

Appendix 6: Review of Lower Order Designated Centres

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

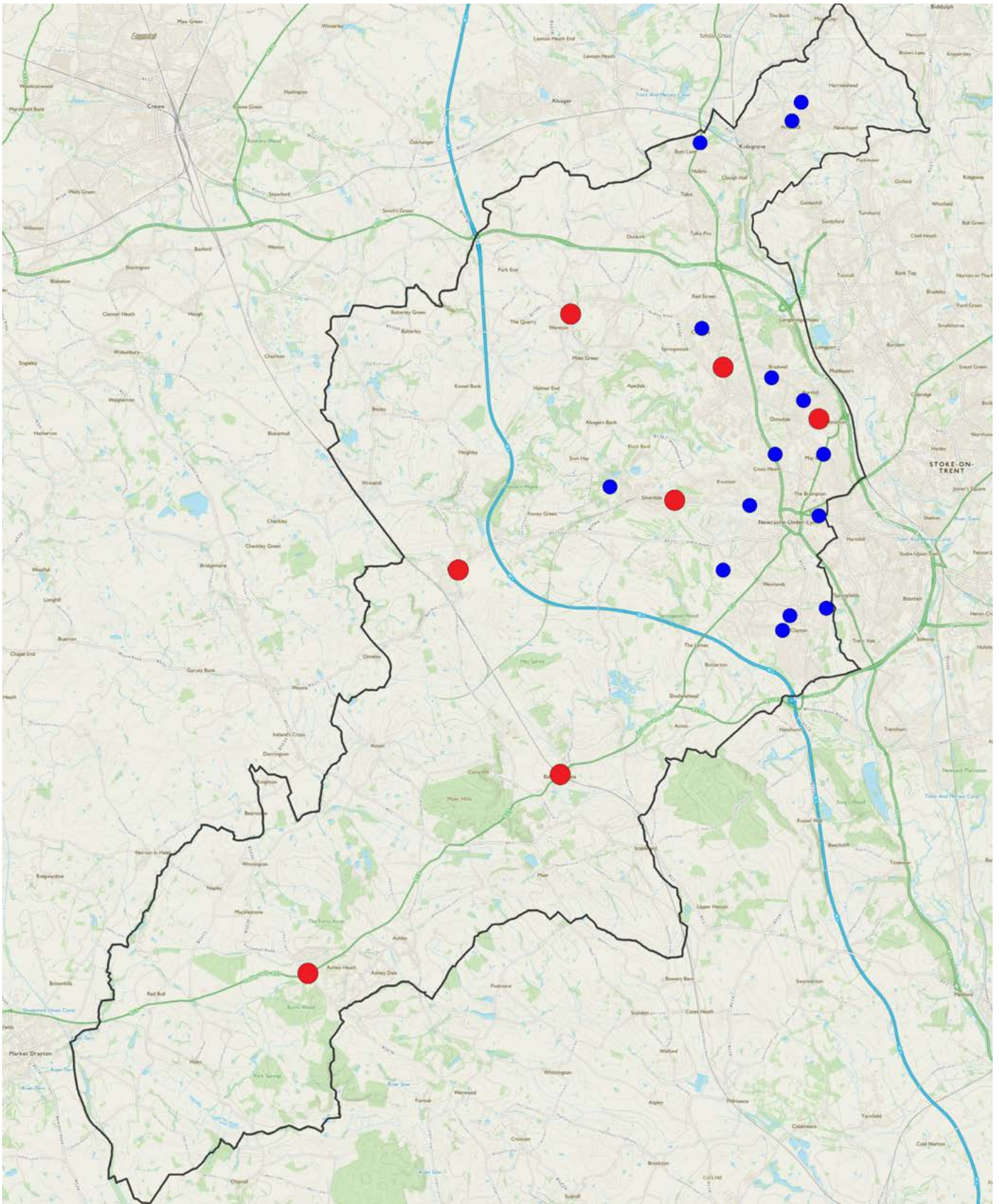
No.	Centre	Current Classification	Preferred Options Consultation Classification	No of units	Convenience Store(s)	Pharmacy	Post Office	Facilities Points	ATM	ATM Score	% National Operators	National Operators Score	% Vacancies	Vacancies Score	Total Score	Nexus Analysis	Policy Recommendation	Boundary Recommendation
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	Parksite, 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	

