



Joint Local Plan Preferred Options Consultation

Employment Technical Paper

February 2018

This paper sets out the technical evidence to support the information on employment development that is presented in the Joint Local Plan Preferred Options Consultation document.

1. Background

- 1.1 Newcastle-under-Lyme and Stoke-on-Trent adjoin each other and are located in the West Midlands region, towards the north west of Staffordshire. Newcastle-under-Lyme shares a boundary with the counties of Cheshire (which lies in the North West region) and Shropshire and both authorities adjoin the Staffordshire districts of Stafford Borough and Staffordshire Moorlands. Both authorities are part of the Stoke-on-Trent and Staffordshire Local Enterprise Partnership and are members of the wider Constellation Partnership which covers both Staffordshire and Cheshire.
- 1.2 The two authorities occupy a strategically advantageous position between the major urban conurbations of Manchester and Birmingham with strong connectivity via the road and rail networks north and south. These transport links have helped the area attract inward investment and enable the area to be seen as a logistics hub. However within the conurbation itself there remains many internal connectivity constraints which limit the economic potential of both areas¹. This was identified in the Joint Local Plan Strategic Issues Consultation Document as a key issue for the Joint Local Plan to address².
- 1.3 Both councils commissioned the production of a joint Employment Land Review which was published in 2015. This study identifies that the combined area of both Newcastle-under-Lyme and Stoke-on-Trent forms a single Functional Economic Market Area (FEMA), taking in to account Travel to Work Areas and the area within which most businesses remain within if they choose to relocate their premises. The FEMA corresponds with the single Housing Market Area that is identified within the joint Strategic Housing Market Assessment (SHMA 2015, updated 2017) and both are coterminous with the Joint Local Plan area. The

¹ Stoke-on-Trent and Staffordshire LEP (2014) Strategic Economic Plan, page 9

² Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council (2016) Joint Local Plan Issues Consultation Document, pages 36, 37, 53, 86 and 87

identification of the FEMA within the Employment Land Review was undertaken in accordance with the requirements of the national Planning Practice Guidance³.

- 1.4 HS2 is likely to pass through Newcastle-under-Lyme but at this time there is not considered to be sufficient information regarding the likely economic impacts of the project. Therefore it is considered appropriate to take account of this through a review of the Local Plan, when more evidence about the economic implications of HS2 become available.⁴
- 1.5 Similarly, the potential economic implications of the United Kingdom's decision to leave the European Union have not been factored in to the Joint Local Plan at this stage. This is because there is currently no significant or reliable evidence available at the current time to determine the economic implications of this decision.

Local Economy

- 1.6 The local economy of Stoke-on-Trent and Newcastle-under-Lyme has seen substantial levels of restructuring over the past 40 years or so, away from the traditional manufacturing base for which the area was internationally renowned, towards a more service-orientated economy, in particular logistics and distribution. The latter growth is due in no small part to the area's strategic location at the heart of the UK and its impressive connectivity, with access to excellent road (M6, A50, and A500) and rail (West Coast Main Line) links.
- 1.7 The Employment Land Review (2015) identifies that Stoke-on-Trent and Newcastle-under-Lyme's employment space is still dominated by industrial uses which account for around 70% of total employment floorspace⁵. Whilst this is increasing in Newcastle-under-Lyme, the level of industrial stock in Stoke-on-Trent has been declining for a number of years. In contrast, the amount of office floorspace in both areas is increasing. However, both authorities are also characterised by poor rates of entrepreneurial activity, with fewer small businesses, high unemployment and in Stoke-on-Trent a lower rate of self-employment relative to regional and national averages.
- 1.8 Stoke-on-Trent remains a net importer of labour, with a net total of 6,108 in-commuters according to the 2011 Census. In contrast, Newcastle-under-Lyme is a net exporter of labour, with a net total of 8,058 out-commuters. The strongest commuting relationships exist between Stoke-on-Trent and Newcastle-under-Lyme, but there are also notable commuting links with Stafford Borough, Staffordshire Moorlands and Cheshire East. As described above, based on the strongest relationship being between Stoke-on-Trent and Newcastle-under-Lyme, the Employment Land Review identifies that together the two authorities comprise a single Travel to Work Area and a Functional Economic Market Area. The identification of this area is in accordance with Planning Practice Guidance.

³ Planning Practice Guidance, Paragraph 012, Reference ID: 2a-012-20140306: <https://www.gov.uk/guidance/housing-and-economic-development-needs-assessments>

⁴ Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council (2018) Joint Local Plan Preferred Options Consultation Document, paragraph 1.10

⁵ Nathaniel Lichfield & Partners (2015) Newcastle-under-Lyme and Stoke-on-Trent Joint Employment Land Review, paragraphs 4.2, 4.48, 8.142 and 8.415

2. The Need for Employment Development Land 2013-2033

The Objective Assessment of Need (OAN)

- 2.1 The National Planning Policy Framework (NPPF) states that local planning authorities should have a clear understanding of business needs within their areas and that they should work together with other authorities and Local Enterprise Partnerships to prepare and maintain a robust evidence base to understand needs and likely changes in the market⁶. The evidence base should be used to assess the needs for land or floorspace for economic development including quantitative and qualitative needs for all types of foreseeable types of economic activity over the plan period⁷
- 2.2 The Joint Employment Land Review (ELR) 2015 provides a range of different scenarios of likely employment growth across the plan area. These take account of past development trends, economic projections as well as the household projections derived from the SHMA. These scenarios project different levels of need for B-Class development (B1a/b Business, B1c/B2 light/General Industrial and B8 Storage and Distribution, as defined by the Use Classes Order 2016) over the period to 2039.
- 2.3 The evidence provided by the ELR was considered in the SHMA Review (2017) and this concluded that the Objectively Assessed Need (OAN) figure should be aligned with ELR scenario that was based on the Cambridge Econometrics Local Economic Forecasting Model (LEFM) 2014, as this would support a level of population and household growth necessary to support the jobs growth projected in that forecast⁸.
- 2.4 This conclusion was itself informed by the recommendations of the ELR which identifies that when considered against the other economic forecasts *“greater weight should be attached to the Cambridge Econometrics projections, given that they represent a positive, but nevertheless realistic, uplift on past trends, whilst growth appears more evenly spread across the various sectors. They represent the most detailed projections provided and have been used by both the LEP and to inform the Councils’ joint SHMA, resulting in greater alignment with both the wider economic growth aspirations of the LEP and the housing OAN”*⁹
- 2.5 **The OAN for employment development is therefore identified as 258 hectares of land to be delivered across both authorities between 2013 and 2039. In the shorter plan period from 2013 to 2033 this equates to 199 hectares. This OAN is made up of 68 hectares for Newcastle-under-Lyme and 131 hectares for Stoke-on-Trent.**
- 2.6 The modelling work undertaken within the ELR to identify this OAN figure includes a significant increase of the land requirement for Stoke-on-Trent, to take account of employment land that has previously been lost to other land uses and also employment land that is anticipated to be lost to other uses in the future (e.g. conversion of industrial buildings to residential or new development on vacant former employment land that is not allocated in

⁶ DCLG (2012) National Planning Policy Framework, paragraph 160

⁷ DCLG (2012) National Planning Policy Framework, paragraph 161

⁸ Turley Economics (2017) Strategic Housing Market Assessment Update, paragraph 6.35

⁹ Nathaniel Lichfield & Partners (2015) Newcastle-under-Lyme and Stoke-on-Trent Joint Employment Land Review, paragraph 8.136

the Joint Local Plan for employment). This assumption means that the OAN incorporates an increase of Stoke-on-Trent's land requirement by an additional 150 hectares between 2013 and 2039 (115 hectares in the plan period 2013 to 2033).

- 2.7 A similar assumption is applied in Newcastle-under-Lyme but as previous and future losses are lower, the employment land requirement is increased by just over 13 hectares between 2013 and 2039 (10 hectares between 2013 and 2033).
- 2.8 A further smaller increase was applied in both areas as part of the OAN calculation to allow a safety margin so that sufficient employment land supply can be made available to ensure delivery against the identified development needs. These uplifts to the employment land requirement for both areas are explained in full in chapter 8 of the Employment Land Review (2015)¹⁰.
- 2.9 The effect of these adjustments is that the resulting employment land requirement for Stoke-on-Trent is higher than that of Newcastle-under-Lyme. This contrasts with the new jobs that are projected to be created under the OAN. In total, 17,372 additional jobs across all economic sectors are projected to be created in the plan area over the period to 2033 (869 per year). Of this total job growth figure, 7,613 are projected to be in Newcastle-under-Lyme and 9,759 in Stoke-on-Trent. In terms of the 'B Class' sectors that lead to the 199 hectares employment land OAN there are projected to be 6,654 new jobs over the same period (333 per year). 4,437 of these are projected to be in Newcastle-under-Lyme and 2,217 in Stoke-on-Trent.
- 2.10 It is worth noting that because a large allowance has been made for the replacement of losses of employment land in Stoke-on-Trent (as explained above), the uplifted employment land requirement is catering for both existing and newly created jobs in the city and so there is no direct comparison that can be made between the new jobs created and the resulting land required for employment development.
- 2.11 It should also be noted that job densities per hectare vary depending on the precise nature of the employment use. The government's Employment Density Guide (2015)¹¹ advises that the density of jobs per m² is much higher in modern offices than it is in warehousing, e.g. increasing trends in electronic offices and desk sharing increase the number of work spaces per m² compared to increasing automation in warehousing which has the effect of reducing the jobs provided per m². Therefore, the number of jobs provided from the same hectare of employment land varies depending on the employment sector occupying the land.
- 2.12 Outside of 'B class' jobs the Cambridge Econometrics LEFM also projects that there will be large growth in public services (including schools and hospitals), construction, accommodation, food services and recreation. It is not anticipated that the Joint Local Plan will need to set a land requirement for these non-B Class uses as planning policies can instead be used to respond to the specific requirements of individual development schemes for these types of use.

¹⁰ Nathaniel Lichfield & Partners (2015) Newcastle-under-Lyme and Stoke-on-Trent Joint Employment Land Review, paragraphs 8.94 to 8.114

¹¹ Homes and Communities Agency (2015) Employment Density Guide 3rd Edition

- 2.13 The OAN recommended by the ELR and SHMA was considered as part of the Strategic Options consultation, together with other potential growth scenarios that the Joint Local Plan could seek to deliver. An overview of how these growth scenarios have been considered in determining the appropriate Preferred Growth Option is provided below.

Strategic Options Growth Scenarios

- 2.14 The previous consultation on the Strategic Options set out four different employment growth scenarios (A to D) that the Joint Local Plan could seek to deliver. Three of these (B, C and D) were derived from the recommended growth forecasts set out in both the Employment Land Review and the housing projections from the SHMA. Scenario C was identified in the SHMA as the Objectively Assessed Need (OAN) figure and is based on accommodating the population and household growth necessary to support the jobs growth projected in the Cambridge Econometrics Local Economic Forecasting Model (LEFM) 2014. Scenario A projected a continuation of the employment land requirement from the adopted Core Spatial Strategy. The table below summarises the projected number of new jobs created per year and the employment land required to accommodate the levels of growth under each scenario.

Growth Scenario:		Employment Land Required 2013-33 (ha)	New Jobs Per Year
A	Continue with existing growth set out in the Core Spatial Strategy	249	N/A
B	Support natural population growth	180	598
C	Support economic growth (OAN)	199	869
D	Maximise economic potential	258	1,609

- 2.15 For each of these Growth Scenarios a list of the negative and positive implications are provided below.

Growth Scenario A

Negative Implications:

- The Strategic Options Consultation document identified that Scenario A was based on outdated evidence from the West Midlands Regional Spatial Strategy which has been revoked and no longer forms part of the development plan.
- As the employment land requirement would be higher than that identified by the OAN there is a greater risk of exhausting the supply of urban brownfield land and limiting the supply of further potentially viable sites, with the risk that developers will look elsewhere outside the Plan Area for future employment sites.
- This scenario exceeds the employment land OAN by 25% yet the respective housing target is 38% below the OAN. Therefore the employment and housing targets would be not be aligned.

