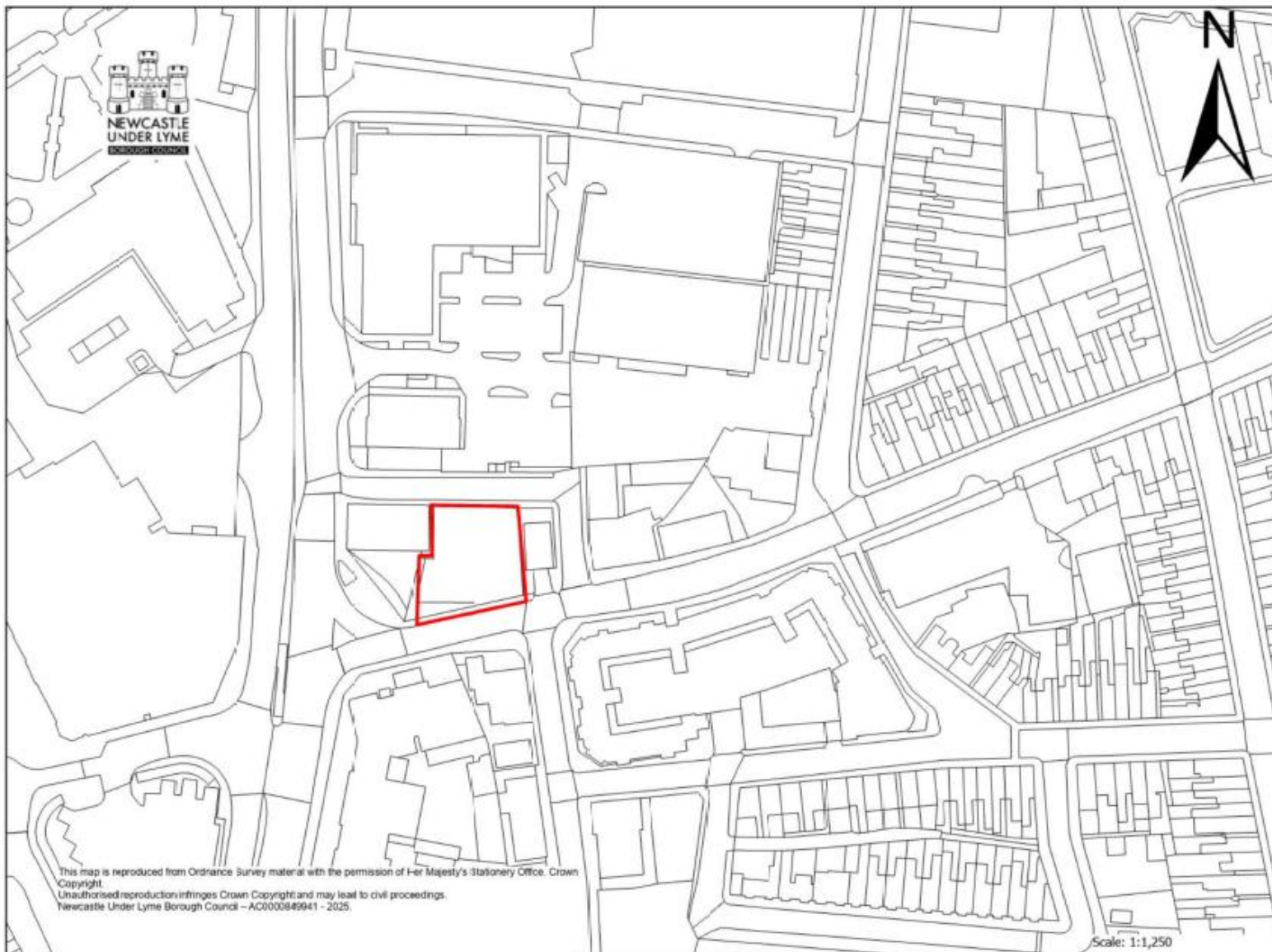
Rear of High Street Car Park



Silverdale Road Car Park



The Parade, Silverdale Car Park



Windsor Street Car Park



Cabinet Forward Plan: Newcastle under Lyme Borough Council

Notice of Key Decisions to be taken under the Local Authorities (Executive Arrangements) (Meetings & Access to Information) (England) Regulations 2012 between 1 October 2025 and 31 January 2026

