

Local and Neighbourhood Centres Review - Stoke-on-Trent City Council

No.	Centre	Current Classification	Preferred Options Consultation Classification	No of units	Convenience Store(s)	Pharmacy	Post Office	Facilities Points	ATM	ATM Score	% National Operators	National Operators Score	% Vacancies	Vacancies Score	Total Score	Previous Total Score	Change (2013-2018)	Nexus Analysis	Policy Recommendation	Boundary Recommendation	Current Classification
1	Goldenhill - High Street	Local Centre	Local Centre	9	Londis	-	-	4	✓	3	11%	2	0%	6	15	21	-6	The centre performs an important function for the local community, with a number of community resources also located immediately adjacent to the boundary. The centre includes two convenience stores, three hot-food takeaways, two beauty salons and a baker's.	No change	The boundaries should be amended to include the retail and service units immediately outside the centre.	Local Centre
2	Great Chell - Biddulph Road	Neighbourhood Centre	Neighbourhood Centre	6	Tesco Express	-	✓	8	✓	3	50%	4	0%	6	21	17	4	The defined centre is of a limited scale and comprises a Tesco Express, Wrights Bakery, a post office and convenience store, Coral bookmakers, public house and a beauty salon. It is clear that the centre predominantly serves the needs of the immediate community.	No change	No change	Neighbourhood Centre
3	Chell Heath - Chell Heath Road	Local Centre	Neighbourhood Centre	9	Premier	-	-	-	-	0	22%	2	0%	6	8	15	-7	The centre has a range of shops, dominated by a Premier Convenience store and a separate Premier off-licence. There are also two hairdressers, three hot-food takeaways, a café and a charity shop. As at the previous study a number of the units are closed during day hours, which might reduce its function for the local area.	No change	Residential dwelling at no. 483 should be removed from the boundary.	Local Centre
4	Norton - Knypersley Road	Local Centre	Neighbourhood Centre	4	Co-op	-	✓	8	✓	3	25%	2	0%	6	19	17	2	The centre contains only four units, and is dominated by a Co-op foodstore. It also contains a hairdresser's, a café and a charity shop. A number of residential dwellings are also accommodated within the centre boundary.	Re-designate as a Neighbourhood Centre	Consideration should be given to removing the residential units at Lincoln Court and nos. 53-55 from the boundary.	Local Centre
5	Norton - Pinfold Avenue	Neighbourhood Centre	Neighbourhood Centre	3	-	-	-	0	-	0	0%	0	33%	2	2	6	-4	The centre has three units, one of which is vacant. The remaining units are occupied by a newsagent and a hot-food takeaway. Its location within a residential estate ensures it only meets the day-to-day needs of the surrounding estate.	No change	No change	Neighbourhood Centre
6	Bank Top - High Lane	Neighbourhood Centre	Neighbourhood Centre	5	-	-	-	0	-	0	0%	0	0%	6	6	12	-6	The centre includes two hairdressers, a newsagents, a bakers and an animal supply store. A Co-operative Foodstore is located immediately adjacent to the centre boundary. The centre clearly serves only the local community.	No change	The boundary needs to be extended to include the adjacent Co-operative Foodstore.	Neighbourhood Centre
8	Bradeley - Joyce Avenue	Neighbourhood Centre	Neighbourhood Centre	5	-	-	-	0	-	0	20%	2	20%	4	6	6	0	The centre serves the exclusive needs of its surrounding area and includes a beauty salon, newsagents, hairdresser's and a discount off-licence.	No change	No change	Neighbourhood Centre
9	Smallthorne - Ford Green Road	Local Centre	Local Centre	28	Heron Foods	✓	✓	12	-	0	4%	2	7%	6	20	23	-3	Ford Green Road is a linear centre that plays an important retail and service role in the Smallthorne area. The majority of units are located on the western side of Ford Green Road, with a few dispersed units located outside the centre boundary. Uses include seven hot-food takeaways, a convenience store, a pharmacy, post office and a baker's.	No change	The residential units at nos. 149-159 should be removed from the centre boundaries, and commercial units outside the boundary should be included within it.	Local Centre
10	Baddeley Green - Baddeley Green Lane	Neighbourhood Centre	Neighbourhood Centre	7	-	-	-	0	-	0	14%	2	0%	6	8	13	-5	There are seven units at Baddeley Green Lane and is considered suitable to serve the needs of the local community. It includes a convenience store, two hairdressers, a hot-food takeaway, a solicitor's, estate agent and a sweet shop.	No change	No change	Neighbourhood Centre
12	Milton - Leek Road/Millrise Road	Local Centre	Local Centre	29	Co-op and Nisa Extra	✓	-	8	✓	3	10%	2	7%	6	19	23	-4	Milton is a large centre within which is a diverse and extensive retail offering. Uses include two convenience stores, pharmacy, estate agents, barbers and delicatessen. There are two units (nos. 52-54) outside the boundary, these are occupied by a café and a butcher.	No change	The boundaries should be extended to included units at nos. 52-54 Millrise Road.	Local Centre
13	Middleport - Newcastle Street	Local Centre	Local Centre	23	McColls	✓	-	8	✓	3	4%	2	57%	0	13	15	-2	The centre is dominated by vacant units, which are dispersed along Newcastle Street. The centre is in a poor state of repair and is of a limited scale. The centre accommodates a limited variety of shops and services, including two hot-food takeaways, a McColl's convenience store, a pharmacy and a barber.	No change	No change	Local Centre

