

# Stoke-on-Trent and Newcastle-under-Lyme Joint Local Plan Strategic Options Consultation and Responses Document

Working together to shape the future of our area



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If you have any queries about this document or the Joint Local Plan please contact as follows:

[https://www.stoke.gov.uk/info/20071/joint\\_local\\_plan](https://www.stoke.gov.uk/info/20071/joint_local_plan)

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# 1 Introduction

1.0 The Joint Local Plan Strategic Options Consultation document was subject to consultation between 17 July and 22 August 2017. The main report was supported by a summary guide, technical papers and evidence based documents.

1.1 The consultation was publicised widely and included exhibitions and workshops. 137 responses were received. Consultees who responded included residents; developers; land owners; housing associations; parish councils; university; neighbourhood planning groups and statutory providers.

1.2 This report sets out all the consultation responses along with the initial response from Planning Officers. The responses will be taken into account in producing the Preferred Options Consultation document which is the next stage in the Joint Local Plan development process.

1.3 A statistical breakdown of responses is show in Table 1.

## 2 Key Messages

2.0 The key messages arising from the consultation are as follows:

### Vision

- Include reference to being an area where you can learn and visit.
- Be clear about growth and the relationship to innovation, high quality employment; housing and prosperity.
- Make clear distinction about historic built heritage; natural environment and landscape.
- Reflect climate change; culture; healthy communities.
- Newcastle and Stoke are two distinct entities.

### Aims and Objectives

#### Aim 1 – Innovation and Investment

- Include explicit link between housing growth expectations and type of job and skills growth that is required.
- Include reference to fostering innovation in the science and technology sectors.
- Provide a broader regenerative context.
- Be more specific in terms of sectors for employment growth and linked to highly skilled jobs/focus towards education.
- Links to transport connectivity / HS2.

#### Aim 2 – Healthy and Active Communities

- Include specific reference to quality housing.
- Include reference to air quality and benefits of trees, greenspace and parks.
- Clearer reference about demographic changes (increase in elderly / extra care requirement and release of general market housing).
- Recognise viability and reference infrastructure delivery and viability.

### **Aim 3 – Dynamic and Diverse Neighbourhoods**

- Be more specific - reference a broad range of housing types, forms, sites and locations (past trends will not address future requirements particularly because of the nature/speed of changing demographics).

### **Aim 4 – Natural Assets and Resources**

- NPPF does not prioritise brownfield development over undeveloped land the emphasis is on sustainable development and no longer uses the term protect in relation to the countryside.
- “To recognise the value of, and encourage the reuse of sustainable brownfield land taking into consideration the need for development and the potential environmental and ecological impacts”.
- Mention role of trees and woodlands (plant more trees and woodland).

### **Aim 5 - Centres**

- Edge of centre locations should be supported.
- Should not support 6 towns – Fenton, Burslem and Meir are no longer market hubs.
- Agree with strengthening the city centre.

### **Aim 6 - Heritage**

- Incorporate culture and sport.
- Heritage should be recognised as contributing to the other aims as well.

### **Housing Growth**

- There was a balanced view over the growth options. A large amount of developers/landowners responded who were keen for the amount of dwellings to be set at the highest level (option D). Some suggested that the level set should however be a minimum. Members of the public that responded suggested there should be caution in setting a number that overly ambitious and may not be deliverable, preferring options A-C.
- Some noted that they considered the OAN number to be set at too high a level and considered the evidence needed to be reviewed. With comments questioning where the extra workers will come from and how any changes in migration will affect neighbouring areas.

- There was a consensus that there were some areas that needed housing more than others and the bigger issue was the location of housing rather than the amount, supporting the local area and the economy where appropriate. Impact upon protected sites, infrastructure, green space, need considering.
- Businesses that responded suggested that the areas economic potential should be maximised, through development. With others stating that the economic development needs to come before the housing development, balancing commuting and retaining workers.
- Members of the public raised issues that the development of the brownfield sites should come first delivering the regeneration of the areas, and bringing empty properties back in to use, along with the development of culture in the area.
- Some comments referred to how the growth is delivered being a more relevant issue, such as the type of housing including the amount of affordable housing, the number of Gypsy and Traveller Pitches, the density and location of development.
- Concerns were raised over the non-implementation of certain sites and how this would be allowed for, with for example an over allocation or reserve sites. Comments were also received from City of Stoke-on-Trent Council's Housing Growth team discussing the various delivery mechanisms they are currently working on to deliver problem sites.

### **Employment Growth**

- The Councils should be aspiring to deliver maximum economic growth to attract investment and higher paid employment to the area.
- There could be greater pressures on infrastructure from new development.
- The importance of locating housing near to employment to reduce the need to travel.
- Importance of education, training and skills both to the local economy and to uplift the ability of the local workforce to enable them to aspire to and secure a better paid job.
- Necessary to consider the impacts arising from HS2 as soon as evidence becomes available.

### **Broad Locations**

- The biggest support from the representations received was for Broad Location Option 6. Supporters of option 6 stated that options 1-4 were not able to meet the objectively assessed needs and that option 5 would deliver development far in excess of what was needed.

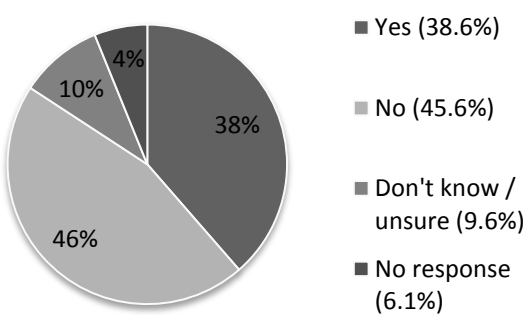
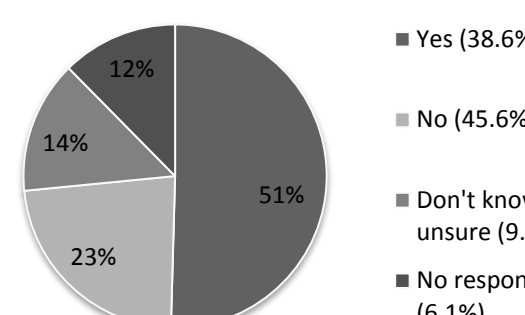
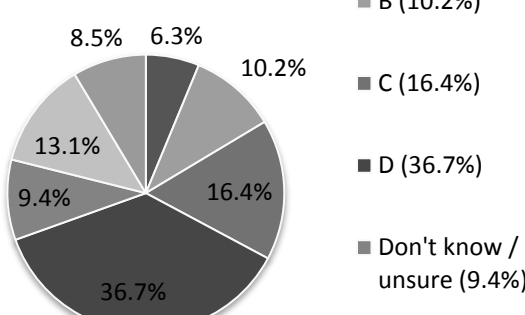
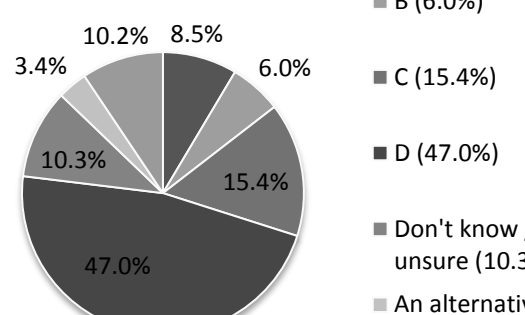
- Option 6 was also seen as providing an appropriate balance between accommodating higher levels growth which offer greater choice whilst also ensuring that it can be delivered in a coordinated and sustainable way.
- A range of alternative Broad Location Options were put forward, including; focusing higher levels of growth in Newcastle's rural area outside the Green Belt; limiting growth in designated neighbourhood plan areas to that identified within their own housing need studies; having no growth in existing rural settlements and instead create a new settlement in the Green Belt close to the A500; focusing on locations which deliver major projects such as HS2, Constellation and Ceramic Valley EZ, and; maximising the potential of development outside the Green Belt before considering any Green Belt release – e.g. increasing densities and building heights.
- Those who supported options 1 and 2 did so largely on the grounds that it would be the most sustainable pattern of development – although recognising that it wouldn't deliver the growth required by the OAN.
- Comments in support of option 4 were largely on the grounds of resisting the release of Green Belt land and also limiting the loss of the Best and Most Versatile agricultural land.
- Those who were unsure largely did not express a preferred option and many recognised that all of the options had their benefits and disadvantages.

### **Additional Comments**

- There were concerns raised that some of the options would not deliver regeneration of centres or bring forward brownfield sites within the key areas with viability issues.
- Some comments offered a different view that resources should be concentrated where they achieve the best results and a mix of housing types and locations should be delivered.
- A large amount of comments were received asking to ensure that green spaces should be protected and maintained.
- There was a preference for clustered development rather than scattered, prioritising the most sustainable sites. Some respondents requested that the impact upon the Green Belt and a full review of the most appropriate sites is required.
- Opposing views over the number of dwellings to be delivered were received. Some were uncertain that the high numbers were needed or able to be delivered. However others stated that the areas potential should be maximised with higher growth and supporting the local economy.
- The extra pressure on all types of infrastructure should be considered and addressed as well as the impact on heritage and the development of culture in the area.

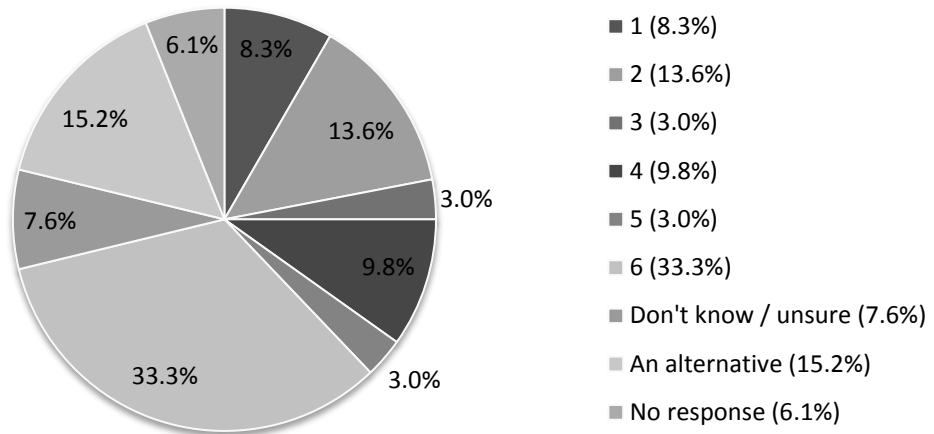
- The need to deliver further evidence and policy was discussed, specifically around water and minerals safeguarding. Concerns were also raised to ensure that the evidence is robust enough and delivered at the appropriate time. This has been accompanied by some concerns over the pace of the timetable.
- The public also comment that they are keen on public involvement in the plan preparation to ensure a positive plan.

**Table 1 – Strategic Options Consultation Responses**

<p><b>Question 1 – Is this an appropriate vision for Stoke-on-Trent and Newcastle-under-Lyme?</b></p>  <p>Total number of responses = 114</p>	<p><b>Question 2 – Will these aims and objectives help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme?</b></p>  <p>Total number of responses = 113</p>
<p><b>Question 3 – Which of the housing growth scenarios do you consider should be preferred?</b></p>  <p>Total number of responses = 128</p>	<p><b>Question 4 – Which of the employment growth scenarios do you prefer?</b></p>  <p>Total number of responses = 117</p>



**Question 5 – Which of the Broad Location options do you prefer?**



Total number of responses = 117

### 3 Schedule of Representations Received

#### Question 1: The Vision

The proposed vision for the plan area is:

"Together Stoke-on-Trent and Newcastle-under-Lyme will continue to promote themselves as great places to live and work with active communities at their heart. A great central innovative hub for investment. The area is supportive of new and innovative development whilst embracing and protecting the historic built heritage and natural environment within their urban areas."

Is this an appropriate vision for Stoke-on Trent and Newcastle-under-Lyme?

Yes;

No;

Don't know / unsure

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/5/1729	Gary Picken	No	Change emphasis to state that the vision is for an improved environment for the people who live work and visit Stoke-on-Trent with suggested replacement sentence "The vision is to improve the urban and rural environment by upgrading and re-purposing areas of brownfield sites to provide a more balanced land use of both sustainable development whilst protecting the historic built heritage and enhancing the natural environment within Stoke on Trent.	It is agreed that the vision could include more emphasis on Stoke-on-Trent and Newcastle-under-Lyme wanting to attract more visitors to the area. However there is a danger of the vision becoming too long and detailed if it refers to land use/types of development, it is considered that detail can be set out within the objectives which do refer to the urban and rural environment, reusing brownfield land where appropriate and the historic built environment. Recommend to include reference to encouraging more visitors to Stoke-on-Trent and Newcastle-under-Lyme.
SO17/7/1730	B Isaac, G Downs and J Talbot	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to learning within the vision
SO17/9/1731	Mr G Adams	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/6/1732	Ian Jefferies	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/8/1733	J, R and M Hollins	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/4/1734	Julie Everst Young	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/11/1735	Mazar Hussain	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/3/1736	P Marson, J Marson and A Manning	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision.
SO17/2/1737	Smartbuild & Design Limited	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/10/1738	TFK Property Limited	No	The vision for both Councils should be one of	The councils agree that the vision requires

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/83/1739	Chris Flanagan	Not answered	Could comment more on 'people'	The councils wanted to ensure that the vision does recognise the people of Stoke-on-Trent and Newcastle-under-Lyme and therefore in this regard the vision does already include reference to 'communities' but this could be expanded to cover healthy and prosperous communities.
SO17/85/1741	David Bourne	Yes		Support noted
SO17/84/1742	Dennis Weston	Yes	All of North Staffordshire should be included i.e. Staffordshire Moorlands. Also, Staffordshire Moorlands is a main source of water supply (Tittesworth Reservoir) and an important recreational area for all the people of North Staffordshire and the surrounding areas.	The Joint Local Plan is being prepared by Stoke-on-Trent and Newcastle-under-Lyme for the two councils administrative areas. A separate plan is being prepared for Staffordshire Moorlands. However as set out within the Strategic Options Consultation Document the authorities have a duty to co-operate with neighbouring authorities to ensure any cross boundary issues are addressed including access to greenspace/leisure and recreation.
SO17/87/1744	Mrs M Hall	Yes	Newcastle and Stoke-On-Trent to remain separate authorities.	Support noted
SO17/88/1745	The Woodland Trust	No	Propose a small amendment to the vision in the last sentence: ".....whilst embracing, protecting and where possible enhancing the built heritage and natural environment within urban and rural areas." This makes it part of the vision to add new natural environment features, such as small areas of	Agreed to amend the last sentence of the vision to include reference to landscapes/natural environment.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			woodland and new street trees, for example as part of new housing development.	
SO17/89/1746	Renew Land Developments LTD	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision. Recommend to include reference to higher education/learning within the vision
SO17/86/1747	Robert Almond	Yes	N/A	Support noted
SO17/101/1748	Newcastle-under-Lyme Borough Council (Regeneration)	Yes	This supports the thrust of the LEP's Strategic Economic Plan (SEP) and the Borough Council's emerging Economic Development Strategy.	Support noted
SO17/103/1749	Richard Atherton	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/125/1750	Andrew Alexander	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/122/1752	Ascalon properties	No	Both Councils should seek to benchmark their economic growth objectives and housing provision within the wider regional picture and acknowledge that they face fierce competition for investment, housing and jobs from 'competing' authorities, both adjacent to their borders and across the wider Midlands and North West regional areas. The strategy needs to be more ambitious and actively pro-growth to stand a chance of diverting investment and jobs away from areas such as Manchester and Birmingham.	Comments noted. The councils agree that the vision requires refinement. The vision could be expanded to include reference to increasing the amount of high quality employment, retail and residential choice. The role of the Joint Local Plan will be to plan for a level of growth that will be deliverable. As set out within the Strategic Options Consultation document authorities have a duty to co-operate with neighbouring authorities to ensure any cross boundary issues are addressed. Recommend to make reference to the term 'growth' within the vision.
SO17/137/1753	Aspire Housing	Yes	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/141/1757	D2H	Not answered	It is considered that given the ambitious growth agenda related to investment in HS2 and more localised infrastructure, the vision could be more ambitious and aspirational, with a greater focus on finally realising North Staffordshire's untapped economic potential as the bridge between the Northern Powerhouse and Midlands Engine. It should also properly recognise the city region's growing reputation as a vibrant cultural destination, and the economic potential that this provides.	Comments noted. The councils are able to take into account the proposed route of HS2 and any associated infrastructure, along with safeguarded areas but at this stage the councils do not consider the economic growth potential arising from HS2 is sufficiently evidenced. It is agreed that the vision could be clearer in terms of reflecting the levels of growth that the councils are seeking to accommodate within the plan and the vision could be expanded to include cultural heritage. Recommend to make reference to the term 'growth' and 'culture' within the vision
SO17/121/1759	Dean Lewis Estates	Yes	We support a Vision that promotes sustainable development, full planned economic and housing	Support noted

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			growth and fully embracing the regenerative benefits of the Constellation Partnership's strategic plans.	
SO17/130/1760	Dr D Hodgkinson	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/128/1762	Elmside Garden Centre	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/118/1764	G Colclough-Evans	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/110/1765	Maer Hills Protection Group	No	We concur that innovative development needs to embrace and protect the historic built heritage and natural environment. Protection of the landscape and amenity value should also be included as a	Comments noted. It is agreed that the vision could be clearer and be expanded to include protection of the landscape. The vision is also supported by a number of aims and objectives which set out in



Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			very important part of the proposed vision and strategic aims and should fundamentally underpin this vision.	more detail how the plan can meet the overall vision for the plan area. Recommend to include reference to the protection of landscapes in the vision
SO17/108/1766	Gary Dean Associates Ltd	No	The second and third sentences don't naturally flow from the first. Unlike the published draft Strategic Options document there is no explicit recognition of rural areas and little encouragement given to development that isn't new or innovative. Suggest that 'healthy' or 'vibrant' rather than 'active' communities would better indicate that the areas are great places to live and work. Greater emphasis should be placed on local people and communities, their quality of life and their ability to positively contribute to, and benefit from innovation and sustainable growth.	The councils want to ensure that the vision does recognise the people of Stoke-on-Trent and Newcastle-under-Lyme and therefore the vision does already include reference to communities. However, the vision could be expanded to include reference to healthy and prosperous communities; and increasing the amount of high quality employment, retail and residential choice. Recommend to reword the second and third sentences within the vision on employment and communities to include healthy and prosperous communities.
SO17/105/1767	Mark T Coupe	No	Vision is too vague and therefore, to provide clarity and meaning by which it can be measured, it should include reference along the lines of ...to continue to tackle problems associated with lack of inward investment, poor range of housing, areas of significant deprivation and change in rural areas by adopting a plan which can help reduce the effects of climate change, provide the flexibility which changes in technology will bring whilst also providing positive responses to changes brought by an ageing population. In delivering the vision also refer to the need of the support of potential investors and others with a stake in the area and that it should be adopted with vigour by the councils.	Comments noted, and the issues raised will influence the draft plan. It is considered important that the Joint Local Plan incorporates a positive vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. The plan will also incorporate a monitoring framework in order to assess and measure implementation of the plan. The councils acknowledge that it is early in the plan's preparation; therefore the full details of the Joint Local Plan policies have not been set out as yet, however consultation on the vision means we can seek support and comments from all stakeholders at this early stage.
SO17/102/1768	WW Planning	No	Vision is too vague and therefore, to provide clarity and meaning by which it can be measured, it should include reference along the lines of ...to continue to tackle problems associated with lack of	Comments noted, and the issues raised will influence the draft plan. It is considered important that the Joint Local Plan incorporates a positive vision which sets out what the plan area will look

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			inward investment, poor range of housing, areas of significant deprivation and change in rural areas by adopting a plan which can help reduce the effects of climate change, provide the flexibility which changes in technology will bring whilst also providing positive responses to changes brought by an ageing population. In delivering the vision also refer to the need of the support of potential investors and others with a stake in the area and that it should be adopted with vigour by the councils.	like if the plans strategy, aims, objectives and policies are followed. The plan will also incorporate a monitoring framework in order to assess and measure implementation of the plan. The councils acknowledge that it is early in the plan's preparation; therefore the full details of the Joint Local Plan policies have not been set out as yet, however consultation on the vision means we can seek support and comments from all stakeholders at this early stage.
SO17/131/1769	Graham Heath Group	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/120/1772	Historic England	Yes	We support the vision on page 9 and the inclusion of the historic environment in the future vision for the area. We would recommend that the text refers to 'built heritage' and deletes the term 'historic' and we would further recommend that the vision recognises historic landscapes as well.	Support noted. It is agreed that the vision should refer to built heritage rather than historic and consider including reference to landscapes. Recommend to refer to built heritage in the vision rather than historic and consider including reference to landscapes.
SO17/126/1773	Ian Dos Remedios	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			quality housing to all sections of the community in order to deliver these aims.	vision.
SO17/143/1774	Intu Properties plc	No	<p>The whole emphasis of the Joint Local Plan is on the growth of housing and employment in Stoke-on-Trent and Newcastle-under-Lyme and Intu supports its general approach. However, it is important that the Joint Local Plan recognises the role of retail and leisure in the economy and in generating employment. This role is not recognised in the plan. The proposed Vision for the Joint Local Plan, as set out on page 9 is generally supported. Whilst Intu supports the vision to promote Stoke-on-Trent and Newcastle-under-Lyme as great places to live and work this should be extended further to embrace those that visit as well. This can be achieved by a simple, but important, amendment to the vision. This would reflect the fact that a huge number of people visit the City Centre for reasons other than to work including many people from beyond the local area, based on its wide regional trade draw and importance economically.</p> <p>This would be consistent with advice in the NPPF which states that town and city centres should be recognised at the heart of their communities. Those who visit for shopping and leisure are vitally important to the maintaining the viability of vitality of the City Centre and thereby sustaining work opportunities for the local community. By widening the vision in this way the prospects of the plan achieving its central objective of promoting Stoke and Newcastle as great places to live and work are enhanced.</p>	<p>It is agreed that the vision, aims and objectives could recognise further the role of retail and leisure in the economy and in generating employment. Whilst the objectives do reflect seeking to attract more visitors it is perhaps not as explicit as it could be in the role that Stoke-on-Trent city centre will play in attracting further visitors and overnight stays. It is agreed that the vision should be more explicit in its reference to retail and to attracting more visitors to the area. Recommend that the Plan should be more explicit in its reference to attracting more visitors to the areas centres and to recognise, within the objectives, the role that retail and leisure uses have in supporting new employment opportunities and job growth.</p>
SO17/127/1775	J A Knight (Coppice) Ltd	No	The vision for both Councils should be one of greater ambition. The Councils should not merely	The councils agree that the vision requires refinement. The vision could be amended to

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/109/1776	The Strategic Land Group	Yes	Yes, the vision promotes sustainable development and seeks to ensure the future economic growth of both local authorities.	Support noted
SO17/124/1777	John Sanders	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/134/1778	Keele Homes	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/135/1779	Keele University	No	Newcastle Under Lyme as great places to live and work, it fails to recognise their importance and attractiveness as places to learn. There are two Universities within the area which play important roles in raising its profile and attractiveness, and contribute significantly, both now and in the future,	Comments noted. The vision could be amended to recognise the important role of the area as a place for learning. The areas two universities (and other colleges and further education) play important roles in raising the areas profile and attractiveness, and contribute significantly to the

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			to the local economy. The Vision statement should be amended to reference 'learning' alongside 'living and working' as attributes of the area.	present and future local economies. The vision should be amended to include 'learning' alongside 'living and working' as a key element of the future aspiration for the area. Recommend to include reference to higher education/learning within the vision.
SO17/129/1780	Keith Eardley	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/117/1781	Mr Jones	No	The Vision as set out upon Page 9, entitled "Vision 2033", of the Consultation Document differs from that set out within the Feedback Form, in that; the final sentence of the Vision within the Document states; "The area is supportive of new and innovative development whilst embracing and protecting the historic built heritage and natural environment within their urban and rural areas." The rural area does form a significant part of, particularly, the Borough of Newcastle under Lyme, and does therefore have an important role to play in its future development, growth, prosperity and well-being, and it is therefore essential that it does form a key part of the Vision, as scribed. Suggest that the final sentence is revised to read "This overall Plan area, across both its urban and rural parts, is jointly supportive of new and, innovative development, whilst embracing and protecting the historic built heritage and natural environment within it".	The vision as proposed within the Strategic Options Consultation document is the vision promoted across the Plan area and includes the rural area. Reference to communities would include rural and urban communities. The councils apologise if that was not clear. It is agreed that the vision could be amended to explicitly refer to rural area. Recommend a more integrated explanation within the vision of the importance of the rural area.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/107/1782	St Modwen Developments Ltd	No	<p>It is considered that this is not an appropriate vision for Stoke-on-Trent and Newcastle-under-Lyme. The commentary which follows this provides context by way of a review of background material which will influence the preparation of the Joint Local Pan. This includes themes around maximising wealth and productivity whilst promoting economic growth; planning for growth; boosting economic growth; establishing an economic powerhouse ; creating tens of thousands of jobs; increasing wealth, productivity and employment identifying locations for economic growth; and so on. The Strategic Options Consultation Document goes on to state that, “The overriding objective of the Joint Local Plan is to ensure that all relevant strategies are reflected in the new plan for decision making” (emphasis added). As such, having driven home forcefully and at length the growth agenda established through a range of policy and strategy documents (indeed this could scarcely have been given any greater emphasis by the document), it is then confirmed that these will be reflected in the new plan. However, the Vision then shies away from this, and does not include the word “growth”. Whilst reference is made to “investment” and “development”, which is welcomed, the Vision neglects to mention something that is at the heart of the material informing the JLP, and is indeed reflected in the scenarios and options which are then considered in the remainder of the document. In whichever way those scenarios and options are ultimately resolved it is clear that this is, appropriately, intended to be a plan for growth, and that needs to be recognised from the outset in the Vision. This would be achieved by adding the</p>	<p>Comments noted. It is agreed that the vision could be clearer in terms of referring to the growth that the councils are seeking to plan for within the Joint Local Plan. Recommend that the plan makes reference to the term 'growth' within the vision.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			words, “and growth” after “investment” in the Vision as currently worded. The Vision, Aims and Objectives will not be fully successful or representative of the direction the Plan needs to take unless growth is placed at the centre of them. This is generally achieved through the Aims and Objectives, but not the Vision. This should be addressed by making reference to growth in the Vision.	
SO17/111/1784	Dean Estates	Yes	Yes, the vision promotes sustainable development and seeks to ensure the future economic growth of both local authorities.	Support noted
SO17/136/1786	Mr and Mrs Rawlins	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to ‘promote’ themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/139/1787	Mr C and Mrs S Taylor	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to ‘promote’ themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/140/1788	Mr and Mrs E Woodall	Not answered	Whilst the proposed vision conveys a clear message that the Councils will promote the economy and attract investment, we are disappointed that the proposed vision no longer	It is agreed that the vision could be clearer in terms of reflecting that the councils are seeking to ensure economic growth and to recognise that this needs to bring prosperity to the people who live

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			<p>sets a target of improving prosperity across the communities of the joint plan area. This is a laudable component of the adopted vision, and we believe should remain at the heart of any new plan for the area. Economic prosperity is intrinsically linked with the achievement of other social and environmental sustainability objectives, so provides a clear and measurable target for the plan period. We are pleased to see within the Vision a commitment to supporting new investment and we hope the vision recognises the significant contribution that new housing can make towards this objective. For example, estimates of household spend produced by the Office of National Statistics<sup>1</sup> show that in the West Midlands, the average household annual spend is £23,600, and £24,600 per household in the North West. This demonstrates that housing growth can bring significant spending and investment into an area, in addition to the significant economic benefits that occur during the construction stage. Consequently, higher housing growth can undoubtedly complement other initiatives to attract employment opportunities and stimulate economic growth. Other observations that we wish to make regarding the vision is the lack of reference to promoting the areas rich cultural heritage, which should be mentioned alongside the objective of protecting the areas historic built heritage. Finally, we also note that the vision is silent on the issue of climate change. We believe that the vision should acknowledge, and show a commitment towards mitigating and adapting to the adverse effects associated with climate change.</p>	<p>and work within the area. Comments are noted and agreed with regard to including and referencing culture within the vision. On the issue of climate change this is referenced within Aim 4 - to balance and minimise the adverse impacts of climate change through the promotion of renewable energy sources. The vision should be amended to include references to economic growth, culture and climate change. Recommend to include reference to 'growth' and 'culture' within the vision and consider reference to climate change in addition to Aim 4.</p>
SO17/104/1792	HCA	Yes		Support noted



Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/119/1793	Peter Brett Associates	Yes	We generally support the Vision for Newcastle-under-Lyme and Stoke-on-Trent that is set out on page 13 of the Strategic Options Consultation Document. Critical to the achievement of the Councils' economic ambitions will be ensuring that the right amount and type of housing is delivered in the right locations.	Support noted
SO17/112/1795	Lands Improvements Holdings	Yes	LIH agrees that this proposed vision is appropriate for the plan area.	Support noted
SO17/116/1796	Richborough Estates	No	The proposed vision of the plan should comprise the overarching ambition of the two authorities as to where they see the area at the end of the plan period. It is considered that the vision should be positively phrased as follows: "Together, Stoke-on-Trent and Newcastle-under-Lyme will emerge as an innovative core city with active communities at its heart, supported by high quality employment, high quality higher education and research, and a wide range of quality housing for all sections of the community. The area will facilitate and embrace change, whilst protecting and enhancing the historic built heritage and natural environment within the urban and rural areas". Whilst any vision will not be a specific development plan policy, the aims and objectives, and subsequent policies will follow on to meet the vision. It is therefore important to ensure that the two authorities get the vision right.	Comments noted. It is important to ensure that the vision sets out and shapes the development strategy that is taken forward as part of the Joint Local Plan. The councils evidence and strategic options consultation document supports attracting high quality employment to the area and supports the universities; colleges and higher education establishments within the Plan area to help to improve job opportunities. It is agreed that more emphasis can be included to ensure the vision is clearer in terms of its ambition and to include reference to learning. Recommend to include reference to higher education/learning within the vision
SO17/133/1799	SOT Regeneration Ltd and Mr Poole	No	The proposed vision of the plan should be a positive overarching ambition of the two authorities as to where they see the area at the end of the plan period. Simply stating that Stoke-on-Trent will "promote" itself as a great place to live and work does not do much to drive confidence on delivery. It is considered that the vision should be positively	Comments Noted. It is important to ensure that the vision sets out and shapes the development strategy that is taken forward as part of the Joint Local Plan. The councils evidence and strategic options consultation document supports attracting high quality employment to the area and supports the universities; colleges and higher education