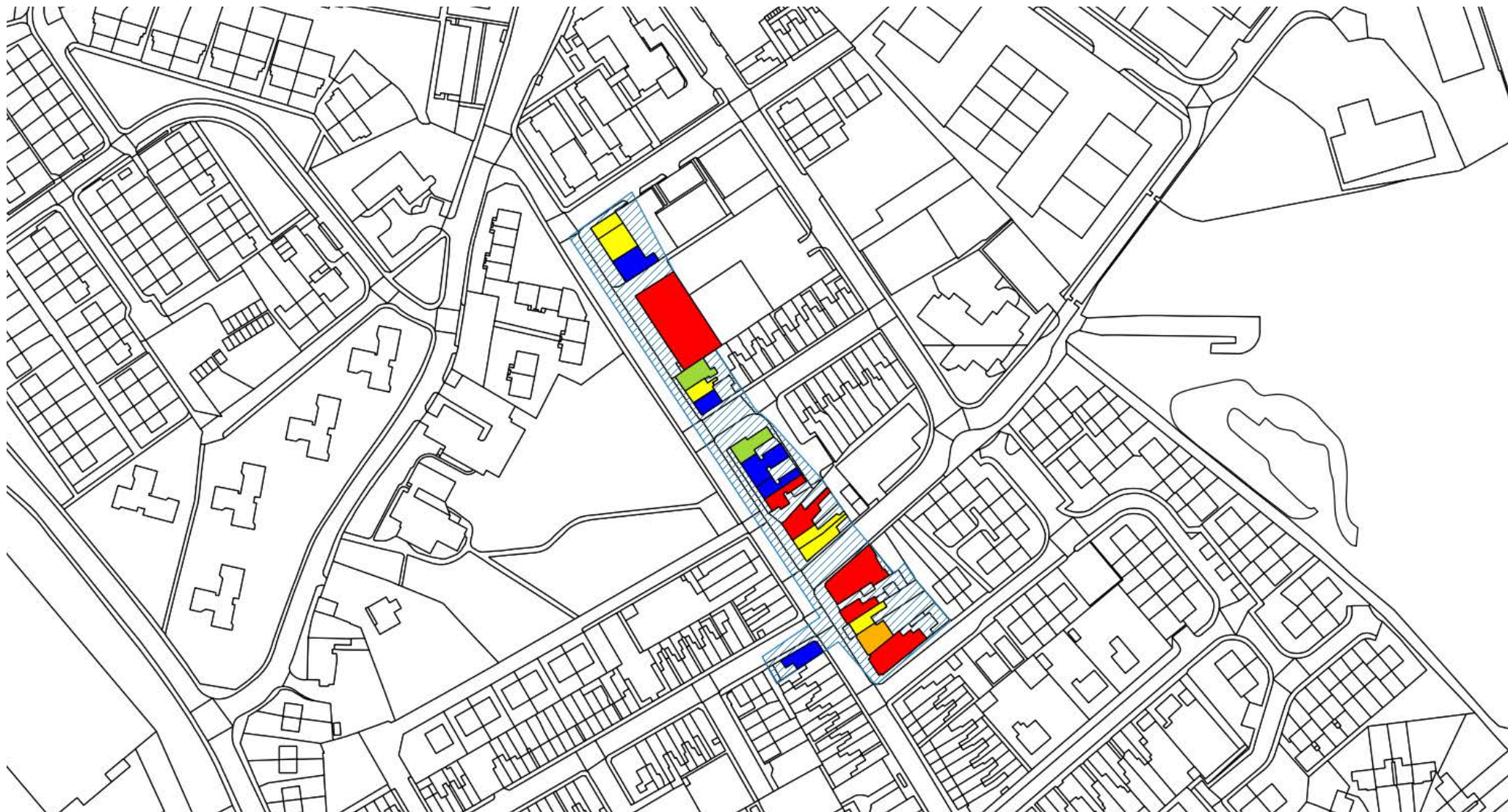


Clients
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 Project
**Stoke-on-Trent and Newcastle-
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 Description
 Location of Lower Order Centres
 in Newcastle-under-Lyme