- Current evidence in the ELR and the SHMA suggests Scenario A is unlikely to be compliant with the NPPF¹², and pursuing these scenarios would be likely to fail at least one of the Tests of Soundness at Examination, e.g. based on an up to date evidence base, or to be consistent with national planning policy.
- Scenarios A and B also had the lowest levels of support from the responses received during the Strategic Options consultation.

Positive Implications:

- Continuity of growth levels pursued in the previous plan strategy.

Growth Scenario B

Negative Implications:

- This scenario is based on past long-term demographic trends and not based on significant job growth.
- This scenario would therefore constrain economic diversity and competitiveness.
- Both the housing and employment requirement would be set below the OAN and therefore employment and housing provision would not be sufficiently aspirational.
- Scenarios A and B also had the lowest levels of support from the responses received during the Strategic Options consultation.

Positive Implications:

- As this scenario is based on past long-term demographic trends, this means that these levels of development should be relatively achievable in the future.
- This scenario would support limited job growth and would require some net inward migration.

Growth Scenario C

Negative Implications:

- This scenario would result in a lower employment land target than previously required by the Core Spatial Strategy.

Positive Implications:

- Growth Scenario C is in alignment with the OAN set out in the SHMA and ELR.
- As it is based on a local economic forecast it would drive and support economic growth, boost existing and new opportunities for employment and business growth.

¹² DCLG (2012) National Planning Policy Framework, paragraphs 158 and 182

- This scenario supports the requirements of the National Planning Policy Framework¹³ which establish that Local Plans should be aspirational but realistic, be based on a strategy that which seeks to meet objectively assessed development requirements, be based on a proportionate evidence, be the most appropriate strategy when considered against the reasonable alternatives and should place significant weight on the need to support economic growth and support both new and existing economic sectors.
- The Sustainability Appraisal indicates some potential positive and negative effects arising from likely development pressure, but that there is greater potential for acceptable mitigation measures to be applied through appropriate policies and site selection.

Growth Scenario D

Negative Implications:

- This scenario would require much higher levels of net inward migration than historically have been achieved.
- There would be greater demands on infrastructure, including a greater need for improvements to connectivity and congestion.
- There would be a corresponding greater need for more housing development to accommodate an increased workforce and to maintain a balance between housing and employment growth.

Positive Implications:

- This scenario would seek to deliver wider ambitions for higher economic growth.
- It would support and boost employment and business growth, requiring job creation to be delivered at a much higher rate than in previous years.
- It exceeds the OAN.
- It would attract a greater number of working age residents, addressing the imbalance that is likely to occur as the result of a projected ageing local population.

Strategic Options Growth Scenarios: Summary of Consultation Responses

- 2.16 The Strategic Options Consultation and Responses Report identifies that the largest proportion of responses received favoured Scenario D¹⁴. The councils have noted however that these responses were disproportionately composed of comments received from the development industry. Whilst such comments are important to note, the councils have considered these against the other comments received, which supported lower levels of growth, and other evidence described below to come to a balanced view regarding the preferred level of growth to be delivered.

¹³ DCLG (2012) National Planning Policy Framework, paragraphs 19, 21, 154 and 182

¹⁴ Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council (2017) Joint Local Plan Strategic Options Consultation and Responses Document, pages 4, 5 and 8

Strategic Options Growth Scenarios: Summary of Sustainability Appraisal Findings

- 2.17 The sustainability appraisal of the Strategic Options identified that Growth Scenario D is likely to have more significant negative environmental effects than Growth Scenario C, with only a slight improvement in the potential social and economic effects. The appraisal of the two lowest growth scenarios, A and B, did not identify significant improvements to the potential environmental effects to justify pursuing these in preference to the OAN under Growth Scenario C¹⁵.

Strategic Options Growth Scenarios: Points from Key Evidence

- 2.18 As noted at the start of this section, the OAN figures presented under Growth Scenario C are based on 2014 version of the Cambridge Econometrics Local Economic Forecasting Model (LEFM). The ELR concluded that of the economic growth forecasts “greater weight should be attached to the Cambridge Econometrics projections, given that (particularly for Stoke-on-Trent) they represent a positive, but nevertheless realistic, uplift on past trends, whilst growth appears more evenly spread across the various sectors. This is particularly the case when compared to the Experian forecasts, which feature very high levels of growth in a few isolated sectors in contrast to the other two projections”¹⁶. Furthermore, the Cambridge Econometrics LEFM also underpins the jobs growth identified within the existing Stoke-on-Trent and Staffordshire LEP’s Strategic Economic Plan.
- 2.19 The SHMA identifies that not pursuing the jobs growth projected in the Cambridge Econometrics LEFM and instead relying on the lower level of growth from household formation would see a continuation of historic demographic trends, resulting in significant growth in the older population and limited growth in the working age population¹⁷. Under this lower level of growth, there is a risk that opportunities for new job creation would be constrained by a shortage of available labour¹⁸. The SHMA goes on to establish that the OAN should be set at the level required to support the growth in jobs projected by the Cambridge Econometrics LEFM, due to the need to retain a working age population and provide for further net inward migration of working age people to sustain the projected growth in jobs. The SHMA also stated that on this basis it is considered appropriate and important to establish the housing need implications of supporting this forecast which, as highlighted above, is concluded within the ELR as a positive but realistic scenario of future economic growth.¹⁹

Conclusion and the Preferred Growth Option

- 2.20 Having considered all of the above, it is considered that Growth Scenarios A and B would not serve to meet the OAN for both housing and economic development. Growth Scenario B will also not be of a sufficient scale to provide a necessary uplift to deliver an improvement to the qualitative mix of employment uses. These scenarios are therefore not considered to be positively prepared or justified. As such it is considered that the progression of either one of these growth scenarios would result in the Joint Local Plan being found unsound²⁰.

¹⁵ Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council (2017) Joint Local Plan Strategic Options Consultation Sustainability Appraisal Report, pages 32-35 and 40-41

¹⁶ Nathaniel Lichfield & Partners (2015) Newcastle-under-Lyme and Stoke-on-Trent Joint Employment Land Review, paragraph 8.53

¹⁷ Turley Economics (2017) Strategic Housing Market Assessment Update, paras 4.4 and 4.5

¹⁸ Turley Economics (2017) Strategic Housing Market Assessment Update, paragraph 4.36

¹⁹ Turley Economics (2017) Strategic Housing Market Assessment Update, paragraph 4.16

²⁰ DCLG (2012) National Planning Policy Framework, paragraph 182

- 2.21 Due to the additional land requirement and high building rates required to realise Growth Scenario D (particularly for housing, the levels of which have not been achieved previously), which are significantly in excess of the OAN, this growth scenario is not considered to be deliverable (effective), or the most appropriate strategy. This also risks the soundness of the plan at examination.
- 2.22 **Having considered all of the above points, both councils consider that Growth Scenario C therefore represents the most appropriate employment growth option, as it seeks to deliver the objectively assessed needs of the Joint Local Plan area, resulting in an identified need for 199 hectares of employment land to be delivered across the plan area between 2013 and 2033.**
- 2.23 As this Preferred Growth Option is derived from the OAN it corresponds to the identified need for development as set out in the SHMA and ELR. This level of growth will also enable development of a sufficient scale to deliver an overall improvement to the qualitative mix of employment uses across the plan area. This Preferred Growth Option is therefore considered to be aspirational and positively prepared, whilst being based on up to date evidence. It is therefore considered to be consistent with national planning policy. The effectiveness of delivering this level of development is explored in the next section of this paper, relating to the supply of employment development land in the plan area.
- 2.24 In summary, Growth Scenario C, as the Preferred Growth Option, represents a positive increase in growth and a realistic uplift on past trends. It is based on the Cambridge Econometrics LEFM which the ELR identifies as having a more even spread of job growth across the various employment sectors.

3. The Supply of Land for Employment Development 2013-2033

Strategic Options: Broad Location Options

- 3.1 At the Strategic Options consultation stage the authorities consulted on 6 Broad Location Options, which presented different potential spatial strategies to accommodate future growth (2013-2033). As with the Growth Scenarios, the negative and positive implications of each Broad Location Option are provided below. It should be noted that, given the conclusions reached in the previous section of this paper, the potential implications of delivering growth under a particular spatial option is influenced by the quantum of growth to be accommodated under the Preferred Growth Option, i.e. Growth Scenario C (the OAN scenario).

Broad Location Option 1: Existing Strategy

Negative Implications:

- Limited employment land supply in Newcastle-under-Lyme.
- The continued focus on targeted regeneration would not deliver sufficient development to meet objectively assessed needs for housing.

- The limited supply of land is likely to exacerbate the lack of a 5 year housing land supply, therefore it will not provide enough housing, resulting in a lack of available workforce.
- There wouldn't be sufficient development to retain young people to live and work in the area and redress the existing demographic profile towards the ageing population.
- This option would more quickly diminish the supply of brownfield land, resulting in further land being required outside of the plan strategy.
- This option would largely focus on sites which require higher upfront costs to bring them forward for development.
- This option relies on outdated planning policy from the West Midlands Regional Spatial Strategy and related evidence. It is therefore unlikely to be compliant with the National Planning Policy Framework (NPPF)²¹.
- Pursuing this option would therefore make the plan likely to fail at least one of the Tests of Soundness at Examination, e.g. being based on up to date evidence and being consistent with national planning policy.

Positive Implications:

- The supply of land under this Broad Location Option significantly exceeds the employment land required under the OAN.
- This Broad Location Option would direct investment towards more deprived areas.
- It would prioritise the development of brownfield sites.
- It would support the role of existing centres, but would predominantly be aimed at the centres that fall within the Inner Urban Core of Stoke-on-Trent (including the City Centre) and Newcastle Town Centre.

Broad Location Option 2: Urban Focus

Negative Implications:

- Limited land supply in Newcastle-under-Lyme, resulting in an unbalanced supply of employment land across the plan area.
- Will not deliver enough homes to meet the OAN, exacerbating the lack of a 5 year housing land supply and resulting in the lack of a locally available workforce to support the projected economic growth.
- There wouldn't be sufficient housing development to retain young people to live and work in the area and redress the existing demographic profile in respect of the increasing ageing population.
- This option would largely focus on sites which require higher upfront costs to bring them forward for development.

²¹ DCLG (2012) National Planning Policy Framework, paragraphs 158 and 182

- Significant potentially negative score against the social objectives of the sustainability appraisal because this option would not provide enough land to meet the OAN.

Positive Implications:

- The supply of land under this Broad Location Option significantly exceeds the employment land required under the OAN.
- This option would direct investment towards more deprived areas.
- It would prioritise the development of brownfield sites in the urban areas.
- It would support the role of the city and town centres.
- Potentially positive score against the social and economic objectives of the sustainability appraisal.

Broad Location Option 3: Suburban Focus

Negative Implications:

- This option presents a significant under supply of employment and housing land to meet the OAN.
- It would not provide sufficient choice and flexibility of employment sites to enable the delivery of a range of B-class uses to bring about a qualitative improvement to the local economy.
- It would not support the strategic roles of Stoke-on-Trent Centre (Hanley) and Newcastle Town Centre, and the network of larger town centres and villages.
- It would require investment in new supporting services and infrastructure.
- Potentially negative scores against many of the SA objectives, especially the socially and economic objectives.
- Ultimately, this option would fail to realise the economic potential of the area.

Positive Implications:

- This option would reduce development pressure in the more highly built up parts of the plan area, including urban centres.
- Development would still be contained in the urban areas, with little or no impact on the Green Belt or the open countryside beyond.

Broad Location Option 4: Combined Urban, Suburban and Rural Village

Negative Implications:

- This option would not deliver enough homes to meet the OAN, resulting in a shortage of a local workforce.