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			phrased, recognising the role that housing has to play to attract and retain the workforce to meet the council's economic growth ambitions. In addition, focus must be given, not only to the allocation of suitable employment sites, but also the types of employment that the City wishes to offer, taking into account the jobs of the future and working with the two Universities of Keele and Staffordshire to retain graduates in the area after they have completed their studies. Whilst any vision will not be a specific development plan policy, the aims and objectives, and subsequent policies will follow on to meet the vision. It is therefore important to ensure that the two authorities get the vision right.	establishments within the Plan area to help to improve job opportunities. It is agreed that more emphasis can be included to ensure the vision is clearer in terms of its ambition and to include reference to learning. Recommend to include reference to education/learning within the vision
SO17/142/1800	St Modwen Developments Ltd, Stoke-on-Trent Regeneration Ltd and St Modwen Securities Ltd	No	The Vision is particularly disappointing in simply seeking to "promote" the towns. The Core Spatial Strategy's description of what the Councils would like to achieve or accomplish in the future is far more aspirational. The Core Strategy aspires to achieve objectives whereas the Local Plan seeks only to promote the areas. The Vision should be what the area will be. In particular the Vision needs to address the aspiration to enable the provision of the range and choice of housing needed to attract and retain locally the workforce needed to meet the economic targets and to enable those targets to be met through the identification of suitable employment sites. The Vision needs to encompass the ambition for growth in the economy supported by an increase in workforce.	Comments noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed, however it is recognised that the vision could be clearer in terms of reflecting the levels of growth and increase the prosperity of the area and be clearer in the ambition to ensure greater residential choice. Recommend to make reference to the term 'growth' and increasing 'residential choice' within the vision.
SO17/132/1801	Staffordshire County Council	Not answered	The proposed vision partially reflects NPPF guidance related to planning and the natural environment to some degree by referring to protection of the natural environment, though additional reference to enhancement would more	Comments noted. It is considered appropriate to ensure better compatibility with the NPPF and include reference to enhancing the natural environment under Aim 4, rather than explicitly within the vision, to ensure it is clear in the context

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			<p>appropriately reflect NPPF guidance in s.109 and s.114 both of which refer to protection and enhancement. This would also bring the vision into line with Aims 2 &amp; 4. We believe that the proposed overarching vision for the Joint Local Plan will allow for the development of the area to be framed in an appropriate and effective way. It is particularly encouraging to see reference to the area being an 'innovative' hub for investment, which would help to create a more prosperous and productive local economy and support our own Strategic Plan priority for our residents, "to be able to access more good jobs and feel the benefits of economic growth."</p> <p>Achieving this aim will require a joined up approach towards attracting new investment and making best use of the knowledge and innovation assets that we already have and provide the potential for further growth. In particular, we believe that the Joint Plan will need to take advantage of the unique opportunities offered by Keele University and its associated Science and Innovation Park, whilst also continuing to support the development of Staffordshire University for the benefit of the whole county. The 'New Keele Deal' sets out in some detail how local partners will work together to 'invest in innovation led growth' which will lead to 700 new jobs, £70 million of investment, and will inject £0.21 billion into the local economy and this is something we wholeheartedly support.</p> <p>However, the Stoke-on-Trent and Staffordshire Local Enterprise Partnership Strategic Economic Plan (SEP) is referenced throughout the Strategic</p>	<p>of the objective to protect, improve and enhance the countryside and the diversity of wildlife and habitats across the plan area. It is important to ensure that the vision positively sets out and shapes the development strategy that is taken forward as part of the Joint Local Plan. The areas universities and colleges play an important role in future economic prosperity of the area. The councils evidence and strategic options consultation document supports attracting the high quality employment and supports the universities; colleges and higher education establishments within the Plan area to help to improve job opportunities. The vision should be amended to include references to growth, enhancing the environment, learning and creating healthy and prosperous communities. It is agreed that the Stoke-on-Trent and Staffordshire Strategic Economic Plan is a relevant local strategy that the Joint Local Plan needs to recognise. Recommend to include reference to enhancing the natural environment within Aim 4.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			Options document but is not listed as a relevant local strategy in section two. This seems to be an obvious omission and given that the emerging SEP is being developed and influenced by a wide range of local partners, including Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council, we would expect this document to be considered in the development of the Local Plan.	
SO17/123/1802	Stephen Beaumont	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/106/1805	Lichfields	No	The whole emphasis of the Joint Local Plan is on the growth of housing and employment in Stoke-on-Trent and Newcastle-under-Lyme and Intu supports its general approach. However, it is important that the Joint Local Plan recognises the role of retail and leisure in the economy and in generating employment. This role is not recognised in the plan. The proposed Vision for the Joint Local Plan, as set out on page 9 is generally supported. Whilst Intu supports the vision to promote Stoke-on-Trent and Newcastle-under-Lyme as great places to live and work this should be extended further to embrace those that visit as well. This can be achieved by a simple, but important, amendment to the vision. This would reflect the fact that a huge number of people visit the City Centre for reasons other than to work including many people from beyond the local area,	Comments noted. At this stage the Joint Local Plan has focussed on employment and housing growth, along with strategic options for where this growth could be accommodated. Evidence recognises the role of the retail and leisure industry to economic prosperity and the employment that those sectors provide. This will be demonstrated further as the Joint Local Plan progresses. It is agreed that the vision, aims and objectives could recognise further the role of retail and leisure in the economy and in generating employment. Whilst the objectives do reflect seeking to attract more visitors it is not as explicit in describing the role that Stoke-on-Trent city centre will play in attracting further visitors and overnight stays. It is agreed that the Plan could be more explicit in its reference to attracting more visitors to the area and to recognise the role that

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			based on its wide regional trade draw and importance economically. This would be consistent with advice in the NPPF which states that town and city centres should be recognised at the heart of their communities. Those who visit for shopping and leisure are vitally important to the maintaining the viability of vitality of the City Centre and thereby sustaining work opportunities for the local community. By widening the vision in this way the prospects of the plan achieving its central objective of promoting Stoke and Newcastle as great places to live and work are enhanced.	retail and leisure uses have in supporting new employment opportunities and job growth. Recommend that the Plan should be more explicit in its reference to attracting more visitors to the areas centres and to recognise the role that retail and leisure uses have in supporting the area as a whole as a great place to live, learn, work and visit and in supporting new employment opportunities and job growth.
SO17/138/1808	Urban Vision North Staffordshire	Not answered	It is considered that given the ambitious growth agenda related to investment in HS2 and more localised infrastructure, the vision could be more ambitious and aspirational, with a greater focus on finally realising North Staffordshire's untapped economic potential as the bridge between the Northern Powerhouse and Midlands Engine. It should also properly recognise the city region's growing reputation as a vibrant cultural destination, and the economic potential that this provides, particularly in the context of the city's bid to become the UK City of Culture in 2021.	Comments noted. The councils are able to take into account the proposed route of HS2 and any associated infrastructure, along with safeguarded areas but at this stage the councils do not consider the economic growth potential arising from HS2 is sufficiently evidenced. It is agreed that the vision could be clearer in terms of reflecting the levels of growth that the councils are seeking to accommodate within the plan and the vision could be expanded to include cultural heritage. Recommend to make reference to the term 'growth' and 'culture' within the vision
SO17/373/1809	Gladman Developments	Not answered	Gladman generally supports the aims and objectives outlined in the consultation document; however it considers that greater emphasis could be given to the need for substantial housing growth in the plan area to meet needs up to 2033. Gladman agrees that regeneration and redevelopment of brownfield sites should be an important part of the development strategy for the plan area; however it is important that the type and amount of development in regeneration areas is realistic.	Support is noted. The Council will continue to ensure that the housing delivery is based upon robust evidence and that the most appropriate sites to meet these levels of growth are allocated.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/370/1812	Graham and Sylvia Rowe	Yes		Support noted
SO17/368/1814	Mrs M.A. Wareham	Yes	Support for the vision - Newcastle and Stoke-on-Trent to remain separate authorities.	Support noted
SO17/365/1815	Carl Edwards	No	The vision for both Councils should be one of greater ambition. The Councils should not merely seek to 'promote' themselves but rather to instead reach beyond this and instead to strive to be an area of innovation that supports high quality employment and higher education & research whilst seeking to deliver a wide range of high quality housing to all sections of the community in order to deliver these aims.	The councils agree that the vision requires refinement. The vision could be amended to capture the need to accommodate growth and increasing the amount of high quality employment and housing choice. The importance of our higher education and research establishments is recognised and could also be reflected in the vision.
SO17/371/1816	Mrs S Y Cornes	No	The above statement that Stoke-on-Trent, discounting Newcastle-under-Lyme, that Stoke is a great place to live and work is most definitely not true. It has been voted one of the worst areas to move to, and I totally agree. The work needs to start in the inner city areas and work outwards, not build all this housing on the fringes in the green belt. Totally unacceptable. The people need affordable housing near their work, not having to travel.	Comments noted, however the councils consider the vision could be clearer and set out what the area will be like - a statement - if the aims, objectives, strategy and policies of the plan are followed. Therefore the Joint Local Plan has a series of aims and objectives which set out how the councils will meet the overall vision. The Joint Local Plan wants to stimulate change and create sustainable communities with affordable housing close to where people work. The councils acknowledge that it is early in the plan's preparation; therefore the full details of the Joint Local Plan policies have yet to be developed.
SO17/372/1817	Pat Lee	Yes		Support noted
SO17/366/1819	Muller Property Group	Yes	We are of the view that the Vision for Stoke-on-Trent and Newcastle-under-Lyme is appropriate. It must, however, be ensured that the emerging Plans policies are capable of delivering the Vision. In order to be a "great place to live and work" the emerging Plan must ensure that a sufficient	Support and comments noted

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			quantum of housing employment land is allocated to meet growth requirements. In addition, its housing employment land allocations must provide a balanced portfolio of the sites is available to ensure delivery provide a range of different development opportunities in a variety of locations to reflect the requirements of market. In terms of housing specifically, clearly it is appropriate for residential developments to be directed towards the principal settlements on previously developed sites. However, it is clear that the local authorities wish to diversify their economic base and for the areas to become a centre for innovation of investment. In doing so it must be an attractive place to live. As a consequence, the Plan will need to identify a range of different housing sites both within the urban area and on its periphery in sustainable locations. For example, there is market demand for executive and high quality housing in more rural sustainable areas in close proximity to the larger towns and villages.	
SO17/367/1821	Sam Loweth	Yes		Support noted
SO17/369/1823	Whitmore Parish Council	Yes	This is fine as a vision but of course a "vision" is only an "aspiration" and does not involve any "firm commitment to a particular achievement that the Borough Council (BC) can be held to account for." However, its wording could be interpreted as indicating that S-o-T and N-u-L is a homogeneous entity, and should be adjusted to make clear that S-o-T and N-u-L are (and will remain) two separate and distinct communities working together to develop strategies and to exploit synergies whilst protecting and promoting the individual and unique characteristics of each.	Support and comments noted

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/455/1824	Neale Sheldon	Yes	The vision is appropriate. Personally I would try and keep Newcastle separate from Hanley. Newcastle to survive needs to be in competition with Hanley.	Support and comments noted.
SO17/456/1825	Stephanie Evans	Don't know / unsure		Noted
SO17/457/1826	Steven Malam	No		Noted
SO17/458/1827	Theatres Trust	Don't know / unsure		Noted
SO17/459/1828	Jill Freeman	Yes		Support noted
SO17/460/1829	Michael Hall	Yes		Support noted
SO17/461/1830	The Connecting Tracks Project	Yes		Support noted
SO17/462/1831	Andrew Wickens	Don't know / unsure	I would encourage rewriting the vision if only because the second sentence is not grammatical and though that may be pedantic it's vital that the area communicates in a way that attracts businesses and visitors as well as residents. I wonder if the second sentence is meant to be a possible strapline for the area?	Comments noted. The grammar and wording of sentence two can be reviewed
SO17/463/1832	Richard Nicholl	Yes		Support noted
SO17/464/1833	Donald Butterworth	Yes		Support noted
SO17/465/1834	Paul Baddeley	Yes	I would like mention of connections and transportation (walking, cycling, bus and train) place where there many options to get about without relying on the car. There are not at present but we should aim to improve. How we get about	Support and comments noted



Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			and reducing congestion is key to attract investment and walking and cycling tick the health agenda.	
SO17/466/1835	Loggerheads Parish Council	Yes	I am pleased to see that you have added the "rural areas" into this vision, not in the original version that was put out for consultation.	Support noted
SO17/467/1836	Adri Hartveld	Yes		Support noted
SO17/468/1837	Karl Deakes	Yes		Support noted
SO17/469/1838	Catherine Salt	Yes		Support noted
SO17/470/1839	Mr and Mrs Phillips	Not answered	We agree with general vision but would want to ensure that the part regarding embracing and protecting heritage and environment is adhered to as some of the options include active agricultural land and green belt despite there being large areas of brownfield site available.	Comments noted
SO17/471/1840	Carlton Woolley	Yes	Vision is appropriate, but how does building on Green belt protect the natural environment?	Support and comments noted
SO17/472/1841	Natural England	No	Note that the Vision is very brief but acknowledge that it does include the aspiration to protect the natural environment within both rural and urban areas. We would prefer to see an expanded vision which addresses the impacts and opportunities for the natural environment with particular emphasis on designated environmental assets. The plan should take a strategic approach to the protection and enhancement of the natural environment and aim for a net gain for biodiversity considering opportunities for enhancement and improving connectivity.	Comments noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. The vision is intended to be high-level and include the Plan area as a whole. We acknowledge that it does not explicitly mention enhancement of the natural environment or designated environmental assets. The vision could be clearer and be amended to include enhancement, as well as protection, of the natural environment. However, in respect of designated environmental assets, the vision broadly covers

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
				the natural environment. It is considered that it would be appropriate to provide further detail in relation to enhancing the natural environment under Aim 4 'Utilising our Natural Assets and Resources' to ensure it is clear in the context of the objective to protect, improve and enhance the countryside and the diversity or wildlife and habitats across the plan area. Recommend to include reference to enhancing the environment within the vision and Aim 4.
SO17/473/1842	Jacqueline Karen Reynolds	Don't know / unsure	I can understand the need for a vision but in regard to embracing and protecting heritage and the environment I don't understand how you can include agricultural and green belt. There are enough brown field sites available throughout Stoke on Trent and Newcastle and waste land within the towns which have the infrastructure already there. Rural areas if developed inappropriately lose the natural environment and are not a great central innovative hub for investment. Generally there is not enough infrastructure which can support a larger community i.e. schools, doctors, public transport and roads which can take large volumes of traffic than they already have going through their community.	Comments noted. It is important to ensure that the vision sets out and shapes the development strategy that is taken forwards as part of the Joint Local Plan. The council's need to ensure that they are meeting the needs of the area in the best way possible whilst also adhering to the strategy and vision. The Joint Local Plan needs to ensure that the sites put forward are viable and can be delivered within the plan period, whilst also ensuring that any necessary infrastructure is taken into account and planned for and that sites with the most ecological value are retained and protected.
SO17/474/1843	Lynne Woolley	Don't know / unsure	My understanding is that Stoke-on-Trent does not have a good reputation as a good place to live, routinely, coming last/next last in lists of the best places in the UK to live. If Stoke-on-Trent needs to move forward then it needs to spend money in addressing the inner city areas of deprivation and neglect.	Comments noted. However it should be recognised that the reputation of Stoke-on-Trent does not always follow the positivity of the place in reality. Stoke-on-Trent was recognised on the Telegraphs 25 Best Towns and Cities to work list in 2017. Scoring an overall score of 3.9 out of 5 and a job satisfaction rating of 3.3 out of 5.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/475/1844	John Lamont	Yes		Support noted
SO17/476/1845	Janet Lamont	Yes	More emphasis should be on protecting the environment and therefore it should come before "innovative hub for investment" in vision statement.	Support and comments noted
SO17/477/1846	Sport England	No	<p>Introduction: 1.9 needs to be updated. Both NBC and SOT now have up to date adopted Playing Pitch Strategies which need to be both referenced here and implemented through the next stage of policy preparation. In terms of built sports facilities both Councils have undertaken some assessment work but Newcastle's assessment work has been focussed on the impact of the imminent closure of Kidsgrove Leisure Centre and Stoke's assessment work, whilst comprehensive, has faltered with structural and political change. To ensure the Local Plan is fully informed by evidence base this Built Facility Strategy work needs to be completed in order for the Plan to be properly evidence based in terms of NPPF Paragraph 73 and provide informed decisions through NPPF Paragraph 74 in order to ensure the provision of infrastructure (built and outdoor) meet the needs of the community and provide more opportunity for physical activity to support delivery of the improved health and well-being agenda and vision.</p> <p>The Vision: Makes no reference to delivering 'healthy' communities. Whilst it references 'active communities', which is welcomed, it is not really clear if this includes physical activity (communities could be active doing many things but this may not include physical activity) which is critical given the</p>	Comments noted. We recognise that it is early in the plan making process and that the infrastructure needs of the area and evidence such as that contained within the adopted Playing Pitch Strategies will inform the plan as it progresses. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. The vision could be expanded to include reference to delivering active 'healthy' communities.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			linkage to delivering healthy communities.	
SO17/478/1847	M Davies	Yes		Support noted
SO17/479/1848	Staffordshire Chambers of Commerce	Yes	To grow our economy, generate jobs and improve living standards for all, it is vital that we are able to offer a wide mix of quality housing stock and suitable employment land to meet the needs and aspirations of all current and future residents. Staffordshire Chambers of Commerce support Stoke-on-Trent City Council's and Newcastle Borough Council's ambitious plans for the economic growth of the city and wider North Staffordshire conurbation. While we support the ambitions of the Joint Local Plan, the Chamber, as a business voice for Staffordshire, have identified many concerns that businesses have and which the Joint Local Plan will need to address before its implementation.	Support and comments noted
SO17/480/1849	Keele Parish Council and Neighbourhood Plan	Don't know / unsure	The vision is very broad and lacks specificity regarding the nature of new and innovative development. We would like to have seen references to building on the areas historic tradition of industrial innovation, its strong base in craft skills and the opportunities presented in developing cutting edge industry by its Universities. Equally, there is a lack of vision with regard to how employment might be developed in rural areas. There is a danger of development defaulting to more distribution centres and low value employment therein.	Comments noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and further detail will be set out as the plan progresses. It is agreed that the vision does not explicitly refer to higher education/learning and the vision could be expanded to include this. The role that rural areas play in contributing to employment is included in one of the objectives supporting Aim 1 which states 'to diversify the employment base of all parts of the plan area both urban and rural'. Recommend to include reference to higher education/learning within the vision.

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
SO17/481/1850	Peter Jones	No		Noted
SO17/482/1851	Angela Clarke	No	Nobody gives a damn about Kidsgrove that's why all the services are being taken away.	Comments noted
SO17/483/1852	Canal & River Trust	Don't know / unsure	The canal network forms an important part of the industrial heritage of the area, and we therefore agree that in supporting new and innovative development, the Vision should acknowledge the importance of protecting the historic built heritage of the area. The canal network is a multi-functional resource which can act in a range of roles. Inland waterways can help to stimulate regional, sub-regional and local economies and can be used successfully as tools in improving community wellbeing and urban and rural housing offers; in attracting and generating investment; in place-making and place-shaping; and in delivering wider public benefit. The canals in the area provide an attraction that also contributes to the local tourist and visitor economy. Canal towpaths offer a sustainable, traffic-free route for walkers and cyclists, both for commuting and for leisure and recreation and thus contribute towards reducing reliance on private motor cars to access services and facilities and also encouraging healthier lifestyles and improving the overall health and wellbeing of local communities. The Trust therefore believes that the canal network can play a valuable role in helping to achieve the Vision for the plan area.	The importance of the canal network within the plan area is recognised in one of the objectives supporting Aim 4 which is 'to protect, utilise and improve the plan area's network of canals and watercourses'.
SO17/484/1853	Packmoor Residents Association	Yes	Post Brexit, emphasis should now be on a more corporate approach to the way that the joint councils work. We are definitely open for business and are in a strong strategic position to compete with the bigger players e.g. Manchester,	Support and comments noted

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
			Birmingham and so on. As a result emphasis for a new development plan (Joint Local Plan) should be on co-operation, improving infrastructure and enabling businesses to access appropriate sites at a reasonable cost to compete with the major centre and attract new business and enterprises. The rest, housing etc. would fall into place.	
SO17/485/1854	Wenslie Naylor	Yes	The 'vision' statements whilst identifying specific economic sectors some of which I cannot see represented in the Plan area (aero and auto) have missed reference to job creating 3rd sector fields: cultural activities sports participation and provision.	Support and comments noted
SO17/486/1855	Stephen Peake	No		Noted
SO17/487/1856	Sue Sandywell	No		Noted
SO17/488/1857	Jennifer Cook	Don't know / unsure		Noted
SO17/489/1858	Kidsgrove Independents	No		Noted
SO17/490/1859	Audley Rural Parish Council	Yes		Support noted
SO17/491/1860	Alderman David Becket	Don't know / unsure	A vision statement is just a collection of words, useless in the absence of a strategy and resource to achieve. This vision is reasonable as far as it goes, but there is no mention of our cultural and industrial heritage.	Comments noted. It is agreed that the vision could be expanded to include reference to culture. Recommend to include reference to culture within the vision
SO17/492/1861	Alan Kinnersley	Yes		Support noted
SO17/493/1862	Newcastle under Lyme Liberal Democrats	Yes	This is not a proper vision, just an introductory statement of good intent; it lacks detail and therefore means very little.	Comments Noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the

Reference	Consultee	Consultee Response	Consultee Comments	Officers Comments
				plans strategy, aims, objectives and policies are followed. We recognise that it early in the plan making process and therefore further detail will be set out at the draft plan stage in line with the proposed vision.
SO17/494/1863	Janet Burgess	Don't know / unsure		Noted
SO17/495/1864	Ms Finney	No	This is not a vision, you falsely claim that we have active communities - UNTRUE you closed all facilities that allow active communities. There is NO supportive new and innovative development for Kidsgrove either now or in your future plans. How can you claim to protect natural environment when you will sell it off to developers. All Kidsgrove has is take aways!	Comments noted
SO17/496/1865	Glenis Woodcock	No	Your vision is not shared by the people of Kidsgrove - you don't know we are here until you want something.	Comments noted
SO17/497/1866	Madeley Parish Council and Neighbourhood Plan Steering Group	Yes		Support noted
SO17/498/1867	Ray Williams	Yes		Support noted
SO17/499/1868	FUCHS Lubricants (UK) plc	Yes	The Joint Local Plan would appear the most sustainable and logical solution for setting the long term policies and objectives for the area.	Support noted
SO17/500/1869	Gwyn Griffiths	Don't know / unsure	Such "vision statements" tend to be meaningless platitudes.	Comments noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and further detail will be set out at

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				the draft plan stage.
SO17/454/1872	Cynthia England	Yes		Support noted
SO17/742/1873	Araripe Limited	No	Whilst the proposed vision conveys a clear message that the Councils will promote the economy and attract investment, we are disappointed that the proposed vision no longer sets a target of improving prosperity across the communities of the joint plan area. This is a laudable component of the adopted vision, and we believe should remain at the heart of any new plan for the area. Economic prosperity is intrinsically linked with the achievement of other social and environmental sustainability objectives, so provides a clear and measurable target for the plan period. We also note that the vision is silent on the issue of climate change. We believe that the vision should acknowledge, and show a commitment towards mitigating and adapting to the adverse effects associated with climate change.	Comments are noted. The vision could be expanded to include reference to prosperous communities and increasing the amount of high quality employment, retail and residential choice. The vision could also acknowledge the impact of climate change and the need to minimise the impact of this upon our urban and rural areas. Recommend to include minimising the impact on climate change within the vision



## Question 2: Strategic Aims and Objectives

Six key aims are identified in the Strategic Options Consultation Document together with a range of accompanying objectives. Will these aims and objectives help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme?

Yes;

No;

Don't know / unsure

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/15/1729	Gary Picken	Yes	N/A	Supported Noted
SO17/17/1730	B Isaac, G Downs and J Talbot	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of utmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into account the opportunities that are provided by the presence of Staffordshire and Keele universities. Employment growth therefore needs to be linked closely to promoting science and technology research as well as through other skill bases that the universities specialise in. To these ends, the plan must facilitate high quality employment growth within these sectors including bringing forward the requisite level of sites to facilitate high quality employment growth. In so doing, this will play a vital role in attracting and retaining graduates and thereby reducing out-migration	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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SO17/19/1731	Mr G Adams	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of upmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into account the opportunities that are provided by the presence of Staffordshire and Keele universities. Employment growth therefore needs to be linked closely to promoting science and technology research as well as through other skill bases that the universities specialise in. To these ends, the plan must facilitate high quality employment growth within these sectors including bringing forward the requisite level of sites to facilitate high quality employment growth. In so doing, this will play a vital role in attracting and retaining graduates and thereby reducing out-migration	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/16/1732	Ian Jefferies	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of upmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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SO17/18/1733	J, R and M Hollins	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of utmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into account the opportunities that are provided by the presence of Staffordshire and Keele universities. Employment growth therefore needs to be linked closely to promoting science and technology research as well as through other skill bases that the universities specialise in. To these ends, the plan must facilitate high quality employment growth within these sectors including bringing forward the requisite level of sites to facilitate high quality employment growth. In so doing, this will play a vital role in attracting and retaining graduates and thereby reducing out-migration	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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SO17/14/1734	Julie Everst Young	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of upmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into account the opportunities that are provided by the presence of Staffordshire and Keele universities. Employment growth therefore needs to be linked closely to promoting science and technology research as well as through other skill bases that the universities specialise in. To these ends, the plan must facilitate high quality employment growth within these sectors including bringing forward the requisite level of sites to facilitate high quality employment growth. In so doing, this will play a vital role in attracting and retaining graduates and thereby reducing out-migration	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/21/1735	Mazar Hussain	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of upmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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SO17/13/1736	P Marson, J Marson and A Manning	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of utmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into account the opportunities that are provided by the presence of Staffordshire and Keele universities. Employment growth therefore needs to be linked closely to promoting science and technology research as well as through other skill bases that the universities specialise in. To these ends, the plan must facilitate high quality employment growth within these sectors including bringing forward the requisite level of sites to facilitate high quality employment growth. In so doing, this will play a vital role in attracting and retaining graduates and thereby reducing out-migration	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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SO17/12/1737	Smartbuild & Design Limited	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of upmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into account the opportunities that are provided by the presence of Staffordshire and Keele universities. Employment growth therefore needs to be linked closely to promoting science and technology research as well as through other skill bases that the universities specialise in. To these ends, the plan must facilitate high quality employment growth within these sectors including bringing forward the requisite level of sites to facilitate high quality employment growth. In so doing, this will play a vital role in attracting and retaining graduates and thereby reducing out-migration	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/20/1738	TFK Property Limited	Yes	Agrees that the six key aims and objectives will help to deliver the vision for both Stoke-on-Trent and Newcastle-under-Lyme. However state it is of upmost importance that Aim 1 'UK Central Hub for Innovation and Investment' should be worded so that it would be more specific in terms of the sectors of employment growth that will be targeted. Recommends that the strategic aims and objectives instead be targeted towards the growth of more high-skilled jobs coming forward and for these to be more closely aligned with the growth of further and higher education, taking into	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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SO17/93/1741	David Bourne	Yes	Focus on up to date evidence rather than the roles places have served in the past.	Comments Noted. The White Young Green Retail and Leisure Study (2014) which forms part of the evidence for the Joint Local Plan recognises the significant changes and loss of retail in some of the traditional Stoke-on-Trent centres. It is the intention that there will be policies within the plan and a revised hierarchy of centres which can reflect the uniqueness, scale and future potential of each of the towns.
SO17/92/1742	Dennis Weston	Yes	Transport and railway infrastructure including HS2 is important for local prosperity.	Support Noted
SO17/90/1743	Malcolm Clowes	Not answered	Aim 1 - Needs to include challenges posed by the geographic location i.e. between Manchester and Birmingham, lack of public funding for highway infrastructure, transportation innovation and changes to online shopping practices. Aim 2 – needs to address quality housing in the right locations, changing demographic profile with more older people and its specific needs for housing and care. Aim 3 needs to keep pace with change and relies on up to date evidence to shape the type, range and size of homes that people need, e.g. from specialist housing, house	Comments Noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of housing/employment/retail provision and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			sharing and aspirational homes for high-earners. Aim 5 need to support private investment in edge of centre locations where it would deliver change that accords with the vision. Aim 6 needs to include using the past to support future innovation such as delivering and servicing housing.	
SO17/95/1744	Mrs M Hall	Not answered	N/A	Noted
SO17/96/1745	The Woodland Trust	Yes	Response suggests improving Aim 2 to include measures to improve air quality, along with wider benefits of trees and woodland in urban areas for people, communities, climate change adaptation and carbon sequestration. Aim 4 could also include the value of trees and woodlands as natural assets to protect from harm, and use opportunities to secure more trees and woodlands where development is proposed.	Comment noted. With regard to air quality this is already included as an objective under Aim 2 - Healthy and Active communities which states 'to improve air quality across the plan area, mitigating health risks along with the impacts on climate change'. However it is acknowledged that greater reference to landscape and trees could be included within the vision.
SO17/97/1746	Renew Land Developments LTD	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	Comments noted. It is considered important that the Joint Local Plan incorporates aims and objectives which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of employment and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives. This will ensure there is a balance and mix of sites which can meet the requirements and ensure development is directed towards the most appropriate locations.
SO17/94/1747	Robert Almond	Not answered	N/A	Noted



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/91/1748	Newcastle-under-Lyme Borough Council (Regeneration)	Yes	N/A	Support Noted
SO17/146/1749	Richard Atherton	No	The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/166/1750	Andrew Alexander	Yes	Aim 1 needs to be more specific about the specific sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/163/1752	Ascalon properties	Yes	N/A	Support Noted
SO17/178/1753	Aspire Housing	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates. Support offered for Aim 3 as it aligns with Aspire's	Support Noted. It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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			objective of supporting residents of North Staffordshire to move from benefits and into work in order to mitigate the impact of Government welfare reform policy and to grow the economic base of the area.	
SO17/182/1757	D2H	Not answered	Although the Aims and Objectives are appropriate there needs to be greater emphasis on infrastructure provision. Policy framework will need to be robust and flexible to support ambitious and aspirational vision.	Support and comments noted
SO17/162/1759	Dean Lewis Estates	No	Viability of housing requires a diverse portfolio of housing choice. Amendments required relating to Viability, meeting the housing OAN; wider context of area-wide regeneration including the aspirations of the Constellation Partnership Strategy including HS2; not protecting the countryside for its own sake; addressing designations that are barriers to sustainable development; acknowledged need for greenfield development in sustainable locations as part of the overall development strategy.	Comments noted. In terms of viability and the type and range of sites it is the intention that the plan will include detailed policies and that the provision of the policies will be explained within the Draft Plan. Whilst the councils agree these are important; the aims of the plan will lead more detailed policies in this regard and the plan itself will demonstrate that it has included a mix of sites. It is agreed that sustainable development is a key requirement of the plan.
SO17/171/1760	Dr D Hodgkinson	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/169/1762	Elmside Garden Centre	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and

