

## Appendix 6: Review of Lower Order Designated Centres

Local and Neighbourhood Centres Review - Newcastle-under-Lyme Borough Council

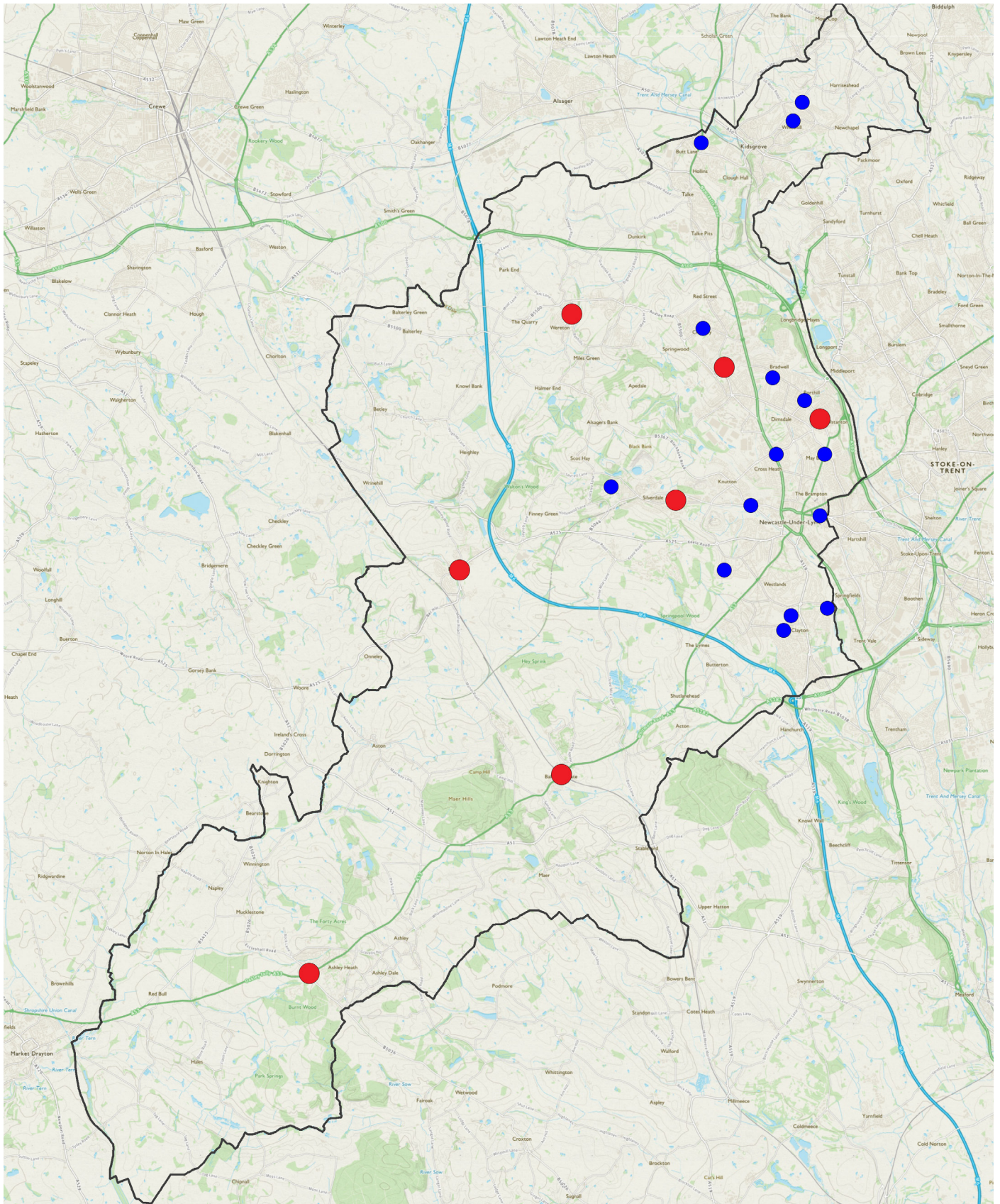
No.	Centre	Current Classification	Preferred Options Consultation Classification	No of units	Convenience Store(s)	Pharmacy	Post Office	Facilities Points	ATM	ATM Score	% National Operators	National Operators Score	% Vacancies	Vacancies Score	Total Score	Nexus Analysis	Policy Recommendation	Boundary Recommendation
1	Chesterton, London Road	District Centre	District Centre	20	Co-operative Food	✓	✓	12	✓	3	20%	2	5%	6	23	A diverse centre anchored by a Co-operative foodstore, the centre contains a range of retail and service units that can adequately serve the needs of the immediate residential community. Operators include three hot-food takeaways, two betting offices, a hairdresser and a pharmacy. The centre is diverse and provides a range of services and facilities, including a Post Office and a number of specialist retailers. The centre is therefore considered suitable to serve the needs of the local area.	No change	
2	Silverdale, High Street	District Centre	District Centre	25	Co-operative Food, Premier Convenience	✓	✓	12	✓	3	12%	2	4%	6	23		No change	
3	Wolstanton, High Street	District Centre	District Centre	62	Asda and Co-operative Food	✓	✓	12	✓	3	10%	2	8%	6	23		Wolstanton High Street is the primary centre in Wolstanton. The centre is anchored by an Asda foodstore and includes a wide variety of retail and service units, including a Post Office and a number of specialist retailers. The centre is therefore considered suitable to serve the needs of the local area.	No change
4	Loggerheads, Eccleshall Road	Rural Centre	Rural Centre	9	Co-operative Food	✓	✓	12	✓	3	22%	2	0%	6	23	The centre performs an important function for the local community, including a range of retail and service units within the centre boundary. Loggerheads Rural Centre includes a convenience store, Post Office, library and public house.	No change	
5	Madeley, Newcastle Road	Rural Centre	Rural Centre	11	Premier Convenience and One Stop	-	-	4	✓	3	18%	2	0%	6	15	The centre is located in Madeley village and provides a range of retail and service units, including two convenience stores, two hot-food takeaways, a restaurant and a dental surgery. Madeley therefore performs an important function for the immediate community.	No change	
6	Baldwin's Gate, Newcastle Road	Rural Centre	Rural Centre	3	General Store	-	✓	8	-	0	33%	4	0%	6	18	Although a small centre, Baldwin's Gate provides retail and service units sufficient to serve the village, with a Post Office counter, small general store and public house.	No change	
7	Audley, Church Street	Rural Centre	Rural Centre	25	Tesco Express and Co-operative Food	-	-	4	✓	3	12%	2	12%	4	13	A diverse centre with a varied retail and service offer, Audley is anchored by a Tesco Express and Co-operative foodstore. The service offer consists of three hot-food takeaways, three hairdressers, two restaurants, a café and a public house. The offer is considered to be more than sufficient to support Audley's role as a rural centre.	No change	
8	Halmer End, High Street	Rural Centre	Rural Centre	-	-	-	-	0	-	0	0%	0	0%	0	0	Halmer End rural centre is dispersed across a number of small units that line High Street that are not concentrated in a single area.	Remove centre designation	
9	Bradwell, Hanbridge Road	Neighbourhood Centre	Neighbourhood Centre	13	Co-operative Food and Heron Foods	✓	✓	12	✓	3	23%	2	7%	6	23	The centre consists of a purpose built parade, located in a predominantly residential area and is anchored by a Co-operative foodstore and Heron Foods. The retail and service offer also includes three hairdressers, two hot-food takeaways, a Post Office and a pharmacy.	No change	
10	Butt Lane, Congleton Road	Neighbourhood Centre	Neighbourhood Centre	23	Co-operative Food and Premier Convenience	✓	✓	12	✓	3	13%	2	9%	6	23	Butt Lane Congleton Road is a moderate sized centre, with a diverse and extensive retail and service offering. It is anchored by a Co-operative foodstore and Premier Convenience. Other operators include three hot-food takeaways, three hairdressers, a pharmacy and Post Office.	No change	