- There is a risk that employment sites could be lost to housing in an attempt to address the shortfall.
- There are higher costs associated with bringing urban sites forward for development.
- Increased pressure on the natural and historic environments of the urban areas.

Positive Implications:

- This option would meet and exceed the OAN for employment growth.
- It will help to support the role of urban centres, whilst not placing too much development pressure on them.
- It would reduce the impact on the natural environment of the rural areas.
- There would be no development pressure on the Green Belt or the open countryside.
- The Sustainability Appraisal at Strategic Options identified that any potential effects could be mitigated through appropriate policy approaches.

Broad Location Option 5: (Combined (Option 4) + Scattered Development in the Open Countryside and Green Belt

Negative Implications:

- Less sustainable than other Broad Location Options due to the increased pressure on, and potentially greater harm to the Green Belt and the open countryside beyond.
- This option has the potential to undermine the effectiveness of the Green Belt functions and to protect the open countryside beyond.
- Significant infrastructure requirements are likely, due to the dispersed nature of development.
- There would be reduced ability to support urban regeneration.
- Increased need to travel.
- Increased risk of development on the best and most versatile agricultural land.
- Increased potential to sterilise the future extraction of important mineral resources.

Positive Implications:

- This option is capable of exceeding the OAN for housing and employment.
- It would enable the widest range of B-class employment uses to be provided.
- There would be more than enough employment land required to maximise the areas economic potential.

Broad Location Option 6: Combined (Option 4) + Major Urban & Rural Extensions in the Countryside and Green Belt (Preferred Option)

Negative Implications:

- Potential harm to the functions of the Green Belt and the open countryside beyond.
- Potential development pressure on the natural and historic environment of urban fringe areas and rural settlements.
- Increased need to travel due to development taking place over a wider area, requiring investment in transport infrastructure.
- Increased risk of development pressure on the best and most versatile agricultural land.
- Increased potential to sterilise the extraction of important mineral resources.

Positive Implications:

- This option would provide sufficient employment land to meet the OAN.
- It would enable the range of B-class employment uses to be provided.
- There is potential to focus large scale development in strategic allocations and thus limit harm to the Green Belt or countryside beyond.
- There is more potential to utilise and invest in existing infrastructure whilst being able to deliver the additional infrastructure required.
- There is potential to achieve clustering of complementary economic sectors through a more contained and coordinated choice of sites close to areas of existing economic activity.
- There are greater potential opportunities to achieve synergistic benefits to sustainable development through coordinated provision of employment and housing development.
- This option can continue to support the delivery of key regeneration initiatives and aspirations.
- The sustainability appraisal of this option identified relatively few potentially positive effects and more potential to mitigate any effects through the application of appropriate planning policies.

Spatial Distribution Options: Sustainability Appraisal Findings Summary

- 3.2 A table summarising the findings of the sustainability appraisal (SA) of the six broad location options taken from pages 36 and 37 of the SA report which accompanied the Strategic Options consultation (August 2017) is provided as Appendix 2 to the Green Belt Technical Paper.

Conclusion

- 3.3 To achieve the Preferred Development Strategy and the Preferred Growth Option, it is essential that housing and employment development are balanced and delivered in a complementary way. Ensuring people have access to a good quality housing offer which provides a range of choice, and is located close to their place of work within the plan area therefore underpins the preferred growth strategy. This alignment will provide homes for the workforce to mitigate the risk of local employers being unable to recruit appropriately qualified and skilled people, which in turn has the potential to constrain economic growth and limit the jobs available.
- 3.4 Whilst Broad Location Options 1, 2 and 4 identify a sufficient supply of land for employment development, they offer a finite supply of sites within the urban, suburban, village locations for both employment and housing development. This means that the OAN for the plan area cannot be met in its entirety and the potential to accommodate a larger local workforce to support the projected economic growth is limited. These options would force all employment development to urban locations where the high costs of bringing sites forward which may constrain development taking place. These sites may limit the appropriate locations for the range of different B-class employment uses that are needed to deliver the step change in the local economy. Broad Location Option 3 presents a significant undersupply of employment land and therefore would not meet the OAN and also not deliver the land to provide the range of B-class employment uses needed. These Broad Location Options would therefore not be able to meet the Preferred Growth Option across the Housing and Functional Economic Market Area.
- 3.5 Whilst Broad Location Options 5 and 6 could provide enough land to meet needs for both housing and employment, on balance Broad Location Option 6 is preferred as there is greater potential to achieve simultaneous social, economic and environmental benefits through larger scale and more focused strategic allocations than that of the dispersed pattern of development presented under Broad Location Option 5. In particular, Broad Location Option 6 provides greater opportunity to mitigate any adverse impacts the application of appropriate planning policies. It also provides a suitable choice of locations for employment development to allow the clustering and networking of industries and be in reasonably close proximity to housing development, thereby allowing good access to a local workforce and reducing the need to travel.
- 3.6 The Sustainability Appraisal identified potentially positive scores for the ability to meet and exceed needs for employment land under this Broad Location Option. There is also greater opportunity to mitigate any potentially negative effects through appropriate site selection, policies and other interventions would be required. In particular further investment in the transport network would be required along with policies to protect existing centres, services and facilities, but these wouldn't be to the same extent as many of the other Broad Location Options.
- 3.7 **Taking all of the above points in to account, both councils consider that Broad Location Option 6 is therefore considered to be the most appropriate spatial development strategy to be applied in the Joint Local Plan.**

- 3.8 The supply of sites for employment development that can support this preferred distribution of development, and the objectively assessed needs for the plan area, is explored below.

Preferred Employment Land Supply

- 3.9 The NPPF requires local planning authorities to use their evidence base to assess the existing and future supply of land available for economic development, and its sufficiency and suitability to meet the identified needs²². The ELR provides that evidence and together with the SHMA, recommends that the OAN for employment land should be set to meet the Cambridge Econometrics LEFM, amounting to 199 hectares of land to be delivered for B-Class uses over the plan period 2013 to 2033. This is described in Section 2 of this paper.
- 3.10 The Preferred Options Consultation Document states that the Joint Local Plan will seek to deliver this employment land requirement of 199 hectares as a minimum, however the availability of land for employment development in the plan area has led the councils to identify a Preferred Employment Land Supply of 230 hectares, which is approximately 15% higher than the OAN. Both councils propose to maintain this high level of supply across the plan area so as to help deliver wider economic aspirations and give flexibility and choice for the market. For comparison purposes only, a corresponding 15% uplift in the jobs generated by this level of development would see almost 20,000 new jobs created across the local economy in comparison to the 17,372 new jobs identified under the Cambridge Econometrics LEFM.
- 3.11 This total Preferred Employment Land Supply is comprised of the following sources:
- New employment land developed in the plan period so far (2013-17) = 41 hectares;
 - Vacant land with planning approval for new employment development at 1st April 2017 = 116 hectares;
 - Land identified in the Employment Land Review (2015) which is considered to be suitable for new employment development = 61 hectares; and
 - Land within the Green Belt which is identified as being a preferred location for employment development = 12 hectares
- 3.12 The first two sources result from planning approvals for new employment development and these form the majority (68%) of the preferred supply. The third source has been identified by reviewing the site assessment findings from the ELR to determine whether the sites are considered suitable and available for new employment development. The final source comprises of a site in the Green Belt at Keele, adjacent to the existing Science and Innovation Park, which has been identified as a preferred location for future employment development for research and development uses (B1b²³), this is explained further at the end of this paper.
- 3.13 Other key sites include the Ceramic Valley Enterprise Zone which comprises of 140 hectares of the total preferred employment land supply of 230 hectares. This will deliver development mainly associated with ceramic technology industries, capitalising on the area's research expertise, skills, supply chains and connectivity to national and international markets. The

²² DCLG (2012) National Planning Policy Framework, paragraph 161

²³ The Town and Country Planning (Use Classes) Order 1987 (as amended)

sites within the Enterprise Zone will be delivered for a range of B-class uses where they support the objectives of the Ceramic Valley designation.

- 3.14 Tables 1 to 4 at the end of this technical paper set out all of the sites that make up the overall figures for each of these sources. Table 3 sets out the findings of the reassessment of the ELR sites in more detail and provides justification as to why the sites have been included in the preferred supply. It should be noted that where a site identified in the ELR has since received planning approval for employment development, then the site area covered by the approval has been deducted from the overall site area to ensure that there is no duplication in the land supply figures.
- 3.15 Despite there being a Preferred Employment Land Supply which is 15% above the Preferred Growth Option, there is an imbalance in regard to where this preferred supply is located. Through the implementation of the Core Spatial Strategy both Newcastle-under-Lyme and Stoke-on-Trent have delivered a successful strategy for targeted regeneration. This strategy has exacerbated the available supply of good quality employment land in Newcastle-under-Lyme where 50 hectares of currently suitable and available employment land has been identified in the Preferred Employment Land supply, 18 hectares (34%) less than the 68 hectares required for the Borough under the Preferred Growth Option. This supply is made up of the following:
- 4 hectares of completed employment land between 2013 and 2017
 - 28 hectares of vacant land with planning approval
 - 18 hectares of vacant employment land that is currently considered to be suitable and available.
- 3.16 This employment land supply is heavily reliant on vacant sites within the existing Keele Science and Innovation Park and Chatterley Valley; which together contribute 40 hectares (80%) to the supply.
- 3.17 Conversely Stoke-on-Trent has a preferred employment land supply of 167 hectares, which is 36 hectares higher than the needs identified under the Preferred Growth Option. This comprises of:
- 37 hectares of completed employment land between 2013 and 2017
 - 87 hectares of vacant land with planning approval for employment development
 - 43 hectares of vacant employment land that is currently considered to be suitable and available
- 3.18 The figures for approved development in each area suggest that whilst there is demand for employment land across the Joint Local Plan area, the imbalance between the two authorities may partially reflect the lack of suitable employment land within Newcastle-under-Lyme. The suitability of the preferred employment land supply for different types of employment uses is explored later in this paper. The tables in Appendix 2 set out the further sites that have been considered in developing the preferred option
- 3.19 Options for how Newcastle-under-Lyme's shortfall of 18 hectares of employment land can be met include the development of sites in the Green Belt (where exceptional circumstances can be demonstrated), the open countryside, the release of further sites in Stoke-on-Trent,

or a combination of these sources. Further exploration of this is provided later in this paper. The tables in Appendix 2 set out the further sites that have been considered in developing the preferred option

- 3.20 The identification of this preferred employment land supply is the first step towards identifying which sites should be allocated for employment development within the Joint Local Plan. Following the Preferred Options consultation stage, further work will be required to determine the deliverability of these sites before proposing them for allocation within the Draft and Final versions of the Local Plan. The actual distribution of the 230 hectares preferred employment land supply is shown on Plan 2 of the Preferred Options Consultation Document.

Type and Quality of Employment Land

- 3.21 Whilst it is important to identify sufficient land to meet the overall amount of employment land required, the need for different types of employment development also needs to be addressed.
- 3.22 Key elements of the Preferred Development Strategy that are relevant to employment growth are set out in the Joint Local Plan Vision, Aims and Objectives²⁴. These include:
- providing an attractive range and choice of new employment land,
 - maximising the opportunity arising from the Ceramic Valley Enterprise Zone,
 - strengthening the role of our two universities as local centres of excellence in research and development as well as in teaching, providing for their growth ambitions and for the growth and development of associated businesses such as those technology clusters which are established at Keele Science and Innovation Park
 - strengthening the appeal and 'offer' of our City and Town Centres, for office development, alongside other employment generating uses such as retail and leisure.
- 3.23 Paragraphs 8.143 and 8.146 of the Employment Land Review identify that an appropriate qualitative mix of B class use classes for the future employment land supply, would be 25% for B1a (office) and B1b (research and development) uses; and 75% for B1c (light industrial), B2 (general industrial) and B8 (storage and distribution) uses. This recommendation applies across the plan area and is based on an analysis of existing employment floorspace, economic growth forecasts, past completions and market demand.
- 3.24 The Preferred Employment Land Supply aims to achieve this qualitative mix. Table 3 of the Preferred Options Consultation Document shows that the committed employment land supply (i.e. sites with planning approval) across the plan area is apportioned heavily in favour of larger format B1c, B2 and B8 employment developments which make up almost 94% of the approved employment land supply. Therefore, just over 6% of the approved employment land supply is committed for B1a and B1b uses. This evidence demonstrates a need to rebalance the future supply weighting further sites towards the shortfall of B1a and B1b employment development use classes.