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			growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/159/1764	G Colclough-Evans	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations
SO17/152/1765	Maer Hills Protection Group	No	The aging population in the area resulted in there being less new employment development, and less prospects for the future other than in care of the elderly for new jobs other than care of the elderly. New manufacturing has by-passed the area and HS2 is unlikely to stop at Stoke-on-Trent. Will there be as much need for housing as older people vacate current properties and move into more suitable accommodation, freeing up homes for younger people.	Comments Noted, but respondent assumes that younger people leaving the area for work elsewhere is a trend that the Joint Local Plan would not want to reverse; and assumes that there is enough accommodation for older people to move into which may not be the case.
SO17/150/1766	Gary Dean Associates Ltd	No	N/A	Comments Noted. Encouraging the improvement of digital connectivity is recognised as being important to encouraging business growth within the area and this is not currently included within this aim. IT is agreed that this can be included.
SO17/147/1767	Mark T Coupe	No	Aim 1 - Needs to include challenges posed by the geographic location i.e. between Manchester and Birmingham, lack of public funding for highway infrastructure, transportation innovation and	Comments Noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>changes to online shopping practices.</p> <p>Aim 2 – needs to address quality housing in the right locations, changing demographic profile with more older people and its specific needs for housing and care. Aim 3 needs to keep pace with change and relies on up to date evidence to shape the type, range and size of homes that people need, e.g. from specialist housing, house sharing and aspirational homes for high-earners.</p> <p>Aim 5 need to support private investment in edge of centre locations where it would deliver change that accords with the vision. Aim 6 needs to include using the past to support future innovation such as delivering and servicing housing.</p>	<p>followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of housing/employment/retail provision and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives.</p>
SO17/145/1768	WW Planning	No	<p>Aim 1 - Needs to include challenges posed by the geographic location i.e. between Manchester and Birmingham, lack of public funding for highway infrastructure, transportation innovation and changes to online shopping practices.</p> <p>Aim 2 – needs to address quality housing in the right locations, changing demographic profile with more older people and its specific needs for housing and care. Aim 3 needs to keep pace with change and relies on up to date evidence to shape the type, range and size of homes that people need, e.g. from specialist housing, house sharing and aspirational homes for high-earners.</p> <p>Aim 5 need to support private investment in edge of centre locations where it would deliver change that accords with the vision. Aim 6 needs to include using the past to support future innovation such as delivering and servicing housing.</p>	<p>Comments Noted. It is considered important that the Joint Local Plan incorporates a vision which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of housing/employment/retail provision and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives.</p>
SO17/172/1769	Graham Heath Group	Yes	The strategic aims and objectives should be	It is agreed that the Joint Local Plan aims to

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			targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/161/1772	Historic England	Not answered	Supports inclusion of an aim for historic environment, although historic environment can feature as a thread through a range of the aims stated adding value throughout the Joint Local Plan.	Comments Noted. With regard to specific sites these will be set out in more detailed policies within the Draft Joint Local Plan. It is agreed that Aim 6 (bullet point 2) could be amended to state heritage assets.
SO17/167/1773	Ian Dos Remedios	Yes	The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/184/1774	Intu Properties plc	Yes	Supports Aim 05 of the Joint Local Plan seeks to deliver a strong City Centre and market town with a diverse network of distinct towns and villages. However further work and evidence is required to ensure that further stages of the Joint Local Plan provide suitable policies for the hierarchy of retail centres.	Comments Noted. It is agreed that more detail needs to be provided on retail and leisure within the plan. This will be set out at the Preferred Options and Draft Plan stages once further evidence has been prepared on the implications of the different growth levels and scenarios in terms of retail and leisure provision and centres.
SO17/168/1775	J A Knight (Coppice) Ltd	Yes	The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/151/1776	The Strategic Land Group	No	Suggests revisions to Aims to ensure they are NPPF compliant	Comments Noted. In terms of viability and the type and range of sites it is the intention that the plan will include detailed policies on the provision of infrastructure, education, greenspace etc and that the provision of the policies will be explained within the Draft Plan. Whilst the councils agree these are important; the aims of the plan will lead more detailed policies in this regard and the plan itself will demonstrate that it has included a mix of sites. However it is agreed that an emphasis could be included that a range of sites will be required to meet the plans objectives. In terms of Aim 4 - natural assets it is agreed that the word 'enhance' can be included to ensure this is compliant with the NPPF. In terms of brownfield land it is agreed that the consideration of sustainable development patterns it also important in this regard and the wording can be amended to reflect this.
SO17/165/1777	John Sanders	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/175/1778	Keele Homes	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/176/1779	Keele University	Yes	N/A	Support Noted
SO17/170/1780	Keith Eardley	Not answered	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/158/1781	Mr Jones	No	Suggests revisions to Aims to ensure they are NPPF compliant.	Comments Noted. In terms of viability and the type and range of sites it is the intention that the plan will include detailed policies on the provision of infrastructure, education, greenspace etc and that the provision of the policies will be explained within the Draft Plan. Whilst the councils agree these are important; the aims of the plan will lead more detailed policies in this regard and the plan itself will demonstrate that it has included a mix of sites. However it is agreed that an emphasis could be included that a range of sites will be required to meet the plans objectives. In terms of Aim 4 - natural assets it is agreed that the word 'enhance' can be included to ensure this is compliant with the NPPF. In terms of brownfield land it is agreed that the consideration of sustainable development patterns it also important in this regard and the wording can be

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				amended to reflect this.
SO17/149/1782	St Modwen Developments Ltd	No	The vision fails to include 'growth' and without it the aims fail to make a connection between the vision and the aims.	Comments Noted. It is agreed that the vision could be clearer in terms of reflecting the levels of growth that the councils are seeking to accommodate within the plan.
SO17/177/1786	Mr and Mrs Rawlins	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/180/1787	Mr C and Mrs S Taylor	Yes	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/181/1788	Mr and Mrs E Woodall	Yes	Response agrees with the aims, objectives and themes identified but questions the order of priority and whether some need to be expanded. The response also questions the logic of not considering the impacts of HS2 on the Joint Local Plan.	Comments noted. It is considered important that the Joint Local Plan incorporates aims and objectives which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of sites and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives. This will ensure there is a balance and mix of sites which



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				can meet the requirements of the plan. As the Plan progresses so will the planning phase for HS2, coupled with the Constellation Partnership's strategies for the area these may inform later stages of plan preparation.
SO17/160/1793	Peter Brett Associates	Not answered	We support Key Aim 3 and specific observations are agree that improving economic competitiveness across the Joint Local Plan area will help to decrease outward migration and supplying a balanced mix of housing will contribute to improving economic competitiveness. We endorse the stated requirement to meet both local and aspirational housing needs. We support the need to increase the number of homes, as the evidence makes clear, the provision of housing will have to increase substantially in order to meet the significantly higher growth targets.	Support Noted
SO17/154/1795	Lands Improvements Holdings	Yes	The aims and objectives support the delivery of the proposed vision for Stoke-on-Trent and Newcastle-under-Lyme.  The broad approach of responding to identified need through the delivery of additional housing and employment land is supported.	Support Noted
SO17/157/1796	Richborough Estates	No	Aim 1 needs to be more specific about the sectors for employment growth. The strategic aims and objectives should be targeted towards growth in high-skilled jobs, aligning to growth in further and higher education in Staffordshire and Keele Universities. Employment growth needs to be aligned to the universities specialisms in order to grow jobs in the sectors that will retain and attract young people and graduates.	The councils evidence and strategic options consultation document supports attracting high quality employment to the area and supports the university's; colleges and higher education establishments within the Plan area to help to improve skills for young adults and to seek jobs within the local area. However it is agreed that the vision does not explicitly refer to higher education/learning. In terms of specific sectors the planning policies which will be incorporated

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Aim 3, decreasing net outward migration is a theme that has been continued from the Core Strategy. As alluded to under Aim 1, improving economic competitiveness can only be achieved through a step-change in the quality and type of the employment offer in the area, which will require the two authorities to identify key sectors where quality employment growth can be delivered. This must be done in partnership with the LEP, Chamber of Commerce, key employers and the higher education sectors, in particular, Keele and Staffordshire Universities. The housing offer and employment offer are intrinsically linked and the overall range and quality of both will be key to reducing net outward migration and promoting the area as a great place to live and work.	within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations than setting these out in the objectives. It is agreed that the plan needs to demonstrate that it can deliver a range of housing types across the plan area, which can be set out more specifically within Aim 3.
SO17/156/1798	Stoke-on-Trent City Council (Housing)	Not answered	It is imperative that jobs and skills growth is provided to deliver the step change in housing. It is critical to the future of Stoke-on-Trent to provide for larger homes in attractive environments so that individuals are not compelled to look outside of the City for their housing options. As the plan progresses, the explicit link between housing growth and aspirations and the types of jobs and skills necessary is strengthened.	Comments Noted. It is agreed that as the plan progresses further details will be provided on the range of housing and employment sites that are required to meet the aims and objectives of the plan.
SO17/174/1799	SOT Regeneration Ltd and Mr Poole	No	The aims and objectives will not deliver the vision.  Aim 1 should identify which sectors of job growth will be targeted. Arrange of employment types are needed, including higher-end, high-skilled jobs. Aim 1 should incorporate learning and research	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>linking this to promoting and growing new sectors of employment.</p> <p>Improving economic competitiveness can only be achieved through a step-change in the quantity, quality and type of the employment offer in the area. This must be done in partnership with the LEP, Chamber of Commerce, key employers and the higher education sectors - in particular, Keele and Staffordshire Universities.</p> <p>Key to attracting and retaining graduates and other skilled workers will be improving the range and quality of the housing offer. The housing offer and employment offer are intrinsically linked and the overall quality of both will be key to reducing net outward migration and promoting the area as a great place to live and work.</p>	<p>Plan are considered to be a more appropriate location for such detail, linked to site allocations. The councils recognise the importance of partnership working and improve the range and type of housing on offer. However it is agreed that an emphasis could be included that a range of sites will be required to meet the plans objectives.</p>
SO17/183/1800	St Modwen Developments Ltd, Stoke-on-Trent Regeneration Ltd and St Modwen Securities Ltd	No	The objective under Aim 3 should be more than just reducing out-migration. The objective should enable the provision of employment opportunities and new housing to retain and attract residents within the area.	Comments noted. The aims and objectives should be seen together as setting out what the plan area will look like; however it is acknowledged that it is not just about increasing the number of homes to help decrease outward migration, these homes need to meet the needs of the area. Therefore it is considered appropriate to include reference to needing a range of sites capable of delivering the type and mix of housing required. In terms of Aim 5 it is considered that the aim does refer to the importance of lower order centres as the second bullet states 'to promote appropriate growth and investment in a distinct network of larger towns, sustainable villages and local centres across the plan area'.
SO17/173/1801	Staffordshire County	Not	Aim 1 should be expanded to recognise that	Comments noted. It is considered important that

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	Council	answered	<p>growth needs to be accommodated through necessary local highway and sustainable transport improvements and enhanced connectivity to the wider strategic road and rail network.</p> <p>Aim 2 further clarification is required regarding the meaning of ‘innovative’ modes of active travel.</p> <p>Aim 4 should recognise that adverse impacts of climate change will be minimised by reducing vehicle fuel consumption.</p> <p>The plan needs to take account of the recently adopted Local Plan for Cheshire East as part of the duty to cooperate, which sets out plans to greatly increase net commuting from 1,400 (at the time of the 2011 Census) to around 9,000 by 2030. Significantly increased levels of commuting between Cheshire East and North Staffordshire may have infrastructure implications. The agreement for Staffordshire County Council and Cheshire East Council to work together to, “Facilitate the delivery of improved cross boundary transport connectivity between Cheshire East and north Staffordshire,” is an issue that will need to be considered further as the preferred option is developed.</p> <p>The objective, “To decrease net outward migration from Stoke-on-Trent and Newcastle-under-Lyme by improving economic competitiveness as well as supplying a balanced variety of housing to meet needs across the housing market area to retain and attract</p>	<p>the Joint Local Plan incorporates aims and objectives which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of employment and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives. This will ensure there is a balance and mix of sites which can meet the requirements of the plan. However it is agreed that an emphasis could be included that a range of sites will be required to meet the plans objectives.</p>

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			<p>population in the rural and urban areas.” could be reworded “To increase the level of net migration to Stoke-on-Trent and Newcastle-under-Lyme by improving economic competitiveness as well as supplying a balanced variety of housing to meet needs across the housing market area to retain and attract population in the rural and urban areas.”</p> <p>This would better reflect the updated SHMA which assumes a higher level of net migration to the Housing Market Area in order to support jobs growth, a fundamental aim set out within the Strategic Options document.</p>	
SO17/164/1802	Stephen Beaumont	Yes	<p>Aim 1 should be more specific about the sectors of employment growth that will be targeted.</p> <p>The strategic aims and objectives should target the growth of high-skilled jobs aligned with the growth of further and higher education, particularly Staffordshire and Keele Universities. Employment growth should be linked to promoting science and technology research as well as through other skill bases that the universities specialise in. The plan should bring forward the sites to facilitate high quality employment growth and this will play a vital role in attracting and retaining graduates and reducing out-migration.</p>	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.
SO17/148/1805	Lichfields	Yes	Aim 5 is supported. The Council needs to take a pro-active approach to strengthening the strategic	Comments Noted. It is agreed that more detail needs to be provided on retail and leisure within

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>role of the City Centre and recognise the importance of Intu Potteries and the Hive. Intu's plans for future investment in the area around Intu Potteries and The Hive should be central to the achievement of this aim of the Joint Local Plan.</p> <p>While housing and employment matters are important, more detail needs to be provided on retail and main town centre uses. Retail and leisure needs over the plan period should be considered and the plan should ensure the City Centre is not further threatened by inappropriate out-of-centre development.</p>	the plan. This will be set out at the Preferred Options and Draft Plan stages once further evidence has been prepared on the implications of the different growth levels and scenarios in terms of retail and leisure provision and centres.
SO17/179/1808	Urban Vision North Staffordshire	Not answered	The aims and objectives are supported however there needs to be a greater emphasis on infrastructure and the role of design and heritage in achieving sustainable economic growth.	Support and comments noted
SO17/376/1811	Mineral Products Association	Not answered	Aim 4 should also include the safeguarding of mineral resources and infrastructure/ production sites.	Support noted
SO17/381/1812	Graham and Sylvia Rowe	Don't Know / Unsure	N/A	Noted
SO17/379/1814	Mrs M.A. Wareham	Don't Know / Unsure	N/A	Noted
SO17/374/1815	Carl Edwards	Yes	Aim 1 should be more specific about the sectors of employment growth that will be targeted. The growth of high skilled jobs and the opportunities provided by Staffordshire and Keele University's should be encouraged. Employment growth should be linked to promoting science and technology research as well as through other skill bases that the universities specialise in.	It is agreed that the Joint Local Plan aims to diversify the employment base, for different sectors, and encourage the growth of further and higher education sectors. To this end these are incorporated as objectives to the plan. However in terms of specific sectors the planning policies which will be incorporated within the Draft Local Plan are considered to be a more appropriate location for such detail, linked to site allocations.

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			The plan should facilitate high quality employment growth within these sectors including bringing forward the sites to enable high quality employment growth. This will attract and retain graduates and reduce out-migration.	
SO17/382/1816	Mrs S Y Cornes	No	N/A	Noted
SO17/383/1817	Pat Lee	Yes	N/A	Support Noted
SO17/375/1819	Muller Property Group	Yes	<p>The aims and objectives are supported. However, the policies in the plan need to be sufficiently flexible to deliver a sufficient amount of development in a range of locations.</p> <p>Aim 1 is supported. The plan should look to actively support and boost business growth and diversify the employment base in urban and rural areas and the growth of further and higher education sectors and training is supported. New housing is required to support employment growth.</p> <p>The diversification of the area's economic base to a hub for innovation and investment will create new managerial positions. High quality housing will need to be provided in order to attract and retain the managerial workforce within the local area.</p> <p>Aim 3 - Dynamic and Diverse Neighbourhoods, is supported. Sufficient quantum housing should be delivered in a range of locations in order to deliver choice and competition for market land.</p>	Support and comments noted. It is considered appropriate to amend the wording to bullet point 4 of Aim 4 to encourage the development of sustainable brownfield land, in line with the NPPF.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Aim 4 is not consistent with the requirements of the Framework as it seeks to "prioritise" rather than 'encourage' the development of sustainable brownfield land. The Local Plan should "encourage" the development of previously developed land but allocations should be based on delivery and achieving the overall objective of increasing the amount of development in the area and diversifying the economic base.	
SO17/377/1821	Sam Loweth	Yes	N/A	support noted
SO17/380/1823	Whitmore Parish Council	Yes	The aims and objectives are noted. The Councils' need to take quicker control over housing supply issues.	Comments Noted
SO17/503/1824	Neale Sheldon	No	Comment that rural villages do not have the capacity to accommodate additional development. There are brownfield sites near the city that could be developed.	Comments noted. The objectives set out under Aim 4 aim to encourage the development of sustainable brownfield land, however recognition of the potential environmental and ecological impacts on some of these sites also needs to be recognised, as included within this aim.
SO17/504/1825	Stephanie Evans	Don't know / unsure	N/A	Noted
SO17/505/1826	Steven Malam	No	N/A	Noted
SO17/506/1827	Theatres Trust	Don't know / unsure	N/A	Noted
SO17/507/1828	Jill Freeman	Don't know / unsure	The document contains too much jargon.	Noted
SO17/508/1829	Michael Hall	Don't know / unsure	N/A	Noted
SO17/509/1830	The Connecting Tracks Project	Don't know / unsure	Not applicable	Noted



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/510/1831	Andrew Wickens	Not answered	Aims 3 and 5 overlap. One of the aims could have an educational focus given that there are two Universities within the area.  If the area is to attract jobs, planning for the way businesses contribute to training will be key.	Comments noted. However with regard to not including an educational focus, Aim 1 (bullet 4) does include this and states 'To encourage the growth of the further and higher education sector and training facilities'. It is also agreed that a greater focus to the universities could be included within the vision to the plan.
SO17/511/1832	Richard Nicholl	Yes	N/A	Support Noted
SO17/512/1833	Donald Butterworth	Yes	N/A	Support Noted
SO17/513/1834	Paul Baddeley	Yes	More detail is required about improving public transport. Having the city centre as the main target for investment will assist bus operators to provide more services.	It is considered that Aim 2 - Healthy and Active communities includes adequate reference to encouraging and supporting public transport, this states ' To reduce the need to travel, improve accessibility and increase the opportunities for sustainable and innovative modes of active travel.'
SO17/514/1835	Loggerheads Parish Council	Yes	N/A	Support Noted
SO17/515/1836	Adri Hartveld	Don't know / unsure	N/A	Noted
SO17/516/1837	Karl Deakes	Don't know / unsure	N/A	Noted
SO17/517/1838	Catherine Salt	Yes	N/A	Support Noted
SO17/518/1839	Mr and Mrs Phillips	Not answered	The plan should protect the beauty and rural aspects of the area.	Comments Noted
SO17/519/1840	Carlton Woolley	No	Brownfield land should be utilised and better used made of redundant colliery sites. Development should be focused on existing conurbations and	Comments noted. The councils acknowledge that it is early in the plan's preparation; therefore the full details of the Joint Local Plan policies

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			aim to bring life into city and town centres rather than building retail developments and logistics sites.	have not been set out as yet. The inclusion of site allocations and details planning policies will be included within the Preferred Options and Draft Plan stages.
SO17/520/1841	Natural England	Yes	Support the objectives.  Comment that the term 'green infrastructure' would be preferable to 'greenspaces' as this is a broader term.  Landscape character should be included within the 'utilising our natural assets and resources' section	Support Noted. The councils have updated their evidence on greenspace and more detailed policies within the plan with recognise the importance of green corridors will be included at the draft plan stage. It is agreed that the vision could be clearer in terms of protection of landscape.
SO17/521/1842	Jacqueline Karen Reynolds	Yes	The plan should aim to protect the beauty and rural aspect of the area.	Support Noted
SO17/522/1843	Lynne Woolley	Don't know / unsure	Youth obesity levels in Stoke-on-Trent are some of the highest in the country.	Noted. Aim 2 (bullet point 2) states that the plan aims 'To support and promote healthy and active communities and improve physical and mental health and wellbeing through the design and appropriate siting of development.'
SO17/523/1844	John Lamont	Don't know / unsure	N/A	Noted
SO17/524/1845	Janet Lamont	Don't know / unsure	More consideration should be given to heritage and natural environment assets.	Comments Noted.
SO17/525/1846	Sport England	Yes	There are opportunities to encourage physical activity through new development proposals and also through creating linkages with existing employment, shopping, and school facilities. The inclusion of concepts within the document 'Active Design' is encouraged.	Support Noted
SO17/526/1847	M Davies	Don't know / unsure	N/A	Noted

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/527/1848	Staffordshire Chambers of Commerce	Yes	N/A	Support Noted
SO17/528/1849	Keele Parish Council and Neighbourhood Plan	Yes	The aims and objectives are lacking in detail. Culture and sport should be included.	Support Noted. It is agreed that the vision should incorporate reference to culture. With regard to support it is considered that Aim 2 (bullet 1) covers this which states - 'To ensure that new development makes adequate provision for all necessary community facilities including health care, education, sports and recreation and leisure and that the quality and accessibility of existing facilities are enhanced and retained where they provide for the justified community needs.'
SO17/529/1850	Peter Jones	No	N/A	Noted
SO17/530/1851	Angela Clarke	No	N/A	Noted
SO17/531/1852	Canal & River Trust	Not answered	<p>The canal network can make a significant contribution to Aim 2: Healthy and Active Communities.</p> <p>Aim 4 refers to protecting and utilising the canal network. It is important that the role that canals play in supporting biodiversity is recognised and any development minimises impact on wildlife.</p> <p>Aim 6 is relevant to the canal network and it should be protected and enhanced.</p> <p>The canals are important visitor attractions and appropriate development can enhance this.</p>	Support noted. The councils have also updated their evidence base on green spaces and green corridors; this includes recognising the importance of the canal network.
SO17/532/1853	Packmoor Residents Association	No	The document focuses too much upon housing and construction and not enough on infrastructure and business innovation.	Comments noted. The plan is at an early stage of production and the detailed policies and supporting documents will identify the

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Concern that there will be a displacement of higher end tax payers to Newcastle and Staffordshire Moorlands resulting in a drop in house prices. Increasing investment in infrastructure and attracting jobs will reverse this trend.	infrastructure required on a site by site basis to deliver the plan. This will be set out within an Infrastructure delivery Plan.
SO17/533/1854	Wenslie Naylor	Yes	A further aim is suggested to order to promote culture and sport within the plan area. This could be delivered through the delivery of a large site.	Comments Noted. It is considered that any detailed opportunities for sport can be outlined within the plan which can meet the existing objective under Aim 2 which states 'To ensure that new development makes adequate provision for all necessary community facilities including health care, education, sports and recreation and leisure and that the quality and accessibility of existing facilities are enhanced and retained where they provide for the justified community needs'. It is agreed that further reference to culture could be made within Aim 6 to ensure that performance arts and the theatre are recognised.
SO17/534/1855	Stephen Peake	No	N/A	Noted
SO17/535/1856	Sue Sandywell	No	N/A	Noted
SO17/536/1857	Jennifer Cook	Don't know / unsure	N/A	Noted
SO17/537/1858	Kidsgrove Independents	No	N/A	Noted
SO17/538/1859	Audley Rural Parish Council	Yes	Aim 5 could be undermined by growth options 5 & 6	Comments noted
SO17/539/1860	Alderman David Becket	Yes	A lack of resources could impact upon the delivery of Aim 6.	Comments Noted

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/540/1861	Alan Kinnersley	Yes	N/A	Support Noted
SO17/541/1862	Newcastle under Lyme Liberal Democrats	Don't know / unsure	The aims and objectives lack sufficient detail.  Latest technology and ideas should be reflected in the aims and objectives for example in relation to renewable technology and provision for cyclists.  Effective remediation monitoring of sites is required.	Comments noted however it is important to note that the Joint Local Plan will incorporate more detail through a detailed preferred strategy, development management policies and site allocations. We recognise that it is early in the plan making process and therefore detail will be set out at the draft plan stage in line with the proposed vision, aims and objectives.
SO17/542/1863	Janet Burgess	Don't know / unsure	N/A	Noted
SO17/543/1864	Ms Finney	No	N/A	Noted
SO17/544/1865	Glenis Woodcock	No	N/A	Noted
SO17/545/1866	Madeley Parish Council and Neighbourhood Plan Steering Group	Yes	N/A	Support Noted
SO17/546/1867	Ray Williams	No	N/A	Noted
SO17/547/1868	FUCHS Lubricants (UK) plc	No	The options appear to cover broadly the issues that will have an impact on the effectiveness of the plan.	Comments Noted
SO17/548/1869	Gwyn Griffiths	Yes	N/A	Support Noted
SO17/502/1872	Cynthia England	Yes	N/A	Support Noted
SO17/743/1873	Araripe Limited	Yes	In general, we agree with the Aims, Objectives	Comments noted. It is considered important that

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>and themes identified, although we would question their order of priority and whether certain objectives need to be expanded upon. For example, at paragraph 4.6 of the consultation document, it states that the “primary aim of the Joint Local Plan is to address locating new homes in sustainable locations to meet the identified needs and aspirations of the Housing Market Area which Newcastle and Stoke share”. If delivering housing is the “primary aim” then “Dynamic &amp; Diverse Neighbourhoods” (currently AIM 03), should be promoted to AIM 01 with other aims following on from this.</p> <p>We also note that many of the objectives outlined under AIM 02 assume, or require housing development to take place before the objectives would become relevant. It would therefore seem logical to prioritise the delivery of new homes before the associated infrastructure currently identified under AIM 02.</p> <p>In terms of the Aim of achieving a “UK Central Hub for Innovation and Investment”, this is clearly an ambitious target, but one which could be of considerable benefit to the economy if successful, and we support this. We do however note that the Councils do not intend to take into account HS2 as part of the Joint Local Plan. This approach is in our view questionable given that the government has now introduced the High-Speed Rail (West Midlands to Crewe) Bill into Parliament (17th July 2017). Now the Bill is passing through parliament, we believe this issue cannot be ignored in a plan, which is clearly intended to cover a period when HS2 anticipated to be</p>	<p>the Joint Local Plan incorporates aims and objectives which sets out what the plan area will look like if the plans strategy, aims, objectives and policies are followed. We recognise that it is early in the plan making process and therefore further detail in terms of type of sites and the infrastructure requirements on a site by site basis will be provided at the Draft Plan stage, in line with the vision, aims and objectives. This will ensure there is a balance and mix of sites which can meet the requirements of the plan. As the Plan progresses so will the planning phase for HS2, coupled with the Constellation Partnership’s strategies for the area these may inform later stages of plan preparation.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>operational i.e. 2027. Although HS2 will not stop within the Joint Plan area, there will inevitably be a sphere of economic influence around the proposed station at Crewe, and the Councils should plan positively to take advantage of this; particularly as HS2 is likely to result in increased demand for housing in locations such as Talke which have good access to Crewe.</p>	

### Question 3: Housing growth scenarios

The Consultation Document identifies 4 housing growth scenarios which set out different levels of housing provision between 2013 and 2033. Which of the housing growth scenarios do you consider should be preferred?