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

NEXUS
 PLANNING

Map data ©2018 OS



Chesterton, London Road

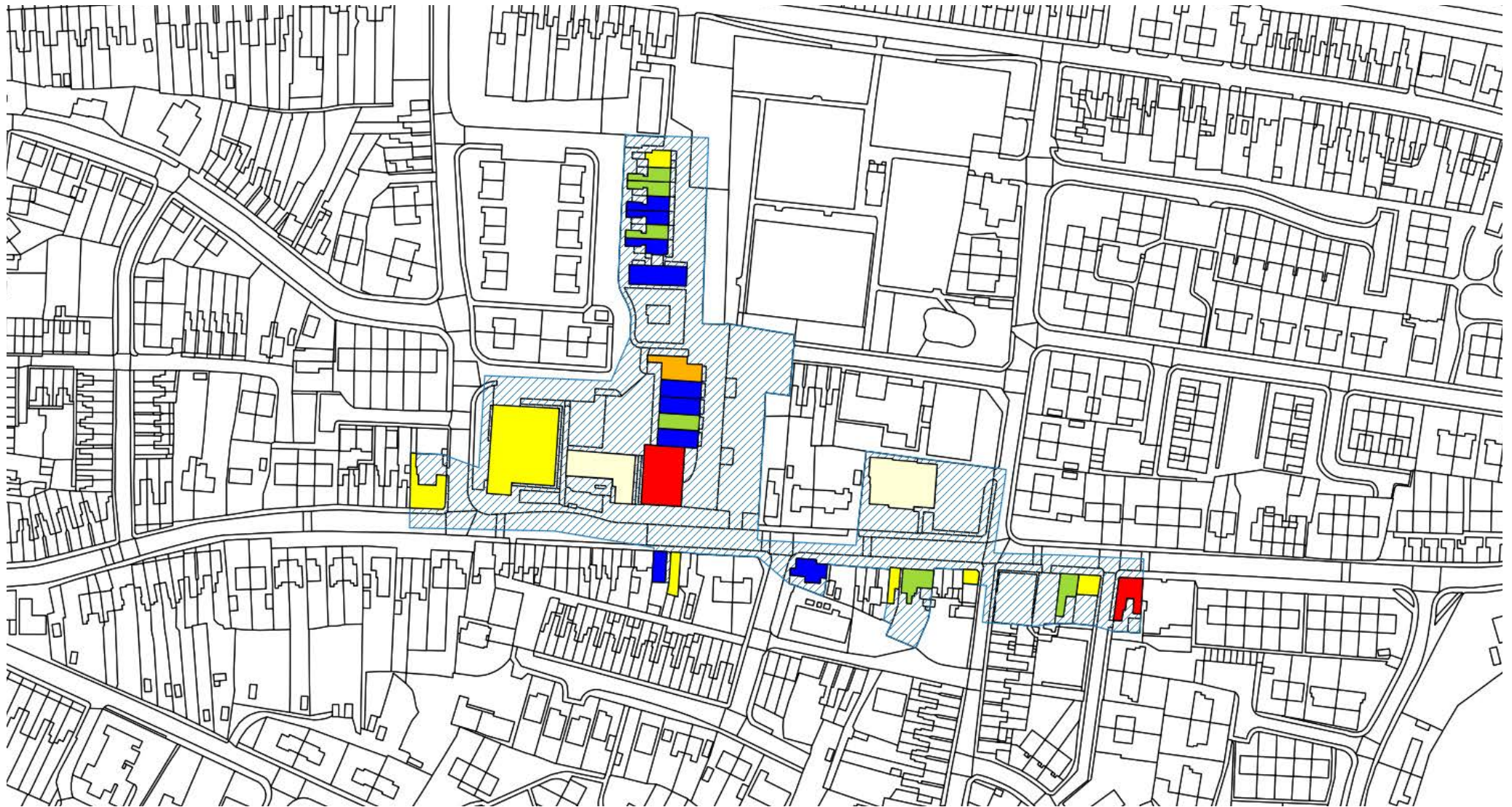