²⁴ Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council (2018) Joint Local Plan Preferred Options Consultation Document, Appendix 4

3.25 Table 4 of the consultation document sets out the sites remaining from the Employment Land Review without planning approval but are preferred to be taken forward for new employment development through the Joint Local Plan. In order to adjust the balance with the employment land supply shown in Table 3, this supply shows that a greater weighting of land for B1b (research and development) uses has been applied, amounting to 41% of the 72.75 hectares preferred employment land supply across the plan area. When considered together with the approved employment land supply in Table 3 in the consultation document (approved employment land), the breakdown by use class is as follows:

- 21% for B1a (office) and B1b (research and development) uses
- 79% for B1c (light industrial), B2 (general industrial) and B8 (storage and distribution) uses.

3.26 This difference between the approved and preferred employment land supply presented in Tables 3 and 4 reflects the aspirations of the Joint Local Plan to deliver a step change in the local economy, in pursuit of the recommendations of the Employment Land Review. Whilst not yet achieving the 25%/75% split between B1a/B1b and B1c/B2/B8 uses that are recommended by the Employment Land Review, the breakdown of the preferred employment land supply does show that the councils are working towards delivering this recommendation. These aspirations are articulated in the Preferred Spatial Distribution of Employment section (pages 17 to 27) and the revised Vision, Aims and Objectives in Appendix 4 of the Preferred Options Consultation Document. Both councils will seek further opportunities to deliver B1a/B1b development as work on the Joint Local Plan progresses.

3.27 In relation to the increase in land for B1b uses, the vast majority of this supply comes from two sites at Keele Science Park (NL24 and NL40) which amount to just over 12 hectares on each site (25 hectares in total). The site identified as NL40 is the undeveloped area within the existing Keele Science and Innovation Park. NL24 is land adjoining Keele Science and Innovation Park and lies within the Green Belt. It is considered that exceptional circumstances exist to warrant changes to the Green Belt boundary to facilitate employment growth in at this site. The Preferred Options document and the Green Belt technical paper provide more information on this matter. Further detail on this site supply is provided in the tables at the end of this technical paper.

3.28 Keele and Staffordshire Universities are major economic drivers and provide hubs for education; and research and development. These are locations where the synergistic effects of locating research and development uses close to educational establishments can be realised. Encouraging enterprise is an increasingly important aspect of a University's function in society²⁵. Keele in particular, with the adjacent science and innovation park provides an existing collaborative cluster of links between education and research and innovation. The continuation of the success of Keele University as a centre of excellence is a vital part of the growth strategy and delivery of the Joint Local Plan's vision to be a hub for investment and innovation. The existing benefits of this cluster effect provided from this site, is an opportunity to grow economic development here, and enhance the offer of B1b research and innovation uses for the Joint Local Plan Area.

²⁵ Peter Brett Associates (2016) Keele University Masterplan, paragraph 1.17

- 3.29 Keele is an integral part of the growth strategy of the Joint Local Plan. The New Keele Deal²⁶, sponsored by the Stoke-on-Trent and Staffordshire LEP, focusses on delivery of innovation-led, higher value employment growth. It is a plan for £70million of investment by Keele University, Staffordshire County Council, Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council, University Hospitals of North Midlands NHS Trust and the Stoke-on-Trent and Staffordshire Local Enterprise Partnership to exploit the potential of Keele University's world-leading research and facilities.
- 3.30 Through the New Keele Deal, this investment will help to tackle low productivity and grow a positive culture of innovation and research within the region, delivering a significant number of higher value jobs for the next 20 years, improve local health and healthcare, and inject innovation into the heart of the local business community to allow them to be more globally competitive. The university offers a comparative advantage that can be exploited to deliver this growth²⁷
- 3.31 Keele is the only location that can deliver synergistic effects. It can build on the existing cluster effect that exists between the University and the Science and Innovation Park, deliver the opportunity for further collaboration between the education and research and development sectors, and uplift the higher value jobs in the area to stimulate the positive step-change in the local economy to deliver the Joint Local Plan's vision. It offers a unique opportunity to create a landmark development with significance for the local and sub-regional economy. Without provision for further employment development in B1b use classes the plan area will fail to realise its economic potential and fail to provide the range of jobs and employment land across the different sectors that the evidence in the ELR and the SHMA indicates that the Joint Local Plan needs to provide. Tables 4 a, b, and c in the appendix to this Technical Paper, show the imbalance across the different use classes that not providing a further science and innovation park.
- 3.32 The proposed Joint Local Plan objectives that are relevant to the Type and Quality of Employment Land are to support and boost new opportunities for business growth, encourage new investment and entrepreneurship, foster innovation in the science and technology sectors, diversify the employment base, and encourage the growth of the further and higher education sectors. These objectives seek deliver a positive step-change in the local economy. These are set out under the overarching Joint Local Plan vision and the aim for the plan area to be a UK central hub for innovation and investment.
- 3.33 This step change also reflects the aspirations of the Stoke-on-Trent and Staffordshire Local Enterprise Partnership's Strategic Economic Plan which seeks to transform Stoke-on-Trent and surrounding area in to a truly competitive and inspiring Core City through a higher skilled labour force and focusing growth on economic sectors encompassing Energy Generation, Auto-Aero, Medical Technologies, Agricultural Technology and Applied Materials.
- 3.34 The delivery of this step change is dependent on maximising the potential of economic opportunities in the plan area. In particular, as described within the Flagship Employment

²⁶ The New Keele Deal <https://www.keele.ac.uk/newkeeledeal/>

²⁷ Peter Brett Associates (2016) Keele University Masterplan

Projects section of the consultation document, delivering economic growth in association with Keele University and the Ceramic Valley Enterprise Zone are essential in delivering this step change.

- 3.35 The aspiration to achieve a step change in the qualitative range of B-class uses cannot be met from the Preferred Supply of Employment Land without the inclusion of land in the Green Belt at Keele. The mix of B-class use classes from the preferred sites without this land clearly indicates a shortfall in the amount of land that is available for B1a/b (office and research and development uses). Without the appropriate mix of B class uses that evidence advocates that the plan should accommodate, the Joint Local Plan would be fail to deliver its vision, aims and objectives. It would not deliver the positive step-change in the local economy and furthermore be unlikely to meet the Tests of Soundness required by national planning policy at examination. Whilst there is an opportunity to further investigate the ability for preferred sites to contribute to redressing this balance they are unlikely to deliver synergistic and cluster effects that could be provided by sites close to universities.
- 3.36 The need for a balanced mix of 25/75% across the range of B-class use classes is clearly evidenced within the ELR. The qualitative mix of use classes required from across the B-class uses cannot begin to be met from this identified supply of sites without the release of land from the Green Belt at Keele.
- 3.37 Without additional land for the expansion of the science and innovation park at Keele, the required mix of B-class uses is significantly imbalanced. Further stages of the Joint Local Plan preparation process will need to assess other opportunities that may also exist to provide the appropriate qualitative mix of employment sites.
- 3.38 Given all of the above points, it is therefore considered that in order to achieve the Joint Local Plan Vision, Aims and Objectives, and to deliver a step change in the local economy through the Joint Local Plan there is a strong case for the strategic release of employment land within the Green Belt at Keele.

APPENDIX 1: EMPLOYMENT LAND SUPPLY TABLES

Table 1a: New Employment Land Completed 2013-17 in Stoke-on-Trent

Employment Land Review Reference Number	Planning Application Number	Site Name and Address	Character Area	Ward	Land Area Completed 2013-2017 (hectares)						Floorspace Completed 2013-2017 (square metres)						Greenfield/ Brownfield
					B1a	B1b	B1c	B2	B8	Total:	B1a	B1b	B1c	B2	B8	Total:	
ST8	56232	Land to the west of Ivy House Road, Stoke-on-Trent	Hanley and Etruria	Joiner's Square	0	0	1.08	1.08	1.08	3.25	0	0	933	933	933	2,800	Brownfield
ST65	54928	Land at Calvery Street and Lower Spring Road, Longton	Longton, Dresden and Lightwood	Broadway & Longton East	0	0	0	0	0.65	0.65	0	0	0	0	670	670	Brownfield
N/A	55626	Land adjacent Media Way, Stoke-on-Trent	Hanley and Etruria	Etruria & Hanley	0	0	0	0	0.20	0.20	0	0	0	0	590	590	Brownfield
N/A	56489	Land off Clarendon Street, Fenton	Fenton	Fenton West & Mount Pleasant	0	0	0	0.53	0.53	1.07	31	0	0	441	441	913	Brownfield
ST11	58691	Land at Sideway, Stoke-on-Trent	Hanford, Trentham and Blurton	Hanford & Trentham	0	0	0	0	10.84	10.84	0	0	0	0	19,511	19,511	Greenfield
ST58	58642	Phoenix Park (Phase 2), Phoenix Way, Longton	Fenton	Fenton East	0	0	0.50	0	0	0.50	0	0	885	0	0	885	Brownfield
ST32	59876	Former Highgate Works Site, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	0.20	0	0	0	2.19	2.39	836	0	0	0	9,011	9,847	Brownfield
ST11	54192	Radial Park (south east portion), Sideway	Hanford, Trentham and Blurton	Hanford & Trentham	0	0	0	0	13.60	13.60	0	0	0	0	49,581	49,581	Brownfield
ST72	57466	Etruria Valley Phase 2a, Forge Lane, Etruria, Stoke-on-Trent	Hanley and Etruria	Etruria & Hanley	0	0	0	0	3.78	3.78	0	0	0	0	5,562	5,562	Brownfield
ST59	59067	Part of Former Diamond Gimson site, Diamond Park/King Street, Fenton	Fenton	Fenton West & Mount Pleasant	0	0	0	0	0.65	0.65	0	0	0	0	1,634	1,634	Brownfield
TOTAL SITE AREA AND FLOORSPACE =					0.20	0	1.58	1.61	33.52	36.93	867	0	1,818	1,374	87,933	91,993	61% Brownfield ²⁸
PERCENTAGE OF SUPPLY BY USE CLASS =					0.5%	0%	4.3%	4.4%	90.1%	100%	0.9%	0%	2%	1.5%	95.6%	100%	

Table 1b: New Employment Land Completed 2013-17 in Newcastle-under-Lyme

Employment Land Review Reference Number	Planning Application Number	Site Name and Address	Character Area	Ward	Land Area Completed 2013-2017 (hectares)						Floorspace Completed 2013-2017 (square metres)						Greenfield/ Brownfield
					B1a	B1b	B1c	B2	B8	Total:	B1a	B1b	B1c	B2	B8	Total	
NL40	15/00190/FUL	IC5 Building, Keele Science and Innovation Park	Keele, Silverdale and Thistleberry	Keele	0	1.17	0	0	0	1.17	2,244	0	1,122	0	0	3,366	Greenfield
N/A	14/00806/FUL	Former garages at rear of Hempstalls Lane, Newcastle	Newcastle Town	Cross Heath	0.02	0.02	0.02	0	0.05	0.09	0	145.5	0	0	0	145.5	Brownfield
NL36	13/00157/FUL	Thorp Precast, Apedale Road, Newcastle	Newcastle North	Chesterton	0	0	0	2.74	0	2.74	0	0	0	0	0	0	Greenfield
TOTAL SITE AREA =					0.02	1.19	0.02	2.74	0.05	4.00	2,244	145.5	1,122	0	0	3,511.5	2% Brownfield ²⁹
PERCENTAGE OF SUPPLY BY USE CLASS =					0.4%	29.6%	0.4%	68.5%	1.1%	100%	63.9%	4.1%	32%	0%	0%	100%	