A: Carry forward existing levels of housing growth

B: Supporting our natural population growth

C: Supporting economic growth

D: Maximising our economic potential

Don't know / unsure

An alternative option

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/25/1729	Gary Picken	C An alternative option	Whilst I am supportive of the housing growth outlined in option C, the local plan should take account of a balanced land use strategy. So I would like to see the local plan to have an environmental improvement counterbalance with any non-brownfield (virgin fields) usage being compensated by the creation of new public greenfield spaces from former brownfield sites - ideally on a ratio similar when TPO trees are replaced i.e. on a 2 or 3 to 1 ratio therefore enhancing both Stoke on Trent's environmental performance providing sustainability development strategy and simple aesthetics improvements delivering a positive cohesive local plan.	Support for option C is noted. The SHLAA looks at the constraints on the sites and then assess it accordingly. Once the sites are selected, the local plan policy and the development management policy will guide the development to ensure that any adverse impacts are mitigated.
SO17/27/1730	B Isaac, G Downs and J Talbot	D	Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability	Support for option D is noted.  There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>The redrawing of the settlement boundaries at Keele to accommodate our client's site would bring forward circa 3 - 5 dwellings which could contribute to delivering Growth Scenario D.</p>	
SO17/29/1731	Mr G Adams	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>The provision of circa 4 - 5 executive dwelling on our client's site at Manor Road, Baldwin's Gate could significantly contribute to delivering Growth Scenario D.</p>	
SO17/26/1732	Ian Jefferies	D An alternative option	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>The redrawing of the settlement boundaries at</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

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			Keele to accommodate our client's site would bring forward circa 3 - 5 dwellings which could contribute to delivering Growth Scenario D.	
SO17/28/1733	J, R and M Hollins	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>It is considered that the provision of circa 5 family dwelling at Land at Leycett Road, Scot Hay could contribute to delivering Growth Scenario D.</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/24/1734	Julie Everst Young	D An alternative option	Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that	Noted support for Option D with some support for Option C as a minimum with an appropriate buffer applied to counter potential for non-implementation.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client owns the site at Caverswall Lane (south of Caverswall Park Farm) which has the capacity to accommodate up to 235no. dwellings which could come through during the plan period and could significantly contribute to delivering Growth Scenario D.</p>	<p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/31/1735	Mazar Hussain	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's site at Land at Eaves Lane, Bucknall could accommodate circa 168no. dwelling during the plan period and this could significantly contribute to delivering Growth Scenario D.</p>	
SO17/23/1736	P Marson, J Marson and A Manning	D	<p>Whilst our clients strongly support Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the</p>	<p>Noted support for Option D with some support for Option C as a minimum with an appropriate buffer applied to counter potential for non-implementation.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our clients' sites could significantly contribute to delivering Growth Scenario D</p>	
SO17/22/1737	Smartbuild & Design Limited	D	<p>It is only through Growth Scenario D, which proposes to provide 36,280 new houses during the plan period, that the Housing Market Area can deliver in excess of the OAN that has been identified in the Strategic Housing Market Assessment (SHMA). In fact, paragraph 4.4 of the Options consultation acknowledges that the increase in population of 44,000 during the plan period under Scenario D would only result in a 'moderate' 13-14% increase in population, which is below the national averaged increase of 17%. If the Joint Local Plan is to be aspiring for higher growth in order to compete with neighbouring Cheshire East and Stafford Borough Councils (for example), then it should be aspiring to achieve growth that is commensurate with the national average. Only by delivering above the OAN level can the Councils hope to realistically achieve the economic objectives that have been set out in their six Strategic Aims as well as enable these areas to compete with the economic areas that are located in neighbouring authorities.</p> <p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of</p>	<p>Noted support for Option D with some support for Option C as a minimum with an appropriate buffer applied to counter potential for non-implementation.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could	
SO17/30/1738	TFK Property Limited	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>The provision of circa 250 dwelling at Land at</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Milton Works, Diamond Crescent, Milton would significantly contribute to delivering Growth Scenario D.	
SO17/73/1739	Chris Flanagan	An alternative option	Supporting the needs of the population in terms of housing, health, work, culture.	No preferred option appears to have been selected. The OAN takes on board the needs of the area.
SO17/75/1741	David Bourne	C	Option C - Housing growth by itself is pointless - the city will stagnate if we don't also provide quality jobs to support residents - This also needs to be supported by improvements to other sectors such as schools, recreation and leisure, retail, and infrastructure. However we need the money to do so. Hence, the tick to economic growth. With less government funding coming the way, economic growth must be a priority.	The Local Plan is supporting the delivery of employment land as well as housing and will be actively promoting this, for example as with the Enterprise Zones. There will be an Infrastructure Delivery Plan to support the Local Plan, detailing the timely delivery of infrastructure. This will be written after Duty to Cooperate discussions with infrastructure providers.
SO17/74/1742	Dennis Weston	C	Common Sense dictates the objectively assessed need (OAN) is supported as a minimum and therefore maximising our economic potential should be aimed for. It is not clear however where 36,280 houses are to be built i.e 1814 (houses per year) x 20 years = 36,280. Support for a site adjacent to Primrose Hill for residential development, however the surrounding area should be protected.	Support for option C noted. The spatial growth options, along with the indicative capacity of each option to accommodate an amount of housing growth, are presented in the strategic option consultation document.  The site you refer to, if it has been brought to the attention of the council via a call for sites submission, will be considered once a preferred spatial growth strategy has been identified.
SO17/71/1743	Malcolm Clowes	Don't know / unsure	This is a really difficult area of projection. What is most certainly true however is that any projection will be wrong. In migration choices, birth and death rates alongside cultural and societal changes and economics will all play a part in determining how much growth ought to be planned for. There may indeed be considerable merit in simply planning for high levels of growth	The Council considers that the evidence is based upon robust evidence and provides an accurate base to set the housing requirement on. The NPPF asks to significantly boost housing delivery, but also to be realistic.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>both to meet any which does occur but also to send a clear and positive message to investors and the public that the area does indeed aspire to growth and has a positive and pro-growth agenda. This could be especially important post RENEW which in its policy base and practice sent a very anti-growth message and held the area back for too many years.</p> <p>Accordingly aiming towards maximum growth is favoured.</p>	
SO17/77/1744	Mrs M Hall	A		Support for option A noted.
SO17/78/1745	The Woodland Trust	Not answered	Our main concern is that no ancient woodland or ancient or veteran trees are adversely impacted by whatever option you choose. Other than that we do not have sufficient local knowledge to give an opinion as to where new housing should be developed.	Comments are noted. The SHLAA looks at the constraints on the sites and then assess it accordingly. Once the sites are selected, the local plan policy and the development management policy will guide the development to ensure that any adverse impacts are mitigated.
SO17/79/1746	Renew Land Developments LTD	D		Support for option D noted.
SO17/76/1747	Robert Almond	A		Support for option A noted
SO17/72/1748	Newcastle-under-Lyme Borough Council (Regeneration)	C	The need for an independent assessment of the market appeal of the urban sites being considered for housing development (and how this therefore impacts on build out rates of the local housing offer). The Newcastle Western Extension proposal (c. 2700 housing units), for instance, is fully	Support for option c noted. Comments regarding the importance of job creation and the suggestion of an assessment of market appeal will be given consideration. SHLAA sites have been subjected to a high level viability assessment those sites which progress through towards the later stages of

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>costed. How many of the more significant urban housing proposals under consideration are demonstrably viable and deliverable? If these do not come forward, the area will be very short of attractive housing development sites and the better off will continue to drift out to Stafford and South Cheshire.</p> <p>More jobs and the availability of attractive housing opportunities are both key to turning around outmigration and the tendency for the population in urban areas to age (as the young and mobile move out) leaving behind a poorer and more dependant population with less spending power. We have to be realistic about the extent to which many of the brownfield sites in less attractive parts of Newcastle and Stoke-on-Trent will appeal to developers and their customers.</p>	the Local Plan will be tested further in terms of their viability and deliverability.
SO17/188/1749	Richard Atherton	C	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework).</p>	<p>Support for option C noted.</p> <p>The need for a contingency will be considered at subsequent stages of the Plan.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/211/1750	Andrew Alexander	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's site at Buddeleigh Farm, Betley could contribute to delivering Growth Scenario D.</p>	<p>Support for option D noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/208/1752	Ascalon properties	D	<p>We support Growth Scenario D</p> <p>Scenarios A and B and C will not give the opportunity to meet the OAN and therefore restrict economic growth and quality of life.</p>	Support for option D noted.
SO17/225/1753	Aspire Housing	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Aspire Housing are themselves submitting various sites through the Call for Sites exercise in addition to making representations under Strategic Options. They intend to apply for further planning permissions on a number of sites during the plan period, with the quantum of development within such sites ranging from below 5no. dwellings to others above 5no. dwellings. These sites will generally consist of brownfield sites which are now surplus to requirements. The development proposals would be in the form of affordable housing and/or market housing, dependent upon whether there is a need for affordable housing in that area or whether market housing is proposed with the aim of generating funds to go towards to delivery of affordable housing elsewhere. The</p>	<p>projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			bringing forward of these sites would have a cumulative effect of contributing towards the delivery of Growth Scenario D.	
SO17/223/1754	Betley, Balterley & Wrinehill Neighbourhood Plan Steering Group and Parish Council	An alternative option	<p>The Steering Group strongly queries these assumptions which significantly inflate the housing requirements included in the JLP's OAN, and take the projected figures to 2039 beyond the plan period. The argument underpinning level of housing provision is that to meet the 17,000 jobs required to support the North Staffs' economy with an ageing population and, therefore, an insufficient labour force, the population requires to increase by 44,000 or by 13 to 14%, and which will need to be housed, at annual growth rate never previously attained. The projected growth now considered necessary is based on key assumptions of an annual inward migration of 958 people, the retention of students educated in the area, a high level of household formation including hidden households, (those wanting but are unable to establish independent households). Without the additional houses it is argued that there will be an insufficient labour force to support the predicted level of employment required. 586 new dwellings per year will need to be built in the Borough against an actuality of 243 dwellings completed annually between 2013 and 2015. The JLP's OAN proposed level of housing growth will create severe and unsustainable problems for the rural parishes and, indeed, for the whole Borough, and should be reviewed and revised.</p> <p>The Steering Group would also request the Borough Council to address the issue of "fair share" to the rural parishes, as set out previously,</p>	The Council considers the evidence to be robust and NPPF compliant.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			in the allocation of the projected housing growth in the OAN.	
SO17/229/1757	D2H	Not answered	<p>Scenarios A and B should be discounted as these will not be NPPF compliant. Scenarios C and D would require further development and refinement as the Evidence Base develops, and the proposed standard approach to defining Objectively Assessed Need becomes clear.</p> <p>Therefore, it is considered that it is not yet possible to provide comment on a possible preferred housing growth scenario.</p>	<p>Comments are noted. The Council appreciates the requirements of the NPPF and aims to meet them. The Council will continue to assess new evidence of housing needs, such as the Government's standardised methodology for calculating housing needs, as it emerges. The benefits of Option D have to be considered against the potential negative impacts and the appropriate housing requirement will be assessed.</p>
SO17/207/1759	Dean Lewis Estates	D	<p>We suggest that Housing Growth scenarios A and B are discounted forthwith as they are non NPPF compliant.</p> <p>Scenario C does not deliver economic growth in scale and aspiration (NPPF para 154) or an appropriate timescale. The delay from the Plan start of 2013 to adoption predicted in 2021 prompts the need for attractive housing choices and good quality homes to ensure deliverability.</p> <p>Scenario D is the most aligned to a Vision for growth. It is the minimum required, with further alignment based on the evolving Constellation Partnership growth agenda.</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/216/1760	Dr D Hodgkinson	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's sites in Talke and at Bar Hill, Madeley could make a material contribution to delivering Growth Scenario D.</p>	<p>their impact through the production of a future Local Plans.</p>
SO17/214/1762	Elmside Garden Centre	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's sites at Elmside Garden Centre and Furnace Lane / Arbour Close in Madeley could contribute to delivering Growth Scenario D.</p>	
SO17/203/1764	G Colclough-Evans	D	<p>Option D is the single most option that would maximise and significantly uplift the economic potential of the plan area, Increase the number of jobs created over the plan period, increase the number of new homes built to help improve affordability levels to enable young people to access local housing, and provide and enhance infrastructure provision required to support future growth. And encourage new investment. It would best align itself to Para 154 of The Framework in its aspiration, and be that Scenario most equipped to maximise the economic growth potential of the JLP area, and to inject maximum positive outcome to the local housing market, its availability and affordability, and would finally, be best equipped to accommodate and take advantage of the intent, aspiration and potential arising from both HS2 and The Constellation Partnership.</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/204/1764	G Colclough-Evans	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but</p>	<p>Support for option D noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting</p>



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			with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.	effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.
SO17/195/1765	Maer Hills Protection Group	Don't know / unsure	The area has a rapidly growing elderly population. Young people appear to be leaving the area. We believe that the scenarios of job creation and consequent population growth are unrealistic.  Therefore the large number of new houses suggested will simply not be needed	The inclusion of options for increased growth is in part an attempt to rebalance the area's demographic age range.
SO17/193/1766	Gary Dean Associates Ltd	C	Option C - It is consistent with the positive vision in the plan areas and seeks to deliver the full, objectively assessed need for new housing.	Support for option C is noted.
SO17/190/1767	Mark T Coupe	Don't know / unsure	This is a really difficult area of projection. What is most certainly true however is that any projection will be wrong. Aiming towards maximum growth is favoured.	Although 'don't know / unsure alternative option' has been selected the representation indicates a preference towards scenario D. The subsequent stages of the plan will have regard to 154 of the national policy framework with regards to being aspirational but also realistic.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/186/1768	WW Planning	Don't know / unsure	This is a really difficult area of projection. What is most certainly true however is that any projection will be wrong. Aiming towards maximum growth is favoured.	Although 'don't know / unsure alternative option' has been selected the representation indicates a preference towards scenario D. The subsequent stages of the plan will have regard to 154 of the national policy framework with regards to being aspirational but also realistic.
SO17/217/1769	Graham Heath Group	D	Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional	Support for option D is noted.  There is not considered to be sufficient information regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>uplift in windfall provision to be allowed during the plan period.</p> <p>The provision of 55no. dwelling at our client's site at Shralebrook Road, Halmerend could significantly contribute to delivering Growth Scenario D.</p>	
SO17/187/1770	Glynn Edwards	Not answered	N/A	No preference or comment provided.
SO17/206/1772	Historic England	Not answered	<p>Where housing growth scenarios are referenced throughout the document, we are keen to understand what evidence base is being used to understand the impact to the significance of heritage assets, including their setting, in line with the National Planning Policy Framework (NPPF). We would expect to see an assessment for each proposed site, where an impact to a heritage asset, including its setting, may arise. This does not just include if there are heritage assets within the red boundary line of the proposed site.</p> <p>We note that Scenario A, B, C, D for housing do not consider the historic environment in either the opportunity or the challenges box and we would recommend that the Council considers what the opportunities and challenges for the historic environment may be.</p>	Noted. It is acknowledged that this will be an important part of the evidence base.
SO17/212/1773	Ian Dos Remedios	D	Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-</p>

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			<p>10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our clients site at Newcastle Road, Trent Vale could contribute to delivering Growth Scenario D.</p>	<p>period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/231/1774	Intu Properties plc	Not answered	<p>Paragraph 3.1 of the Joint Local Plan discusses the requirement for each local planning authority to establish a locally derived housing and employment target. Paragraph 23 of the NPPF (bullet point 6) requires local planning authorities to allocate a range of suitable sites to meet the scale and type of retail, leisure and residential development needs in town centres (along with other uses). Accordingly, the Joint Local Plan</p>	<p>Comments are noted. The Council appreciates the requirements of the NPPF and aims to meet them.</p>
SO17/213/1775	J A Knight (Coppice) Ltd	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-</p>

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			<p>10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's site at Land at Haying Lane would contribute to delivering Growth Scenario D.</p>	<p>period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/194/1776	The Strategic Land Group	D	<p>Housing Growth Scenario D – Maximising our Economic Potential should be the preferred approach as it will improve affordability of housing in the quickest time and is the scenario most likely to have a marked impact on the economic potential of the two authority areas. Scenario D would also ensure the Vision for the Local Plan area is successful by attracting young people and families to the area through the provision of innovative and successful economies and attractive and well-designed new homes. However, the requirement should be quoted as a minimum.</p>	<p>Noted support for Option D.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/210/1777	John Sanders	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's site could accommodate up to 50 dwelling which could significantly contribute to delivering Growth Scenario D.</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/220/1778	Keele Homes	D	<p>It is only through Growth Scenario D, which proposes to provide 36,280 new houses during the plan period, that the Housing Market Area can deliver in excess of the OAN that has been identified in the Strategic Housing Market Assessment (SHMA). In fact, paragraph 4.4 of the Options consultation acknowledges that the increase in population of 44,000 during the plan period under Scenario D would only result in a</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>'moderate' 13-14% increase in population, which is below the national averaged increase of 17%. If the Joint Local Plan is to be aspiring for higher growth in order to compete with neighbouring Cheshire East and Stafford Borough Councils (for example), then it should be aspiring to achieve growth that is commensurate with the national average. Only by delivering above the OAN level can the Councils hope to realistically achieve the economic objectives that have been set out in their six Strategic Aims as well as enable these areas to compete with the economic areas that are located in neighbouring authorities.</p> <p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the</p>	

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			plan period.	
SO17/221/1779	Keele University	D	The growth and development of the University, which is aligned with Strategic Aim 1, envisages a very successful and vibrant local economy. A sustainable, deliverable and viable housing strategy, which supports such an economic profile, is therefore required and this points to scenario D.	Support for option D is noted.  The growth aspirations of the university will be a consideration as the local plan progresses.
SO17/215/1780	Keith Eardley	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's site at Audley Road, Waterhays,</p>	<p>Support for option D is noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Newcastle-under-Lyme could provide circa 12 dwellings which could contribute to delivering Growth Scenario D.	
SO17/192/1782	St Modwen Developments Ltd	D	Setting the bar in line with the OAN (scenario C) in a challenging market such as that evident in the JLP area is an invitation to fail. This would inevitably create circumstances where the associated requirement is treated as a target, rather than a minimum, with every chance that in practice delivery would fall short. Scenario D will enable growth sectors within the economy to be supported and promoted, and underpin a higher jobs target. A failure to meet the housing target in scenario D would be disappointing, but this would be in circumstances where delivery of at least the OAN would be much more likely to be achieved, and where full economic potential would be more closely realised.	Support for option D is noted.
SO17/222/1786	Mr and Mrs Rawlins	D	Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five	Support for option D is noted.  There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's land at Stone Road in Trentham/Hanford could make a material contribution to delivering Growth Scenario D."</p>	
SO17/227/1787	Mr C and Mrs S Taylor	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client's land at Heathcote Road and Victoria</p>	<p>The support for Option D is noted. The Council will continue to assess new evidence of housing needs, such as the Government's standardised methodology for calculating housing needs, as it emerges. The benefits of Option D have to be considered against the potential negative impacts and the appropriate housing requirement will be assessed.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Avenue, Halmerend/Miles Green, Newcastle-under-Lyme could make a material contribution (up to over 200 dwellings subject to the extent of the sites that is allocated/developed) to delivering Growth Scenario D.	
SO17/228/1788	Mr and Mrs E Woodall	D	<p>Overall, we firmly believe that Scenario D should be progressed. Whilst higher than OAN, it would set an ambitious target to maximise opportunities for inward investment and economic growth within the joint plan area.</p> <p>Scenario D would certainly be consistent with the strategic Vision and the Aim of creating a UK Central Hub for Innovation and Investment. Setting a higher growth target would also provide the flexibility to take advantage of growth opportunities arising from HS2."</p>	The support for Option D is noted. The Council will continue to assess new evidence of housing needs, such as the Government's standardised methodology for calculating housing needs, as it emerges. The benefits of Option D have to be considered against the potential negative impacts and the appropriate housing requirement will be assessed.
SO17/200/1789	Chapel and Hill Chorlton, Maer and Aston and Whitmore Neighbourhood Development Plan	An alternative option	<p>The Steering Group feels that to help it to prepare its Neighbourhood Plan in strategic conformity with the emerging JLP the following issues need to be addressed by the Borough Council.</p> <ul style="list-style-type: none"> <li>- The assumptions behind the JLP OAN calculations need to be made explicit, so as to enable our Neighbourhood Plan to comply with the JLP.</li> <li>- The JLP OAN is required to be a proper assessment of need, but as proposed it appears to address an aspirational level of growth. The Borough Council needs to demonstrate that its assessment is grounded in and supported by sound evidence.</li> <li>- The level of growth proposed in the JLP OAN is such that in order to achieve a 5 year supply of deliverable housing land sites would need to be allocated that are impossible to deliver, that are</li> </ul>	<p>Thank you for comments relating to the evidence base these will be taken into consideration.</p> <p>The SHMA presents an aspirational need for the plan area in order for the plan to accord with National policy, however the need also has to be realistic. Subsequent stages of the Joint Local Plan process will investigate this matter further along with the infrastructure requirements and sustainability implications of additional growth. Further evidence relating to viability and deliverability will be obtained as the plan progresses.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>unsustainable and the development of which would cause immense harm to the rural communities.</p> <p>- The Borough Council needs to demonstrate how our Neighbourhood Area's existing OAN will be incorporated into the JLP as a "fair share of local housing need".</p> <p>- Unlike Stoke-on-Trent, which is a unitary authority, Newcastle is a two-tier authority and as such is dependent on the County Council for provision of certain services (including subsidised services) and infrastructure. Therefore the Borough Council needs to establish what is Staffordshire County Council's position on the provision of services and infrastructure to accommodate the level of growth projected in the JLP OAN.</p>	
SO17/198/1791	North Planning Loggerheads	An alternative option	<p>The Parish Council feels that to help it to prepare its Neighbourhood Plan the following issues will need to be addressed and are for the Borough Council to explain.</p> <ul style="list-style-type: none"> <li>• The assumptions behind the OAN calculations to enable our Neighbourhood Plan to comply with the JLP;</li> <li>• The OAN is required to be a proper assessment of need, but as proposed it appears to address an aspirational level of growth, which needs to be explained;</li> <li>• The level of growth proposed in the OAN means that to achieve a 5 year supply of deliverable housing land will require sites to be allocated, which will be impossible to deliver, are unsustainable and will cause immense harm to the rural communities;</li> <li>• Demonstrate how the Parishes' existing OANs</li> </ul>	<p>Comments relating to the evidence base of the Joint Local plan will be taken into consideration. The impacts of allocating land, which is sufficient to meet a need that is sufficiently aspirational to accord with National policy, in all locations will be a consideration for subsequent stages of the Joint Local Plan.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			will be incorporated into the Joint Local Plan as a "fair share of local housing need"; • Staffordshire County Council's position on the provision of services and infrastructure to accommodate the level of growth projected in the OAN	
SO17/189/1792	HCA	An alternative option	As the HCA we would wish to encourage evidence based additional levels of housing growth. This would need to tie in with the economic growth and regeneration agenda within Stoke/Newcastle.	Comments noted.
SO17/205/1793	Peter Brett Associates	C D	There is an increasingly urgent need to release land in Stoke in order to meet its very challenging identified housing targets. The level of deliverable housing land supply is nowhere near five years even when measured against the current Core Spatial Strategy targets, and the shortfall is set to heighten considerably.	Support for option C and D noted.
SO17/197/1795	Lands Improvements Holdings	C	LIH encourages the Councils to aim for an improved housing delivery target, as set out in Scenario D (providing circa 36,280 new homes). These scenarios are considered to more comprehensively align with the vision, aims and objectives of the plan in delivering more housing and supporting the economic growth potential of the plan area over the plan period. This also aligns with the aims set out in the NPPF to boost the supply of housing.	Support for option C noted, albeit with a preference towards aiming for scenario D.
SO17/202/1796	Richborough Estates	D	Planning for higher levels of economic growth would also inspire confidence in North Staffordshire as a place to invest, and would provide confidence and certainty that the area is open for business. Planning for an ambitious level of economic growth could also provide greater certainty that sites would be viable if developers	Support for option D is noted.  There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			know that the dwellings and employment spaces they deliver will be sold or occupied for rent.	their impact through the production of a future Local Plans.
SO17/201/1798	Stoke-on-Trent City Council (Housing)	Not answered	Scenario C would ensure compliance with the NPPF. We recognise that there are challenges to delivering this; however the work of the Council across both teams can contribute significantly to this delivery and addressing challenges. It is our view that this should be the minimum growth option to not only increase the number of homes delivered but also to deliver the affordable housing needs of Stoke and improve access to housing.	Evidence regarding the potential delivery of difficult sites is welcomed. Further evidence regarding the delivery record of sites across the Plan area will no doubt be an important consideration as the Plan progresses. The city council is looking at itself as a facilitator of change. It is becoming more commercial in its outlook. Stoke on Trent has been approved as Housing Business Ready and has been granted Housing Zone status. An objective of the Council's housing strategy is to make new housing development viable so that a range of new homes are built that are attractive and affordable to people whatever stage of life they are at. We recognise that there has been a low ebb of house building in the City, however market conditions are improving and in 2014/15 the number of homes built was 65% higher than the previous 6 years. We recognise there are still challenges to delivery however the work of the teams is to work with developers and other interested parties to overcome these.
SO17/219/1799	SOT Regeneration Ltd and Mr Poole	D	Planning for higher levels of economic growth would also inspire confidence in North Staffordshire as a place to invest, and would provide confidence and certainty that the area is open for business. Planning for an ambitious level of economic growth could also provide greater certainty that sites would be viable if developers know that the dwellings and employment spaces	Support for option D is noted.  There is not considered to be sufficient information regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>they deliver will be sold or occupied for rent.</p> <p>Growth Scenario D (1814 dwellings per annum) is therefore supported, and it is considered that the plan should take this target forward and aim to meet this figure through appropriate site allocations and infrastructure delivery.</p>	
SO17/230/1800	St Modwen Developments Ltd, Stoke-on-Trent Regeneration Ltd and St Modwen Securities Ltd	D	Support for Option D.	Support for Option D is noted.
SO17/218/1801	Staffordshire County Council	Not answered	<p>Whilst the OAN seems to be an ambitious level of housing delivery given past performance, we do have some concerns that the OAN does not go far enough in terms of considering a 'policy-on' approach as outlined in the various economic strategies referenced within the document. This is an issue we consider further in our response to the question related to economic growth scenarios.</p> <p>We would therefore suggest considering an approach where allocations are made to support the delivery of the OAN as a minimum, but additional allocations are safeguarded that can come forward if indeed the various economic strategies are successful and additional housing and employment land is required within the plan period. Such an approach could also act as a buffer to be able to address issues related to the non-delivery of sites and the five-year supply requirement.</p>	<p>No specific preference has been indicated.</p> <p>There is not considered to be sufficient information regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/209/1802	Stephen Beaumont	D	<p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.</p> <p>Our client owns land at Pittsburgh House, Lightwood Road, Stoke-on-Trent which could accommodate circa 25 dwellings should the site be removed from the Green Belt and this could contribute to delivering Growth Scenario D.</p>	<p>Support for option D noted.</p> <p>There is not considered to be sufficient information available regarding the likely effects of some of the projects referred to. Furthermore, as any resulting effects might occur towards the end of the plan-period it is considered appropriate to account of their impact through the production of a future Local Plans.</p>
SO17/191/1805	Lichfields	Don't know / unsure	<p>The Joint Local needs to set out policies for the management and growth of centres over the plan period, so that the need for retail, leisure and residential development are met in full over the plan period.</p>	<p>Comments noted. The situation regarding other aspects of land use planning will feature once the quantum of growth and its spatial distribution is understood. Once established, this will provide a baseline from which to assess the needs of other uses and inform the production of Local Plan policies, including those for the growth of centres.</p>



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/226/1808	Urban Vision North Staffordshire	Not answered	<p>Scenarios A and B should be discounted as these will not be NPPF compliant. Scenarios C and D would require further development and refinement as the Evidence Base develops, and the proposed standard approach to defining Objectively Assessed Need becomes clear.</p> <p>Therefore, it is considered that it is not yet possible to provide comment on a possible preferred housing growth scenario.</p>	Any shortfall represents unmet housing need. This should be calculated from the start of the plan period. Any unmet need before that time is called backlog and should be calculated on the same basis. However, the up to date housing requirement paper or SHMA should properly take account of backlog as part of the calculation of OAN, and is therefore already factored in up to the point that the figures used run from. The projections effectively start from scratch and so give a new and up to date full assessment of need.
SO17/394/1809	Gladman Developments	D	<p>The NPPF requires the plan to meet the OAN in full subject to consistency with the policies set out in the NPPF. Neither Scenario A nor B meet the OAN in full and should therefore be discounted.</p> <p>Scenario C would meet the current OAN and therefore has some merit. Scenario D would represent a housing provision in excess of the current OAN and therefore would be more fully in accordance with the NPPF aspiration for a significant boost in housing development and would very much accord with the Government's objectives as set out in the White Paper. Although there are potential issues with this scale of development in terms of environmental impact, the key will lie in those policy choices regarding the location of new housing growth.</p>	Support for options C or D is noted. As the governments standardised methodology is finalised, the plan will incorporate this.
SO17/391/1812	Graham and Sylvia Rowe	B	Do not wish new development to extend significantly beyond that required to support natural population growth.	Support for option B is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/389/1814	Mrs M.A. Wareham	A	Support for Option A.	Support for Option A is noted.
SO17/384/1815	Carl Edwards	D	<p>It is only through Growth Scenario D, which proposes to provide 36,280 new houses during the plan period, that the Housing Market Area can deliver in excess of the OAN that has been identified in the Strategic Housing Market Assessment (SHMA). In fact, paragraph 4.4 of the Options consultation acknowledges that the increase in population of 44,000 during the plan period under Scenario D would only result in a 'moderate' 13-14% increase in population, which is below the national averaged increase of 17%. If the Joint Local Plan is to be aspiring for higher growth in order to compete with neighbouring Cheshire East and Stafford Borough Councils (for example), then it should be aspiring to achieve growth that is commensurate with the national average. Only by delivering above the OAN level can the Councils hope to realistically achieve the economic objectives that have been set out in their six Strategic Aims as well as enable these areas to compete with the economic areas that are located in neighbouring authorities.</p> <p>Whilst our client strongly supports Growth Scenario D, should the Councils decide not to proceed with this option, and instead to run with Growth Scenario C, it is recommended that that housing option be pursued as a minimum level but with an additional uplift or windfall allowance of 10% to allow for any slippage or non-implementation of any large housing allocations. The Strategic Housing Land Availability</p>	The support for Option D is noted. The Council will continue to assess new evidence of housing needs, such as the Government's standardised methodology for calculating housing needs, as it emerges. The benefits of Option D have to be considered against the potential negative impacts and the appropriate housing requirement will be assessed.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Assessment (SHLAA) 2017 for Newcastle-under-Lyme acknowledges that the Council can only demonstrate a 1.8 year housing land supply (a significant under provision of the five year housing land supply requirements as set out in paragraph 47 of the Framework). Furthermore, Stoke-on-Trent City Council can also not demonstrate a five year housing land supply. Future SHLAAs could be produced to provide a comparison of the implementation rates set against the numbers of dwellings that had been granted permission; this would provide a mechanism for any additional uplift in windfall provision to be allowed during the plan period.	
SO17/392/1816	Mrs S Y Cornes	B C An alternative option	I do support B and C options above, but feel strongly that the first effort should be to clear up the inner city of SOT, plenty of brownfield sites to provide housing for workers in the area, and badly needed. We, who choose to live in rural villages in the green belt do so to keep out of "the hub". We have very little public transport, no leisure facilities, small individual shops, narrow lanes which would all be ruined by the housing planning I have seen.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need over the plan area as a whole. The plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure needed infrastructure is delivered in an appropriate timely manner.
SO17/393/1817	Pat Lee	D	Support for Option D.	Support for Option D is noted.
SO17/385/1819	Muller Property Group	D	Of the four housing growth scenarios, Scenario D is clearly the most appropriate option. It should, however, be noted that the quantum of houses allocated for development by the emerging Plan will need to exceed the preferred housing growth option in any event.	The support for Option D is noted. The Council will continue to assess new evidence of housing needs, such as the Government's standardised methodology for calculating housing needs, as it emerges. The benefits of Option D have to be considered against the potential negative impacts and the appropriate housing requirement will be

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>Not all housing allocations within Local Plans deliver as expected. Local Plans are designed to allocate land for housing delivery over a minimum of a 15 year period. It is clearly difficult to predict exactly how sites will deliver during the course of this plan period. There may be unforeseen obstacles with the delivery of the sites that are not known at the time of the Plan preparation process. Furthermore, it may well be the case that densities are overestimated due to unknown site constraints or delivery timescales extend due to changes in circumstances. It is, therefore, necessary for Local Plans to over allocate to take account of the fact that not all housing sites will deliver. The amount of over allocation required is dependent upon a range of different circumstances. In the case of Stoke-on-Trent and Newcastle-under-Lyme there are clear areas of uncertainty regarding the brownfield sites that could come forward for development. For example, a number of these sites could have difficulties with substantial remediation costs and potentially poor land values. As a consequence, the delivery of these sites could be stalled or, in some cases, prevented altogether. We are, therefore, of a view that it is necessary to over allocate by 20% i.e. the capacity of the total housing allocations should exceed the housing requirement by 20%. The 20% buffer will help ensure a constant supply of housing delivery and that the overall housing requirement is met during the course of the plan period. This approach is best practiced and followed by a number of other local authorities including the neighbouring authority of Cheshire East.</p>	<p>assessed.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/386/1821	Sam Loweth	B	Support for Option B.	Support for Option B is noted.
SO17/387/1822	Thistleberry Residents Association	Not answered	There are issues over empty homes, affordable home, regeneration and the housing market.	The Council's will continue to update evidence throughout the plan period. With regards to housing needs and population change, this is covered within the SHMA. To deliver these the Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need.
SO17/390/1823	Whitmore Parish Council	An alternative option	The parish council firmly believes that this approach is both absurd and inexcusable folly. The BC should immediately now recognise that it is completely out of its depth and tell central government that this level of development is totally unrealistic and unachievable. It should challenge central government to either send in a team to show how to do it or agree a reduced more realistic target.	The Governments guidance and policy is clear that Local Plans should significantly boost housing supply and ensure that the Local Plan meets the Objectively Assessed Needs in full. Without this it is highly unlikely that the Local Plan would be found sound.
SO17/551/1824	Neale Sheldon	Don't know / unsure	Totally disagree with building in countryside areas such as Baldwins Gate, because villages such as this do not have the capacity in the local primary school in particular. There are plenty of old brownfield sites near the city that could be developed	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need over the plan area as a whole. The plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure needed infrastructure is delivered in an appropriate timely manner.
SO17/552/1825	Stephanie Evans	D	Option D - There is not enough new housing in the areas of Newcastle-under-Lyme/Clayton and therefore you need to build on greenbelt. When you go into South Cheshire there is a lot of new housing development and I feel Newcastle-under-Lyme is losing out on families going to this area rather than stay in the Newcastle-under-Lyme area.	Support for Option D is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/553/1826	Steven Malam	An alternative option	N/A	N/A
SO17/554/1827	Theatres Trust	Don't know / unsure	N/A	N/A
SO17/555/1828	Jill Freeman	An alternative option	The NPPF states that Local Plans should look to meet their needs for housing, business and other's needs.	The NPPF states that Local Plans should look to meet their needs for housing, business and other's needs.
SO17/556/1829	Michael Hall	Don't know / unsure	N/A	N/A
SO17/557/1830	The Connecting Tracks Project	D	Maxim build housing allows for a broader range of housing types and therefore a wider level of skills from householders  I support housing development at transport hubs also.	Support for option D is noted. The Green Belt Assessment will look at the performance of the Green Belt against its functions in the NPPF and if there is a requirement to go into the Green Belt, help to select the most appropriate sites.
SO17/558/1831	Andrew Wickens	C	I would hope that young people can find affordable local housing and that we can increase graduate retention with innovative and creative businesses. I'm conscious this aspirational on my part rather than evidence based.	Support for option C is noted. With regards to HS2, as further evidence emerges, this will be incorporated into the plan.
SO17/559/1832	Richard Nicholl	B	We should consider taller buildings to maximise the use of the current available space before even considering and green belt areas. This applies both to industrial units and to housing. Doubling the space available by using just twice the height would halve the amount of land required.  Every area of brownfield sites and redundant	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need. With regards to design, policies contained within the Local Plan will look to ensure that this is appropriate for the areas and that quality housing is delivered. The SHLAA looks at densities delivered within the character areas and applies these assumptions to