Proposed District Centre

Newcastle-under-Lyme



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Silverdale, High Street

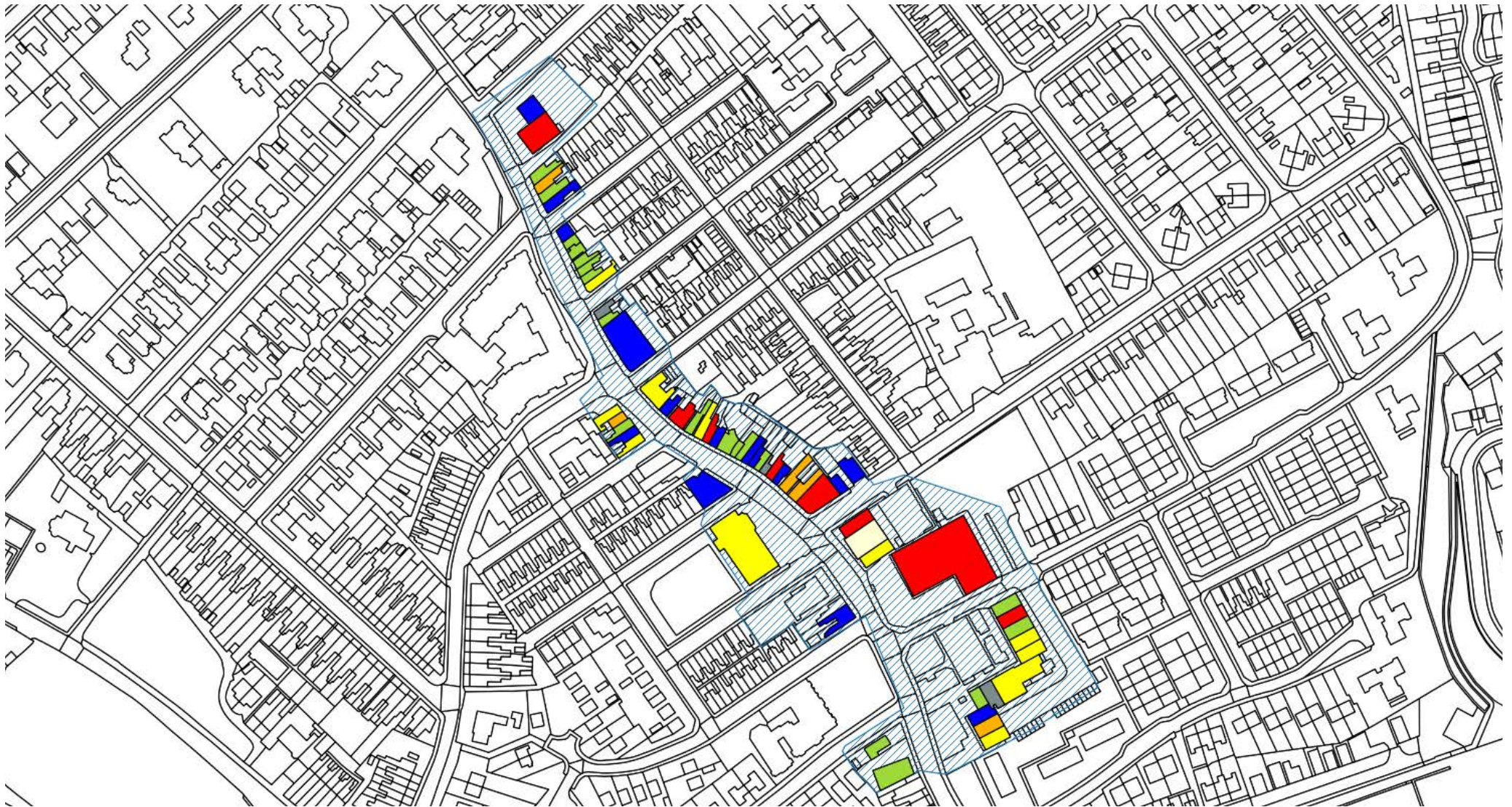