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11	Chesterton, Barbridge Road	Neighbourhood Centre	Neighbourhood Centre	2	Co-operative Food	-	-	4	✓	3	50%	4	0%	6	17	Barbridge Road neighbourhood centre provides a limited range of retail and service units which consequently result in the centre only providing basic top-up facilities to the immediate residential area. Operators include Co-operative foodstore and a hot-food takeaway.	No change	
12	Chesterton, Birch House Road	Neighbourhood Centre	Neighbourhood Centre	-	-	-	-	0	-	0	-	0	-	0	0	At the time of our visit there were no recognisable commercial uses commensurate with the definition of a neighbourhood centre.	Remove centre designation	
13	Clayton, Cambridge Drive	Neighbourhood Centre	Neighbourhood Centre	6	Premier Convenience	-	✓	8	-	0	17%	2	17%	4	14	The centre includes two hot-food takeaways, a convenience store and Post Office and a hairdresser. As the centre is located approximately 400 metres from larger retail units on Newcastle Road, it is likely that it serves only the local community.	No change	
14	Cross Heath, Liverpool Road	Neighbourhood Centre	Neighbourhood Centre	14	General Store	-	-	4	-	0	14%	2	7%	6	12	A linear centre located along a primary route through Newcastle-under-Lyme, Liverpool Road has a wide variety of operators including a number of specialist retailers, four hot-food takeaways, a bakery and a convenience store. At the time of our visit the public realm appeared to be in a poor state of repair.	No change	
15	Kidsgrove, Whitehill Road	Neighbourhood Centre	Neighbourhood Centre	2	Co-operative Food	-	-	4	✓	3	50%	4	0%	6	17	The neighbourhood centre likely performs a limited function, serving only the needs of the immediate community. There are two operators within the centre, a Co-operative foodstore and a hairdresser.	No change	
16	Knutton, Knutton Lane	Neighbourhood Centre	Neighbourhood Centre	2	-	-	-	0	-	0	0%	0	0%	6	6	The centre lacks a convenience store and so its role as a neighbourhood centre is limited, but the centre does include a hot-food takeaway and a beauty salon.	No change	
17	May Bank, High Street	Neighbourhood Centre	Neighbourhood Centre	25	McColl's and Premier Convenience	-	-	4	✓	3	8%	2	0%	6	15	May Bank High Street is a linear neighbourhood centre that plays an important retail and service function. Except one unit, all units are located on the western side of High Street with operators including eight hairdressers, two convenience stores, two hot-food takeaways, a butcher and a clothes store.	No change	
18	May Bank, Oxford Road	Neighbourhood Centre	Neighbourhood Centre	1	McColl's	-	-	4	✓	3	100%	4	0%	6	17	Oxford Road neighbourhood centre includes only one unit, a convenience store, which is likely to perform a vital function for residents in the surrounding area. However as the centre only accommodates a McColl's convenience store it should therefore be removed from the centres designation.	Potential to remove the Centre designation	
19	Rookery, High Street	Neighbourhood Centre	Neighbourhood Centre	3	Bargain Booze	-	-	4	-	0	33%	4	0%	6	14	The centre is small and is likely to provide a retail and service funcion to the immediately adajcent community.	No change	
20	Newcastle Town, George Street	Neighbourhood Centre	Neighbourhood Centre	42	General Store	-	-	4	✓	3	2%	2	21%	4	13	A long, linear centre on a major route into Newcastle-under-Lyme town centre, George Street is dominated by service operators. It is considered that its location approximately 500 metres from the town centre limits the number of comparison and convenience operators in the centre.	No change	