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			buildings in the city and town centres must be maximised before any further use of green belt land is even considered. Brown belt land can be re-used, green belt land can never be restored.	the sites. The market will have some input into this, as the housing that is built will still have to be attractive to the buyer.
SO17/560/1833	Donald Butterworth	C D	<p>Suggest a combination of C. &amp; D. as economic growth supports everything else.</p> <p>The area needs to be able to attract sustainable employment and have sufficient numbers of people who can be educated to a good standard with opportunities for further education and vocational training to fulfil the jobs in the area from an expanding economy. The document makes statements of New Houses required each year but does not provide sufficient detail to support these numbers and this information should be made available for public and professional scrutiny.</p>	The SHMA gives detailed evidence of how the housing need numbers have been derived.
SO17/561/1834	Paul Baddeley	C	Option C - Need for newer homes throughout the urban area, overall need for smaller unit homes and for larger and high quality homes.	Support for Option C is noted. Details around house type and size will emerge in later stages of the plan preparation.
SO17/562/1835	Loggerheads Parish Council	C	The principle of C makes sense as otherwise will all be commuters out to thriving economic centres...but the document does not provide sufficient detail on calculations and assumptions made to evidence where the figures have come from so without this it is difficult to comment on actual figures proposed.	Support for option C is noted. As the Local Plan moves through the preparation process towards adoption, further details and evidence will emerge.
SO17/563/1836	Adri Hartveld	An alternative option	Focus on reducing the environmental costs and optimizing access, therefore there should only be housing and industrial development in the city and close to town centres and accessible locations in urban areas, excluding Green Belt.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/564/1837	Karl Deakes	B	Option B	Support for Option B is noted.
SO17/565/1838	Catherine Salt	C D	D - If enough employers can be encouraged into the area or enough commuters from Manchester/Birmingham attracted. If they can't then option C.	Support for Options C and D are noted.
SO17/566/1839	Mr and Mrs Phillips	Not answered	Any housing proposals need to address the facilities available including schools, health, jobs and transport. Also, to respect the characteristics of the area, this would include agriculture and green belt. There appears to be great concern locally concerning the options which include agricultural land and green belt. These options, in our view, should not feature in the plan whilst there are so many undeveloped brownfield sites, which in many cases have been undeveloped for long periods of time and are eyesores in the joint area.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need. Furthermore the Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) which will ensure the appropriate and timely delivery of infrastructure.
SO17/567/1840	Carlton Woolley	B	It should be written into every option that building on Brown field sites should be promoted above building on Green belt at all opportunities	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need.
SO17/568/1841	Natural England	Don't know / unsure	Natural England does not have a particular preference for the housing growth scenarios that have been set out but would wish to ensure that the chosen approach results in no adverse impact on any designated nature conservation sites or protected landscapes.	Comments are noted.
SO17/569/1842	Jacqueline Karen Reynolds	A	The local community are showing great concern on the options which have been voiced by Stoke on Trent and Newcastle Councils. To include agriculture and green belt in these options in our opinion should not feature in the plans. We need	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			to be protecting these precious areas for future generations. There are so many brown field sites plus derelict land and buildings which developed would improve the image of Stoke on Trent and Newcastle. More often than not it gives the wrong impression to visitors and does not help the communities living in these areas pride and ambitions to do better.	
SO17/570/1843	Lynne Woolley	An alternative option	The easy option taken by most privately owned housing developers is to build on new land which basically means green belt. These are usually 4 & 5 bedroom house built on the out skirts of the city. As such they are of no use to young first time buyers, ideal to fuel the regeneration of the inner cities. By building in rural villages and the outskirts of the city e.g. Audley where major development is being put forward, and where public transport is less that useless, this only acts to expand the use of private motor vehicles, thus harming the very environment that the plan is designed to enhance. building on inner city brown field sites, will expand the use of public transport	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need.
SO17/571/1844	John Lamont	B	There is no guarantee that the target for economic growth will be achieved especially with the HS2 hub now being in Cheshire. If economic development takes place infrastructure including housing will surely follow.	Support for option B is noted. The Joint Local Plan will be supported by economic strategies and work from the SEP to help facilitate economic growth.
SO17/572/1845	Janet Lamont	B	Need to provide housing for population as well as certain amount of economic growth to provide jobs and future employment but not at the expense of large scale development in the countryside.	Support for option B is noted.
SO17/573/1846	Sport England	Not answered	In terms of housing growth scenarios Sport England does not take a strong view. Our main priority will be to ensure housing growth is	Aim 2 of the Joint Local Plan is to support Healthy and Active Communities. The Local Plan will be supported by evidence in the forms of Playing

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			sustainable and is supported by adequate indoor and outdoor sports facilities (built, open/green infrastructure etc.) to ensure there are appropriate opportunities for physical activity to deliver the vision for healthy active communities.	Pitch strategies and green/open space strategies. Furthermore the plan will also be accompanied by an infrastructure delivery plan to ensure supporting infrastructure is delivered in an appropriate and timely manner.
SO17/574/1847	M Davies	B	Option B	Support for option B is noted.
SO17/575/1848	Staffordshire Chambers of Commerce	D	Support for option D. Staffordshire Chambers does not agree that an option to 'meet the OAN' should be an option; this should be a prerequisite / starting point. The Council should not adopt a figure that is lower than the OAN for the plan area (hence ruling out Options A and B). Such an approach would be contrary to the NPPF and would fail to meet the housing needs for both Stoke-on-Trent and Newcastle-under-Lyme and would not be positively prepared. The Council should look to boost significantly the supply of housing, which would be in line with paragraph 47 of the NPPF. We will be saying that going beyond the OAN would provide the means to do this, and we will be requesting that the JLP promote Option D (Maximising Economic Potential) - 32,180 jobs 258ha of land) & 36,280 dwellings (1,814dpa). In planning terms, this is referred to as a 'policy on' target, i.e. putting in place policies that seek to secure a greater level of growth than the OAN.	Support for option D is noted.
SO17/576/1849	Keele Parish Council and Neighbourhood Plan	C	Support for option C. This is supported by a local housing needs survey. There are further concerns about infrastructure.	Support for option C is noted. The policies contained within the Joint Local Plan will ensure that any detrimental impact of development is mitigated.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/577/1850	Peter Jones	A	Option A	Support for option A is noted.
SO17/578/1851	Angela Clarke	Don't know / unsure	Don't know / unsure Alternative option	N/A
SO17/579/1853	Packmoor Residents Association	D	<p>But you need the economic growth first, not the 'if we build it they will come' scenario. They won't. Currently the ST postcode is toxic and needs its profile to be raised by higher end employment first. By all means PLAN the housing, just enable the sites then purpose build for the increased employability prospects, not the other way round. The latter course spells disaster.</p> <p>Currently, post Brexit, there is a lot of interest in investment in the area. The current initiatives EAZ, Keele deal etc are all separate with their own agendas. There needs to be more cooperation and more of a cooperative approach to investment. All partners are still being very parochial in their attitude and outlook and they need to work together for the advancement of the REGION as a whole, not the individual plan areas. Historic nervousness between partners must now be buried for the local plant to work for the 21st century and we need to think collectively for a combined future in investment, innovation and construction otherwise it will be a disaster for the region and we will continue to be regarded as a 'basket case' by central government and therefore becoming a sink city for the country is all we deserve. We can prevent this right here, right now with an effective local plan.</p>	The Local Plan will be supported by Local Economic Plans and the work of the SEP to help facilitate any additional growth. Delivery of dwellings will be phased across the plan period.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/580/1854	Wenslie Naylor	C	Option C - To support and promote cultural and sporting provision of the JLP area, namely by identifying, securing and marketing a large well designed covered arena with ancillary workshops, practice areas. To be centrally located in the urban area and served by good public transport. To be of a standard consistent with attracting audience and participation from a wider regional area. To develop in conjunction with academic institutions' needs reference performance arts, arts in general and sports studies.	Support for option C is noted. The Joint Local Plan will also contain policies for a wide range of issues with these will be based around the aims, which include, improving our centres as well as healthy and active communities.
SO17/581/1855	Stephen Peake	A	Option A	Support for option A is noted.
SO17/582/1856	Sue Sandywell	B	Option B	Support for option B is noted.
SO17/583/1857	Jennifer Cook	Don't know / unsure		N/A
SO17/584/1858	Kidsgrove Independents	B	Option B	Support for option B is noted.
SO17/585/1859	Audley Rural Parish Council	C	Option C is realistically based on an objective assessment of need.	Support for option C is noted.
SO17/586/1860	Alderman David Becket	C	Option C, combined with the same option for employment growth offers some growth but also sustainability.	Support for option C is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/587/1861	Alan Kinnersley	B	Option B - Cheshire East Council has already started a house building programme within easy travelling distance of Newcastle & Stoke.	Support for option B is noted. Cheshire East is considered to be in a separate Housing Market Area.
SO17/588/1862	Newcastle under Lyme Liberal Democrats	C	Option C - This will meet the objective assessed needs for employment and ensures that we grow in order to catch up with the rest of the country in terms of opportunities and income for the people of the Borough.	Support for option C is noted.
SO17/589/1863	Janet Burgess	Don't know / unsure	Don't know / unsure Alternative option - How many vacant properties are there currently. Why does it take so long to re let empty properties?	It is considered that the local housing market is buoyant at the moment. Would be keen to see the evidence behind this before being able to fully comment.
SO17/590/1864	Ms Finney	An alternative option		N/A
SO17/591/1865	Glenis Woodcock	A	Option A - The population of Kidsgrove won't grow so you won't get money from here we don't want houses as you fill them with drug dealers and ex-cons so we're fine we got enough.	Support for option A is noted.
SO17/592/1866	Madeley Parish Council and Neighbourhood Plan Steering Group	C	Option C	Support for option C is noted
SO17/593/1867	Ray Williams	A	Option A	Support for option A is noted.
SO17/594/1868	FUCHS Lubricants (UK) plc	D	Option D - This is an opportunity for both Councils to make a real change to the area and not formulating a plan to maximise economic potential would appear to represent a missed opportunity.	The support for option D is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/595/1869	Gwyn Griffiths	An alternative option	Difficult to comment as the background evidence is unclear. Somewhere between B and C would appear appropriate. Every Local Authority seems to aspire to above-average growth, which is mathematically impossible!	The comments are noted, however the Government is clear within the NPPF that it wishes to significantly boost housing delivery. Also there are clear reasons within the document why the growth is considered appropriate for the area.
SO17/596/1870	Stafford Borough Council	C	In terms of the four Housing Growth scenarios, the Borough Council notes that Scenario C – Supporting Economic Growth (OAN) would provide the level of additional housing in order to support Employment Growth Scenario C – Meeting our Economic Projections (OAN). However these growth scenarios will require a significant net inflow of new residents each year, as the existing labour force is insufficient to provide for future growth, which could impact on adjacent areas.	The comments are noted, the joint SHMA looks at population projections, taking account of migration and demographic change to come up with the OAN number.
SO17/550/1872	Cynthia England	B	Option B - Providing housing for local people, so that they can remain in the area, & be part of the economic development	Support for option B is noted. However to support economic development, higher numbers may be required.
SO17/744/1873	Araripe Limited	D	<p>We firmly believe that Scenario D should be progressed. Whilst higher than OAN, it would set an ambitious target to maximise opportunities for inward investment and economic growth within the joint plan area.</p> <p>Scenario D would certainly be consistent with the strategic Vision and the Aim of creating a UK Central Hub for Innovation and Investment. Setting a higher growth target would also provide the flexibility to take advantage of growth opportunities arising from HS2.</p>	<p>The NPPF states that we should look to significantly boost housing delivery and that targets should be realistic and deliverable. Therefore when deciding the preferred housing target, the Council's will need to assess the broad range of evidence.</p>

#### Question 4: Economic growth scenarios

The Consultation Document identifies 4 possible scenarios for economic growth. Which of the economic growth scenarios do you prefer?

- A: Carry forward the existing Core Spatial Strategy employment land targets
- B: Supporting our existing population growth
- C: Meet our economic projections
- D: Maximising our economic potential
- Don't know / unsure
- An alternative option

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/35/1729	Gary Picken	C	I would like to see the local plan to have an environmental improvement counterbalance with any non-brownfield usage being compensated by the creation of new public greenfield spaces from former brownfield sites - also I'm not convinced the option c or d space requirement takes account repurposing or change of use of existing business accommodation in smaller floor area spaces whilst delivering the same growth in jobs via changes in technology and space use. I'm not convinced the option c or d space requirement analysis prepared by Stoke on Trent consultants appropriately takes account of re-purposing or change of use of existing business accommodation in smaller floor area spaces allowing either business employment growth or say conversion of former office spaces into residential flats in town centres and suburbs. This needs to be addressed in any development of the preferred local plan option.	Comments noted. The Employment Land Review (2015) considers changes in workplace technology and the implications for smaller floorspace in determining the projections for employment land growth. The HCA employment densities guide is the basis for that calculation, which is a widely accepted source of data. This will be considered further to inform the preparation of the preferred option, alongside wider environmental improvements as part of the work to prepare the policy approaches to be applied in the draft local plan.
SO17/37/1730	B Isaac, G Downs and J Talbot	D	Growth Scenario C does not assist inward migration and that any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/39/1731	Mr G Adams	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/36/1732	Ian Jefferies	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/38/1733	J, R and M Hollins	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/34/1734	Julie Everst Young	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/41/1735	Mazar Hussain	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/33/1736	P Marson, J Marson and A Manning	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/32/1737	Smartbuild & Design Limited	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/40/1738	TFK Property Limited	D	Growth Scenario C does not assist inward migration and any Growth Scenario other than D would be a significant barrier to achieving sustainable development.	Support for Growth Scenario D is noted. Growth Scenario C is based on the Cambridge Economic forecasts (which also informed the Strategic Economic Plan) and one of the reasons why this scenario is recommended as the objectively

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				assessed need is because it does help to reduce out-migration through increased in-migration. The figures relating to the employment land supply and identified shortfalls are from the Employment Land Review (2015). These figures have now been updated by both councils, as set out in the Employment Technical Paper, and so the figures quoted can be considered to be out of date.
SO17/82/1739	Chris Flanagan	D An alternative option	Ensure employment opportunities are right for workers (e.g pay/conditions/rights/access)	Support for Growth Scenario D is noted. Whilst the Joint Local Plan can assist in improving access to employment opportunities, pay, conditions and employment rights are outside the remit of the planning system.
SO17/54/1741	David Bourne	D	The City is getting less funding from the government - we need to do whatever we can to bring in funding by ourselves that can be used to further improve the city.	Comment noted. Whilst the Joint Local Plan can apply Developer Contributions or a Community Infrastructure Levy, these can only be collected through granting development proposals and the monies raised can only be spent on addressing the effects of development. A much wider variety of sources of funding for other uses can be collected by the councils outside of the planning system, for example through successfully winning grants from Central Government. The Infrastructure Delivery Plan can explore potential sources for funding for wider environmental improvements.
SO17/53/1742	Dennis Weston	D	The OAN is again supported as a minimum and therefore maximising our economic potential should be aimed for.	Support for Growth Scenario D, and the OAN (Scenario C) as a minimum is noted.
SO17/80/1743	Malcolm Clowes	C	Support for Growth Scenario C and maximising economic growth	Support for Growth Scenario C and maximising economic growth is noted.
SO17/56/1744	Mrs M Hall	A	Support for Growth Scenario A	Support for Growth Scenario A noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/57/1745	The Woodland Trust	Not answered	No preference is given to any of the Employment Growth Options but whichever one is chosen there should be no adverse impacts to Ancient Woodland and Veteran Trees.	Comment noted. Any potential impacts on Ancient Woodland and Veteran Trees will be considered and addressed as work on the Joint Local Plan progresses.
SO17/58/1746	Renew Land Developments LTD	D	Scenario D will help to deliver against the wider economic aspirations set out in the SEP.	Support for Growth Scenario D noted. The targets set out in the SEP are derived from the Cambridge LEFM economic forecast, which are the same as those that underpin the OAN (Growth Scenario C).
SO17/55/1747	Robert Almond	A	Support for Growth Scenario A	Support for Growth Scenario A noted.
SO17/81/1748	Newcastle-under-Lyme Borough Council (Regeneration)	D	Only the availability of good jobs will give young able people a reason to stay here (or to come here), and without a significant pool of young able people the area will degenerate into a sump of poorer and older people. Unless the cycle is broken then already affluent areas will continue to attract more affluent people (and jobs) and less affluent areas are left to scramble for the crumbs and fall further behind. The replacement of an objective-led planning system for the laissez-faire development system we now have (supported by Government appeal decisions) will simply accelerate this trend. The need to recognise the unique opportunity which is provided by Keele University and Science Park and the need to grow this further. This is a form of development (academic, business, research) which can only take place here (not at Lymedale Park or Chatterley Valley) and if it doesn't take place here will take place in the Manchester, Birmingham or Nottingham sub-regions instead, a lost opportunity for the North Staffs economy.	Support for Economic Growth Scenario D noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/234/1749	Richard Atherton	D	Support for Growth Scenario D	Support for Growth Scenario D is noted.
SO17/255/1750	Andrew Alexander	D	Supporting for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/252/1752	Ascalon properties	D	Economic Growth Scenarios A , B and C will not conform with the economic principles contained in NPPF and will not provide a sufficient range of employment land to attract the right level of investment and job creation. The local authorities will lose further ground against more ambitious neighbours and vitality and investment will be lost.	Support for Growth Scenario D is noted. In regard to NPPF conformity, all evidence documents that have informed the Growth Scenarios have been prepared in accordance with requirements of national planning policy.
SO17/267/1753	Aspire Housing	D	Support scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/270/1757	D2H	Not answered	Scenarios A and B should be discounted as these will not be NPPF compliant, and Scenarios C and D would require further development and refinement as the Evidence Base develops. Therefore, it is considered that it is not yet possible to provide comment on a possible preferred employment growth scenario. As with the housing growth scenario, there should also be consideration given to potential economic uncertainty that may arise as the UK moves towards its exit from the European Union.	We note your comments discounting Growth Scenarios A and B, and your inability at this stage to show any preference for either of the remaining Scenarios C or D. Scenario C is based on meeting our economic projections, i.e. the OAN; and D maximizing our economic projections. Work to date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. Further stages of developing the Joint Local Plan will bring in other matters for instance infrastructure, natural environment, heritage, and design.
SO17/251/1759	Dean Lewis Estates	D	The Cheshire East Local Plan Inspector in his final report of 20 June 2017 referenced (para. 47 onwards) that that the implications from HS2 growth and the NNGDZ should appropriately be dealt with under Plan review. This is relevant in that prior to any Regulation 19 consultation the full outcome of those strategic plans will be known.	Support for Employment Growth Scenario D is noted. At this stage, any potential growth in the wider economy arising from HS2 is not being taken into account in the Joint Local Plan, because any economic growth is not sufficiently evidenced yet. It is however recognised that HS2 will have implications on the plan area at some

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			This will bring a series of strategic level matters issues which will require a reversion to Regulation 18 consultation in lieu of the requirement to fully explore the strategic implications. A revised timetable should be produced to appropriately factor this in.	point, but any resulting effects might occur towards the end of the plan-period. At the moment the route is confirmed and a narrow safeguarding strip either side of the proposed route has been identified. The Local Planning Authority is required to notify HS2 of any planning applications in that area.
SO17/260/1760	Dr D Hodgkinson	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/258/1762	Elmside Garden Centre	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/248/1764	G Colclough-Evans	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Support for Scenario D noted.
SO17/241/1765	Maer Hills Protection Group	Don't know / unsure	The number of jobs to be created seems unrealistic in the area. The area has become de-industrialised and has become more attractive to warehousing due to its proximity to the motorway network. Employment growth will be in the care of the elderly and education/recreation for University students and associated high value research and technology employment at places like Keele Innovation Hub. It would seem sensible to concentrate new areas for economic growth and housing within reasonable proximity of each other, which would help to meet core sustainability aims of this plan.	Comment noted. Evidence contained in the Employment Land Review suggests that there will be economic growth in B class employment uses, as well as growth in other sectors. The comments relating to the location of housing and economic growth in close proximity to each other will be considered further at the preferred options stage.
SO17/239/1766	Gary Dean Associates Ltd	C	Support Growth Scenario C.	Support Growth Scenario C is noted.
SO17/236/1767	Mark T Coupe	D	Support for growth scenario D in part due to the relatively low performance of the local economy in previous years.	Support for Growth Scenario D noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/233/1768	WW Planning	D	It can only be the case that the area ought to aspire to maximum economic growth. The poor state of the local economy relative to other parts of the UK is well documented. It must be the ambition to aspire to maximum growth and to improve local economic performance. It can only be the case that the area ought to aspire to maximum economic growth. The poor state of the local economy relative to other parts of the UK is well documented. It must be the ambition to aspire to maximum growth and to improve local economic performance.	Support for Growth Scenario D is noted.
SO17/261/1769	Graham Heath Group	D	Support scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/250/1772	Historic England	Not answered	Employment Scenario A, B, C, D does not consider the historic environment in either the opportunity or the challenges box.	Comment noted. At this stage the Strategic Options report is considering housing and employment growth at a very high level to ascertain what level of growth the Joint Local Plan should require. The Joint Local Plan will play an important role in protecting and enhancing the historic environment and historic assets through the selection of sites and the preparation of appropriate local planning policies. The Councils are gathering and preparing evidence on heritage matters which will influence further stages of Joint Local Plan preparation.
SO17/256/1773	Ian Dos Remedios	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/272/1774	Intu Properties plc	D	The plan for employment growth in the Joint Local Plan focuses on what might best be described as traditional employment uses. In our view, the Joint Local Plan should take a wider perspective of what contributes to employment growth when setting out its plan for employment growth. The	We acknowledge your preference for Employment Growth Scenario D, and your support for the general approach. The Strategic Options consultation identifies different housing and employment growth scenarios and work to date has been focused on determining the amount of

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Council should recognise the very important contribution retail and other main town centre uses play in generating employment alongside other employment generating uses.	growth we need to plan for. Employment growth in the Strategic Options consultation document does focus on employment growth from B class use sectors. We acknowledge the wider contribution to employment growth from retail, leisure and other sectors; and evidence on this will inform further stages of the Joint Local Plan.
SO17/257/1775	J A Knight (Coppice) Ltd	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/240/1776	The Strategic Land Group	D	Support Scenario D as the preferred employment growth scenario as it will generate the largest amount of new jobs and will, in turn, requires an increase in the number of houses to support an increasing work force. However, as set out above, consideration should be taken of the potential benefits of HS2 and in any event the figures should be quoted as a minimum employment land requirement.	Comment noted. Scenario C is in alignment with the Objectively Assessed Housing Need (OAN) as identified in the SHMA but Growth Scenario D identifies a greater level of growth than the OAN. The implications of HS2 will be considered when more detail about the anticipated levels of growth resulting from the construction and operation of the line become available. The Core Strategy employment land requirement was identified under a different methodology as part of the preparatory work for the West Midlands Regional Spatial Strategy and can not be compared with the more recent calculation in the Employment Land Review (2015).
SO17/254/1777	John Sanders	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/264/1778	Keele Homes	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/265/1779	Keele University	D	Support growth scenario D and in particular the 'New Keele Deal' in support of Strategic Aim 1	Support for growth scenario D and the 'New Keele Deal' as part of this is noted
SO17/259/1780	Keith Eardley	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/247/1781	Mr Jones	D	Support for Growth Scenario D due to it helping to deliver wider economic aspirations such as those arising from HS2 and the Constellation Partnership.	Support for Scenario D noted. The growth implications of HS2 and the Constellation Partnership will be considered as work on the Joint Local Plan progresses.
SO17/238/1782	St Modwen Developments Ltd	D	Support for scenario D due it helping to deliver the wider LEP and Constellation Partnership aspirations.	Support for Employment Growth Scenario D is noted
SO17/266/1786	Mr and Mrs Rawlins	D	Support scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/269/1787	Mr C and Mrs S Taylor	D	Support scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/244/1789	Chapel and Hill Chorlton, Maer and Aston and Whitmore Neighbourhood Development Plan	Not answered	Option C is in alignment with the OAN conforms to the National Planning Policy Framework and support growth. We note that it is an optimistic target and would require job creation at a much higher rate than previously seen. We have a concern that if houses are built but jobs are not created this might have several negative impacts for the JLP area. Firstly it would undermine the value of older properties and impede urban regeneration. Secondly it would increase commuting levels and undermine the sustainability of local communities. Nevertheless, we remain optimistic with regard to the areas future potential to create new, high quality employment. The negative impact of option D in terms of environmental objectives makes this option unacceptable.	Support for Growth Scenario C is noted. The Joint Local Plan is required to be able to demonstrate that it can deliver both housing and employment development in balance. Its delivery will be monitored following adoption to ensure that balanced development does take place.
SO17/235/1792	HCA	D	Support for Growth Scenario D	Support for Growth Scenario D is noted
SO17/249/1793	Peter Brett Associates	C D	Support for Growth Scenarios C and D	Support for Scenarios C and D noted

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/246/1796	Richborough Estates	D	Support scenario D in order to support job growth and inward migration resulting from major initiatives such as HS2, the Constellation Partnership and the Keele Deal.	Support for Scenario D noted.
SO17/245/1798	Stoke-on-Trent City Council (Housing)	Not answered	No preference as long as the preferred growth strategy is based on the economic projections.	Comment noted. Growth Scenarios C and D are informed by projections of economic growth (Cambridge LEFM).
SO17/263/1799	SOT Regeneration Ltd and Mr Poole	D	Support for growth scenario D in order to provide an economic uplift and to help to deliver wider economic aspirations such as those of the LEP, HS2, the Constellation Partnership and the Keele Deal.	Comment and support for Growth Scenario D noted.
SO17/271/1800	St Modwen Developments Ltd, Stoke-on-Trent Regeneration Ltd and St Modwen Securities Ltd	D	Support Employment Growth Scenario D	Support for Employment Growth Scenario D is noted.
SO17/262/1801	Staffordshire County Council	Not answered	We have some concerns as to how the figures for economic growth have been reached, and particularly those under scenario D. It does not seem clear as to how the jobs figures for this scenario have been reached. The 18,250 new jobs figure under this scenario has been lifted from table 8.13 of the ELR. This section of the ELR highlights the 'policy on' approach taken and the various developments that have been included within the forecasts including the Ceramic Valley Enterprise Zone, Smithfield and Ryecroft. Whilst many of these developments will undoubtedly be included within the current and emerging economic strategies for the area, given that that the ELR was completed over 18 months ago we would argue that the policy on approach, and	Support for a minimum of Employment Growth Scenario C is noted. We will keep the 'policy on' scenario under review. In regard to how the B class jobs figures have been derived, these have been calculated using the same methodology as that set out within the Employment Land Review (2015). These figures are not presented in the Employment Land Review report as it summarises the methodology rather than setting out each step in detail. Similarly, the employment land requirement does not increase at a similar rate to the floorspace projections because the projections take account of the change of use of existing buildings to and from employment use before calculating the land requirement. At this stage, any potential growth in the wider economy arising from

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			therefore scenario D, is unlikely to align to the economic strategies referenced within the Strategic Options document. While it is suggested that the Growth & Prosperity Strategy is factored into scenario D and this does consider HS2 through the Constellation Partnership, the overall approach to the Strategic Options is that HS2 is not taken into account at this stage.	HS2 is not being taken into account in the Joint Local Plan, because any economic growth is not sufficiently evidenced yet. It is however recognised that HS2 will have implications on the plan area at some point, but any resulting effects might occur towards the end of the plan-period. At the moment the route is confirmed and a narrow safeguarding strip either side of the proposed route has been identified. The Local Planning Authority is required to notify HS2 of any planning applications in that area.
SO17/253/1802	Stephen Beaumont	D	Support for scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	Comment and support for Growth Scenario D noted.
SO17/237/1805	Lichfields	Don't know / unsure	The contribution of retail and other main town centre uses hasn't been recognised at the Strategic Options stage.	Support for the general approach is noted. At this stage the Joint Local Plan has mainly focused on housing and employment land as these are the main drivers of development. The jobs-led growth forecasts in the Employment Land Review and Strategic Housing Market Assessment do begin with jobs-led growth in all economic sectors (including retail and other main town centre uses) before narrowing down the implications for the employment land requirement. The contribution of retail and leisure, town centre and other sectors to provide jobs and contribute to economic growth is therefore acknowledged and will be further developed as work on the Draft and Final Local Plans progresses.
SO17/268/1808	Urban Vision North Staffordshire	Not answered	Scenarios A and B should be discounted as these will not be NPPF compliant, and Scenarios C and D would require further development and refinement as the Evidence Base develops. Therefore, it is considered that it is not yet possible to provide comment on a possible	We note your comments discounting Growth Scenarios A and B, and your inability at this stage to show any preference for either of the remaining Scenarios C or D. Scenario C is based on meeting our economic projections, i.e. the OAN; and D maximizing our economic projections. Work to