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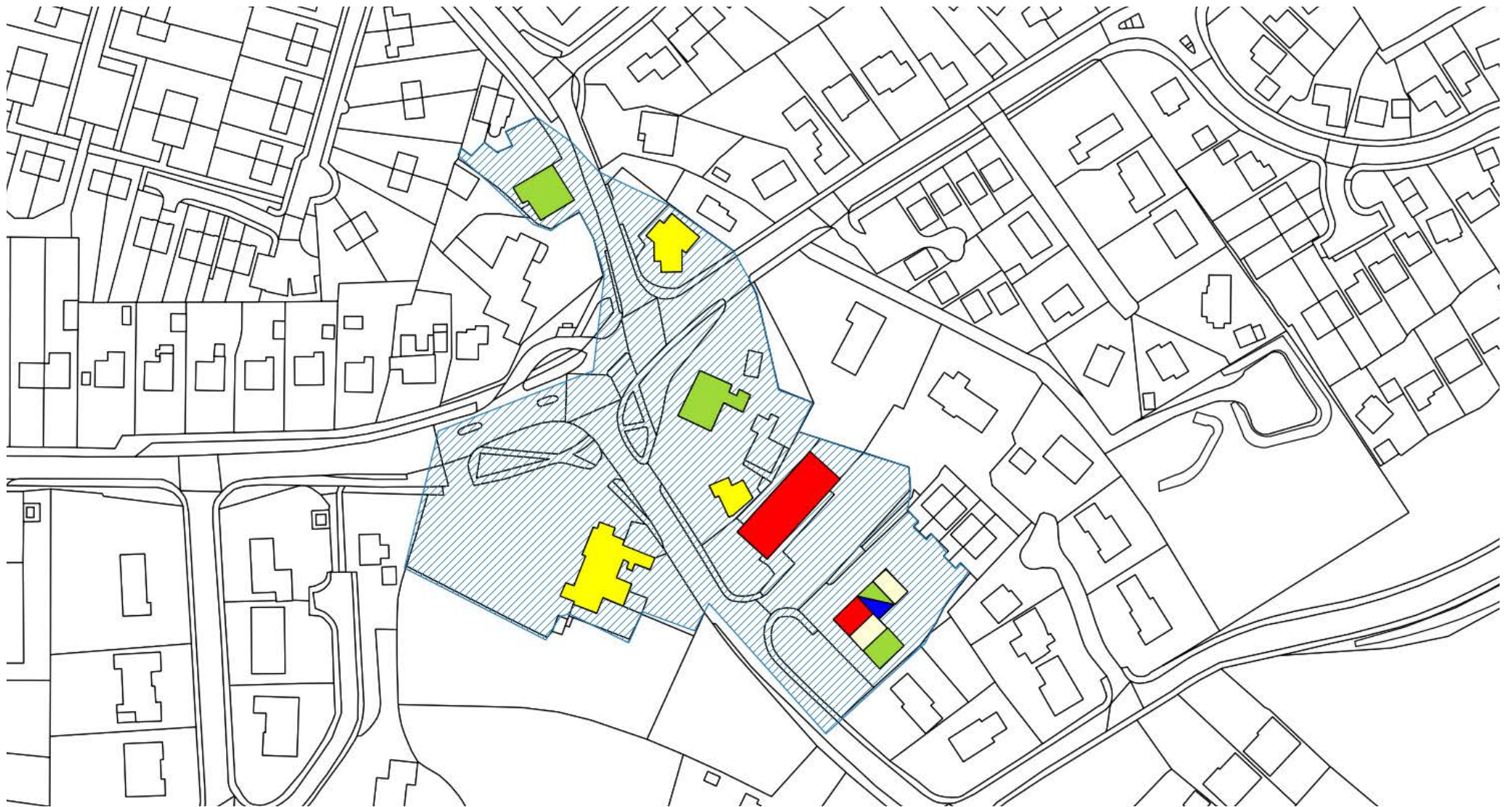
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Wolstanton, High Street