²⁸ based on site area, not floorspace

²⁹ based on site area, not floorspace

Table 2a: Land with Planning Approval for New Employment Development But Not Yet Built in Stoke-on-Trent

Employment Land Review Reference Number	Planning Application Number	Site Name and Address	Character Area	Ward	Approved Site Area Remaining to be Built (hectares)						Approved Floorspace Remaining to be Built (square metres)						Greenfield/ Brownfield
					B1a	B1b	B1c	B2	B8	Total:	B1a	B1b	B1c	B2	B8	Total:	
ST12	39499	Trentham Lakes North	Hanford, Trentham and Blurton	Hollybush & Longton West	0	0	0	0	5.49	5.49	0	0	0	0	21,760	21,760	Brownfield
ST19	59105	Land off Whieldon Road	Stoke	Boothan & Oakhill	0	0	0	1.76	1.76	3.51	0	0	0	4,000	4,000	8,000	Brownfield
ST26	51067	Former Tunstall Sewage Works	Tunstall, Goldenhill and Packmoor	Tunstall	0	0	3.47	3.47	3.47	10.41	0	0	4,200	4,200	4,200	12,600	Brownfield
ST31	60237	Tunstall Arrow	Tunstall, Goldenhill and Packmoor	Goldenhill & Sandyford	0	0	0.29	1.93	1.93	4.15	0	0	890	5,999	5,999	12,888	Brownfield
ST34	51067	Chatterley Valley Area 1	Tunstall, Goldenhill and Packmoor	Goldenhill & Sandyford	0	0	1.03	1.03	1.03	3.08	0	0	1,200	1,200	1,200	3,600	Greenfield
ST36	51067	Chatterley Valley Area 3	Tunstall, Goldenhill and Packmoor	Tunstall	0	0.19	0.86	0	0	1.05	0	1,125	4,995	0	0	6,120	Brownfield
ST37	59353	Former Ravensdale Sportsfield, Land off Chemical Lane, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	0	0	0	0	6.10	6.10	0	0	0	0	15,329	15,329	Greenfield
ST38	51067	Chatterley Valley Area 2	Tunstall, Goldenhill and Packmoor	Goldenhill & Sandyford	0	0	3.11	0	0	3.11	0	0	3,800	0	0	3,800	Greenfield
ST68	40779	Park Hall Business Village, Park Hall Road	Longton, Dresden and Lightwood	Meir Hay	0	0	0.59	0	0	0.59	0	0	2,642	0	0	2,642	Brownfield
ST71	56150, 56151	Etruria Valley Phases 3a and 3b, Forge Lane, Etruria	Hanley and Etruria	Etruria & Hanley	0	0	0	3.85	16.50	20.35	0	0	0	9,568	41,063	50,631	Brownfield
ST75	59691	Newstead Industrial Estate, Plantation Road, Blurton	Hanford, Trentham and Blurton	Blurton West & Newstead	0	0	0	0	0.63	0.63	0	0	0	0	3,340	3,340	Brownfield
ST76	56416	Land off Chatterley Road, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	0	0	0	0.80	0	0.80	0	0	0	600	0	600	Brownfield
ST77	55907	191 Uttoxeter Road, Normacot	Longton, Dresden and Lightwood	Broadway & Longton East	0	0	0.20	0	0	0.20	0	0	1,119	0	0	1,119	Brownfield
ST78	58117	Land at Gower Street, Longton	Longton, Dresden and Lightwood	Broadway & Longton East	0	0	0.06	0	0	0.06	0	0	348	0	0	348	Brownfield
ST79	58098	Land at Bellerton Lane, Norton	Baddeley, Milton and Norton	Baddeley, Milton & Norton	0	0	0	0.27	0.27	0.53	0	0	0	800	800	1,600	Brownfield
ST80	59916	Land at Newcastle Street, Middleport	Burslem and Moorcroft	Burslem Central	0	0	0	0	1.40	1.40	0	0	0	0	7,143	7,143	Brownfield
ST81	52732	Etruria Valley Phase 2a, Forge Lane, Etruria	Hanley and Etruria	Etruria & Hanley	0.80	0	0	0	0	0.80	3,703	0	0	0	0	3,703	Brownfield
ST82	48426, 48428	Wades and Trade Park 4, Forge Lane, Etruria	Hanley and Etruria	Etruria & Hanley	1.11	0	0	0.87	0.87	2.84	2,220	0	0	1,735	1,735	5,690	Brownfield
ST83	46496	Staffordshire House/Fenton 25, Dewsbury Road	Fenton	Fenton West & Mount Pleasant	0	0	0	0.26	8.74	9.00	0	0	0	924	30,635	31,559	Brownfield

Employment Land Review Reference Number	Planning Application Number	Site Name and Address	Character Area	Ward	Approved Site Area Remaining to be Built (hectares)						Approved Floorspace Remaining to be Built (square metres)						Greenfield/ Brownfield
					B1a	B1b	B1c	B2	B8	Total:	B1a	B1b	B1c	B2	B8	Total:	
ST84	59067	Former Diamond Gimson Site, Fenton	Fenton	Fenton West & Mount Pleasant	0	0	1.33	0	0	1.33	0	0	1,296	0	0	1,296	Brownfield
ST85	59205	Radial Park, Sideway	Hanford, Trentham and Blurton	Hanford & Trentham	0	0	0	0	4.72	4.72	0	0	0	0	10,080	10,080	Brownfield
ST86/ST87	55378	Trentham Lakes South	Hanford, Trentham and Blurton	Hollybush & Longton West	0	0	2.37	2.37	2.37	7.11	0	0	9,480	9,480	9,480	28,440	Brownfield
	60224	Land off Dewsbury Road, Fenton	Fenton	Fenton West & Mount Pleasant	0	0	0.2	0	0	0.15	0	0	648	0	0	648	Brownfield
TOTAL SITE AREA AND FLOORSPACE =					1.91	0.19	13.45	16.59	55.26	87.41	5,923	1,125	30,618	38,506	156,764	232,936	86% Brownfield ³⁰
PERCENTAGE OF SUPPLY BY USE CLASS =					2.2%	0.2%	15.4%	19%	63.2%	100%	2.5%	0.5%	13.1%	16.5%	67.3%	100%	

Table 2b: Land with Planning Approval for New Employment Development But Not Yet Built in Newcastle-under-Lyme

Employment Land Review Reference Number	Planning Application Number	Site Name and Address	Character Area	Ward	Approved Site Area Remaining to be Built (hectares)						Approved Floorspace Remaining to be Built (square metres)						Greenfield/ Brownfield
					B1a	B1b	B1c	B2	B8	Total:	B1a	B1b	B1c	B2	B8	Total:	
NL01	16/00008/FUL	Former St Giles And St Georges Primary School, Barracks Road, Newcastle Under Lyme, ST5 1LF	Newcastle Town	Town	0.61	0.00	0.00	0.00	0.00	0.61	4,914	0	0	0	0	4,914	Brownfield
NL04	07/00995/EXTN	Chatterley Valley (east of mainline), Chatterley	Newcastle North	Bradwell	0.00	0.00	1.50	1.50	0.00	3.00	0	0	5950	5950	0	11900	Greenfield
NL05	07/00995/EXTN	Chatterley Valley (west of mainline), Chatterley	Newcastle North	Bradwell	2.00	2.30	2.30	0.00	15.40	22.00	10500	12575	12575	0	83000	118650	Greenfield
NL36	07/00499/FUL	Plot B, Watermills Road Chesterton Newcastle Under Lyme Staffordshire ST5 6AT	Newcastle North	Chesterton	0.04	0.05	0.05	0.14	0.14	0.42	328	328	328	984	984	2,952	Greenfield
NL36	14/00205/FUL	Unit 1, Valley Park Watermills Road Chesterton Newcastle Under Lyme, ST5 6AT (Revised planning consent to 07/00499/FUL above, not additional floorspace or site area)	Newcastle North	Chesterton	0.04	0.04	0.04	0.05	0.05	0.22	0	0	0	624	0	624	Greenfield
NL43	07/00995/EXTN	Chemical Lane Site (Chatterley South)	Newcastle North	Bradwell	0.00	0.00	0.00	0.00	0.00	2.56	0	0	0	0	0	0	Greenfield
TOTAL SITE AREA AND FLOORSPACE =					2.65	2.35	3.85	1.64	15.54	28.59 (26.03)	15,742	12,903	18,853	6,934	83,984	138,416	2% Brownfield ³¹
PERCENTAGE OF SUPPLY BY USE CLASS =					10.2%	9.0%	14.8%	6.4%	59.4%	100%	11.4%	9.3%	13.6%	5%	60.7%	100%	

The percentage shown in brackets is the total without double counting NL36 and not including NL43. NL43 was part of the package of wider Chatterley Valley planning permission although was identified for hotel and leisure uses in relation to the employment uses on the rest of the site. Therefore no B class floorspace can be attributed to this site in this table. This site was identified in the ELR for employment development and is considered suitable for such uses. Therefore this site has been included in the overall supply for the Preferred Option. The planning permission is due to expire in April 2018. The percentages for 'approved site area remaining to be built' therefore reflect the total with consent without NL43 which at present is consented for other non B class uses.

³⁰ based on site area, not floorspace

³¹ based on site area, not floorspace

Table 3a: Remaining Employment Land Review Sites without Planning Approval but now Considered to be Suitable for Future Employment Development in Stoke-on-Trent