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14	Sneyd Green - Milton Road	Neighbourhood Centre	Neighbourhood Centre	6	-	✓	-	4	-	0	17%	2	0%	6	12	10	2	The centre accommodates Lloyds Pharmacy, a hot-food takeaway, a baker, a barber, a thai massage parlour and a chiropody clinic. At nos. 75-77, and immediately adjacent to the centre boundary, is Ken's Convenience Store.	No change	The boundaries should be reviewed to include Ken's Convenience Store.	Neighbourhood Centre
15	Abbey Hulton - Abbots Road	Neighbourhood Centre	Neighbourhood Centre	8	Co-operative Food	-	-	4	-	0	25%	2	0%	6	12	19	-7	A range of commercial stores are located within the neighbourhood centre, including three hot-food takeaways, two convenience stores and two barbershops. Since the previous survey the Post Office that was located in the centre has closed.	No change	No change	Neighbourhood Centre
17	Birches Head - Diana Road	Neighbourhood Centre	Neighbourhood Centre	3	Londis	-	-	4	-	0	33%	4	33%	2	10	18	-8	The centre is very small, consisting of just three units. The commercial uses it provides, including a convenience store and a hairdresser's, provide a key function for the immediate surrounding area.	No change	No change	Neighbourhood Centre
18	Abbey Hulton - Leek Road	Local Centre	Local Centre	11	Heron Foods	✓	-	8	-	0	36%	4	0%	6	18	18	0	Contained within the centre are variety of uses, including four hot-food takeaways, Heron Foods, Numark Pharmacy, a barber and Coral bookmakers. Located to the south of the defined boundary is a small parade of shops at nos. 1250-1256.	No change	The boundary should be extended to include the additional units at nos. 1250-1256.	Local Centre
19	Northwood - Keelings Road	Neighbourhood Centre	Neighbourhood Centre	3	Costcutter	-	✓	8	✓	3	33%	4	0%	6	21	21	0	The centre performs a limited function, with a convenience store and post office, hairdresser's and a baker. On the opposite side of Keelings Road is a Coral bookmakers and The Wheatshaf Stores.	No change	Consideration should be given to removing the residential unit at no. 85, and including nos. 68 and 78 within the boundary.	Neighbourhood Centre
20	Bucknall - Werrington Road	Local Centre	Neighbourhood Centre	10	-	-	-	0	-	0	10%	2	40%	2	4	8	-4	The centre performs a limited role, with a number of uses previously recorded now being vacant. The centre includes three hot-food takeaways, the Traveller's Rest public house, a barber and a Coral bookmakers. Accordingly, the centre appears to perform a neighbourhood function.	Re-designate as a Neighbourhood Centre	Two units on northern side of Werrington Road should be removed from boundary, consideration should be given to removing residential properties within the boundary.	Local Centre
23	Berry Hill - Twigg Street	Neighbourhood Centre	Neighbourhood Centre	6	Premier	-	-	4	-	0	33%	4	17%	4	12	17	-5	A parade of shops on a constrained site at the junction of Twigg Street and Beverley Drive. The centre performs a neighbourhood role, accommodating a convenience store, Coral bookmakers, a barber and a hot-food takeaway.	No change	No change	Neighbourhood Centre
24	Basford - Etruria Road	Local Centre	Local Centre	12	Lifestyle Express	-	✓	8	-	0	17%	2	17%	4	14	19	-5	Etruria Road centre contains a diverse range of commercial businesses, including a post office, two hairdressers and a number of retailers providing specialist services. The centre therefore serves an area wider than the immediate locality.	No change	No change	Local Centre
25	Bentilee - Beverley Drive	Neighbourhood Centre	Neighbourhood Centre	2	Best-One	-	✓	8	✓	3	50%	4	0%	6	21	17	4	Although the centre only serves its immediate area, the post office and convenience store perform a vital function for residents in Bentilee.	No change	Consideration could be given to including the adjacent Beverley public house within the centre boundary.	Neighbourhood Centre
26	Eaton Park - Southall Way	Neighbourhood Centre	Neighbourhood Centre	2	McColls	✓	✓	12	✓	3	50%	4	0%	6	25	22	3	This small parade of shops consists of two units, a McColl's and Worksop Pharmacy. The centre is located on Southall Way, the primary access into the Eaton Park estate and is therefore likely to be well used by residents.	No change	No change	Neighbourhood Centre
27	Bentilee - Devonshire Square	Local Centre	Local Centre	11	Co-op and Heron Foods	✓	✓	12	-	0	45%	4	9%	6	22	21	1	Devonshire Square is the main retail shopping provision for the Bentilee area, and contains a number of community functions including a neighbourhood centre and Medical Walk-in. Additionally the centre has two convenience stores, a Boots Pharmacy, a Coral bookmakers, a butcher and a baker.	No change	No change	Local Centre

