

BRADWELL CREMATORIUM, CHATTERLEY CLOSE
NEWCASTLE BOROUGH COUNCIL

26/00422/DEEM3

The application seeks full planning permission for the construction of a new pet crematorium within the grounds of Bradwell Crematorium off Chatterley Close, Bradwell.

The application site is located within the urban area as defined on the Local Plan Policies Map.

The statutory 8-week period for the determination of the application expires on the 5th August 2026.

RECOMMENDATION

PERMIT the application subject to conditions relating to the following matters:-

- 1. Standard time limit for commencement of development**
- 2. Approved plans**
- 3. For use for domestic pets only**
- 4. Materials**
- 5. Landscaping scheme**
- 6. Lighting**
- 7. Hours of construction**
- 8. Compliance with recommendations of the Preliminary Ecological Appraisal**
- 9. Tree protection**
- 10. No dig/hand dig construction within Root Protection Areas**

Reason for Recommendation

The provision of a new business and service within the urban area is considered to represent a suitable and sustainable development type. The development would not result in any adverse implications in relation to other material planning considerations and so, subject to conditions, the development represents a sustainable development and should be supported.

Statement as to how the Local Planning Authority has worked with the applicant in a positive and proactive manner in dealing with this application

The application is considered to be a sustainable form of development that complies with the provisions of the National Planning Policy Framework.

KEY ISSUES

The application seeks full planning permission for the construction of a new pet crematorium within the grounds of Bradwell Crematorium off Chatterley Close, Bradwell.

The key issues to consider in the determination of this application are:

- Is the principle of the development acceptable?
- Would the proposed development have any adverse impact on the character and appearance of the area?
- Residential amenity
- Impact on wildlife and Biodiversity Net Gain and
- Highway safety.

Is the principle of development acceptable?

The application site comprises an area of land within the boundary of Bradwell Crematorium which would be host to a new single storey building operating as a domestic pet crematorium. The site is located within the defined urban area of the Borough.

The application would see the introduction of a new business and service within the Borough for the cremation of domestic pets. Given the sustainable location of the site, the development would add to the vitality of services available within the wider area.

The creation of a new business and the introduction of a new service within a highly sustainable area of the borough is considered to be acceptable in principle and subject to other material considerations, should be supported.

Character and appearance of the landscape

Paragraph 131 of the NPPF states that the creation of high quality, beautiful and sustainable buildings is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Furthermore, paragraph 135 of the Framework lists 6 criterion, a) – f) with which planning policies and decisions should accord and details, amongst other things, that developments should be visually attractive and sympathetic to local character and history, including the surrounding built environment and landscape setting while not preventing or discouraging appropriate innovation or change.

Policy PSD7 (Design) of the Local Plan states that, amongst other points that developments should contribute positively to an area's character and identity, creating or reinforcing local distinctiveness and sense of place in terms of:

- a) Height, scale, form and grouping;
- b) Choice of materials;
- c) External design features
- d) Massing of development
- e) Green infrastructure; and
- f) Relationship to neighbouring properties, street scene, and the wider neighbourhood

The application site is located towards the south western edge of the existing Bradwell Crematorium site.

The development comprises the construction of a single storey unit to house a pet cremation service which would have an L-shaped footprint and the maximum dimensions 8.5m width X 6.1m depth X 3m height. It would be constructed utilising two shipping containers which would then be adapted to house internally an office, farewell room and a containerised incinerator. The structure would have a flat roof and is proposed to be clad in timber cladding. A stack linked to the incinerator would extend just over 2m beyond the roof. Whilst this would be quite prominent given the flat roof design of the building, its overall scale and siting would ensure that there would be no wider impacts on the appearance of the area.

The building itself would be sited to the southwest of the main Bradwell Crematorium building and so would not be readily visible when approaching the site along the main access road. The building would only become apparent when approaching the car park.

Whilst the development would introduce a new structure that contrasts in its overall style and appearance to the existing buildings on site, given its modest scale and selection of natural wood cladding, it is not considered that the development would appear as a negative addition to the wider site. The building would also be set amongst a backdrop of established trees and hedgerows which would further assist in softening its appearance within the site.

A new 1.8m wide pathway would also be constructed from the southern edge of the existing car park which would meander towards the proposed building and would have a tarmac finish. Given its relatively modest proportions and setting amongst existing vegetation it is not considered that this would appear a harmful addition and would mirror the appearance of existing pathways within the site.

A condition should be attached to any permission granted to secure full and precise details of the cladding.

Subject to this condition, the design and appearance of the development is considered to be acceptable and would accord with the relevant policies of the development plan and the aims and objectives of the NPPF.

Residential Amenity

The Framework states within paragraph 135 that planning decisions should ensure that developments, amongst other things, create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.