This plan gives notice of decisions that [Cabinet](#) is expecting to take over the next few months. It also gives, except in cases of urgency, at least 28 days notice of all “Key Decisions” that will be taken “Key Decisions” are decisions about “executive” functions that will:-

- A) result in the Council incurring expenditure or making savings of an amount which is significant having regard to the Council’s budget for the service or the function to which the decision relates. (NB: The financial threshold above which expenditure or savings become significant has been set by the Council at £100,000 Revenue and £250,000 Capital Expenditure); and/or
- B) be significant in terms of its effects on communities living or working in an area comprising two or more wards of the Borough.

We have to take some Cabinet decisions in private because they deal with confidential or “exempt” information. That is information described in one or more of the following categories set out in Schedule 12A of the Local Government Act 1972.

1. Information relating to any individual
2. Information which is likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including the authority holding that information).
4. Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under the authority
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
6. Information which reveals an authority proposes;

- a. to give under any enactment a notice under or by virtue of which requirements are imposed on a person; or
 - b. to make an order or direction under any enactment
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of a crime

If we intend to take a decision in private, we will tell you why in the plan below. If you disagree with our reasons, you can tell us why using the contact details below. We will respond to you directly and will publish our response in the meeting agenda. If we have published the meeting agenda before we can respond, we will respond verbally at the meeting and record the response in the minutes.

You can find more information about Cabinet, Cabinet Members and their portfolios, agendas, reports and minutes [here](#).

More information on Cabinet procedures, executive functions, Key Decisions, urgent decisions and access to information is available in our [Constitution](#).

For all enquiries, please contact Democratic Services, Castle House, Barracks Road, Newcastle-under-Lyme, Staffordshire ST5 1BL.
Telephone – 01782 742222 / Email – DemocraticServices@newcastle-staffs.gov.uk

Report Title	Description	Portfolio	Intended Decision Taker and Date	Overview & Scrutiny Committee	Wards Affected	Reason for Determining in Private Session (if Applicable)	Key Decision
Walleys Quarry Odour Update	To consider a report on the Walleys Quarry Odour Update	Cabinet Portfolio Holder - One Council, People and Partnerships	Cabinet 14 October 2025	Health, Wellbeing and Environment	All Wards	N/A	No
Shared Prosperity Fund - Phase Two 2025/26	To consider a report on the Shared Prosperity Fund - Phase Two 2025/26	Cabinet Portfolio Holder - One Council, People and Partnerships	Cabinet 14 October 2025	Economy and Place	All Wards	N/A	No
Lyme Park Delivery	To consider a report on the Lyme Park	Cabinet Portfolio Holder - Sustainable	Cabinet 14 October 2025	Health, Wellbeing and Environment	Town	N/A	Yes

Report Title	Description	Portfolio	Intended Decision Taker and Date	Overview & Scrutiny Committee	Wards Affected	Reason for Determining in Private Session (if Applicable)	
	Delivery	Environment					
Town Centre Car Park Brown Field Update	To consider a report on a Town Centre Car Park Brown Field Update	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 14 October 2025	Finance, Assets and Performance,Economy and Place	Town	N/A	Yes
Traffic Regulation Order 2025	To consider a report on the Traffic regulation Order 2025	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 14 October 2025	Economy and Place	All Wards	3 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	Yes
Renewal of InCab and Back Office Management system for SE Services	To consider a report on the renewal of InCab and Back Office Management system for SE Services	Cabinet Portfolio Holder - Sustainable Environment	Cabinet 14 October 2025	Health, Wellbeing and Environment,Finance, Assets and Performance	All Wards	3 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	Yes
Kidsgrove Train Station Update	To consider an update report on Kidsgrove Train Station	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 14 October 2025	Finance, Assets and Performance,Economy and Place	Kidsgrove and Ravenscliffe	N/A	Yes