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			preferred employment growth scenario. As with the housing growth scenario, there should also be consideration given to potential economic uncertainty that may arise as the UK moves towards its exit from the European Union.	date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. Further stages of developing the Joint Local Plan will bring in other matters for instance infrastructure, natural environment, heritage, and design.
SO17/402/1812	Graham and Sylvia Rowe	B	Support for growth scenario B - Do not wish existing infrastructure to be over burdened with excessive new development	We acknowledge your preference for Employment Growth Scenario B and comments relating to development pressure on existing infrastructure.
SO17/400/1814	Mrs M.A. Wareham	A	Support Growth Scenario A	Support for Growth Scenario A is noted
SO17/395/1815	Carl Edwards	D	Support scenario D in order to help to deliver the wider economic aspirations of the LEP SEP.	We acknowledge your support for Employment Growth Scenario D.
SO17/403/1816	Mrs S Y Cornes	Don't know / unsure	Don't know / unsure - I feel a lot is being made of the "economic potential" you refer to. Extending our village will not help that aspect. The growth needs to start in the city and its environs and make use of the run down and derelict areas of the City of Stoke-on-Trent.	The Employment Growth Scenarios do not identify villages as a focus for employment growth. Some of the Broad Location Options do identify villages as potential locations for development however no detail has yet been identified as to how this development could be accommodated in these locations - e.g. by extending villages. The preference for prioritising urban development sites in Stoke-on-Trent is noted.
SO17/404/1817	Pat Lee	D	Support for Employment Growth Scenario D as this reflects the vision and the aims	Support for Employment Growth Scenario D is noted.
SO17/396/1819	Muller Property Group	D	Support Employment Growth Scenario D	Support for Employment Growth Scenario D is noted.
SO17/397/1821	Sam Loweth	C	Support for Employment Growth Scenario C and uncertainty caused by Brexit.	Preference for Employment Growth Scenario C is noted. There is insufficient evidence on any likely impacts from exiting the EU and therefore cannot be taken into account at this stage.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/398/1822	Thistleberry Residents Association	Not answered	<p>Paragraph 3.11 - We would like to know the statistical evidence on which the number of hectares of land is calculated re economic need given that the number of people working from home is increasing. Wouldn't this make the operational base of any business smaller? Chatterley, on which much public money has been spent, we are told, remains empty. We would agree that given the changes to economy type over the last decade or so the division of industry and other uses might need to be re-thought within urban areas. The automatic response to economic land should not be to dip into the countryside or the Green Belt. Thus change of use might be a welcomed alternative provided this is done in a sensitive way.</p> <p>Paragraph 4.20 states that office development has moved out of the town centres. Is this as a result of people working from home? If it is moving to rural sites then it could be considered that old farm buildings could be used for this purpose as has happened at Keele. The existence of Keele tends to skew the data for Newcastle. Even so, isn't it the purpose of the Planning System to regulate where development goes? This is what development plans are for.</p> <p>Paragraph 3.33 - High quality jobs are intrinsically linked to a high quality workforce.</p> <p>Perhaps the main challenges are the sensitivity to note changes as they occur and make policy to deal with these changes in a timely way so that opportunities can be grasped. This needs sensitivity to change not opposition and party</p>	<p>The main evidence used to inform the OAN is the Strategic Housing Market Assessment (SHMA) and the Joint Employment Land Review (Nathaniel Lichfield and Partners, 2015). This evidence is published on the website. The Employment Land Review considered three economic forecasts for the area (Cambridge Econometrics, Oxford Economics and Experian) and concluded that the most robust basis to plan future economic growth should draw on the modelling produced by Cambridge Econometrics, which would result in the creation of 22,584 additional jobs across the plan area between 2013 and 2039 (17,372 between 2013 and 2033).</p> <p>In regard to how the number of people working from home has affected office development in town centres, this is explored within the Employment Land Review which suggests many of those working from home are likely to be desk based staff. It also identifies changes due more efficient utilisation of office space resulting in a decrease in the amount of floorspace per office worker. The study also suggests that some businesses have been leaving smaller old town centre offices in favour of modern open plan offices in business parks.</p> <p>Development at Chatterley Valley has begun and JCB's Blue Planet building is completed. Chatterley Valley was a Regional Investment Site and is part of the Ceramic Valley Enterprise Zone. Large complex sites such as this take time to be developed out.</p> <p>In regard to the reuse of agricultural buildings for employment uses, this could be considered as a policy approach within the Draft and Final Local Plan, or it could be considered as a policy within a</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			politicking, the skills and ability to understand the issues sufficiently to make the right adjustments to policy so that policy works on the ground and raises aspirations.	Neighbourhood Plan.
SO17/401/1823	Whitmore Parish Council	An alternative option	Support for an alternative option	Support for an alternative option is noted.
SO17/599/1824	Neale Sheldon	C	Support for Employment Growth Scenario C.	We acknowledge your support for Employment Growth Scenario C.
SO17/600/1825	Stephanie Evans	D	Support for Employment Growth Scenario D. We need to maximise our economic potential because we need better housing, more employment in this area and this would help the future generations to enjoy a better standard of living.	We acknowledge your support for Employment Growth Scenario D.
SO17/601/1826	Steven Malam	A	Support for Employment Growth Scenario A.	We acknowledge your support for Employment Growth Scenario A.
SO17/602/1827	Theatres Trust	Don't know / unsure	Don't know / unsure	No response required.
SO17/603/1828	Jill Freeman	Don't know / unsure	Don't know / unsure. I don't know what the economic growth scenarios are?	The Employment Growth Scenarios A to D were set out in the consultation document.
SO17/604/1829	Michael Hall	Don't know / unsure	Don't know / unsure	No response required.
SO17/605/1830	The Connecting Tracks Project	C	Support for Employment Growth Scenario C. Brownfield sites to be urban wildlife enclaves or re-used for factories. Please could Action Area Plans be considered for Kidsgrove, using the Civil Parish Boundary and for Middleport.	We acknowledge your preference for Employment Growth Scenario C and for the reuse of urban brownfield sites. The need for and geographical extent of Area Action Plans will be considered if a need for them is identified during the Joint Local Plan preparation process. In most cases it may be

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				more appropriate for Parish/Town Councils and community groups (once designated as Neighbourhood Forums) to lead the preparation of Neighbourhood Plans for their area.
SO17/606/1831	Andrew Wickens	Don't know / unsure	Don't know / unsure	No comment required
SO17/607/1832	Richard Nicholl	B	We need to provide jobs and housing for those that live in or are born in this area. Trying to increase economic growth seems to always result in the moving of jobs rather than the creation of new jobs, which just move the problem from one area to another. The rate of population increase has recently tailed off, and with our forthcoming exit from the EU the rate of immigration should also reduce significantly, which will reduce the rate of increase affecting housing and jobs.	We acknowledge your preference for Employment Growth Scenario B, which is based on past trends. There is insufficient evidence on any likely impacts from exiting the EU and therefore cannot be taken into account at this stage.
SO17/608/1833	Donald Butterworth	C D	I suggest a combination of C. & D. as it would be beneficial to the overall economy of the area to achieve the growth projections and beyond although where is the evidence to show how the area has performed in the past against projections. More detail is needed to indicate how growth projections have been determined and what actions are being taken to ensure they are achieved and how progress will be measured. Also recognition of the outcome of Brexit negotiations need to be taken into account and alternative strategies should be drawn up and evaluated against a range of possible outcomes. It is disappointing to note that the Consultation Document does not make a single reference to Brexit and this is a woeful reflection of failure on the Joint Borough and City Councils to recognise the potential impacts of the range of outcomes of	Your preference for a combination of C and D is acknowledged. The detailed evidence for the growth projections is provided in the Strategic Housing Market Assessment and Employment Land Review. Evidence on past performance was discussed at the Issues consultation stage. Evidence to inform and support the Joint Local Plan will continue to be kept up to date as work on it progresses. It isn't yet possible to identify any likely impacts from exiting the EU and therefore cannot be taken into account at this stage.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			the negotiations and timescales with the likely effect on the availability of funding to support economic development.	
SO17/609/1834	Paul Baddeley	D	Need to attract employment particular higher paid employment. There are challenges around transportation that are not listed.	We acknowledge your preference for Economic Growth Scenario D and a need for higher paid employment opportunities.
SO17/610/1835	Loggerheads Parish Council	C	Support for Growth Scenario C. Given past performance this would be a huge step forward and the effort needed should not be underestimated.	We acknowledge your preference for Employment Growth Scenario C.
SO17/611/1836	Adri Hartveld	A	There should be a focus on reducing the environmental costs and optimizing access, therefore there should only be housing and industrial development in the city and close to town centres and accessible locations in urban areas, excluding Green Belt.	We acknowledge your preference for Economic Growth Scenario A and the preference for development to be focused in the urban area, close to town centres and not in the Green Belt.
SO17/612/1837	Karl Deakes	B	Support for growth scenario B	We acknowledge your preference for Economic Growth Scenario B.
SO17/613/1838	Catherine Salt	D	Investing in attracting employers costs in the short term and in the medium to long term more people are in employment. Employed people have more money to spend (assuming earning a living wage which is easier here than in the south) Also employed parents increase life chances of their children	We acknowledge your preference for Employment Growth Scenario D.
SO17/614/1839	Mr and Mrs Phillips	Not answered	As with the comments relating to the Housing Growth Scenarios - ensure that there are enough facilities available, such as schools, health, jobs and transport, and that brownfield sites should be prioritised over agricultural land and Green Belt.	As with the response to your previous comment, the Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the development needs required. Furthermore the Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) which will ensure the appropriate and timely delivery of infrastructure.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/615/1840	Carlton Woolley	D	New housing should be targeted to be close to areas of economic growth. Building housing outside of the main conurbations and on Green belt land only increases the demand for road traffic between home and ones place of work. Because of the nature of Stoke on Trent (five towns spread out across the city) and NuL there is no unified/ suitable public transport either between any of the outlying districts or even across the city itself. Building homes closer to the areas of economic development help to make better use of public transport or even promotes commuting via bicycle. Following Brexit, maintenance of Green belt and agriculture may be required to bolster the UK's own food production ( currently 40% of all UK food consumption is grown in the EU)	We acknowledge your preference for Employment Growth Scenario D. There is insufficient evidence on any likely impacts from exiting the EU and therefore cannot be taken into account at this stage; however in terms of protecting the best and most versatile agricultural land (BMV) the NPPF requires Local planning authorities to take into account the economic and other benefits of BMV. Where significant development of agricultural land is demonstrated to be necessary, local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.
SO17/616/1841	Natural England	Don't know / unsure	Natural England does not have a particular preference for the employment growth scenarios that have been set out but would wish to ensure that the chosen approach results in no adverse impact on any designated nature conservation sites or protected landscapes. We acknowledge the finding of the Sustainability Appraisal which recommends that mitigation measures should include having policies to ensure that development increases efficiency of energy and water usage and waste treatment, protection and enhancement of historic and natural environments and ensuring that infrastructure and services are provided to support the levels of development proposed.	We acknowledge your position demonstrating no need to prefer a particular Growth Scenario at this time, and the consideration required of impacts on designated sites and landscapes.
SO17/617/1843	Lynne Woolley	Don't know / unsure	Building in rural locations and on the outskirts of the city will do nothing for the economic well-being of SoT & NuL. Building near major transport links eg M6 motorway will only encourage heavier congestion on an already over subscribed M6	We acknowledge your uncertainty at this stage to show preference for one of the Employment Growth Options A to D. The comments relating to transportation issues will be considered as work on the Joint Local Plan progresses.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			motorway, and longer commutes to places like Manchester and Birmingham	
SO17/618/1844	John Lamont	Don't know / unsure	Don't know / unsure	No comment needed.
SO17/619/1845	Janet Lamont	B	Existing population growth is an estimate of need- the area has quite high indicators of poverty and needs to provide skills, training and appropriate employment for existing natural growth in population.	We acknowledge your preference for Employment Growth Scenario B.
SO17/620/1846	Sport England	Not answered	No comments but similar ref. to NPPF 73 and 74 with cross ref. to PPS and BFS if proposals impact on existing sports facilities.	Assessment of open spaces, sport and recreation provision are being, or have been prepared for both authorities and both authorities have adopted Playing Pitch Strategies. These evidence documents will inform future stages of Joint Local Plan preparation, particularly in regard to the preparation of planning policies, the allocation of sites for development and the designation of areas to be protected for development.
SO17/621/1847	M Davies	C	Support for Employment Growth Scenario C.	We acknowledge your preference for Employment Growth Scenario C.
SO17/622/1848	Staffordshire Chambers of Commerce	D	Support for scenario D as it will help to deliver key projects identified within the SEP.	We acknowledge your preference for Employment Growth Scenario D and your aspirations for job creation that this Scenario would enable, i.e. to align with the LEPs vision to boost growth in the LEP economy and make the City of Stoke-on-Trent a core UK city. Of the Scenarios, Employment Growth Scenario C is based on meeting our economic projections. It is the closest aligned to meeting our Objectively Assessed Need (OAN). The main evidence used to inform the OAN is the Strategic Housing Market Assessment (SHMA), SHMA Review 2017 and the Joint

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				<p>Employment Land Review (Nathaniel Lichfield and Partners, 2015). This evidence is published on the website. The 2015 SHMA considered two economic forecasts for the area including Cambridge Econometrics and Experian. These forecasts have since been evaluated through the Employment Land Review which concluded that the most robust basis to plan future economic growth should draw on the modelling produced by Cambridge Econometrics, which would result in the creation of 17,372 additional jobs and 199 hectares of new employment land across the plan area between 2013 and 2033. Housing and Employment land growth are linked and the equivalent growth for housing over the plan period would be 27,800 new homes. Scenario D would require significant uplift above the OAN and the challenge would be providing sufficient land of appropriate quality in the right locations to attract the right investment and support job creation; along with increasing the numbers of homes built to 32180 over the plan period.</p>
SO17/623/1849	Keele Parish Council and Neighbourhood Plan	C	Support the OAN approach but concerned about the potential environment effects of this level of development and ensuring that homes and jobs are delivered in balance.	<p>We acknowledge your preference for Employment Growth Scenario C. In regard to the distinction between economic growth and employment growth, employment growth is referred to in the context of the need to provide development land for B class uses whilst economic growth refers to broader job creation and economic output across all sectors. The Joint Local Plan will need to ensure that new homes and job creation are delivered in a balanced way. All potential social, economic and environmental effects of the preferred growth option will be taken in to account and addressed where possible as work of the Joint Local Plan progresses.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/624/1850	Peter Jones	A	Support for Employment Growth Scenario A.	We acknowledge your support for Employment Growth Scenario A.
SO17/625/1851	Angela Clarke	C	Support for Employment Growth Scenario C.	We acknowledge your support for Employment Growth Scenario C.
SO17/626/1853	Packmoor Residents Association	D	More jobs, more interest in the areas more skilled and semi-skilled people move in and stay, build houses to house them. Simple.com. Turley et al report makes the wrong conclusions.	We acknowledge your support for Employment Growth Scenario D.
SO17/627/1854	Wenslie Naylor	D	The current proposal makes little or no specific reference to the Service sector which in my submission I am identifying as Performance Arts, arts in general and Sports.	We acknowledge your preference for Employment Growth Scenario D. Work to date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. The evidence which has supported the work on the Joint Local Plan to date identifies that Employment Growth Scenario D could provide 32,180 jobs, of which 18,250 would be in B class industries. Therefore 13930 jobs could be created in other sectors including amongst others the service sector, arts and sport and recreation. The Strategic Options Consultation document specifically refers to employment land requirements in terms of B class uses as these require the largest amount of land take up. Arts, performance arts and sport uses are generally considered to fall within leisure and educational uses (D1 and D2 use classes) and the need to provide for these uses will be considered later in the plan-making process.
SO17/628/1855	Stephen Peake	A	Support for Growth Scenario A	We acknowledge your preference for Employment Growth Scenario A.
SO17/629/1856	Sue Sandywell	B	Support for Growth Scenario B	We acknowledge your preference for Employment Growth Scenario B.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/630/1857	Jennifer Cook	Don't know / unsure	Don't know / unsure	We acknowledge your uncertainty at this stage to show preference for one of the Employment Growth Options A to D.
SO17/631/1858	Kidsgrove Independents	B C	Support a combination of scenarios B and C	Your preference for a combination of B and C is acknowledged. Further evidence will inform ongoing stages of Joint Local Plan preparation.
SO17/632/1859	Audley Rural Parish Council	C An alternative option	The Parish Council believe that in order to truly meet this need, there should be employment growth areas within the borough which focuses on both the urban and rural economy. Rural employment would need to be in keeping with the local surroundings, and new opportunities for sustainable farming and alternative rural businesses should be encouraged. However it would be impossible to secure the employment growth targets within the borough while we have an impoverished public transport network and also deteriorating highway asset in the rural areas – which are at further risk of decline due to increasing budget cuts affecting the out of town rural areas. Whilst the Parish Council believe the majority of the employment growth should be focused within the plan area, in order to retain the local wealth in the local economy - it would be short-sighted to miss an opportunity to improve links to other major conurbations and in particular to improve transport links for the residents (and potential future residents) to access the new HS2 train line through public transport links. Much of the appeal of Stoke on Trent and Newcastle is the easy access through transport links such as the M6 for Birmingham and Manchester, airports plus natural assets such as Peak District, Wales and Lake District. Additionally tourism for Stoke on Trent relies on good transport links to major	We acknowledge your preference for Employment Growth Scenario C or an alternative option. The Joint Local Plan will consider the urban and rural economies, yet at this time work to date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. We acknowledge that there will be movement of people for work and leisure in and out of the area and that the transportation networks need to be able to accommodate that. The area is well placed to benefit from rich natural and built environments and a Midlands location gives easy access to the other parts of England and Wales, this location can be promoted through growth in the Joint Local Plan. There is insufficient evidence available now on the implications of HS2 on the Joint Local Plan area to enable us to take it into account at this stage.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>railway stations such as HS2. Government policy is about closing the north and south divide by making travel easier and quicker therefore the plan should work to make the most of these opportunities, as currently the northern parts of the borough have no direct links to Crewe or Alsager – which are considered closer than the Town Centre or City Centre. In an ideal world residents of the borough would live, work, spend and play only within the borough however in reality the country does not operate like that. In particular part of what makes an area attractive to young people is the choice to travel easily to other major employment and leisure centres such as Manchester and Birmingham. Therefore taking an inward only investment approach will put off potential young families and professionals from buying into the plan area and new and improved links to the areas outside of the borough/SOT should be encouraged.</p>	
SO17/633/1860	Alderman David Becket	C	<p>This is a realistic option that provides sustainable growth and is the option most likely to achieve the vision. However it is not obvious why this will provide a lower employment land target but job creation at a higher rate. This does not appear logical.</p>	<p>We acknowledge your preference for Employment Growth Scenario C which is based on meeting our economic projections. For each of the Employment Growth Scenarios as the amount of employment land rises so do the jobs, with the exception of scenario A which is based on a continuation of the previous employment land targets from the Core Spatial Strategy. This requirement was derived at a different time and under a different methodology. Since that time, job densities in workplaces have been changing due to changing work practices such as hot-desking and working from home. As a result, the land required to cater for job growth has declined and this is reflected in the newer calculations of the requirements for employment land that are</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				presented in scenarios B, C and D. The evidence for this is presented in the Employment Land Review (2015).
SO17/634/1861	Alan Kinnersley	B	Attempts to encourage economic growth in Newcastle & Stoke appear to have had only average success. Cheshire East Council has proposed economic development alongside the M6 (Radway) which will be a serious competitor with clear transport advantages.	We acknowledge your preference for Employment Growth Scenario B. The Councils regularly meet with neighbouring authorities as part of the duty to cooperate. This includes discussion with Cheshire East Council to consider and determine the implications of development sites and transport infrastructure across both areas, and how the impacts of these can be addressed.
SO17/635/1862	Newcastle under Lyme Liberal Democrats	C	Growth Scenario C supports the OAN for both employment and economic growth. There is little to show how the growth will be provided and we can see no inclusion of the AGRICULTURAL SECTOR, nor detail regarding technical JOBS FOR GRADUATES and reverse the decline in the number of graduates staying in the area.	We acknowledge your preference for Employment Growth Scenario C. Work to date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. The need for employment development land to cater for growth in B class industries is specifically discussed because these industries require the largest amount of land take up in comparison to other economic sectors. The Employment Land Review (2015) provides significant further detail on the breakdown of the projected job growth within each economic sector, including agriculture. In regard to agricultural industries, the Employment Land Review identifies a projected decline in jobs over the plan period. In regard to jobs for graduates, these can be met in a wide range of economic sectors and may be provided for through technical, academic, professional or other industries. One way of retaining graduates is to ensure that the local housing market caters for them through the provision of homes that are lower cost and appropriate for first time buyers and smaller households. This will be explored further as work

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				on the Joint Local Plan progresses.
SO17/636/1863	Janet Burgess	Don't know / unsure	Don't know / unsure	We acknowledge your uncertainty at this stage to show preference for one of the Employment Growth Options A to D.
SO17/637/1864	Ms Finney	Not answered	Unless everyone works in takeaways etc there will be no more employment	The Employment Land Review (2015) identifies that there is projected job growth in a wide range of industries and is not limited to food and drink.
SO17/638/1865	Glenis Woodcock	A	Support for Employment Growth Scenario A	We acknowledge your preference for Employment Growth Scenario A.
SO17/639/1866	Madeley Parish Council and Neighbourhood Plan Steering Group	C	Support for Employment Growth Scenario C.	We acknowledge your preference for Employment Growth Scenario C.
SO17/640/1867	Ray Williams	A	Support for Employment Growth Scenario A.	We acknowledge your preference for Employment Growth Scenario A.
SO17/641/1868	FUCHS Lubricants (UK) plc	D	THIS IS AN OPPORTUNITY FOR BOTH COUNCIL'S TO MAKE A REAL CHANGE TO THE AREA AND NOT FORMULATING A PLAN TO MAXIMISE ECONOMIC POTENTIAL WOULD APPEAR TO REPRESENT A MISSED OPPORTUNITY	We acknowledge your preference for Employment Growth Scenario D.
SO17/642/1869	Gwyn Griffiths	An alternative option	Opaque evidence base and unrealistic expectations. Something between B & C seems appropriate.	We acknowledge your preference for an alternative Employment Growth Scenario aligned between B and C. Work to date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. The evidence base is accessible from the Joint Local Plan website.
SO17/643/1870	Stafford Borough Council	C	In terms of the four Housing Growth scenarios, the Borough Council notes that Scenario C – Supporting Economic Growth (OAN) would	Support for Scenario C and the acknowledgement that this will require a net inflow of new residents is noted.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			provide the level of additional housing in order to support Employment Growth Scenario C – Meeting our Economic Projections (OAN). However these growth scenarios will require a significant net inflow of new residents each year, as the existing labour force is insufficient to provide for future growth, which could impact on adjacent areas.	
SO17/598/1872	Cynthia England	A	Support for Employment Growth Scenario A.	We acknowledge your support for Employment Growth Scenario A.

### Question 5: The broad locations for future housing and economic development

6 options are identified in the Consultation Document to accommodate future housing and employment growth. The opportunities and challenges are highlighted for each of the 6 options. Which of the six economic and housing broad location options do you consider should be preferred?

- 1: Carry on with the existing Core Spatial Strategy of targeted regeneration;
- 2: Urban Focus;
- 3: Suburban Focus;
- 4: Combined Urban, Suburban and Rural Villages;
- 5. Combined (Option 4) + Scattered Development in the Open Countryside & Green Belt;
- 6: Combined (Option 4) + Major Urban & Rural Extensions in the Countryside and Green Belt;
- Don't know / unsure
- An alternative option