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28	Bentilee - Ford Hayes Lane	Neighbourhood Centre	Neighbourhood Centre	4	Premier	-	-	4	✓	3	25%	2	0%	6	15	11	4	The two vacant units noted in the previous survey are now occupied by a delicatessen and a tanning salon. This indicates that the centre continues to play a vital role to supporting the surrounding area and its designation should continue.	No change	No change	Neighbourhood Centre
29	Hartshill - Hartshill Road	Local Centre	Local Centre	26	Co-op	-	-	4	✓	3	15%	4	12%	6	17	15	2	The boundary of Hartshill Road centre is confined to one side of Hartshill Road, discounting a number of units located beyond the boundaries. The units within the centre are diverse and likely to serve a wide catchment area. Operators include five food takeaways, two estate agents and two hairdressers.	No change	The boundary should be amended to include retailers on both sides of Hartshill Road.	Local Centre
30	Shelton - Stoke Road	Neighbourhood Centre	Neighbourhood Centre	2	-	✓	-	4	-	0	50%	4	50%	0	8	18	-10	There are only two units located within the centre boundary, one of which is currently vacant. Consideration should be given to including a number of units that are currently beyond the boundary within the centre. These units include a number of takeaways, a barbershop and Pak Foods.	No change	The boundary should be extended to include the commercial units beyond the existing boundary.	Neighbourhood Centre
31	Shelton - College Road	Neighbourhood Centre	Neighbourhood Centre	11	Your Local Shop	-	✓	8	✓	3	9%	2	9%	6	19	19	0	The centre has a sufficient level of provision to serve the immediate local area which, due to its location adjacent Staffordshire University's Mellor Building, is dominated by students. The centre has a Post Office, but lacks a pharmacy and foodstore so its allocation as a neighbourhood centre should remain.	No change	No change	Neighbourhood Centre
32	Penkhull - Manor Court Road	Neighbourhood Centre	Neighbourhood Centre	8	Co-op	-	-	4	-	0	13%	2	13%	4	10	13	-3	The centre is a linear parade of shops that includes two pubs, two hairdressers, two hot-food takeaways and a convenience store. The limited facilities, and the centre's close proximity to Stoke town centre, ensure that it likely only serves a small catchment area.	No change	No change	Neighbourhood Centre
33	Fenton - Victoria Road	Local Centre	Local Centre	29	Premier	-	-	4	✓	3	8%	2	28%	2	11	15	-4	A linear centre located along a busy route, Victoria Road has a wide variety of operators including a number of specialist retailers, five hot-food takeaways, a bakery and a pub. Since the previous survey in 2013 there has been an uplift in the number of vacant units recorded in the centre.	No change	No change	Local Centre
34	Fenton - King Street	Local Centre	Local Centre	13	Premier	-	-	4	-	0	8%	2	23%	2	8	15	-7	Dominated by two separate parades, King Street is located on a busy route. The centre includes three hot-food takeaways, a convenience store, a hairdressers and a bathroom showroom. At the time of our visit there were three vacant units recorded.	No change	No change	Local Centre
35	Sandford Hill - Heathcote Street	Neighbourhood Centre	Neighbourhood Centre	6	-	-	-	0	-	0	0%	0	50%	0	0	13	-13	Since the previous survey the convenience store has been vacated and a Co-op foodstore has been built just beyond the eastern boundary of the centre. Consideration should therefore be given to reviewing the boundaries of the centre.	No change	The boundaries should be extended to include the Co-op foodstore located to the west of the centre.	Neighbourhood Centre
36	Harpfield - Woodberry Close	Neighbourhood Centre	Neighbourhood Centre	5	Royal Convenience Store	-	-	4	-	0	0%	0	20%	4	8	11	-3	A small, purpose built centre that serves the needs of the immediate community only, Woodberry Close provides a small convenience store, a barbershop and a tanning salon.	No change	No change	Neighbourhood Centre
38	Oakhill - London Road	Neighbourhood Centre	Neighbourhood Centre	5	-	✓	-	4	-	0	20%	2	20%	4	10	10	0	Within the centre boundary are a pharmacy, pet groomers, beauty salon, hot-food takeaway and a vacant unit. There are a number of units opposite and adjacent to the centre. Consideration should therefore be given to extending the boundaries to include these additional units.	No change	The boundary of the centre should be reviewed, with the potential to include the units beyond the existing boundaries.	Neighbourhood Centre
39	Heron Cross - Heron Street/Grove Road	Local Centre	Neighbourhood Centre	7	Best-One	✓	-	8	✓	3	14%	2	14%	4	17	15	2	The centre has a reasonable offering which serves the needs of the local community. It includes two hairdressers, a small convenience store and a pharmacy. There are also a number of residential properties within the boundary.	No change	The existing boundaries should be reviewed, with there being some potential to remove residential properties.	Local Centre