Report Title	Description	Portfolio	Intended Decision Taker and Date	Overview & Scrutiny Committee	Wards Affected	Reason for Determining in Private Session (if Applicable)	
Newcastle-under-Lyme BID Renewal 2026-2031 Council Votes in Ballot	To consider a report on the Newcastle-under-Lyme BID Renewal 2026-2031 Council Votes in Ballot	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 14 October 2025	Economy and Place	All Wards	N/A	No
Fields in Trust - Update on Village Green Status	To consider a report on Fields in Trust - Update on Village Green Status	Cabinet Portfolio Holder - Sustainable Environment	Cabinet 14 October 2025	Health, Wellbeing and Environment	All Wards	N/A	No
Vehicle Fleet and Maintenance Procurement	To consider a report on the Vehicle Fleet and Maintenance Procurement	Cabinet Portfolio Holder - Sustainable Environment	Cabinet 4 November 2025	Health, Wellbeing and Environment, Finance, Assets and Performance	All Wards	3 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	Yes
Walleys Quarry Odour Update	To consider a report on odour issues at Walleys Quarry	Cabinet Portfolio Holder - One Council, People and Partnerships	Cabinet 4 November 2025	Health, Wellbeing and Environment	All Wards	N/A	No
Local Government Reorganisation and English	To consider a report on the Local Government Reorganisation and	Cabinet Portfolio Holder - One Council, People and Partnerships	Cabinet 4 November 2025	Finance, Assets and Performance	All Wards	N/A	Yes

Report Title	Description	Portfolio	Intended Decision Taker and Date	Overview & Scrutiny Committee	Wards Affected	Reason for Determining in Private Session (if Applicable)	
Devolution update	English Devolution						
Contract Award for repairs to J2 main pool roof	To consider a report on the Contract Award for repairs to J2 main pool roof	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 4 November 2025	Economy and Place	Town	N/A	Yes
Bradwell Dingle Recreational Facilities	To consider a report on the Bradwell Dingle Recreational Facilities	Cabinet Portfolio Holder - Sustainable Environment	Cabinet 4 November 2025	Health, Wellbeing and Environment	Bradwell	N/A	Yes
Newcastle Bus Station Upgrade Works	To consider a report on the Newcastle Bus Station Upgrade Works	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 4 November 2025	Finance, Assets and Performance,Economy and Place	Town	N/A	Yes
Housing and Homelessness Strategy	To consider a report on the Housing and Homelessness Strategy	Cabinet Portfolio Holder - Community Safety and Wellbeing	Cabinet 4 November 2025	Health, Wellbeing and Environment	All Wards	N/A	No
Quarter Two Finance and Performance Report 2025/26	To consider a report on Quarter Two Finance and Performance Report 2025/26	Cabinet Portfolio Holder - One Council, People and Partnerships	Cabinet 2 December 2025	Finance, Assets and Performance	All Wards	N/A	No
Walleys Quarry Odour Update	To consider a report on the Walleys Quarry	Cabinet Portfolio Holder - One	Cabinet 2 December	Health, Wellbeing and Environment	All Wards	N/A	No

Report Title	Description	Portfolio	Intended Decision Taker and Date	Overview & Scrutiny Committee	Wards Affected	Reason for Determining in Private Session (if Applicable)	
	Odour issues	Council, People and Partnerships	2025				
First Draft Savings Proposals 2026/27	To consider a report on the First Draft Savings Proposals 2026/27	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 2 December 2025	Finance, Assets and Performance	All Wards	N/A	No
Newcastle Town Deal Update	To consider a report on the Newcastle Town Deal Update	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 2 December 2025	Economy and Place	Town	N/A	Yes
Revenue and Capital Strategies 2026/27	To consider a report on the Revenue and Capital Strategies 2026/27	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 13 January 2026	Finance, Assets and Performance	All Wards	N/A	No
Schedule of Fees and Charges 2026/27	To consider a report on the Schedule of Fees and Charges 2026/27	Cabinet Portfolio Holder - Finance, Town Centres and Growth	Cabinet 13 January 2026	Finance, Assets and Performance	All Wards	3 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	No
Walleys Quarry Odour update	To consider a report on the Walleys Quarry odour update	Cabinet Portfolio Holder - One Council, People and	Cabinet 13 January 2026	Health, Wellbeing and Environment	All Wards	N/A	No

Report Title	Description	Portfolio	Intended Decision Taker and Date	Overview & Scrutiny Committee	Wards Affected	Reason for Determining in Private Session (if Applicable)	
		Partnerships					

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of the Local Government Act 1972.

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