Policy SE12 of the Local Plan states at criterion 1 that “development proposals should demonstrate they will not result in unacceptable harm to the amenities of existing or future residents, businesses, or sensitive uses in the vicinity. Development that would have an unacceptable adverse impact on existing amenity will not be permitted. This includes the consideration of:

- Preventing unacceptable overlooking and loss of privacy.
- Avoiding unacceptable loss of sunlight and daylight.
- Mitigating the overbearing and dominating effect of new buildings. Minimising environmental disturbance or pollution.
- Addressing traffic generation, access, and parking.
- Protecting existing trees and landscaping that contribute to amenity value, and ensuring appropriate replacement or enhancement where necessary

The development is sited a significant distance from any residential properties, the nearest being 183m to the south to the rear boundaries of properties along Hillport Avenue. Given these distances, it is not considered that the proposal would have any adverse impacts on residential amenity.

The application details that the incineration would be utilised through the PET200 pet cremation machine which can process up to 7 pets a day. The incinerator would feature a stack height of 3.6m which would assist in containing smoke, particulates and odour and therefore there would be no harm to the amenity, health or well-being of neighbouring residents.

The Environmental Health Division have considered the proposal and have raised no objections. There are a number of considerations, beyond that of planning control, for the permits and licences associated with cremation process to control pollution and any assessment of this would be beyond the control of planning.

Comments from the Environment Agency notes that this is a ‘low capacity’ incinerator.

Opening hours would follow those of the existing site, 9-4pm, Monday through Friday except bank holidays, on an appointment only basis. The service will rely on customers dropping their pets off and collection of cremation remains several days later.

A condition should be attached to any permission granted to control the hours of construction as well as the development being for domestic pets only, as per the information provided.

Therefore, subject to the above, the development would not result in any adverse impacts on residential amenity and so accords with the development plan and NPPF.

Highway Safety

The NPPF, at paragraph 116, states that development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Policy IN2 of the Local Plan states that “new development should make appropriate provision for access by sustainable modes of transport to protect the integrity of the highway network. All development should meet a number of criteria which includes Not cause unacceptable highway safety problems in relation to local traffic circulation and existing parking and servicing arrangements (1e) and not cause severe residual impacts on the road network, either individually direct and / or cumulatively (1f).

Policy IN3 of the Local Plan states that appropriate levels of parking provision should be made in accordance with the standards contained within the local plan Appendices. A departure from these standards may be justified on a case by case basis.

The application site already benefits from an existing car park that serves the main Bradwell Crematorium which has 82 regular spaces and 3 accessible bays. It is proposed that visitors to the new development would share the use of this car park, which is considered to be sufficiently sized to serve both the existing and proposed uses.

The Highway Authority have raised no objections to the proposal, noting that the facilities appear small and this, alongside the use of an appointment only service, would ensure that there would not result in any adverse highway safety issues.

Therefore in light of the above, the proposed development is considered to be acceptable on highway safety grounds.

Biodiversity Net Gain, Ecology and Biodiversity

Paragraphs 180 & 185 of the NPPF set out that planning decisions should contribute to and enhance the natural and local environment by minimising impacts on and providing net gains for biodiversity. If development cannot avoid significant harm to biodiversity by adequate mitigation then planning permission should be refused.

Policy SE7 (Biodiversity Net Gain) of the Local Plan states that development proposals, unless exempt, will be permitted provided that they are designed to deliver at least a 10% measurable net gain of biodiversity habitat. It also details at criterion 3, that BNG should be delivered in accordance with the biodiversity net gain hierarchy set out in national policy and that it should be primarily deliverable on site.

Biodiversity Net Gain (BNG) is “an approach to development that leaves biodiversity in a better state than before”. When applying biodiversity net gain principles, developers are encouraged to bring forward schemes that provide an overall increase in natural habitat and ecological features. The aim of BNG is to minimise losses of biodiversity and help to restore ecological networks. Sites must demonstrate a minimum of a 10% Biodiversity Net Gain as calculated using a Biodiversity Metric and a Biodiversity Gain Plan, with habitat used for net gain to be secured for a minimum of 30 years.

The application is accompanied by a completed BNG metric and associated report. This demonstrates that as a result of the proposed development there would be a net loss of 1.78% (equating to -0.03 habitat units). It is therefore proposed to plant 20 trees within the red line boundary and a 20m section of hedgerow adjacent to the existing car park. This will result in an on-site net change of 1.7% area habitat units and 23.11% hedgerow units, therefore satisfying the statutory 10% net gain through on site additions. These will be secured through the mandatory Biodiversity Net Gain condition.

Policy SE8 (Biodiversity and Geodiversity) details that all development should ensure the conservation, enhancement and restoration of biodiversity and geodiversity, avoiding any significant adverse impacts on condition, and where relevant recovery, of all types of nature conservation sites, habitats, species and components of ecological networks or geological interests.

Turning to ecology, the application is supported by a Preliminary Ecological Appraisal (PEA). The PEA has concluded that the development would have a negligible impact on protected species during the construction and operational phase of the development, including amphibians, bats, birds, hedgehogs, and reptiles and so no further survey work is recommended. It does identify a low risk to bats during the operational phase of the development due to a small increase in artificial lighting which could impact local foraging and commuting bats.