Employment Land Review Reference Number	Site Name and Address	Character Area	Ward	Remaining Employment Land Review Site Area (hectares)						Greenfield/Brownfield	Justification for Inclusion as a Preferred Employment Site
				B1a	B1b	B1c	B2	B8	TOTAL:		
ST1	Former Johnson Matthey Site, Whittle Road, Meir	Meir and Weston Coyney	Meir South	0	2.05	2.05	2.05	2.05	8.19	Brownfield	Vacant land within an established employment area. Previously had planning approval for employment development (48907/FUL)
ST5	Former Slimma Works/ Twyfords Excelsior Works, Cliffe Vale	Hanley and Etruria. Stoke	Hartshill & Basford	0	0	0	2.00	2.00	4.00	Brownfield	Vacant land within the designated Ceramic Valley Enterprise Zone.
ST9	Gas Holder Site, Etruscan Street	Hanley and Etruria	Etruria & Hanley	0	0	0.31	0.31	0.31	0.94	Brownfield	Vacant land. Previously had planning approval for employment development (52450/OUT)
ST17	South Car Park, Stanley Matthews Way, Trentham Lakes	Hanford, Trentham and Blurton	Hollybush & Longton West	0	0	0.25	0.25	0.25	0.74	Brownfield	Vacant land within an established employment area.
ST18	Fenton Quarry	Hanley and Etruria	Hanley Park & Shelton	0	1.75	1.75	1.75	1.75	7.00	Brownfield	The revised restoration scheme attached to 60214/VAR proposes to level off the site to make it ready for employment development. 7 hectares developable area has been estimated from the revised restoration scheme.
ST19	Land off Whieldon Road	Stoke	Boothan & Oakhill	0	0	0	0	0.19	0.19	Brownfield	0.19 hectares relates to a remaining part of the Employment Land Review site which falls outside of the area covered under planning approval 59105/OUT (see entry in Table 2).
ST20	Land at Whieldon Road	Stoke	Boothan & Oakhill	0	0	0.88	0.88	0.88	2.64	Brownfield	Vacant land within an established employment area. There is an existing warehouse within the site which has been excluded from the site area.
ST21	Riverside Park off Campbell Road	Stoke	Springfields & Trent Vale	0.80	0	0	0	0	0.80	Brownfield	Vacant land within an established employment area. Previously had planning approval for employment development (53753/OUT and 53754/FUL).
ST27	Land adjoining GSH House, Forge Lane, Etruria	Hanley and Etruria	Etruria & Hanley	0.15	0	0	0	0	0.15	Brownfield	Vacant land within an established employment area. Previously had planning approval for employment development (52767/FUL).
ST31	Tunstall Arrow	Tunstall, Goldenhill and Packmoor	Goldenhill & Sandyford	0	0	0	1.50	1.50	3.00	Brownfield	Vacant land within the designated Ceramic Valley Enterprise Zone. The site area relates to the land north of James Brindley Way. Land to the south is now covered under planning approval 60237/HYB (see entry in Table 2)
ST32	Former Brownhills Tileries, Harewood Street, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	0	0	9.98	0	0	9.98	Brownfield	Vacant land within the designated Ceramic Valley Enterprise Zone. Site area relates to remaining part of site after discounting the Tile Warehouse development completed under planning approval 59876/FUL (see entry under Table 1).
ST33	Land off High Street, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	0.59	0.59	0	0	0	1.17	Brownfield	Vacant land within an established employment area. There are existing employment buildings within the site which have been excluded from the site area.
ST37	Former Ravensdale Sportsfield, Land off Chemical Lane, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	0	0	0	0.05	0.05	0.10	Greenfield	Vacant land within the designated Ceramic Valley Enterprise Zone. 0.1 hectares relates to the remaining part of the Employment Land Review site which falls outside of the area covered under planning approval 59353/OUT (see entry in Table 2).
ST39	Land adjoining Scotia Business Park, Tunstall	Tunstall, Goldenhill and Packmoor	Little Chell & Stanfield	0	0	1.37	0	0	1.37	Brownfield	Vacant land within an established employment area.
ST59	Former Diamond Gimson Site, Fenton	Fenton	Fenton West & Mount Pleasant	0	0	0.45	0	0.45	0.90	Brownfield	Vacant land within an established employment area. 0.9 hectares relates to a remaining part of the Employment Land Review site which falls outside of the area covered under planning approval 59067/HYB (see entries in Tables 1 and 2).
ST64	Former Shires Bathrooms Site, Uttoxeter Road, Longton	Longton, Dresden and Lightwood	Broadway & Longton East	0	0	0.09	0	0	0.09	Brownfield	Vacant land within an established employment area. Wider site was redeveloped under 58794/FUL (not counted in Table 1 as it was a redeveloped employment site, not vacant land). 0.09 hectares relates to the remaining area of the Employment Land Review site which falls outside of this planning approval and could accommodate a small employment development scheme.

Employment Land Review Reference Number	Site Name and Address	Character Area	Ward	Remaining Employment Land Review Site Area (hectares)						Greenfield/Brownfield	Justification for Inclusion as a Preferred Employment Site
				B1a	B1b	B1c	B2	B8	TOTAL:		
ST66	Land at Mossfield Road, Mossfield Industrial Estate	Abbey Hulton and Bentilee	Sandford Hill	0	0	0.78	0.78	0	1.55	Greenfield	Vacant land within an established employment area.
TOTAL SITE AREA =				1.54	4.38	17.90	9.56	9.43	42.81	96% Brownfield	
PERCENTAGE OF SUPPLY BY USE CLASS =				3.6%	10.2%	41.8%	22.3%	22%	100%		

Table 3b: Remaining Employment Land Review Sites without Planning Approval but now Considered to be Suitable for Future Employment Development in Newcastle-under-Lyme

Employment Land Review Reference Number	Site Name and Address	Character Area	Ward	Remaining Employment Land Review Site Area (hectares)						Greenfield/Brownfield	Justification for Inclusion as a Preferred Employment Site
				B1a	B1b	B1c	B2	B8	Total		
NL03	Silverdale Business Park, Cemetery Road, Silverdale	Keele, Silverdale and Thistleberry	Silverdale and Parksites	0.05	0.05	0.05	0.05	0.05	0.27	Brownfield	Vacant site within existing employment area with no known developmental or environmental constraints. The NW portion of the site has been identified in the Open Space Strategy as Accessible Natural Greenspace and is required to meet local standards. This reduces the amount of developable area remaining to 0.27 Ha.
NL10	Former Wolstanton Colliery Stock Yard, Wolstanton (Centre 500 northernmost plot)	Newcastle North	Wolstanton	0.00	0.00	0.00	0.77	0.77	1.53	Brownfield	Vacant site within existing employment area, close to the A500 Wolstanton junction. Site area has been reduced by the proposed Etruria Valley Link Road (and highway improvements) which would cross the site and prevent access to the coal yard leaving the remaining vacant site area in the northernmost plot of Centre 500.
NL21	Land between Lower Milehouse Lane and Brymbo Road	Newcastle North	Cross Heath	0.28	0.28	0.28	0.28	0.28	1.40	Brownfield	Vacant narrow site within existing employment area, with good access to public transport and strategic road network (A34). Previous planning permission for industrial buildings and offices now expired (06/00906/EXTN).
NL36	Rowhurst Close, Chesterton	Newcastle North	Chesterton	0.00	0.00	0.00	0.00	0.00	0.00	Greenfield	Two large, irregular-shaped vacant plots within existing industrial area with environmental constraints (known historic landfill). Good access to A34 and public transport network. ELR identified 3.5ha developable within a gross site of 18.73ha. Part of this developable area has already been developed and part has extant planning permission. At this stage the amount of further developable area is unknown.
NL37	West Avenue, Kidsgrove	Kidsgrove	Butt Lane	0.41	0.41	0.41	0.41	0.41	2.05	Brownfield	Vacant site within existing employment area. Vacant since AAH Pharmaceuticals moved into new premises adjoining the site. Adequate access to local services and public transport network. Close to A34 but at this point is not deemed part of the strategic road network. Housing development under construction close-by.
NL40	Keele Science Park Phase 3, University of Keele	Keele, Silverdale and Thistleberry	Keele	0.00	12.54	0.00	0.00	0.00	12.54	Greenfield	Site comprises remaining undeveloped part of the existing Keele Science and Innovation Park. Previous outline planning consent now expired; although fresh outline planning application submitted November 2017 and pending consideration. Good access to public transport network.
TOTAL =				0.74	13.28	0.74	1.51	1.51	17.78	30% Brownfield	

Table 4a: Summary of the Preferred Option by B-class employment type for Stoke-on-Trent

STOKE-ON-TRENT TOTALS SUMMARISED (Ha)							
	Total (Ha)	B1a	B1b	B1c	B2	B8	Other
Delivered 2013/17	36.93	0.2	0	1.58	1.61	33.52	
Committed not Built	87.41	1.91	0.19	13.45	16.59	55.26	
Additional Preferred Sites	42.81	1.54	4.38	17.9	9.56	9.43	
Total	167.2	3.65	4.57	32.93	27.76	98.21	
Percentage	100%	2%	3%	20%	17%	59%	

Table 4b: Summary of the Preferred Option by B-class employment type for Newcastle-under-Lyme

NEWCASTLE-UNDER-LYME TOTALS SUMMARISED (Ha)							
	Total (Ha)	B1a	B1b	B1c	B2	B8	Other
Delivered 2013/17	4.02	0.02	1.19	0.02	2.74	0.05	0
Committed not Built	28.59	2.65	2.35	3.85	1.64	15.54	2.56
Additional Preferred Sites	17.79	0.74	13.28	0.74	1.51	1.51	0.00
Total	50.40	3.41	16.82	4.61	5.89	17.10	2.56
Percentage	100%	7%	33%	9%	12%	34%	5%

Table 4c: Summary of the Preferred Option by B-class employment type for the whole Joint Local Plan area

JOINT LOCAL PLAN AREA EMPLOYMENT LAND SUMMARY (Ha)							
	Total (Ha)	B1a	B1b	B1c	B2	B8	Other
Delivered 2013/17	40.93	0.22	1.19	1.60	4.35	33.57	0.00
Committed not Built	115.99	4.56	2.54	17.30	18.23	70.80	2.56
Additional Preferred Sites	60.59	2.28	17.66	18.64	11.07	10.94	0.00
Total	217.51	7.06	21.39	37.54	33.65	115.31	2.56
Percentage	100%	3%	10%	17%	16%	53%	1%

Qualitative Mix	Total	B1a/b	B1c/B2/B8/other
	Ha	28.45	189.06
	%	13%	87%

APPENDIX 2: FURTHER EMPLOYMENT LAND NOT INCLUDED AS THE PREFERRED OPTION

Table 5a: Stoke-on-Trent – further land not included as the Preferred Option

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
ST2	Meir Depot, Uttoxeter Road, Meir	Meir and Weston Coyney	Meir Park	<1km	No	No	Brownfield	0	1.67	1.67	Narrow site sandwiched between A50 and railway. May be more suitable for other uses.
ST3	Wedgwood Estate, Barlaston	Hanford, Trentham and Blurton	Blurton West & Newstead	2km	No	Yes	Brownfield	0	27.99	0	Site already redeveloped. No new land available.
ST6	Newstead Trading Estate	Hanford, Trentham and Blurton	Blurton West & Newstead	2km	No	Yes	Greenfield	0	12.94	11.65	Site is within the Green Belt. Planning application submitted for an Anaerobic Digester at the northern end of the site (61104/FUL) – currently awaiting a decision.
ST7	Land at Lichfield Street, Hanley	Hanley and Etruria	Joiners Square	2km	No	No	Brownfield	0	4.65	1.8	Site is largely made up of Housing Zone land.
ST8	West of Ivy House Road, Joiners Square	Hanley and Etruria	Joiners Square	2km	No	No	Brownfield	0	3.23	0	Site already built out.
ST10	Hewitts, Victoria Road, Fenton	Fenton	Fenton West & Mount Pleasant	2km	No	No	Brownfield	0	2.06	0	Existing employment site with approved change of use to metal recycling (non B class use). No new employment land or floorspace available.
ST13	Building 94F, Stone Road, Trent Vale	Stoke	Springfields & Trent Vale	<1km	No	No	Brownfield	0	0.67	0	Site already built out.
ST14	Royal Stoke University Hospital	Stoke	Penkhull & Stoke	<1km	No	No	Brownfield	0	23.96	0	In existing use as hospital and therefore not appropriate to identify as employment development land.
ST15	South Hanford Farm, Wilson Road, Hanford	Hanford, Trentham and Blurton	Hanford & Trentham	<1km	No	No	Greenfield	0	69.98	0	Not considered suitable for employment development due to access, topography, the presence of landfill, Flood Zone 3 and incompatibility with adjoining residential uses.
ST22	The Campbell Centre	Stoke	Springfields & Trent Vale	<1km	No	No	Brownfield	0	5.3	0	This is a redevelopment site so no overall loss or gain in employment land.

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
ST23	Metaltek/Meigh Castings, Campbell Road	Stoke	Boothens & Oakhill	<1km	No	No	Brownfield	0	1.16	0	Site is in existing employment use.
ST24	Cockshot Sidings, Shelton New Road, Shelton	Hanley and Etruria	Hanley Park & Shelton	<1km	No	No	Brownfield	0	2.85	0	ELR identifies irregular shape and proximity to existing housing as reasons not to consider the site for employment use.
ST25	Former College Building, Snow Hill, Hanley	Hanley and Etruria	Etruria & Hanley	1km	No	No	Brownfield	0	0.22	0	Site is in existing employment use.
ST28	Butters John Bee, Festival Park	Hanley and Etruria	Etruria & Hanley	1km	No	No	Brownfield	0	0.31	0	Site is in existing employment use.
ST29	Severn Trent Water Depot, Federation Road, Burslem	Burslem and Moorcroft	Burslem Central	2km	No	No	Brownfield	0	1.71	0	This is a redevelopment site so no overall loss or gain in employment land.
ST30	Westport Road/Hall Street/Pack Horse Lane, Burslem	Burslem and Moorcroft	Burslem Central	2km	No	No	Brownfield	0	0.47	0	This is a redevelopment site, so there would be no overall loss or gain of employment land. The ELR recommends that the site is used for mixed use development.
ST35	Valley Works, Ravensdale, Tunstall	Tunstall, Goldenhill and Packmoor	Tunstall	1km	No	No	Brownfield	0	10.28	0	Site is in existing employment use.
ST40	Land between Huntilee Road and Scotia Road, Tunstall	Tunstall, Goldenhill and Packmoor	Little Chell & Stanfield	2km	No	No	Brownfield	0	9.19	0	Significant ground conditions including historic landfill. Recent planning applications have been made for residential development so there is a clear preference to develop this site for residential use.
ST41	Land off Broad Street, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	0.74	0.74	The ELR identifies the main constraint as part of the site being in active use.
ST42	Central Business District, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	3.17	3.17	0	Redevelopment site, partly built out for mixed use development. Not exclusively employment land.
ST43	Former Clarence Primary School, Sampson Street, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	0.43	0.43	The ELR identifies a lack of market interest as the main constraint on this site.
ST44	Land off New Century Street, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	2.07	0	Site is in existing employment use.