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/45/1729	Gary Picken	2	I believe the areas shown in option 2 is where both housing and employment land development should be restricted too. I do however believe that the option 2 zone can deliver the 27000 houses rather than 11000 identified in the SHLAA 2017 report. This report is in adequate in that it makes no allowance for the change of use of city centre shops into flats which will inevitably happen over the next 20 years as shopping takes place more on line and walk in shops also downsize stock to remain competitive. This inner city regeneration is the only way to deliver the aims 02 to 06 of the vision 'as great places to live and work with active communities at their heart. A great central innovative hub for investment. The area is supportive of new and innovative development whilst embracing and protecting the historic built heritage and natural environment within their urban areas'.	Support for option 2 noted.  Evidence relating to retail and leisure will inform subsequent stages of the Local Plan.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/47/1730	B Isaac, G Downs and J Talbot	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide opportunities for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/49/1731	Mr G Adams	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide opportunities for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/46/1732	Ian Jefferies	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide opportunities for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/48/1733	J, R and M Hollins	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide opportunities for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/44/1734	Julie Everst Young	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide an opportunity for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/51/1735	Mazar Hussain	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide an opportunity for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 noted.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/43/1736	P Marson, J Marson and A Manning	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide an opportunity for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p>	Support for option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/42/1737	Smartbuild & Design Limited	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide an opportunity for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.</p> <p>Knights would welcome the opportunity to meet the</p>	<p>We welcome your support to ensure that the Joint Local Plan meets the Objectively Assessed Need (OAN) which is set out in Housing Growth Scenario C. At this time Options 1-4 do not indicate that they hold sufficient capacity to deliver the OAN for housing across the Housing Market Area (HMA). Both Councils will continue to gather evidence and monitor housing and employment land planning application and completion data to inform deliverability of the OAN. We agree Option 5 need not bring forward sustainable development, whereas Option 6 would enable further locations to be considered where they could provide opportunities for sustainable development.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>local planning authority in due course to consider further the merits of Option 6, which are considered to be the most suitable option to deliver the Councils' aspirations to deliver the housing and employment land that is required during the plan period.</p>	
SO17/50/1738	TFK Property Limited	6	<p>Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide an opportunity for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide</p>	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.	
SO17/61/1739	Chris Flanagan	An alternative option	Focus on the 'between' areas of the towns, (e.g Cliffe Vale/Shelton/Joiners square/Cobridge, etc.)	While each of the spatial options presented within the Strategic Options consultation includes areas between towns. The support to focus development specifically within these areas is noted.
SO17/63/1741	David Bourne	no response	The 'options preferred' box above is blank but they have submitted a comment, so their original response may have indicated a preferred option or the suggestion of an alternative option. I haven't located the original response so I haven't been able to verify this.	Comments noted. The use or protection of Green Belt land and appropriate uses in town centres will begin to be explored from the preferred options stage onwards.
SO17/62/1742	Dennis Weston	Don't know / unsure	It is considered no one option can be preferred and all options would have a part to play. Each proposed site has to be considered on its merits for its proposed use and none of the options 1 to 6 on their own should be solely considered. Only housing should apply to green belt areas I have identified previously at Primrose Hill, Hanford (ST4 8QT) possible housing development using infill land and an extension of the services from the adjacent pocket of land (Which already has approval for housing) ie extension of drains, etc. should be applied in this instance which common sense dictates and for sustainability and this land is owned by the government ie the land was part of south hanford farm which was owned by the old national coal board.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/59/1743	Malcolm Clowes	6	Option 6 is strongly supported.  This option will most appeal to the market and has	Support for option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			best chance of providing for a range of housing types in varying locations across the area. It would allow a review of the Green Belt to be undertaken to see where land might be released without causing undue harm to the essential functions of the Green Belt. To the East of the conurbation this would address the fact that there is a considerable depth and extent of Green Belt land between the urban edge of Stoke-on-Trent and the nearest towns and villages lying within Staffordshire Moorlands. It is such edge of City locations and those within high quality urban locations which are most likely be attractive to and suitable for the executive housing and customs build housing for which there is a clear and demonstrable need.	
SO17/65/1744	Mrs M Hall	1	Definitely no development in the green belt. Every effort should be made to develop the many brown field sites in the area.	Support for Option 1 and the prioritisation of brownfield land and the protection of the Green Belt is noted.
SO17/66/1745	The Woodland Trust	no response	Ensure that no ancient woodland or veteran trees are adversely affected by the location of development.	The preferred strategy for the location of future development will take in to account and assess any potential environmental impacts, including any negative impacts on ancient woodland and veteran trees.
SO17/67/1746	Renew Land Developments LTD	4 6	Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			(most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide opportunities for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.	
SO17/64/1747	Robert Almond	1	Support Option 1	Support for option 1 noted.
SO17/60/1748	Newcastle-under-Lyme Borough Council (Regeneration)	6	Limiting development to the existing urban core places too great a restriction on the area's opportunities for growth but, conversely, the suburban and scattered options do not give enough encouragement to the regeneration of town centres and older urban areas. The most effective option would be to plan for a limited number of planned urban extensions (in sustainable locations and	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			within easy travel distance to the main urban centres of employment) such as the Newcastle Western Extension whilst still pursuing a programme of urban regeneration based on recycling viable urban sites both for development and physical restoration and supporting town centres.	
SO17/276/1749	Richard Atherton	6	Our client supports the option 6 approach of identifying specific locations for housing and employment growth. One such location considered suitable for housing growth is Baldwins Gate, which contains a good range of services for its size. Three different Inspectors have taken the view that Baldwin's Gate has sufficient facilities to justify a description of a "sustainable location".	Support for option 6 noted.
SO17/299/1750	Andrew Alexander	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner	Support for Option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	
SO17/296/1752	Ascalon properties	5 6	We support Options 5 and 6. Options 1 - 4 are unacceptable on the basis that the level of housing proposed would fall below the OAN figure. Only through a strategy which both supports development in the urban core and also distributes housing also across a more diverse area will the variety of sites that are needed to meet the OAN come forward. This means allocating suitable greenfield sites within the urban core which are not restricted for viability reasons, and then looking beyond that core to suitable greenbelt sites. A greater diversity of geographic locations means a wider range of different sites. More diversity of sites means greater numbers of market housing would be delivered in the plan period so the OAN stands a better chance of being met and economic prosperity supported. The council's current reliance on brownfield site regeneration in the urban core fails to respond to the economic realities of where demand exists for new homes, and the viability challenges that creates has led to existing problems with housing supply.	Support for Options 5 and 6 are noted.
SO17/313/1753	Aspire Housing	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable	Support for Option 6 is noted.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Aspire Housing consider that in addition to the general principles set out in Option 6, that the Councils expand this to include/support a defined strategy for subsidizing the redevelopment of brownfield land, which could in turn promote bringing forward of a greater level of both affordable and open market housing within the Urban Area (and across the entire Plan area).</p>	
SO17/311/1754	Betley, Balterley & Wrinehill Neighbourhood Plan Steering Group and Parish Council	An alternative option	<p>The Steering Group is anxious to avoid any strategy option which might mean that non-urban locations come under severe pressure from unplanned and unsustainable development. The Steering Group would welcome, therefore, the development of new strategy which should incorporate the OAN from its Neighbourhood Plan, thereby minimising environmental harm and satisfying the needs and requirements of the local community as expressly emphasised in current government legislation.</p>	<p>The SHMA and Council's OAN is based on robust evidence and the Local Plan will seek to apportion this in an acceptable, sustainable manner.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/319/1756	CPRE Staffordshire	2	Intu is generally supportive of the 'Urban Focus' scenario. However, one the purported challenges under this scenario is 'the potential future demands that will be made on the City Centre and town centres for additional town centre development'. Intu considers meeting the needs for retail and other main town centre uses should not be seen as a 'challenge' or 'threat' to housing and economic development objectives. Rather, meeting these needs will directly contribute to the plan's employment and economic development objectives and make it a more attractive place to live and work. Intu considers that the Council must take a wider and more holistic view of the role of retail and main town centre uses in meeting future employment and economic development objectives.	Support for Option 2 is noted.
SO17/317/1757	D2H	An alternative option	None of the options presented would be a preferred option. In terms of moving towards a preferred option, close consideration needs to be given to the spatial aspects of what will be the city region's key economic drivers over the coming years, for example; HS2 and Northern Gateway Development Zone, Ceramic Valley Enterprise Zone, educational assets, town centres (including Hanley).	Suggested alternative option noted. The councils will consider this as part of preparation of the preferred option.
SO17/295/1759	Dean Lewis Estates	6	We support option 6; which at least offers highest growth with the only realistic delivery model to meet strategic needs. There should in any case not be any ceiling figures. Sustainable opportunities should not be precluded. It is at this stage unknown what the level of reliability is on the evidence base in that most has not been published, and should be clearly informing the chosen spatial option. It is known that Governmental housing need evidence	Support for Option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			methodology is being radically revised, and geared toward accelerated housing delivery. This is due shortly and needs to be taken full account of in setting base targets.	
SO17/304/1760	Dr D Hodgkinson	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	Support for option 6 noted.
SO17/302/1762	Elmside Garden Centre	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils'	Support for Option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	
SO17/292/1764	G Colclough-Evans	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	Support for Option 6 is noted.
SO17/283/1765	Maer Hills Protection Group	Don't know / unsure	Primarily we believe that preserving existing landscapes and amenity value of the area should be an important strategic consideration when selecting areas for Housing and Economic development.	Comments are noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/281/1766	Gary Dean Associates Ltd	6	Option 6 is sufficiently flexible to allow well connected non green belt sites to come forward throughout the plan areas. Improvements to local infrastructure to improve connectivity and ease congestion, and also provide community facilities, where needed, could be secured through development packages.	Support for Option 6 noted.
SO17/278/1767	Mark T Coupe	6	Option 6 is strongly supported. This option will most appeal to the market and has best chance of providing for a range of housing types in varying locations across the area. It would allow a review of the Green Belt to be undertaken to see where land might be released without causing undue harm to the essential functions of the Green Belt.	Support for Option 2 is noted.
SO17/274/1768	WW Planning	6	<p>This option will most appeal to the market and has best chance of providing for a range of housing types in varying locations across the area. It would allow a review of the Green Belt to be undertaken to see where land might be released without causing undue harm to the essential functions of the Green Belt.</p> <p>To the West of Newcastle-under-Lyme the Green Belt is a tight constraint on development options. In the absence of an up to date development plan there is clear evidence of development (housing) leap-frogging beyond the Green Belt to places such as Loggerheads and Baldwins Gate. Without the considered release of Green Belt sites such as land at Silverdale (owned by this respondent) this outward migration of homes and investment will continue. In this context close examination of land in and around Keele and Silverdale needs to be given to determine whether and if Green Belt boundaries can be changed in order to promote the</p>	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			assembly of large sites suitable for a mixed housing having high quality settings in sustainable locations.	
SO17/305/1769	Graham Heath Group	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	Support for Option 6 is noted.
SO17/275/1770	Glynn Edwards	2	I appreciate the need for new housing, especially affordable homes. So often when such dwellings have been built, big concerns buy them to rent out at top prices to folk in need of a home. I believe this practice needs looking at and preventing if possible. I strongly object to greenbelt land being used for housing when there are already many brown sites	Support for option 2 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			in the North Staffordshire conurbation. I urge planning officers to explore every way possible to refill such areas with suitable housing for the needs of that locality, even helping with necessary clearance costs so that developers don't need to destroy new fields and turn them into housing estates as they find this practice will provide them with more profit. Countryside, habitat and "the lungs of North Staffordshire" need protecting for future generations as once gone such landscape and environment can never be replaced.	
SO17/294/1772	Historic England	no response	Chapter 6 considers the broad locations for employment and housing growth yet it is not until Option 4 on page 51 that the historic environment is mentioned, and then only as a challenge. Option 5 considers a Green Belt release and we wondered what assessment the Council were undertaking to consider if a Green Belt release was appropriate and whether the 5 objectives of Green Belt policy including the objective for historic towns was being considered.	Work to date has been focused on determining the amount of growth we need to plan for and broad locations where it could be accommodated. Further stages of developing the Joint Local Plan will explore and be informed by detailed heritage matters. An assessment of the Green Belt is currently underway and will inform the preferred strategy.
SO17/300/1773	Ian Dos Remedios	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the	Support for Option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).</p>	
SO17/301/1775	J A Knight (Coppice) Ltd	6	<p>Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban &amp; Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).</p>	Support for Option 6 is noted.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/282/1776	The Strategic Land Group	6	Option 6 is the only one that has any reasonable chance of meeting needs in a sustainable manner. Housing and employment land supply requirements should be seen as a minimum not a ceiling figure so to ensure the authority areas achieve the Vision as set out above it is important that the Councils factor in viability and deliverability issues.	Support for Option 6 noted.
SO17/298/1777	John Sanders	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	Support for Option 6 is noted.
SO17/308/1778	Keele Homes	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Whilst Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings	Support for Option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).</p>	
SO17/309/1779	Keele University	An alternative option	<p>it would be inappropriate for the University to express a preference for a specific spatial option by which the Vision should be delivered. It is a matter for the Local Planning Authority to decide which option best meets the needs of Vision delivery but the choice must be based upon clear evidence and coherent justification. The basic deficiency of Option 5 is that whilst it might avoid intrusion into the green belt, it might involve more scattered forms of development than is desirable in terms of sustainability and service availability. Protection of the green belt at the expense of promoting both scattered development and infrastructure beyond its delineation does not provide a sound basis for policy adoption. Option 6 is capable of delivering the development needs of the preferred scenarios at accessible and sustainable locations but there may be concerns about over-concentrating the</p>	<p>It is noted that the consultee does wish to express a preference regarding the Broad Location Options for future development at this stage.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			required levels of development in locations which have insufficient physical and social infrastructure.	
SO17/303/1780	Keith Eardley	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	Support for Option 6 is noted.
SO17/291/1781	Mr Jones	6	Having considered all of the Economic and Housing Broad Location Options, and for the reasons as set out below, we conclude that Option 6 should be the preferred option. The limited, measured and controlled release of a number of sustainable Green Belt sites would be a very sustainable option, and, given the current available supply, and alternative options proposed, on	Support for Option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			balance, may be unavoidable for this JLP.	
SO17/280/1782	St Modwen Developments Ltd	An alternative option	Preference for an alternative option for 'nodal' growth within the Green Belt, i.e. more focused in a smaller number of large Green Belt and countryside sites than that shown in Option 6. These would be focused around motorway junctions for employment uses (Land adjoining M6 J16 is quoted as a specific example that would cater for 'big box' development). Also more employment sites need to be explicitly identified	Preference for an alternative option which would provide for 'nodal' employment development at major transport interchanges in the Green Belt and wider countryside is noted.
SO17/310/1786	Mr and Mrs Rawlins	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Whilst Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year	Support for option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			housing land supply).	
SO17/315/1787	Mr C and Mrs S Taylor	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Whilst Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply).	Support for Option 6 is noted.
SO17/316/1788	Mr and Mrs E Woodall	no response	We do however believe that options that focus on large scale urban regeneration and housing renewal (i.e. a continuation of current strategy) is no longer sustainable without public sector intervention. Housing delivery has slowed since 2011, when funding from the Government Housing Market Renewal Pathfinder Initiative was pulled. Consequently, to meet the recommended OAN,	Support for Option 6, including a review of Green Belt boundaries and the use of CIL/S106 to facilitate development elsewhere is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>and to drive economic growth targets, their needs to be a change towards a market housing market led strategy, and therefore we strongly believe Option 6 provides the best approach for meeting the Council's Vision and Aims and objectives for the area. Although Option 6 will involve the release of Green Belt land, national planning policy allows sites to be removed from the Green Belt through the local plan process in "exceptional circumstances". Meeting the housing needs of an area is recognised as being just such an exception, particularly where it has been found that insufficient (non-Green Belt) housing land is available to meet housing needs. With this in mind, it is evident from Newcastle-under-Lyme Borough Council's SHLAA (2017) that there is currently only sufficient land to meet 1.43 years of the recommended OAN for the area. This quite clearly points to the need for the Councils to release Green Belt land. The Councils should therefore undertake a review of Green Belt boundaries to identify suitable sites for Green Belt release, and our client would wish for their land interests on the edge of Keele to be considered as part of this process.</p>	
SO17/286/1791	North Planning Loggerheads	An alternative option	<p>The Parish Council would welcome the development of a new strategic option which should incorporate its own OAN from its Neighbourhood Plan, thereby minimising environmental harm and satisfying the needs and requirements of the local community as expressly emphasised in current government legislation.</p>	<p>The alternative option presented is in reference to the overall calculation of housing and employment growth and is specific to the Broad Location Options. Although the representation does include an analysis of the Broad Location Options presented in the consultation document, no preference is expressed and no alternative Broad Location Option is presented.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/277/1792	HCA	4	It may be appropriate for a green belt review to be undertaken as part of the Local Plan review process.	Support for option 4 noted.
SO17/293/1793	Peter Brett Associates	5 6	It appears from the Consultation Document that Options 5 or 6 (or a hybrid containing elements thereof) will need to be taken forward. According to the consultation documents, meeting the Council's corporate aspirations will require Green Belt release, and the evidence confirms that continuing to rely on a brownfield first policy will not meet need (and indeed will restrict) wider economic growth ambitions. Whichever Option is taken forward, we emphasise that sites close to existing residential uses and community facilities to be released in advance of more peripheral countryside and Green Belt sites. In reality, a good spread of both brownfield and greenfield sites capable of meeting the full range of identified housing needs will be needed, particularly given the significant development viability constraints that continue to affect a number of major brownfield sites. We reiterate that Barratt's application site in Trentham is white land that is not within the Green Belt. Releasing the application site for urgently needed housing at a site that is deliverable in the short term will therefore relieve some pressure on the Green Belt.	Support for Options 5 and 6 are noted.
SO17/285/1795	Lands Improvements Holdings	6	LIH fully supports the principles contained within Option 6: Combined Option 4 + Major Urban and Rural extensions in the countryside and Green Belt. This is the most appropriate option in delivering the required level of growth across the plan area during the plan period, and the only option to propose a suitable approach to housing	Support for option 6 noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>delivery in sustainable locations. This approach would deliver an acceptable supply of housing over the plan period in manner broadly consistent with national guidance. This approach offers sufficient capacity to be refined during later stages of plan preparation and also utilises the early urban and suburban options but in a more flexible and sustainable manner. Given the level of housing needed the Councils must maintain flexibility at this stage of the plan preparation. To restrict options at this stage would fundamentally affect the soundness of the plan going forward.</p>	
SO17/290/1796	Richborough Estates	6	<p>With regard to option 5, the need to release land within the open countryside and Green Belt in order to meet at least the minimum objectively assessed needs is generally supported, however the potential option of having “scattered” development across the open countryside and distributing it broadly, or taking the option of giving all villages outside of the urban area their “fair share” would not necessarily be the most sustainable way of meeting objectively assessed needs, due to consequential unsustainable travel patterns and insufficient infrastructure provision.</p> <p>It is considered that Option 6 would be the best option for distributing the proposed housing and employment growth across North Staffordshire, with specific locations for growth identified that are located in reasonable proximity to existing and proposed infrastructure, the strategic highway network, and existing and proposed locations for employment. It is considered that the land being promoted by Richborough Estates would plug in to the proposed growth of Keele, and would be able to provide a broad range of housing, which could provide affordable housing, market housing, and</p>	Support for Option 6 noted.



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			potentially also housing for graduates, research students and university professionals. The provision of higher quality / aspirational homes in particular would align well with the Science and Innovation Park.	
SO17/289/1797	Trustees of Thomas Wilshaw Estate	6	Concerns over the housing land supply in the City, as well as the adjoining Staffordshire Moorlands. Baddeley Green should be looked at for further development in the Green Belt.	Support for Option 6 noted.
SO17/288/1798	Stoke-on-Trent City Council (Housing)	no response	A core area of our work does focus on the urban core and this would be supported by option 2 delivering a higher density, centres based approach which would prioritise brownfield development. However an objective of the Housing Strategy is to deliver a broad housing offer for each stage of life. This will include delivery across a range of environments and locations. A particular example of this is increasing the Council Tax base, encouraging wealth creators to the City through Custom & Self Build, and building high quality homes and larger family homes. These products are better delivered in higher value suburban markets. Our programmes have a varying spatial emphasis that does not focus solely on the traditional urban core. We currently have schemes that are looking at suburban sites in locations such as Meir, Caverswall, Blurton and Trentham. On this basis a spatial strategy that allowed for a combined approach, such as that demonstrated in option 4 would deliver the objectives of the housing programmes. We believe option 5 would deliver unacceptable unplanned development in the Greenbelt and would put at risk the focussed efforts of our work in the urban and suburban core.	Support for Broad Location Option 4 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/307/1799	SOT Regeneration Ltd and Mr Poole	6	It is considered that Option 6 would be the best option for distributing the proposed housing and employment growth across North Staffordshire, with specific locations for growth identified that are located in reasonable proximity to existing and proposed infrastructure, the strategic highway network, and existing and proposed locations for employment. With regard to specific locations for growth and Green Belt release, Stoke-on-Trent Regeneration Limited and Mr J. Poole are particularly supportive of the suggested growth area identified to the south of the City at Lightwood, and believe that there is an economic case, as well as a case for meeting objectively assessed housing needs for delivering growth in this location in order to justify the release of Green Belt land.	Support for Option 6 is noted
SO17/318/1800	St Modwen Developments Ltd, Stoke-on-Trent Regeneration Ltd and St Modwen Securities Ltd	An alternative option	The preferred development distribution strategy should address the requirement within the Vision to be a great place to live and work, while protecting existing assets which includes diversifying the employment base and ensuring a balanced housing choice which addresses general and aspirational need. This will require a distribution strategy that looks at not only targeted regeneration but looks forward to creating modern aspirational neighbourhoods attractive to the existing population and to potential new residents. To that extent the Distribution Strategy must combine the broadest choice of locations to provide as broad a range of housing as possible to address cost concerns as well as providing for lifestyle choices. A broad range of employment sites is also necessary to enable all employment opportunities to be captured. This would be an Option which combined Targeted Regeneration, Urban, Suburban and Major Urban & Rural Extensions in	Preference for an alternative option that combines Targeted Regeneration, Urban, Suburban and Major Urban & Rural Extensions in the Countryside and Green Belt is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			the Countryside and Green Belt.	
SO17/306/1801	Staffordshire County Council	An alternative option	Without greater clarity over the allocations that may become the preferred option, we therefore cannot state a preference for the broad locations of future development. The nature of the portfolio of employment land in terms of quality, location and potential use-class is likely to affect our preference. We do however feel that given that options five and six are the only viable options considered at the moment, a greater range of potential options may be required when considering the development in rural parts of the area.	No preference regarding the Broad Location Options is noted. Wider comments regarding the deliverability of sites for development will be considered as work on the Joint Local Plan progresses.
SO17/297/1802	Stephen Beaumont	6	Our client strongly supports Option 6: 'Combined (Option 4) + Major Urban & Rural Extensions into the Countryside and Green Belt'. Whilst Option 5 provides for a higher number of dwellings to be provided during the plan period (49,400 dwellings compared to 41,900 dwellings as proposed in Option 6), the strategy of piecemeal growth spread around the wider urban area would not deliver the Councils' Aims and Objectives of promoting sustainable growth that would be delivered through the strategy of targeting growth within specific urban and rural locations that Option 6 provides. Options 1 - 4 are considered to be unsound on the basis that the level of housing proposed would fall below the OAN figure. Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages.	Support for Option 6 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/279/1805	Lichfields	2	<p>Intu is generally supportive of all five issues and particularly Issue 1 (Retail Hierarchy), Issue 2 (Vitality, Viability and Vibrancy of Centres) and Issue 3 (Potential for Future Development). However, it is important that the issues identified are fully addressed in other parts of the Joint Local Plan. Appendix 1 – City, Town, Local and Other Centres, Issue 3: Potential for Future Development (page 62) sets out that the evidence in the Stoke-on-Trent Retail &amp; Leisure 2014 study makes a number of suggestions regarding the future allocation of retail floorspace. Whilst we welcome some aspects of the study it is noteworthy that as far as matters dealing with the City Centre are concerned the advice received is now out-of-date and things have moved on considerably, such that an update is required. Notwithstanding the above we agree with the recommendation that given the importance of the City Centre to the wider city region, the strategy approach for the city should be to focus and direct new comparison goods floorspace towards the City Centre as first preference. Strategic Aim 18 (page 66) seeks to promote mixed use and residential development where it can support city, town and local centres. Intu supports this approach which reflects its own experience across the country and in its recent investment in The Hive.</p>	Support for option 2 noted.
SO17/314/1808	Urban Vision North Staffordshire	An alternative option	<p>None of the options presented are likely to be a 'preferred option'. Options 1, 2 and 3 should be discounted as these will not be NPPF compliant, and whilst there are clearly elements of each of the other three options that have merit, it is clear that further thought needs to be given to how these would translate as an overall spatial strategy.</p>	The alternative option to focus development on economically driven projects is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/357/1809	Gladman Developments	6	Gladman considers that Option 6 is the most realistic and deliverable of the scenarios outlined in the consultation document. Whilst development on this scale will require careful consideration of such issues as environmental impact, infrastructure provision and green belt review, Gladman does not consider that there any unsurmountable constraints with this approach which would prevent the level of growth envisaged being delivered. The option sensibly allows for the regeneration of core areas of the Stoke/Newcastle conurbation without an overreliance on brownfield land to deliver the housing requirement. The variety of locations and the potential to allow a variety of site sizes, will open up the residential market to all housebuilders, be they small medium or large. Only through engaging all aspects of the industry with a wide range of sites will it be possible to meet the needs of the plan area. The apportionment of housing growth to the smaller rural settlements will support those services and facilities that already exist in those settlements in accordance with the NNPF which, in paragraph 55, advises that "housing should be located where it will enhance or maintain the vitality of rural communities."	Support for Option 6 is noted.
SO17/350/1810	Highways England	1 2	Highways England's first preference is for more contained development close to existing urban centres but recognise that this is not likely to deliver the levels of development required. Second preference is Options 4 or 6 where development can still be concentrated in certain locations (e.g. rural settlements and urban extensions). These options will require further transport analysis (modelling) and consideration of other wider pressures identified in the Route Investment Strategy and through Duty to Cooperate	Support for Options 1 or 2 as the first preference, but potentially Options 4 or 6 as a second preference with appropriate transport analysis and infrastructure improvements is noted. Highway improvements that will be required to be delivered to support the preferred levels and locations of development will be identified and addressed as work on the Joint Local Plan progresses and an Infrastructure Delivery Plan will be prepared in support of the plan. The councils welcome further dialogue with Highways England and adjoining

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			discussions.	local authorities to identify the highway improvements required, under the Duty to Cooperate.
SO17/354/1812	Graham and Sylvia Rowe	4	In agreement with development outlined in 4) above but strongly opposed to any material overflow onto the green belt which should be resisted as far as possible.	Support for Option 4 is noted.
SO17/352/1814	Mrs M.A. Wareham	1	Definitely no development in the green belt. Every effort should be made to develop the many brown field sites in the area.	Support for Option 1, protection of the Green Belt and prioritisation of brownfield sites is noted.
SO17/347/1815	Carl Edwards	6	Option 6 provides an opportunity to support both the existing urban core and the rural areas by providing extensions to the urban area and in sustainably located villages. This option also acknowledges that there has been historic inactivity in the provision of new housing within the Inner Urban Core (which has contributed to both Councils' failing to demonstrate a five year housing land supply). Whereas there are more viable and deliverable sites in other sustainable locations which reflect the demand for housing in the area (most notably on sites located on the edge of the Urban Area and sites focused within Newcastle-under-Lyme). This strategy will facilitate the carefully managed provision of new housing and employment land through urban extensions and sustainable developments in the Green Belt. By choosing this option, there would be a greater appetite to build houses within the Market Housing Area, which would in turn provide the Councils with an opportunity to demonstrate a five year housing land supply and thus have more control during the plan period to guide the location of new housing	Support for Option 6 and the need for a review of Green Belt boundaries is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			development as opposed to being forced to accept ad-hoc housing schemes throughout the area. Furthermore, the provision of a range of both larger and smaller housing allocations can provide an opportunity for a range of housing developments to come forward during the plan period to suit the wide ranging settlements. This will in turn provide opportunities to deliver the level of affordable housing, supporting infrastructure and community facilities that both Councils are seeking to achieve during the plan period.	
SO17/355/1816	Mrs S Y Cornes	2	Support for Option 2	Support for Option 2 noted.
SO17/356/1817	Pat Lee	4	This option maximises the existing developments, whilst has a minimum impact on the surrounding countryside and green belt areas.	Support for Option 4 noted.
SO17/348/1819	Muller Property Group	no response	Option 4 is a suitable and sustainable development strategy that does not require Green Belt land release. On the basis that Option 4 is suitable and sustainable in all respects, exceptional circumstances do not exist to justify Green Belt land release. In addition, a "scattered" approach to the distribution of development is not in conformity with either the emerging Plan or the Framework aspirations. New development should be located in locations that have good access to services and facilities. This will not be achieved by directing development to "scattered" rural areas where such services and facilities do not exist. Option 6 - Combined Option 4 and Major Urban and Rural Extensions in the Countryside and Green Belt, is also flawed. It is inappropriate for urban extensions	Support for Option 4, providing a greater range and mixture of housing sites and development types whilst protecting the Green Belt, is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			to be directed to Green Belt locations as, for reasons stated above, there is a deliverable housing and employment growth strategy that does not require Green Belt land release (Option 4). As a consequence very special circumstances do not exist to support Green Belt land release. We are, however, of a view that the directly urban extensions to the Rural Service Centres in the open countryside outside of the Green Belt would be appropriate. For example, directing additional new development to Loggerheads would be entirely appropriate through an evolution of this option.	
SO17/349/1821	Sam Loweth	4	Maintain countryside - don't build on it.	Support for Option 4 and maintaining the countryside is noted.
SO17/353/1823	Whitmore Parish Council	2 3	Three further core objectives for the rural area should be: - a requirement that any significant increase in size of villages must be accompanied by the provision of increased/improved local facilities. WPC has to date seen absolutely no evidence of the BC making any attempt to do this in our rural area - an increase in the percentage of new build that is required to be Affordable housing - a greater weight in choice of development sites should be given to minimise the need for vehicle journeys.	Support for Options 2 and 3 noted. The Final Joint Local Plan will be supported by an Infrastructure Delivery Plan (IDP) which will incorporate the identified need for new or improved facilities to support future development and the mechanisms required to deliver them. Affordable housing policies will be included in the Draft and Final Local Plans and will be based on evidence relating to need (identified primarily within the SHMA) and deliverability (primarily evidence relating to the viability of providing affordable housing within private market development schemes).
SO17/646/1824	Neale Sheldon	2	Totally disagree with building in countryside areas such as Baldwins Gate. because villages such as this do not have the capacity in the local primary school in particular. There are plenty of old brownfield sites near the city that could be developed	Support for Option 2 and brownfield development in the urban area is noted. It is very unlikely that the Joint Local Plan could be adopted with no development in countryside areas as this would mean that localised housing needs will not be met. Development across the plan area will have to be



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				supported by appropriate infrastructure (including educational facilities) and an Infrastructure Delivery Plan (IDP) will be prepared to support the Final Local Plan to ensure that this can be delivered.
SO17/647/1825	Stephanie Evans	6	You need to build more houses in Newcastle-under-Lyme if you want to attract new companies to the area and create more employment. If that means building on green belt then you need to do a Green Belt assessment review.	Support for Option 6 noted. The councils recognise the need to consider Green Belt boundaries and have commissioned a Green Belt Review to address this.
SO17/648/1826	Steven Malam	1	Support for Broad Location Option 1	Support for Broad Location Option 1 noted.
SO17/649/1827	Theatres Trust	Don't know / unsure	Don't know / unsure	Uncertain response noted.
SO17/650/1828	Jill Freeman	Don't know / unsure	I don't know what they are.	The Broad Location Options are set out in Section 6 of the Strategic Options Consultation document. Each option is accompanied with supporting text and illustrations to explain what the options are and what their implications might be. Officers from either council would have been (and continue to be) happy to explain to you what the options are and what they might mean.
SO17/651/1829	Michael Hall	no response	This is the best option in my opinion, it allows for some development within existing villages while protecting the green belt, once we have lost the green belt it has gone forever. One key issue with developing villages too much (as we have seen in Baldwins Gate) is that there is insufficient infrastructure (schools, GP surgery, roads etc.) to support this scaled of development, all the Council is doing is storing up issues for the future, where are the school places going to come from? where	Support for Option 4 and the prioritisation and delivery of brownfield land are noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			are the new residents going to go if they need a GP? This is not NIMBY it's just common sense. All development and the services that people expect need to be sustainable, achievable & realistic. I think more emphasis should be placed on the development of brownfield sites, with incentives to building companies / developers to develop these sites before green belt sites. Work with the large building companies / developers and package up several brownfield areas of land, if during the land survey process contamination issues are encountered e.g. Japanese knotweed etc. work with the builders/developers to ensure you can help them. Work as a partnership in some way so the financial risk associated with contaminated land is shared, this would encourage better development in Stoke and Newcastle and encourage the redevelopment of brownfield sites which are normally within areas that have good road transport links, schools, GP surgeries etc.	
SO17/652/1830	The Connecting Tracks Project	Don't know / unsure	Because of the HS2 route I feel special attention needs to be given to environmental screening and noise pollution in the Joint Local Plan	It is recognised that HS2 will have implications on the plan area, but any resulting effects are most likely to occur towards the end of the plan-period. At the moment the route is confirmed and a narrow safeguarding strip either side of the proposed route has been identified. The Local Planning Authority is required to notify HS2 of any planning applications in that area. Whilst the construction of the HS2 line is outside the role of both local authorities, it may be appropriate for the Joint Local Plan to consider policies relating to screening and noise pollution that can be applied to all forms of development.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/653/1831	Andrew Wickens	Don't know / unsure	Don't know / unsure	Uncertain response noted.
SO17/654/1832	Richard Nicholl	4	<p>This option will utilise existing brown field areas and by imaginative and constructive use of this land, such as using increased building height to maximise the use of the limited land available. It will also place the industrial units and houses close to where people want to be. Transport costs and volumes will only increase in the future. We do not have the green land available for additional development or the infrastructure that would be needed to accompany it. Agriculture needs to remain a core business in the UK as if the population is increasing the so will be its demand for more food, and if you take the land away we will have to rely on imported food and carbon based energy supplies, which is a dangerous situation for the country to be exposed to, especially when it is unnecessary. Scattered development, as suggested in options 5 and 6 is inefficient and would soak up more and more valuable and irreplaceable farmland, as inevitably the land in-between 'scattered developments' quickly becomes infill and available for even further development. Increasing housing or employment areas in the rural outer extremes of our area will help the surrounding local authorities rather than those of Stoke and Newcastle, increasing the influx we have already seen from Manchester, Birmingham, Telford and Wolverhampton. This also leads to housing price increases alienating our existing locally born population. A 'natural' barrier to the south of the region, however, could be the new HS2 railway line.</p>	Support for Broad Location Option 4 noted. Further matters raised such as increased building heights will be considered as part of preparing detailed policies within the Draft Local Plan.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/655/1833	Donald Butterworth	5 no response	It is noted that Options 1: to 4: do not comply with the NPPF and this is a serious and significant failure to recognise the implications within the context of the Consultation Document. Evidence gathered by Loggerheads Parish Council with their Housing Needs Assessment suggests the most suitable is Option 5: although with limits applied to rural areas based upon quantified evidence. The Joint Borough and City Councils need to take into account the Housing Needs Assessment for three Neighbourhood Plan Areas completed so far covering approximately 50% of the NULBC Area: Whitmore, Maer & Aston & Chapel Chorlton + 10 max, Keele + 4 max, Loggerheads + 20 max. In the absence of any quantifiable evidence for other rural areas these could be used as rough guide for calculating housing needs.	The broad locations set out within the strategic options document shows the potential capacities within each option, rather than how much each option will deliver. The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/656/1834	Paul Baddeley	2	Concentration on urban centres is essential - it will build critical mass. City Centre will be served easily by public transportation and traffic can be managed better (at present everyone want to go in different direction almost everywhere causing problems for junctions and buses nor being to satisfy demand and being stuck in traffic Need to consider transportation - huge opportunities for employment and housing around Longport rail station (including Tunstall area). We could have development in green belt to the west to provide high end housing whilst all other housing is focused around town centres	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.  The Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure that infrastructure is provided in an appropriate and timely manner to support the delivery of development.
SO17/657/1835	Loggerheads Parish Council	An alternative option	The Parish Council would welcome, therefore, the development of a new strategy which should incorporate its own OAN from its Neighbourhood Plan, thereby minimising environmental harm and	The SHMA document sets out a robust methodology for working out the OAN for the Local Plan area. The Councils have set out a strategy to meet this as the NPPF requires us to plan

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			satisfying the needs and requirements of the local community as expressly emphasised in current government legislation. You must make use of housing needs assessments for 3 Neighbourhood Plan Areas completed so far (covers 50% of area of borough) : Whitmore, Maer & Aston & Chapel Chorlton +10 max, Keele +4 max , Loggerheads +20 Max. Could use these as basis for rough calculations for other rural parishes.	positively to meet the OAN. The Government is currently running consultation on a standardised methodology for working out the OAN, the Council will need to take account of this as it is formalised.  The Joint Local Plan will look to deliver sustainable development including allocating a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/658/1836	Adri Hartveld	2	Support for option 2	Support for option 2 is noted.
SO17/659/1837	Karl Deakes	2	Support for option 2	Support for option 2 is noted.
SO17/660/1838	Catherine Salt	4	If some of the Brexit predictions are correct then agricultural land will be worth more to us as imported food prices increase. Therefore maintaining agricultural land whilst creating homes in a variety of locations is a good compromise	Support for option 4 is noted. There is insufficient evidence on any likely impacts from exiting the EU and therefore cannot be taken into account at this stage; however in terms of protecting the best and most versatile agricultural land (BMV) the NPPF requires Local planning authorities to take into account the economic and other benefits of BMV. Where significant development of agricultural land is demonstrated to be necessary, local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.
SO17/661/1839	Mr and Mrs Phillips	2	Definitely not options 5 and 6. Scattered development would provide fewer houses and impair the opportunity to protect green belt and agriculture.	Support for Option 2 is noted along with your opposition to developing into the green belt. There is policy protection for the green belt and the best agricultural land, through the NPPF. The NPPF

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				states that Green Belt boundaries should only be altered in exceptional circumstances, through the preparation or review of a Local Plan. In terms of protecting the best and most versatile agricultural land (BMV) (Grades 1, 2 and 3a) the NPPF requires Local planning authorities to take into account the economic and other benefits of BMV. Where significant development of agricultural land is demonstrated to be necessary, local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.
SO17/662/1840	Carlton Woolley	1 2 3 4	Development of greenbelt is a lazy option	Opposition to going into the Green Belt is noted.
SO17/663/1841	Natural England	Don't know / unsure	Natural England does not have a specific preference for any of the six strategic options. However we would favour locations for development which avoid areas of high environmental value such as designated sites and landscapes in accordance with the NPPF.	The SHLAA and site selection will take into account this information on the sites.
SO17/664/1842	Jacqueline Karen Reynolds	2 3	Options 5 and 6 are totally wrong we should be protecting these areas not destroying them. Scattered development provides less houses overall which defeats the objective.  What happens to the already diminishing wild life in the countryside. Environmental incentives are discussed by government and local councils however by decreasing these areas must have a negative impact. Many of our local wildlife are becoming endangered as we speak to consider using agricultural and green belt for building land	Support for options 2 and 3 are noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			would be even more detrimental.	
SO17/665/1843	Lynne Woolley	2 3	Support for options 2 and 3.	Support for options 2 and 3 are noted.
SO17/666/1844	John Lamont	2	Support for option 2 with the urban areas and brownfield sites being prioritised.	Support for option 2 and comments are noted.
SO17/667/1845	Janet Lamont	2	Option 2 - Urban areas have existing infra structure such as transport, shops, and schools.... to provide for additional housing. Priority / incentives should be given to develop old disused industrial or housing sites where such development would improve the area. If urban re-generation does not provide enough housing sites then a combination of 2 & 3 should be used with suburban extension only as second choice when all urban regeneration has been identified. Suburban growth should only be allowed where there is guaranteed infra structure improvement such as increase in bus provision to limit the increased use of the car.	Support for option 2 and the comments are noted.
SO17/668/1846	Sport England	no response	No comment other than ref. to protecting, enhancing and providing indoor and outdoor sports facilities	The Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure that infrastructure is provided in an appropriate and timely manner to support the delivery of development. This includes sports facilities.
SO17/669/1847	M Davies	Don't know / unsure	Don't know / unsure.	No preference noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/670/1848	Staffordshire Chambers of Commerce	6	The Chamber fully appreciates the concerns of local authorities and residents in relation to maintaining the Green Belt, however, to achieve the population and growth plans, there is little choice but to recognise that some areas of Green Belt will need to be developed because it cannot all be accommodated appropriately on Brownfield Land, both in terms of space and to get effective economic value from any housing development. We would also expect to see a 'red-carpet' approach to large house building companies enabling them to build high value, executive housing and develop Green Belt sites.	The support for option 6 is noted. As the Local Plan emerges, further information on sites will be consulted on.
SO17/671/1849	Keele Parish Council and Neighbourhood Plan	An alternative option	It is our conclusion that the final JLP will need to be based upon another option which is specific about the nature of any development in the rural/greenbelt areas, plans to meet the OAN and not exceed it and which addresses the infra-structure development which will be necessary to support its sustainability. Any preferred development options should also include potential additional infrastructure to meet and service the development areas proposed. In addition, the new option would need to clearly define what changes are planned to greenbelt and development within it, rather than offer it to any prospective development.	The broad locations set out within the strategic options document shows the potential capacities within each option, rather than how much each option will deliver. Therefore Option 5 would not deliver 49400 dwellings, it is rather that it has capacity for that many. The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/672/1850	Peter Jones	1	Support for option 1.	Support for option 1 is noted.
SO17/673/1851	Angela Clarke	An alternative option	Stop building on all our green space.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be



Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
				considered accordingly on its own merits.
SO17/674/1853	Packmoor Residents Association	4	More employment sites on green belt if necessary. A comprehensive portfolio is needed to attract businesses, They are out there and want to come, just give them the sites!	The comments are noted. The Local Plan will include information on the phasing of development. The Councils will however have to maintain a 5 year supply throughout the plan period.
SO17/675/1854	Wenslie Naylor	4	Support for option 4.	Support for option 4 is noted.
SO17/676/1855	Stephen Peake	1	Support for Option 1.	Support for option 1 is noted
SO17/677/1856	Sue Sandywell	4	Support for option 4.	Support for option 4 is noted.
SO17/678/1857	Jennifer Cook	Don't know / unsure	Don't know / unsure	N/A
SO17/679/1858	Kidsgrove Independents	An alternative option	Support for an alternative option.	Support for an alternative option is noted.
SO17/680/1859	Audley Rural Parish Council	An alternative option	Overall the Parish Council recognise the need to increase the housing land supply across the Borough, and within the overall plan area, in order to meet the OAN, but they would not support seeking to exceed this OAN by setting unrealistic targets at the expense of the Countryside and Green Belt. It is questionable as to why there is no	The broad locations set out within the strategic options document shows the potential capacities within each option, rather than how much each option will deliver. The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			option available which actually meets the OAN, only options that are significantly higher or below.	will be considered accordingly on its own merits. The Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure that infrastructure is provided in an appropriate and timely manner to support the delivery of development.
SO17/681/1860	Alderman David Becket	An alternative option	<p>This is the most unsatisfactory aspect of the plan. Six options for land use are offered, but none match the housing and employment land figures in scenarios A, B, C, and D.</p> <p>A joined up plan should offer the Housing and Employment growth options and then provide land use options for each growth scenario. Assuming headline figures of 27,800 houses and 199ha of employment land (which equate to scenario C) then 1,2,3,4. Do not provide enough houses and also give too much/too little land. 5 and 6 provide more land and houses than required.</p> <p>Option 5 would release scattered house building all over the borough and would be a disaster for the environment and any attempt at sustainability.</p> <p>We are therefore left with a reduced option 6, removing land at Ashley, Loggerheads, Madeley, Madeley Heath, Audley. Bunny Hill, The Butts, Keele Bank, the expanded area of Chatterley Valley. It should include an area around Eardley/Foxley.</p>	<p>The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.</p> <p>The Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure that infrastructure is provided in an appropriate and timely manner to support the delivery of development.</p>
SO17/682/1861	Alan Kinnersley	2	Any economic or housing development in rural villages, open countryside or Green Belt has an impact, usually adverse, on schools & school transport, medical, nursing & ambulance services,	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			<p>gas, water &amp; electricity supply, effluent disposal, refuse collection &amp; recycling, Broadband &amp; cable services and public transport to say nothing about the loss of amenity. The cost of such impact has to be met by the wider community.</p> <p>The roads or lanes in such locations are often more suited to horse traffic than petrol, diesel or electric vehicles.</p>	<p>considered accordingly on its own merits.</p> <p>The Local Plan will be accompanied by an Infrastructure Delivery Plan (IDP) that will ensure that infrastructure is provided in an appropriate and timely manner to support the delivery of development.</p>
SO17/683/1862	Newcastle under Lyme Liberal Democrats	Don't know / unsure An alternative option	<p>We have ticked the two boxes, because we are NOT happy with any of the 6 options as presented.</p> <p>The nearest to our vision would be option 2 + taking the urban extensions idea of option 6, but leaving out most of the suggestions in option 4. This would also come nearest to assessed need as described.</p> <p>Option 6 identifies too many little scattered developments in rural areas and far exceed the assessed needs. Option 5 is NOT A PLAN, while options 1,2,3 and 4 are below the assessed needs.</p> <p>Account MUST also be taken of opportunities for jobs in adjacent areas and the corresponding need to build sustainably and take account of transport, roads and rail.</p>	<p>The comments are noted. The maps contained within the Strategic Options document are a purely indicative method of showing where growth could go under each of the options. The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.</p>
SO17/684/1863	Janet Burgess	1	<p>Leave Green belt alone we have so little room to relax as it is.</p>	<p>Support for Option 1 is noted.</p>
SO17/685/1864	Ms Finney	An alternative option	<p>Support for an alternative option.</p>	<p>Support for an alternative option is noted.</p>

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
SO17/686/1865	Glenis Woodcock	1	I feel that for Kidsgrove this is the only way forward for Kidsgrove I have lived in Kidsgrove all my life was born here and since Newcastle took over I am ashamed of living here this council has spoiled a great little town think about what you are doing.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/687/1866	Madeley Parish Council and Neighbourhood Plan Steering Group	4 An alternative option	<p>The Parish Council would therefore welcome the adoption of a new Option 7 strategy which would incorporate its own OAN from its Neighbourhood Plan (and the OANs from other Neighbourhood Plans, which are of course founded upon the wishes of the local community), thereby minimising environmental harm and satisfying the needs and requirements of the local community, as expressly emphasised in current government legislation (4). We urge the Borough and Stoke-on-Trent to adopt the most realistic, least over-optimistic Strategic Option which would satisfy governmental demands, in order to secure the Local Plan.</p> <p>As an integral part of the new Option 7, we would in particular request the two authorities to look hard at their urban edges, and where those edges could be expanded outwards (and in some cases significantly so) to accommodate new development, thereby supporting sustainable travel patterns and avoiding having to leap frog development into far less sustainable locations, such as the rural service centres.</p> <p>The Parish Council would welcome the adoption of a new Option 7 strategy which would incorporate its own OAN from its Neighbourhood Plan (and the OANs from other Neighbourhood Plans, which are of course founded upon the wishes of the local community), thereby minimising environmental harm and satisfying the needs and requirements of</p>	The NPPF states that the housing need be met in full across the HMA. The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			the local community, as expressly emphasised in current government legislation. We urge the Borough and Stoke-on-Trent to adopt the most realistic, least over-optimistic Strategic Option which would satisfy governmental demands, in order to secure the Local Plan.	
SO17/688/1867	Ray Williams	1	Support for option 1.	Support for option 1 is noted.
SO17/689/1868	FUCHS Lubricants (UK) plc	5 no response	This option will deliver potentially the most houses and employment land whilst not removing the ability to support the regeneration of the urban area, like in option 6.	Support for option 5 is noted.
SO17/690/1869	Gwyn Griffiths	An alternative option	Once again - evidence base opaque. Option 4 may be the most appropriate but with review of inner edge of Green Belt rather than rural village development.	Support for Option 4 with some potential Green Belt release is noted.
SO17/691/1870	Stafford Borough Council	4	Broad Locations for Future Housing & Economic Development, the Borough Council's preferred approach is Option 4 – combined urban, suburban and rural villages as this would avoid exceptional circumstances having to be demonstrated for Green Belt release, continue to facilitate the delivery of brownfield sites close to transport nodes in the urban areas whilst facilitating a mix of urban and rural housing solutions to deliver economic growth. Clearly implementation of the strategy will need to ensure delivery of brownfield sites in the urban areas whilst protecting the high quality environments across the Joint Local Plan areas. The adopted Plan for Stafford Borough 2011-2031 delivers a strategy for new development which does not make any amendments to the Green Belt	Support for option 4 is noted.

Reference	Consultee	Consultee Response	Consultee Comments	Officer Comments
			within the Borough.	
SO17/645/1872	Cynthia England	An alternative option	Combine 1 & 2, with VERY limited rural village development. Very much object to incursions into the countryside & green belt: unless brownfield sites: not meeting your stated objectives in terms of embracing & protecting the natural environment. Am unhappy with any other than very small new residential development in rural villages: it is not meeting you objective of 'embracing historic & built environment & natural environment	Alternative option noted. The potential to limit development in the countryside and Green Belt must be balanced against the ability of both authorities to accommodate development within their urban areas. This is dependent on having sufficient deliverable and developable sites with enough capacity to meet the identified needs. If sufficient land is not available in the urban areas then further development opportunities must be explored in the countryside and in the Green Belt, or in adjoining local authority areas if Duty to Cooperate discussions identify that some can be accommodated there.
SO17/745/1873	Araripe Limited	6	It's difficult to deliver the required development in the urban area and therefore the Green Belt should be used with policies to mitigate the impact.	National policy is clear on the need for exceptional circumstances being required for delivery of development in the Green Belt. The Council's will continue to investigate when this is met.

## Additional Comments

Reference	Consultee	Consultee Comments	Officer Comments
SO17/52/1729	Gary Picken	Concerns over speculative development under options 3 to 6.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the need.
SO17/98/1741	David Bourne	Stoke-On-Trent is doing well, don't let old habits hold us back. Lose the 6 town mentality, concentrate resources where they will achieve the best results.	Comments Noted
SO17/70/1742	Dennis Weston	There is a need to deliver a mix of housing types over a mix of locations.	The Local Plan will look to meet housing need across the whole local plan area.
SO17/68/1743	Malcolm Clowes	Finally. Thank you for considering these responses. I look forward to continuing to inform the evolution and content of this plan especially to ensuring that the plan is positive and seeks to truly transform the area and to serve as a clear indicator to the private sector where their investment will be encouraged and supported.	Support Noted
SO17/100/1745	The Woodland Trust	Please consider also the comments which we made at the Options stage of the consultation.	Comments are noted
SO17/99/1747	Robert Almond	I wish to present the view that high priority is given to protecting and maintaining green space areas within both the urban and suburban districts. This will ensure that residents (and workers) will have access to an important recreational facility which will improve health/wellbeing and ultimately reduce financial demands on the health services	Comments noted and agreed. The councils have produced up to date evidence with regard to greenspace and we seek to ensure that the best quality greenspaces are retained now and for future generations; in line with the Joint Local Plan objectives.
SO17/69/1748	Newcastle-under-Lyme Borough Council (Regeneration)	Promotion of land adjoining the former Golf Course at Keele for development.	The site is recognised to be in the Green Belt. The Local Plan will need to consider the exceptional circumstances required to release a green belt site should it be required.
SO17/321/1751	Anthony McNicol	The Local Plan should aim to bring brownfield sites back into use and remediate contaminated sites.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need.
SO17/341/1753	Aspire Housing	Government grant funding to Aspire to build new	The need for affordable homes is recognised and the

Reference	Consultee	Consultee Comments	Officer Comments
		<p>affordable homes has been massively cut in real terms through the last spending review. Given the extensive waiting lists for affordable housing within the Borough, Aspire needs to be innovative in order to continue building affordable homes. As a result the Aspire Group is actively seeking opportunities to develop its own land sites, the majority of which are brownfield and in predominantly urban neighbourhoods, either for the direct provision of affordable housing or to generate capital receipts that will be recycled into providing new affordable homes.</p>	<p>Local Plan will set out an approach for delivering this. Sites that have been submitted as part of a call for sites for inclusion in the SHLAA will be considered within the process.</p>
SO17/340/1755	Betley, Balterley & Wrinehill Neighbourhood Plan Steering Group and Parish Council	<p>In conclusion, the Steering Group (Parish Council) feels that to help it to prepare its Neighbourhood Plan the following issues will need to be addressed and for the Borough Council to explain: -</p> <ul style="list-style-type: none"> <li>• The assumptions behind the OAN calculations to enable our Neighbourhood Plan to comply with the JLP;</li> <li>• The OAN is required to be a proper assessment of need but as proposed it appears to address an aspirational level of growth, which needs to be justified and explained;</li> <li>• The level of growth proposed in the OAN means that to achieve a 5year supply of deliverable housing land will require sites to allocated, impossible to deliver, are unsustainable and will cause immense harm to the rural communities;</li> <li>• “Is there scope to review the OAN's projected population growth and level of migration against changed circumstance i.e. Brexit, HS2 and so on? And further, how can the JLP avoid over-allocation of housing to the rural parishes”?</li> <li>• Demonstrate how the Parish's existing OANs will be incorporated in the Joint Local Plan as a “fair share of local housing need”;</li> </ul>	<p>The SHMA document sets out a robust methodology for working out the OAN for the Local Plan area. The Councils have set out a strategy to now be able to meet this as the NPPF requires us to meet this in full. The Government is currently running consultation on a standardised methodology for working out the OAN, the Council will need to take account of this as it is formalised.</p>



Reference	Consultee	Consultee Comments	Officer Comments
		<ul style="list-style-type: none"> <li>• What is the Staffordshire County Council's position on the provision of services and infrastructure to accommodate the level of growth projected in the OAN;</li> </ul>	
SO17/345/1756	CPRE Staffordshire	<p>Our main concern would be to question the evidence available to support what is said in Issue 5 - Green Belt. Our Recommendations</p> <p>To demonstrate its commitment to protecting the Green Belt, CPRE believes that the Councils should :</p> <ul style="list-style-type: none"> <li>• not relax Green Belt policy and make it clearer that unnecessary or major losses of Green Belt should be avoided</li> <li>• acknowledge that high levels of housing demand or housing targets do not in themselves amount to the “exceptional circumstances” required to justify changing Green Belt boundaries</li> <li>• reduce pressure on the Green Belt by prioritising the use of brownfield sites</li> </ul>	A Green Belt Assessment is being undertaken by the Councils. Where there are exceptional circumstances for release the Council will consider these.
SO17/343/1757	D2H	Concerns over the timetable and evidence base. Also uncertainty over how HS2 will be incorporated into the Local Plan.	The Council will interpret and publish new evidence as it emerges to meet the timetable with a sound plan.
SO17/326/1758	Daryl Smith	Concerns over the identification of Loggerheads as a Rural Service Centre, and further development there.	The Local Plan will look to meet the housing needs across the plan area and appropriate development will be delivered.
SO17/335/1759	Dean Lewis Estates	There should be higher growth, in balance with the NGDZ and HS2. This should take into account potential releases of Green Belt land, especially to the north.	The comments in support of higher growth are noted. Where exceptional circumstances are accepted, release of Green Belt will be considered.
SO17/325/1761	Elizabeth Dokic	Need for new well-designed and fitted bungalows for the elderly and less-abled/disabled. Also a choice of Retirement complexes with on site facilities /surgery with dispensary pharmacy etc.	Comments noted and welcomed. These comments will be taken into account when drafting the Joint Local Plan policies as they are more closely related to developing policies which relate to the design/type of housing at the Draft Plan stage.
SO17/344/1763	The Environment Agency	There is a need for a Water Cycle Study (WCS) and a	Both Councils are keen to ensure there is on going

Reference	Consultee	Consultee Comments	Officer Comments
		Strategic Flood Risk Assessment (SFRA) to be undertaken. Without these, it is difficult to comment fully. Issues of Climate change and renewable energy need to be considered further.	discussions with the Environment Agency throughout the preparation of the plan, under the Duty to Cooperate. The suggested amendments to the wording of the aims will be taken into account when drafting future documents.
SO17/334/1772	Historic England	Ensure that Heritage is adequately addressed within the Local Plan. Harm from development such as transport infrastructure, Gypsy & Traveller Accommodation, on the historic environment, needs considering. Heritage Strategies need to be referenced within the Local Plan.	One of the key aims of the Joint Local Plan is making our historic past work for our future and as part of this it aims to enhance our built heritage. Therefore the Councils will ensure that work is continued to ensure this protection is set out in an appropriate manner.
SO17/346/1774	Intu Properties plc	The strategy for retail and leisure, the City Centre and mixed uses are generally well supported. However it is considered that the evidence needs updating.	The comments in support of the retail strategy are noted.
SO17/338/1779	Keele University	The representations summarises the Keele Deal and the University priorities.	The importance of the University in the local area is recognised and the Councils are keen to support this in an appropriate manner.
SO17/333/1781	Mr Jones	The representation questions the need to release Green Belt as well as the need to do a Green Belt Review rather than a Green Belt Assessment.	The Green Belt Assessment will assess the green belt against the 5 purposes set out within the NPPF. This will help inform where green belt release could take place if exceptional circumstances are considered.
SO17/323/1785	Cycling UK, North Staffordshire	Cycling and Walking should be promoted within the Local Plan.	The comments with regards to cycling are noted. One of the aims of the plan is to support healthy and active communities and therefore this will be incorporated into the plan.
SO17/330/1789	Chapel and Hill Chorlton, Maer and Aston and Whitmore Neighbourhood Development Plan	The need to ensure that where they exist, neighbourhood planning areas are fully involved in the process.	Comments are noted.
SO17/328/1791	North Planning Loggerheads	Concerns over the impact of growth on the rural area. Also the need to ensure that where they exist, neighbourhood planning areas are fully involved in the process.	The Councils appreciate and hope to incorporate the work of Neighbourhood Planning groups. It must however be noted that the NPPF states that the Local Plan should meet all need and significantly boost housing delivery.

Reference	Consultee	Consultee Comments	Officer Comments
SO17/322/1794	The Coal Authority	Coal Authority comments from the issues stage are still relevant and have no further comments at this stage.	Comments are noted.
SO17/331/1798	Stoke-on-Trent City Council (Housing)	We consider the vision outlined in the Strategic Options document to be appropriate for Stoke on Trent and the Plan area. The aspirations to be a great place to live and work aligns with the recent Stoke on Trent Housing Strategy which sets out an ambition to enhance Stoke-on-Trent's housing offer so that people at all stages of life can find and live in a quality home they want at a price they can afford.	Comments are noted and appreciated.
SO17/336/1801	Staffordshire County Council	The County wish to ensure that issues around education, transport, landscape, Archaeology and Historic Landscape Character, rights of way, minerals and waste, climate change, flood risk and public health need to be considered when working on the plan.	The Council will continue to work with the County Council through the Duty to Cooperate to ensure that the Local Plan and its accompanying IDP is appropriate for the area.
SO17/324/1803	The Planning Inspectorate	<p>Thank you for sending us notification of your Regulation 18 consultation on which representations have been invited. I understand this has been published for consultation in accordance Regulation 18(1)(b) of the 2012 Regulations.</p> <p>On publication of the Local Plan under Regulation 19 please send the Planning Inspectorate notification of the Local Plan consultation. Upon receipt the Planning Inspectorate will enter into a Service Level Agreement (SLA).</p> <p>When submitting the regulation 19 to the Planning Inspectorate, please ensure that you confirm the specific date on which you intend to submit your Local Plan for examination. This date is needed to reserve an Inspector at the appropriate time to examine your Local Plan when you submit under regulation 22. You</p>	The comments from the inspectorate are noted and guidance will be followed.

Reference	Consultee	Consultee Comments	Officer Comments
		<p>should also ensure that a Programme Officer is in place upon submission, although we strongly recommend that they are in post by regulation 19 publication stage.</p> <p>To assist in preparing for the examination, you may find it helpful to refer to the Planning Inspectorate publication Examining Development Plan Documents: Procedure Guidance. This can be found on our website:  <a href="http://www.planningportal.gov.uk/planning/planningsystem/localplans">http://www.planningportal.gov.uk/planning/planningsystem/localplans</a></p> <p>Please note this guidance is currently in the process of being updated to reflect the changes in the Localism Act 2011; the National Planning Policy Framework and the 2012 Regulations.</p>	
SO17/332/1804	Severn Trent Water	The representation questions the appropriateness of the lower options, if unable to meet the OAN. They also promote sites within Severn Trent Ownership for development.	The positives and negatives of the range of housing requirement are to be considered in setting it at the appropriate level. All sites that have been submitted to the Council through Call for Sites and those within the SHLAA have under gone consideration for allocation.
SO17/327/1806	Network Rail	There is a need to ensure that development does not produce a detrimental impact upon the railways.	The comments from Network Rail are noted and guidance will be followed where necessary.
SO17/337/1807	United Utilities Water	Concerns over waste water treatment and policies with regards to dealing with this. Suggested policy wording has also been included.	The Councils will continue to work with infrastructure providers through the duty to cooperate and the IDP to ensure the plan can be delivered. The site selection including the SHLAA will consider surrounding uses.
SO17/342/1808	Urban Vision North Staffordshire	Concerns over the timetable and evidence base. Also uncertainty over how HS2 will be incorporated into the Local Plan.	The Council will interpret and publish new evidence as it emerges to meet the timetable with a sound plan.
SO17/358/1811	Mineral Products Association	Ensure that a minerals safeguarding area is identified and shown on the policy map. Ensure that this is taken into account when allocating sites.	The Councils will continue to develop a strategy for minerals, in conjunction with the County.

Reference	Consultee	Consultee Comments	Officer Comments
SO17/362/1812	Graham and Sylvia Rowe	As many as possible brownfield sites should be used first in future developments.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy.
SO17/361/1813	Mr and Mrs D Spode	Opposition to any development of land in Barthomley Road, Audley between the Black and White House and Aldore.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/363/1817	Pat Lee	Despite the high costs involved, there should be no development on green belt or open countryside until all the brownfield sites have been developed. Focus should be on addressing derelict land and building and rejuvenating those areas.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy.
SO17/364/1818	Mrs J.K. Reynolds	Objection to Land at Barthomley Road being included for development.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/359/1822	Thistleberry Residents Association	The representation includes a wide range of issues. These include ensuring that evidence is published on time. That improvements are needed to City, Town and Other Centres. Health issues need to be addressed in the plan as does the quality of environment. There needs to be recognition of local heritage. There are environmental issues that need remedying through the plan such as the deterioration of SSSIs in the area.	The comments are noted. The Local Plan has to be based on robust evidence to be considered sound; as new evidence is produced it will continue to be published to the website.
SO17/694/1824	Neale Sheldon	Places such as Keele village, Loggerheads, Baldwins Gate, Whitmore should be protected totally in the City plan, i.e no more houses on this greenbelt land.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/695/1825	Stephanie Evans	Promotion of a site at Clayton for residential	The Joint Local Plan will look to allocate a range of

Reference	Consultee	Consultee Comments	Officer Comments
		development.	sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/697/1827	Theatres Trust	Promotion for the inclusion of a culture policy within the plan.	The aims of the plan include ensuring the recognition of the area as a destination, the development of culture is a key part of this.
SO17/700/1830	The Connecting Tracks Project	I am the author of an Action Area Plan I developed alongside local people in Middleport in 1976. A copy is held in the Archive collection at Hanley library. "Middleport Community Plan, a plan by local people".	Comments are noted.
SO17/702/1832	Richard Nicholl	Concerns of the sustainability of any further development at Loggerheads.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/703/1833	Donald Butterworth	The Consultation Document maybe well written but lacks substance as to how objectives will be achieved; there is a lack of quantified robust evidence to support the various Options. The Document may make for good reading but sadly, in my case leaves the reader just wondering what the story line is all about.	As the Local Plan continues to emerge, it will contain further information around the delivery of development. This may include types, phasing and infrastructure. The strategic options is about agreeing the broad parameters of the plan before the detailed work.
SO17/704/1834	Paul Baddeley	More emphasis required on the location of train stations. Bus services meet demand but operators need assistance and future notice of plans to provide services to meet demand before people use cars and don't need buses.  Carefully planning of developments don't only to protect walking and service routes and protect shorter routes, new routes need to be planned when developments come forward.	The Joint Local Plan will be supported by an Infrastructure Delivery Plan (IDP) which will ensure that development is supported by the delivery of appropriate infrastructure in a timely manner.
SO17/705/1835	Loggerheads Parish Council	Concerns over the sustainability of the growth numbers and how this will be supported by	The Joint Local Plan is supported by the SHMA which provides detailed, robust evidence of how the housing

Reference	Consultee	Consultee Comments	Officer Comments
		infrastructure.	<p>requirement has been formulated. As the Governments standardised methodology on housing need is formalised this will also be taken into account.</p> <p>With regards to infrastructure, the Joint Local Plan will be supported by an Infrastructure Delivery Plan (IDP) which will ensure that development is supported by the delivery of appropriate infrastructure in a timely manner.</p>
SO17/706/1836	Adri Hartveld	Please do not pass my email address to any other organization or company.	Noted. Comments are not anonymous; however we do keep e-mail addresses private.
SO17/708/1838	Catherine Salt	The two areas should link together more. There needs to be more promotion of the area nationally.	The comments are noted; however this appears to be out of the remit of the Local Plan.
SO17/709/1839	Mr and Mrs Phillips	We are greatly concerned by options 5 and 6 which we think have been added since the original discussions. The area includes land which is in active use as agricultural land, eg the field off Barthomley road and the land behind the houses on Nantwich Road.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need. Each site will be assessed on its own merits.
SO17/710/1840	Carlton Woolley	Brownfield development should come first and Green Belt should be avoided.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area.
SO17/712/1842	Jacqueline Karen Reynolds	Concerns over the development of Land at Barthomley Road.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need. Each site will be assessed on its own merits.
SO17/713/1843	Lynne Woolley	Concerns over the provision of infrastructure in the rural area.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits. The Councils will continue to work with infrastructure providers through the duty to cooperate and the IDP to ensure the plan can be delivered and supported by

Reference	Consultee	Consultee Comments	Officer Comments
			the appropriate infrastructure.
SO17/714/1844	John Lamont	<p>No consideration seems to have been given to the negative environmental effect the development of HS2 will have on the Rural areas of Madeley and Whitmore for the foreseeable future.</p> <p>Despite considerable housing development the population in Madeley did not change in the ten years between the last censuses. Younger people have moved away, so many houses are occupied by only one or two older people. There are always 30-40 houses for sale in the parish. The rural areas do not need more housing.</p>	<p>The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.</p> <p>At this stage, any potential growth in the wider economy arising from HS2 is not being taken into account in the Joint Local Plan, because any economic growth is not sufficiently evidenced yet. It is however recognised that HS2 will have implications on the plan area at some point, but any resulting effects might occur towards the end of the plan-period. At the moment the route is confirmed and a narrow safeguarding strip either side of the proposed route has been identified. The Local Planning Authority is required to notify HS2 of any planning applications in that area.</p>
SO17/715/1845	Janet Lamont	Opposition to the development of the Green Belt and rural area.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/717/1847	M Davies	Concerns over development of land near Nantwich Road near Audley.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits. The Councils will continue to work with infrastructure providers through the duty to cooperate and the IDP to ensure the plan can be delivered.
SO17/719/1849	Keele Parish Council and Neighbourhood Plan	In conclusion we urge caution with regard to the OAN or any other projection of likely future housing need. A sensible and balanced assessment of probable	It is considered that the SHMA and OAN is a reliable and robust part of the evidence base upon which the housing requirement can be based. It is



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		economic growth and the impact this will have on local need is desirable.	acknowledged that the Government is currently consulting on a standardised methodology and as this is confirmed, it will be taken into account. The NPPF states that this need should be met across the Housing Market Area.
SO17/727/1857	Jennifer Cook	I am not happy that the site of the old working men's club on new road in Bignall End near Audley has been designated as mixed use. The site already has planning permission for 12 homes which should go ahead because there is already great demand for houses in the area. There is already a thriving retail centre in Audley which is just over 0.5miles from the proposed retail site and I feel it would be detrimentally impacted if a shop was built so close to it. Please designate the site as housing only to keep the village feel of the area.	The Joint Local Plan will look to allocate a range of sites that both regenerates the area as well as delivering the housing need across the area in accordance with the strategy. Each site will be considered accordingly on its own merits.
SO17/730/1860	Alderman David Becket	<p>This process started in 2011. We do not have a housing allocation plan and developers are having a field day. This has been a stop start process, and a number of end dates have been offered. The current is 2020 and this has been moved back from 2018. Unless there is a more enthusiastic and logical approach from the council this could drag on beyond 2020.</p> <p>This is a very bad response form. I prefer to complete the form, save it, think it over, review it then send. The only option you give is submit. It has taken 4 attempts to complete this form, the most user unfriendly on line response form I have encountered.</p>	The comments are noted. The Councils have to ensure that the plan is robust and fully evidenced and unfortunately this can take time, however the Councils have set out an appropriate timetable for production. The Council will continue to ensure that the methods of consultation are appropriate and useable for further rounds of consultation.
SO17/736/1866	Madeley Parish Council and Neighbourhood Plan Steering Group	Further information in the form of a letter from Madeley Parish Council, the Neighbourhood Plan steering group and Madeley Conservation Group is attached.	Noted
SO17/738/1868	FUCHS Lubricants (UK) plc	We believe it is essential that any forthcoming	The comments are noted, the Local Plan will continue

Reference	Consultee	Consultee Comments	Officer Comments
		planning policies recognise the contribution of businesses such as Fuchs Lubricants (UK) Ltd to the local and national economy and support them accordingly.	to support businesses where appropriate.
SO17/739/1869	Gwyn Griffiths	Very poor evidence base in documentation.	The Councils will continue to update and publish its evidence base on the website as the Local Plan emerges.
SO17/740/1870	Stafford Borough Council	The Stafford Borough is generally supportive of the vision, strategic aims and objectives within the Strategic Options document. However it is important to ensure that a balanced approach takes place between the growth requirements of Stafford Borough and the focus for new investment, retail provision and housing growth within the Joint Local Plan area. Clearly it is important that the local population needs within Stoke-on-Trent and Newcastle-under-Lyme Borough are accommodated to reduce out-migration and pressure on the strategic transport network but not at the expense of economic growth in the surrounding areas including Stafford Borough.	The Councils will continue to work with neighbouring authorities throughout the plan preparation under the Duty to Cooperate requirements. The housing requirements will be based upon robust evidence to ensure they are appropriate for the local area.
SO17/693/1872	Cynthia England	Had I more time, I would have further comments, but only recently become aware of this opportunity to contribute, & am doing this at 4.30pm on 22nd. I understand there will be further opportunities to comment/contribute.	Throughout the preparation of the plan there will further opportunities to comment as the plan emerges.