The PEA goes on to recommend that any lighting should be sensitively controlled and installed, which can be suitably controlled by a condition. It also goes on to recommend a series of site enhancements including the installation of bat boxes, bat friendly planting and bird boxes. All of these measures can be secured by a condition.

Therefore in light of the above, the proposed development would not result in an adverse impact to protected species and so would accord with the relevant policies of the development plan as well as the aims and objectives of the NPPF.

The Impact on Trees

Policy SE11 of the Local Plan (Trees, Hedgerows and Woodland) states that development proposals should prioritise the retention and protection of existing trees, hedgerows, and woodlands. To ensure the long-term retention of these natural features, proposals should be supported by Arboricultural Impact Assessments (for proposals impacting significant trees) and / or Hedgerow Surveys (where applicable).

The application is accompanied by an Arboricultural Report which identifies that a total of 13 trees and 2 hedges were included within the survey. To achieve the proposed development, no trees are required for removal and the footprint of the proposed building, including the pedestrian footpath, are sited beyond the Root Protection Areas (RPAs) of all trees. The report identifies that some of the trees may have to undertake some minor crown pruning to ensure that appropriate clearance is maintained over the footpath and from the proposed building.

A tree protection plan outlines the position for protective fencing adjacent to the car park and application site to ensure that the construction process does not encroach into or damage the RPAs of retained trees.

The Landscape Officer has raised no objection but has queried the siting of the proposed path and if this could be amended in addition to the classification of retained trees. The application is accompanied by a Tree Protection Plan and this does show that areas of the path would intrude into the RPA of retained trees, but only marginally and so, as recommended by the Landscape Officer, it is considered suitable on this occasion to attach a condition ensuring that any works within the RPAs shall be no dig/hang dig construction.

In light of the above Officers are satisfied that the existing trees on site can be suitably retained and protected. A condition should be attached to any permission granted to secure the installation of the protective fencing prior to the commencement of works. A landscaping scheme can also be conditioned to ensure that full and precise details of the species, and planting arrangements for the new trees and hedgerows are secured and compatible with the site environment.

Reducing Inequalities

The Equality Act 2010 says public authorities must comply with the public sector equality duty in addition to the duty not to discriminate. The **public sector equality duty** requires **public authorities** to consider or think about how their policies or decisions affect people who are **protected** under the Equality Act. If a public authority hasn't properly considered its public sector equality duty it can be challenged in the courts.

The duty aims to make sure public authorities think about things like discrimination and the needs of people who are disadvantaged or suffer inequality, when they make decisions.

People are protected under the Act if they have protected characteristics. The characteristics that are protected in relation to the public sector equality duty are:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership

- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

When public authorities carry out their functions the Equality Act says they must have due regard or think about the need to:

- Eliminate unlawful discrimination
- Advance equality of opportunity between people who share a protected characteristic and those who don't
- Foster or encourage good relations between people who share a protected characteristic and those who don't

With regard to this proposal and the matters that can be addressed, it is considered that it will not have a differential impact on those with protected characteristics.

APPENDIX

Policies and proposals in the approved development plan relevant to this decision:-

Newcastle Under Lyme Local Plan 2020-2040

Policy PSD1: Overall Development Strategy
Policy PSD2: Settlement Hierarchy
Policy PSD7: Design
Policy IN3: Access and Parking
Policy SE7: Biodiversity Net Gain
Policy SE8: Biodiversity and Geodiversity
Policy SE11: Trees, Hedgerows and Woodland
Policy SE12: Amenity

Other material considerations include:

National Planning Policy Framework (2024)

Planning Practice Guidance (PPG) (as updated)

Relevant Planning History

Whilst there are applications for the wider site, there are none specifically relevant for this part of the site.

Views of Consultees

Highway Authority raise no objections

Cadent Gas raise no objection.

The **Environment Agency** state that the development falls beyond their consultation checklist and so have no comments to make.

The **Environmental Health Division** raise no objections.

The **Landscape Development Section** have queried the siting of the proposed path but raise no objections subject to conditions relating to no dig/hand dig construction and tree protection measures.

Naturespace are satisfied with the findings of the Preliminary Ecological Appraisal and are satisfied that if this development were to go ahead it would be unlikely to have an impact on great crested newts or their habitats

Representations

None received.

Applicant/agent's submission

The submitted documents and plans are available for inspection on the Council's website via the following link:

[26/00422/DEEM3 | Proposed pet crematorium | Bradwell Crematorium Chatterley Close Bradwell Newcastle Under Lyme Staffordshire ST5 8LE](#)

Background Papers

Planning File
Development Plan

Classification: NULBC **UNCLASSIFIED**

Date report prepared

9th July 2026

Classification: NULBC **UNCLASSIFIED**