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
ST45	Land at Century Street/Waterloo Rd, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	7.28	5.66	The ELR identifies a lack of market interest as the main constraint on this site.
ST46	Sainsbury's, Etruria Road, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	2.34	0	The site is in existing use as a supermarket.
ST47	140 Broad Street, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	0.07	0	Previous employment site redeveloped for new employment use – no loss or gain of employment land.
ST48	Fuchs Lubricants, Century Street, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	0.35	0	Existing employment site redeveloped in 2017.
ST49	Units 1 and 2, Hot Lane Industrial Estate	Burslem & Moorcroft	Moorcroft	3km	No	No	Brownfield	0	0.96	0	Existing employment site.
ST50	Former Royal Doulton Site, Burslem	Burslem and Moorcroft	Burslem Central	2km	No	No	Brownfield	0	4.6	4.6	The ELR identifies a lack of market interest, incompatible adjoining uses and viability as the constraints to developing this site for employment use.
ST51	Holdcroft Honda, Sneyd Street, Cobridge	Burslem & Moorcroft	Moorcroft	2km	No	No	Brownfield	0	0.72	0	Existing car dealership. Has planning approval for extension and redevelopment of the existing use within site.
ST52	Former Focus DIY, Milburn Road, Cobridge	Burslem & Moorcroft	Moorcroft	2km	No	No	Brownfield	0	0.64	0	Change of use of existing building from DIY retail warehouse to employment use was completed in 2016
ST53	Garth Street, Hanley	Hanley and Etruria	Birches Head & Central Forest Park	3km	No	No	Brownfield	0	2.14	1.43	The site has an existing range of uses and mixed ownerships.
ST54	Former East and West Precincts, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	6.83	0	The site has planning approval for mixed use development, which doesn't include B class use.
ST55	Trinity Street/Marsh Street North, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	0.24	0	Mixed use redevelopment site with planning approval.

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
ST56	Chatterley Whitfield	Baddeley, Milton and Norton	Baddeley, Milton & Norton	5km	No	Yes	Brownfield	0	12.27	0	Existing buildings with approval for mixed use change of use/redevelopment. No new employment land available.
ST57	Former Sub-Station, Bute Street, Fenton	Fenton	Fenton East	1km	No	No	Brownfield	0	0.35	0	Site already completed for new employment use.
ST58	Ex Phoenix Timber, Foley Rd, Longton	Fenton	Fenton East	<1km	No	No	Brownfield	0	1.75	0	Development of site for new employment and retail units fully completed in 2017.
ST60	Fenpark Industrial Estate	Fenton	Fenton East	1km	No	No	Brownfield	0	0.41	0	Existing employment site. Approval is for redevelopment/extension of existing use. No loss or gain of employment land.
ST61	Berryhill Pottery, Dewsbury Road, Fenton	Fenton	Fenton West & Mount Pleasant	2km	No	No	Brownfield	0	11.44	10.3	Recent application for residential development dismissed on appeal (60068/OUT). Main issues related the impact of development on the local transport network. Employment development considered to have similar impacts if not adequately addressed. The ELR also identifies lack of market interest and environmental constraints.
ST62	Don Bur/Clarence Road, Longton	Fenton	Fenton East	<1km	No	No	Brownfield	0	2.26	0	Site in existing employment use.
ST63	Land at Mossfield Road	Abbey Hulton and Bentilee	Bentilee & Ubbberley	3km	No	No	Brownfield	0	7.48	5.81	The ELR identifies a lack of market interest, environmental constraints and a need for infrastructure as the main constraints to the development of this site.
ST65	Calvery Street and Lower Spring Road, Longton	Longton, Dresden and Lightwood	Broadway & Longton East	<1km	No	No	Brownfield	0	0.65	0	Site already completed for new employment use.
ST67	Transcycle, Mossfield Road, Mossfield Industrial Estate	Longton, Dresden and Lightwood	Sandford Hill	2km	No	No	Brownfield	0	0.52	0	Site already developed for waste recycling building.
ST69	Land at Junction of Park Hall Road and Anchor Road, Adderley Green	Longton, Dresden and Lightwood	Meir Hay	2km	No	No	Brownfield	0	1.4	1.4	The ELR identifies access as the main constraint.
ST70	Recticel, Enterprise Way, Meir Park	Meir and Weston Coyney	Meir Park	<1km	No	No	Brownfield	0	3.1	0	Site is in existing employment use.

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
ST74	Land at Clough Street, Hanley	Hanley and Etruria	Etruria & Hanley	2km	No	No	Brownfield	0	13.83	2.8	Site largely already in existing employment use and would require redevelopment – resulting in no overall loss or gain in employment land. Remaining net developable area is for vacant parts of site.

Table 5b: Newcastle-under-Lyme - further land not included as the Preferred Option

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
CFS	White Rock. Land south of Apedale Road, Chesterton, ST5 7QG	Newcastle North	Holditch	2km	No	Yes	Brownfield	0	12.00	6.00	Saved Local Plan Policy C21 allocates the site for community leisure use. Vacant site, notified by Call for Sites 2016 for B1 & B2 uses. Net developable area reduced as a large portion of the site is a wildlife habitat. Located at the edge of the urban area but within Green Belt - moderate contribution. Adjacent site (not GB) granted OL PP on 12/12/2014 for up to 350 homes (13/00525/OUT).
CFS1	Marley Eternit Area 6	Madeley	Madeley	7km	No	No	Brownfield	0	2.80	2.52	Site identified by Call for Sites. Part of the site in use for employment purposes. Site straddles Green Belt boundary. Green Belt - weak contribution. Site partly heavily wooded. The site lies adjacent to the Marley Eternit factory, outside the village envelope and a considerable distance from the strategic road network.
NL11	Great Oak	Kidsgrove	Audley /Bignall End and Talke	1km	No	Yes	Greenfield	0	46.64	34.88	Remote, sloping greenfield site adjacent and south of the A500. Sloping farmland, used for agriculture and classified ALC grade 3 and 4. Within the Green Belt - moderate contribution. Includes the Wedgwood monument, which is grade II listed. Part of the western-most portion of the site is a designated SBI (Bignall End Coal Yards).

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
NL12	Heathcote St, Chesterton	Newcastle North	Chester	1km	No	No	Brownfield	0.03	0.41	0.03	07/00620/OUT approved 19/8/2008 for dwellings, clubhouse and commercial unit. Extant PP (08/00800/REM) for mixed use of site to 19 dwellings, clubhouse and employment (310sq m). Site in mixed-The commercial use has not come forward, and the outline planning consent has lapsed, opportunity now for it be allocated or alternative uses considered. (Fresh application pending consideration 17/00417/FUL for 14 dwellings recommended for approval subject to S106.) Preferred site for housing.
NL13	High Carr Colliery	Newcastle North	Bradwell	<1km	No	Yes	Greenfield	0	21.33	13.40	Located to east of A34 dual carriageway as it meets the A34/A500 interchange. Irregular shaped sloping rural site. Mainly grassland and trees, contains an existing business (pallets/waste/skip hire). Within Green Belt - moderate contribution. Benefits from direct access to the strategic road network (A34), although left-on, left-off. Poor access to local services and amenities.
NL14	High Carr, Chesterton	Newcastle North	Bradwell	<1km	No	Yes	Greenfield	0	18.50	16.65	Identified by Call for Sites. Located to east of A34 dual carriageway, immediately to north of the existing employment area at High Carr Business Park. Direct access to strategic road network (A34), at this point access is left-on, left-off. The site has an irregular shape, is densely wooded, and is situated within the Green Belt - moderate contribution. Approximately 3.4ha of the southern part of the site forms part of Bradwell Woods, which is designated as ancient woodland. Identified as accessible natural green space in the Open Space Strategy 2017, and required to meet local standards. Approximately a quarter of the site is not required as open space according to the OSS. A public right of way crosses the site.
NL15	Jamage South	Kidsgrove	Talke	<1km	No	Yes	Greenfield	0	44.75	40.28	Notified through 2014 Call for Sites exercise. Agricultural land within the Green Belt, on the shoulder of the existing urban area and adjoins the existing Jamage Industrial Estate. Close to strategic road network (A500/A34). Green Belt Assessment - strong contribution.
NL16	Land adjoining A500 & M6 (J16)	Audley & Bignall End	Audley and Bignall End	<1km	No	Yes	Greenfield	0	32.27	24.20	Notified through 2014 Call for Sites and revised (extended area) 2017. Remote, rural site, undulating farmland close to M6 and A500. Located within Green Belt. Green Belt Assessment, General Area - moderate.
NL17	Land at Brampton Road (corner of Brampton Road and Sandy Lane)	Newcastle North	May Bank	<1km		No	Greenfield	0	1.37	1.35	Greenfield site within urban area but outside town centre. Lies within Brampton Conservation Area. Sites are green space and heavily wooded.
NL18	Hilltop Business Centre, Talke	Kidsgrove	Talke	2km	No	No	Brownfield	0	0.84	0.00	Former primary school converted to provide office accommodation. No further capacity.
NL19	Land at London Road Chesterton	Newcastle North	Holditch	<1km	No	No	Brownfield	9.27	9.27	0.00	Allocated site, owned by Staffordshire County Council. Very close to the strategic road network. Planning permission granted 19 Aug 2013 for waste and metals recycling facility (Ref 12/00229/CPO). Implemented.
NL2	Brunswick St/George Street Newcastle	Newcastle Town	Town	<1km	No	No	Brownfield	0	0.35	0.35	Former Zanzibar Ballroom. Small edge of centre site in mixed-use area. Extant planning permissions for COU of nightclub basement and ground floor to A1 retail and A3 restaurant (15/01061/COU on 3/03/16) and COU of first and second floors to antique dealers and ancillary restaurant (15/00710/COU on 12/10/2015).