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40	Meir Hay - Amison Street	Neighbourhood Centre	Neighbourhood Centre	6	Tesco Express	✓	-	8	✓	3	17%	4	0%	6	21	21	0	A purpose built centre situated in a residential area, the centre serve the needs of the immediate community. It includes a Tesco Express, two hot-food takeaways, a pharmacy, hairdresser and a tanning salon.	No change	No change	Neighbourhood Centre
41	Weston Coyney - Westonfields Drive	Neighbourhood Centre	Neighbourhood Centre	3	-	-	-	0	-	0	0%	0	33%	2	2	6	-4	The centre only includes a hairdressers and a Booze Buster and consequently performs a limited function.	No change	The boundary should be amended to remove the residential unit.	Neighbourhood Centre
43	Weston Coyney - New Kingsway	Neighbourhood Centre	Neighbourhood Centre	5	Co-operative Food	✓	-	8	✓	3	60%	4	0%	6	21	21	0	The centre is located in a predominantly residential area. It is dominated by a Co-operative Food, but also contains a pharmacy, barbers, Coral bookmakers and a takeaway. An additional three commercial units are located on the opposite side of New Kingsway, namely a bakery and two hot-food takeaways.	No change	The boundary should be expanded to include the additional commercial units on New Kingsway.	Neighbourhood Centre
44	Hollybush - Blurton Road	Neighbourhood Centre	Neighbourhood Centre	8	News Shop	✓	-	8	-	0	13%	2	0%	6	16	16	0	The centre has a good offering that serves the needs of the immediate residential community. These include a convenience store, four salons, a pharmacy and a hot-food takeaway.	No change	No change	Neighbourhood Centre
45	Blurton - Nashe Drive	Neighbourhood Centre	Neighbourhood Centre	5	One Stop	-	-	4	-	0	0%	0	20%	4	8	15	-7	A purpose built parade on situated in a residential area, the centre includes a funeral directors, a hairdressers, a laundrette and a One Stop convenience store. The centre is considered sufficient to serve the needs of the immediate community.	No change	No change	Neighbourhood Centre
46	Blurton - Blurton Road	Neighbourhood Centre	Neighbourhood Centre	3	One Stop	-	-	4	✓	3	0%	0	0%	6	13	17	-4	Although the centre is small in size, it contains a sufficient range of services to meet the needs of the local community. The facilities include a One Stop convenience store, a Post Office and a hot-food takeaway.	No change	No change	Neighbourhood Centre
47	Dresden - Trentham Road	Local Centre	Neighbourhood Centre	16	General Store	-	-	4	-	0	0%	0	13%	4	8	4	4	A non-linear centre, Trentham Road is located along two primary routes. The Belgrave Road section includes three hot-food takeaways, a hairdressers and a specialist retailer. The operators along Trentham Road are more diverse and include two hot-food takeaways, a small convenience store, a florist and a funeral director.	No change	No change	Local Centre
48	Dresden - Carlisle Street	Local Centre	Neighbourhood Centre	11	-	-	-	0	-	0	0%	0	9%	6	6	4	2	The centre is disperse, with units running along Carlisle Street separated by residential units. Operators within the centre include three hot-food takeaways, a restaurant, a beauty salon, a tattooist and an off-licence. There is a Bargain Booze immediately adjacent to the centre boundary.	Potential to re-designate the centre as a Neighbourhood Centre	The boundaries should be amended to include the Bargain Booze on Carlisle Street.	Local Centre
49	Normacot - Uttoxeter Road	Local Centre	Local Centre	24	-	-	-	0	-	0	4%	2	21%	4	6	4	2	The centre is dominated by leisure services uses and includes ten hot-food takeaways. Other operators include two hairdressers, a pet groomers, a mobile phone shop and an insurance office.	No change	No change	Local Centre
50	Hanford - Mayne Street	Local Centre	Local Centre	2	Co-op foodstore	-	-	4	✓	3	50%	4	0%	6	17	21	-4	The Co-operative Foodstore dominates the centre, with the existing boundary only including it and the adjacent florist. Beyond the boundary however are other operators, including a hot-food takeaway, a hairdressers and a bakery.	No change	The boundaries should be amended to include units adjacent to, but currently beyond, the centre.	Local Centre
51	Trentham - Werburgh Drive	Neighbourhood Centre	Neighbourhood Centre	6	-	✓	-	4	-	0	17%	4	0%	6	14	12	2	Located within a residential area, Werburgh Drive includes a pharmacy, a newsagents, a bakery, a hairdressers, a dry cleaners and a specialist retailer. The centre provides an important function for the immediate residential area.	No change	No change	Neighbourhood Centre
52	Trentham - The Lea	Neighbourhood Centre	Neighbourhood Centre	6	One Stop	-	-	4	-	0	0%	0	0%	6	10	13	-3	The Lea serves the needs of the immediate residential area in which it is located, and includes a One Stop convenience store, two hairdressers, a butchers and a sandwich shop. It provides basic top-up facilities for the local area.	No change	No change	Neighbourhood Centre