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21	Parkside, Bath Road	Neighbourhood Centre	Neighbourhood Centre	3	General Store	-	-	4	-	0	0%	0	67%	0	4	The centre contains just three units, two of which were vacant at the time of our survey. The occupied unit is a convenience store which, along with the centre's location within a residential estate, ensures it only meets the day-to-day needs of the surrounding estate.	No change	
22	Porthill, Watlands View	Neighbourhood Centre	Neighbourhood Centre	15	Premier Convenience	-	-	4	-	0	7%	2	27%	2	8	Due to a large number of vacant units surveyed, the centre is likely to perform a limited role. Within the centre are two hot-food takeaways, two hairdressers, a convenience store and a newsagent. Consequently, the centre likely only performs a limited function.	No change	
23	Seabridge, Windermere Road	Neighbourhood Centre	Neighbourhood Centre	4	Co-operative Food and McColl's	-	-	4	✓	3	50%	4	0%	6	17	Windermere Road neighbourhood centre serves the needs of its surrounding residential area, including two convenience stores, a beauty salon and a hot-food takeaway.	No change	
24	Seabridge, Tyne Way	Neighbourhood Centre	Neighbourhood Centre	3	Premier Convenience	-	-	4	-	0	33%	4	0%	6	14	Tyne Way centre likely performs a limited role, but as the centre includes a convenience store it has the potential to have an important function for the immediate community.	No change	
25	Thistleberry, Paris Avenue	Neighbourhood Centre	Neighbourhood Centre	7	Nisa Extra and Martin's	-	-	4	✓	3	29%	4	0%	6	17	There are seven retail and service units at Paris Avenue, and the centre is considered suitable to serve the needs of the local community. It includes two convenience stores, a beauty salon, a hairdresser, a charity shops and a hot-food takeaway.	No change	
26	Wolstanton, Dimsdale Parade East	Neighbourhood Centre	Neighbourhood Centre	-	-	-	-	0	-	0	-	-	-	0	0	A non-linear and dispersed centre, Dimsdale Parade East lacks a recognisable 'anchor' store and it should therefore be removed from the designated centres list.	Remove centre designation	



Clients  
 Stoke-on-Trent City Council and  
 Newcastle-under-Lyme Borough  
 Council  
 Project  
**Stoke-on-Trent and Newcastle-  
 under-Lyme Retail Study**  
 Description  
 Location of Lower Order Centres  
 in Newcastle-under-Lyme

- KEY**
- Local/District/Rural Centre
  - Neighbourhood Centre

**NEXUS**  
PLANNING

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