ELR Site Reference	Address	Character Area	Ward	Distance from strategic road network (km)	Enterprise Zone	Green Belt	Brownfield/Greenfield	Site Area Committed for Employment (ha)	Gross Site Area (Ha)	Net Developable Area (Ha)	Comment
NL20	Land at Oaktree Lane, Talke	Kidsgrove	Talke	<1km	No	Yes	Greenfield	0	0.89	0.89	Small but prominently located, relatively isolated greenfield site in the Green Belt - weak contribution. ALC grade 4. Located at the side of the A34 prominently located immediately to the north of the Travelodge and Little Chef on the northern side of the A34/A500 interchange. Almost the entire site is bordered by hedge, it is level, and currently comprises rough grassland and shrubs.
NL22	Land north of Audley	Audley & Bignall End	Audley and Bignall End	<1km	No	Yes	Greenfield	0	60.14	45.11	No planning history. Isolated, rural site located immediately to the south of the Audley/Alsager junction with the A500, and extends to both the west and east of Alsager Road. Within the Green Belt, General Area - moderate contribution. Part of an open landscape of agricultural land, (ALC grade 3), trees and isolated dwellings/farmsteads, including Hullock's Pool Farmhouse (Grade II listed). Several PROW cross the site. Parts of the sites lie in Flood Zones 2 and 3. The site has poor access to labour, and there are no nearby services or amenities, no bus stops within 400m of the site, although adjacent to strategic road network.
NL23	Land off Alsager Road and A500	Audley & Bignall End	Audley and Bignall End	<1km	No	Yes	Greenfield	0	5.05	4.29	Identified through Call for Sites. Part of the cluster of sites that makes up the Eardley End site and adjoins NL7, NL8 and NL9. No planning history. A remote rural, site located to east of Alsager Road, north of the A500 Audley/Alsager junction with good access to the strategic road network, but poor access to public transport, labour and local services. Gently sloping farmland, ALC grade 3, surrounded by fields used for similar purposes. Within the Green Belt, General Area - strong contribution.
NL24	Land to S&E of New Development Site, Keele (KSP4)	Keele, Silverdale and Thistleberry	Keele	<3km	No	Yes	Greenfield	0	46.30	12.15	Identified through Call For Sites. Gently sloping agricultural land and woodland located within the Green Belt - moderate contribution. Lies adjacent to the existing Keele Science and Innovation Park. Easy access from existing science and innovation park and well connected to sustainable transport network. Access to services and infrastructure available locally.
NL25	Land off Liverpool Road, Kidsgrove	Kidsgrove	Ravenscliffe	<1km	No	No	Greenfield	0	0.29	0.29	A small, heavily wooded site with no vehicular access and remediation likely. However, access to the strategic road network and public transport is good. Planning permission (Ref 15/00818/FUL) granted on 2/9/2016 for 8 dwellings. Preferred site for housing.
NL26	Liverpool Road, Newcastle	Newcastle North	Town	<1km	No	No	Brownfield	0	0.82	0.00	Former bus depot. Small site in mixed-use area with no known developmental or environmental constraints. Planning permission 08/00152/FUL granted 23/5/2008 for 66 dwellings, but never implemented. Preferred Site for housing.
NL27	Ryecroft Site, Newcastle	Newcastle Town	Town	<1km	No	No	Brownfield	0	1.10	1.10	Town centre site with extensive frontage. Redevelopment plans for site submitted 17/00637/FUL [demolition of existing buildings and construction of a mixed use development comprising student accommodation, retail shops, food & drink and leisure uses, financial and professional services, car parking, landscaping, highway improvements including to Corporation Street and other associated works] and pending consideration at 20/9/2017.

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NL28	Liverpool Road/Ashfields New Road	Newcastle North	Cross Heath	<1km	No	No	Brownfield	0	0.52	0.00	Difficulty in pre-letting this small office site led to its conversion to non-employment land uses [NOT ASSESSED]. Planning permission (Ref 13/00807/FUL) granted 11/4/2014 for pub/restaurant and now completed and in use as the Cotton Mill pub.
NL29	Lower St, Newcastle	Newcastle Town	Town	<1km	No	No	Brownfield	0	0.59	0.00	Edge of centre site in mixed-use area with very good access to the strategic road network. Planning permission (Ref 15/00498/FUL) granted for a 74-bed care home and 28 care apartments and ancillary development 18/9/2015. Now under construction as dementia care home.
NL30	Lowlands Road, Ravensdale	Kidsgrove	Ravenscliffe	<2km	No	Yes	Greenfield	0	3.31	3.31	Identified by Call for Sites. A greenfield site in Green Belt, Green Belt Assessment - strong contribution. Very good access strategic road links but poor accessibility to local services and bus stops. Most of the site forms part of a designated Local Nature Reserve known as Bathpool Park, part of which was a Great Crested Newt receptor site for the Chatterley Valley development.
NL31	Lymedale Park, Holditch, Chesterton	Newcastle North	Holditch	<1km	No	No	Greenfield	0	12.39	11.15	Long, irregular shaped, uneven site with access constraints and poor access to services although close to several bus stops and the strategic road network. The site form strategic landscaping for the industrial area, permitted with planning permission 05/01241/FUL. The site has been identified in the Open Space Strategy as Accessible Natural Greenspace, and is required to meet local standards. The site is subject to saved policy N16 Green Heritage Network.
NL32	Nelson Place (Jubilee Baths) - Town Centre, School Street, Newcastle	Newcastle Town	Town	<1km	No	No	Brownfield	0	0.63	0.00	Irregular shaped site with very good access to the strategic road network. Planning permission 15/00166/FUL granted on 1/12/2015 for 244-bed student accommodation. Further application for planning permission (Ref. 17/00252) to increase the bed spaces to 273-bed student accommodation application approved 24/7/2017. Under construction.
NL33	Parkhouse Road West, Chesterton	Newcastle North	Chesterton	<1km	No	No	Greenfield	0	3.96	3.56	Identified by Call for Sites exercise. Gently sloping site with grass, trees and play areas in mixed-use area on the eastern side of Crackley Bank at its junction with Parkhouse Road West. Provides a natural buffer between housing and employment sites. Site assessed in the Open Space Strategy, 2017, and is considered not to be required to meet local standards. Developable area affected by heavily wooded area, which provides a buffer between site and adjoining employment uses. Good access to the strategic road network and proximity to bus stops and labour force.

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NL34	Pepper St, Keele	Keele, Silverdale and Thistleberry	Keele	4km	No	Yes	Brownfield	0	0.35	0.35	Site in close proximity to underground fire. Small site comprising dilapidated, former tilery buildings with poor access to labour and the strategic road network. Within the Green Belt Outline planning permission granted on 13/4/2015 (for 3 years) for residential development for up to 100 dwellings on approx.. 13.8 Ha (13/00970/OUT). Prior Notification (16/00576/DEM) agreed for demolition of workshop and buildings 17/8/2016. The site is in the developable supply for housing. Two Local Nature Reserves close by, one adjoining the Western boundary, the other adjoining the North/North Eastern boundary. Ancient Woodland adjoins the Western Boundary. Consented for housing, therefore not preferred for employment uses.
NL35	Red Street	Newcastle North	Chesterton and Talke	1km	No	Yes	Greenfield	0	33.24	24.93	A large greenfield site in the Green Belt close to the A34 and A500, close to urban area. Sloping topography and agricultural land, ALC grade 4 and a number of properties. There are a number of residential properties in Red Street that are close proximity to the site, but otherwise it is surrounded by fields and a series of roads. Within the Green Belt - weak contribution. Site refused planning consent 30+ years ago for geological reasons.
NL38	Land off Linley Road, Kidsgrove	Kidsgrove	Kidsgrove	<2km	No	No	Brownfield	3.6	3.56	3.56	Planning permission 16/00367/FUL granted 19/8/2016 for vehicle distribution and storage compound and erection of building to be used as storage and vehicle preparation, with offices and facilities for Arnold Clark. Implemented.
NL39	Station Rd, Kidsgrove	Kidsgrove	Ravenscliffe	<1km	No	No	Brownfield	0	0.91	0.00	Availability. A cleared, allocated site with a restrictive shape. Staffordshire County Council has transferred site ownership to Network Rail (2016). The site forms part of the project area for the regeneration of Kidsgrove Railway Station and is needed for rail related ancillary uses.
NL41	Water Street/George Street, Newcastle	Newcastle Town	Town	<1km	No	No	Brownfield	0	0.24	0.00	Small, fully-developed site in mixed-use area with no developmental or environmental constraints. Currently fully in use and no capacity for further development. Site fronts onto busy main road. Consent granted for change of use of part of site as an exercise and personal training studio on 19/11/2014 (14/00604/FUL). Implemented.
NL42	Land and Buildings at West Avenue, Kidsgrove	Kidsgrove	Butt Lane	<2km	No	No	Brownfield	0	2.69	0.00	Site developed, part employment use, part residential use and part for highway improvements. PP for northern-most part of site (Ref 15/00368/OUT) O/L planning consent granted for 44 dwellings on 7/9/2016. PP granted for industrial building 14/00736/FUL and completed (on the southern-most part of the site). No further capacity.
NL6	Speedway Stadium, Chesterton	Newcastle North	Holditch	<2km	No	No	Brownfield	0	4.85	0.00	Availability. Urban location close to existing employment area. Currently in use for motorsports.

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NL7	Eardley End Area A	Audley & Bignall End	Audley and Bignall End	<1km	No	Yes	Greenfield	0	59.88	43.49	The larger of a cluster of sites that make up Eardley End, and adjoin NL8 and NL9. No planning history. Remote rural site, located east and west of Alsager Road, north of the Audley/Alsager junction with the A500 with good access to the strategic road network, but poor access to public transport, labour and local services. Gently sloping farmland, ALC grade 3 and a number of farm properties, including Eardleyend Farmhouse, which is grade II listed. C1.9ha of the site forms part of Wrench's Coppice, which has designated ancient woodland status, and approximately 3.5 ha is located within flood zone 3. Within Green Belt, GBA general area - strong contribution.
NL8	Eardley End Area C	Audley & Bignall End	Audley and Bignall End	<1km	No	Yes	Greenfield	0	1.79	1.79	Part of the cluster of sites that make up Eardley End and adjoin NL7, NL9 and NL23. No planning history. A remote rural site located east of Alsager Road, immediately to the north of the Audley/Alsager A500 junction with good access to the strategic road network, but poor access to public transport, labour and local services. Flat farmland, ALC grade 3, surrounded by fields used for similar purposes. Within Green Belt, GBA general area - strong contribution.
NL9	Eardley End Area D	Audley & Bignall End	Audley and Bignall End	<1km	No	Yes	Greenfield	0	3.52	3.52	Part of the cluster of sites that make up Eardley End and adjoin NL7, NL8 and NL23. No planning history. A remote rural, land-locked site located to the north of the A500 Audley/Alsager junction with good access to the strategic road network, but poor access to public transport, labour and local services. Sloping farmland, ALC grade 3, surrounded by fields used for similar purposes. Within Green Belt, GBA general area - strong contribution.
SOCFS13	Oldcott Motors, Oldcott Farm, Oldcott Drive, Kidsgrove, Stoke-on-Trent, ST7 4HE	Kidsgrove	Ravenscliffe	<1km	No	Yes	Brownfield	0	2.15	1.60	Site put forward through Call for Sites exercise at Strategic Options, and identified for a mix of uses including office and industrial (and housing). Former farmstead, site is now used for car sales, workshop, breakers yard. Rural/urban fringe location within the Green Belt - strong contribution.
SOCFS15	Land North of Station Road, Keele and Land West of Keele Road, Keele	Keele, Silverdale and Thistleberry	Keele	4km	No	Yes	Greenfield	0	22.15	16.80	Site put forward through Call for Sites. Rural, Green belt location detached from existing employment area. Green Belt, General Area - moderate contribution. Flat agricultural land bounded by hedgerows. 4km from the strategic road network.
SOCFS57	Five Acres, Bowsey Wood Road, Madeley, Betley	Audley & Bignall End	Halmerend	9km	No	Yes	Greenfield	0	0.81	0.60	Site put forward through Call for Sites exercise at Strategic Options (MD38) for a variety of uses including employment. Remote rural site with road frontage to Bowsey Wood Road, currently used for grazing, ALC grade 3. Within in the Green Belt, General Area - strong contribution. The northern part of the site is a designated ancient woodland and Biodiversity Alert Site (Beck Wood) occupying an area of 0.18ha. Beck Wood is also identified as Accessible Natural Greenspace in the Open Space Strategy 2017, and required to meet local standards.

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SOCFS69	Land at Audley Road, Talke	Kidsgrove	Talke	2km	No	Yes	Greenfield	0	24.00	18.00	Site put forward through Call for Sites at Strategic Options. Indicated suitable for range of uses including B class uses. Includes part of the Jamage South site (already notified through earlier Call for Sites), adjoins the existing Jamage Industrial Estate on southern boundary. Irregular shaped, rural greenfield site on the urban fringe to the west of Talke, in use for agriculture and in the Green Belt - strong contribution.