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53	Blurton - Finstock Avenue	Local Centre	Local Centre	7	Co-op food	✓	-	8	-	0	29%	2	0%	6	16	19	-3	Finstock Avenue centre provides an important function for the local community as the location of the Blurton Community Hub. The centre also includes a Co-operative Foodstore, a hairdressers, a pharmacy, a funeral directors and a hot-food takeaway.	No change	No change	Local Centre
54	Blurton - Wimborne Avenue	Neighbourhood Centre	Neighbourhood Centre	3	McColls	-	-	4	✓	3	33%	4	0%	6	17	21	-4	The centre is anchored by a McColl's, which includes a Post Office counter. Other commercial uses include a hairdressers and a general store. The centre therefore is only likely to serve the needs of the immediate community.	No change	No change	Neighbourhood Centre
55	Meir Park - Lysander Road	Neighbourhood Centre	Neighbourhood Centre	5	One Stop	-	-	4	✓	3	0%	0	0%	6	13	14	-1	The centre is a modern, purpose built parade of shops located on a residential estate, it therefore provides top-up shopping to local residents. It includes a One Stop convenience store, public house, a hairdressers and a hot-food takeaway.	No change	No change	Neighbourhood Centre
56	Lightwood - Belgrave Road	Local Centre	Neighbourhood Centre	4	Co-operative Food	-	-	4	✓	3	25%	2	0%	6	15	17	-2	Although the centre lacks a defined boundary at present, the centre is small and well confined. It includes two beauty salons, a Co-op foodstore and a hot-food takeaway. It is likely to serve the needs of the immediate community only and, given its limited size, consideration should be given to re-designating it as a Neighbourhood Centre.	Potential to re-designate the centre as a Neighbourhood Centre	Proposed boundaries include the parade of shops focused around the Co-op Foodstore.	Local Centre
57	Trentham Lakes - Stanley Meadows	Local Centre	Local Centre	6	Aldi	-	-	4	-	0	17%	4	17%	4	12	12	0	The centre is located at a busy junction and is therefore likely to attract a considerable amount of passing trade. It includes an two hot-food takeaways, an Aldi foodstore, a hairdresser's and a pub.	No change	No change	Local Centre
58	Norton Park - Leek New Road	Local Centre	Local Centre	3	Aldi	-	-	4	-	0	66%	4	0%	6	14	14	0	Since the previous survey there has been a McDonald's drive-thru built, which now sits alongside the Aldi store and the public house.	No change	No change	Local Centre

**Notes**

Number of facilities points - comprises convenience store, Post Office and pharmacy (each facility receives a score of four)

Number of ATM - 1 or more ATM receives a score of three, 0 ATM receives a score of zero

Percentage of national operators - (25%+ of units = score of four, 24%-1% of units = score of two, 0% of units = score of zero)

Percentage of vacancies - (0%-10% of units = score of 6, 11%-24% of units = score of 4, 25%-49% of units = score of two and 50%+ of units = score of zero)