Proposed District Centre

Newcastle-under-Lyme



Loggerheads, Eccleshall Road

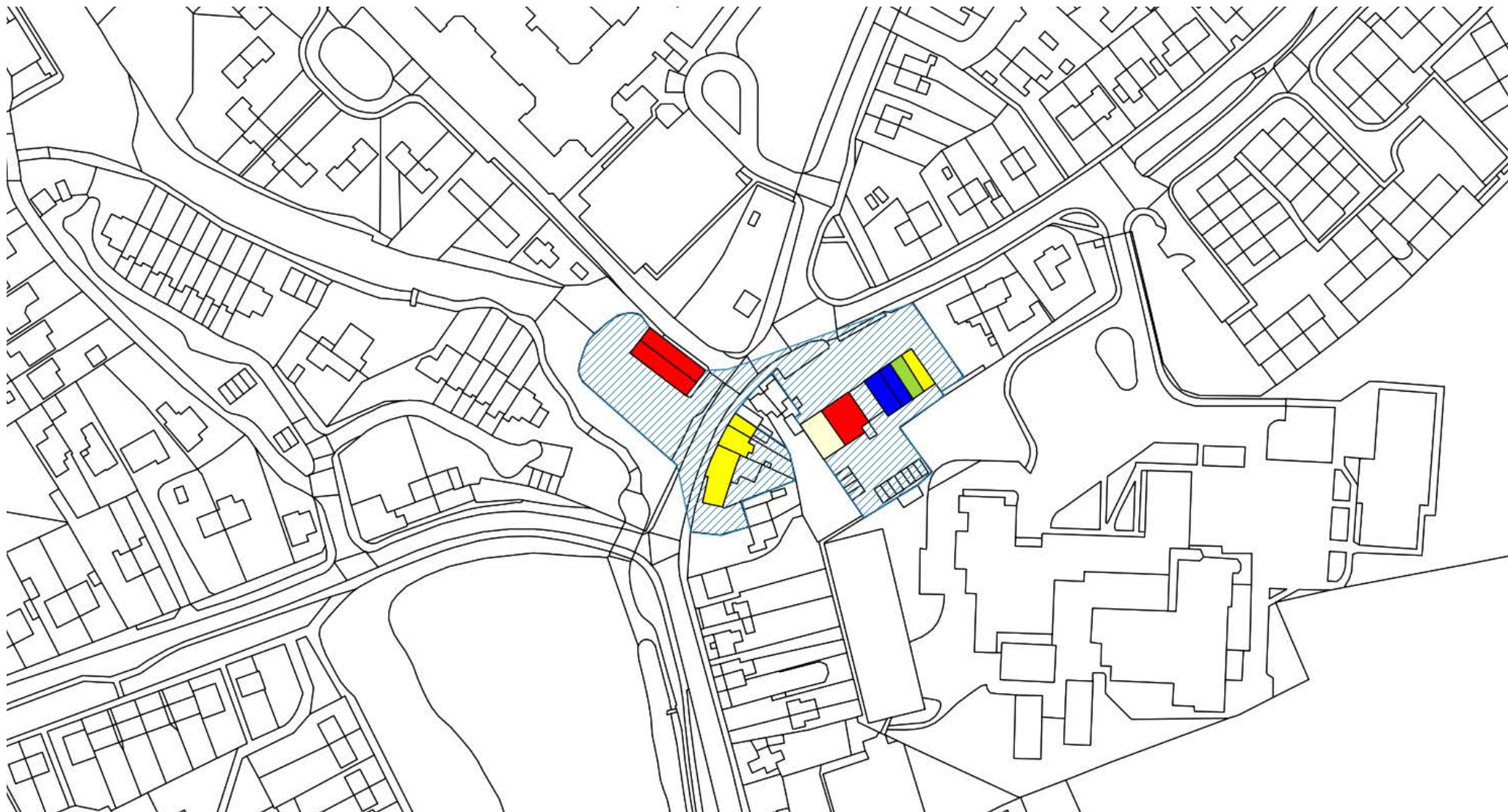
Proposed Rural Centre

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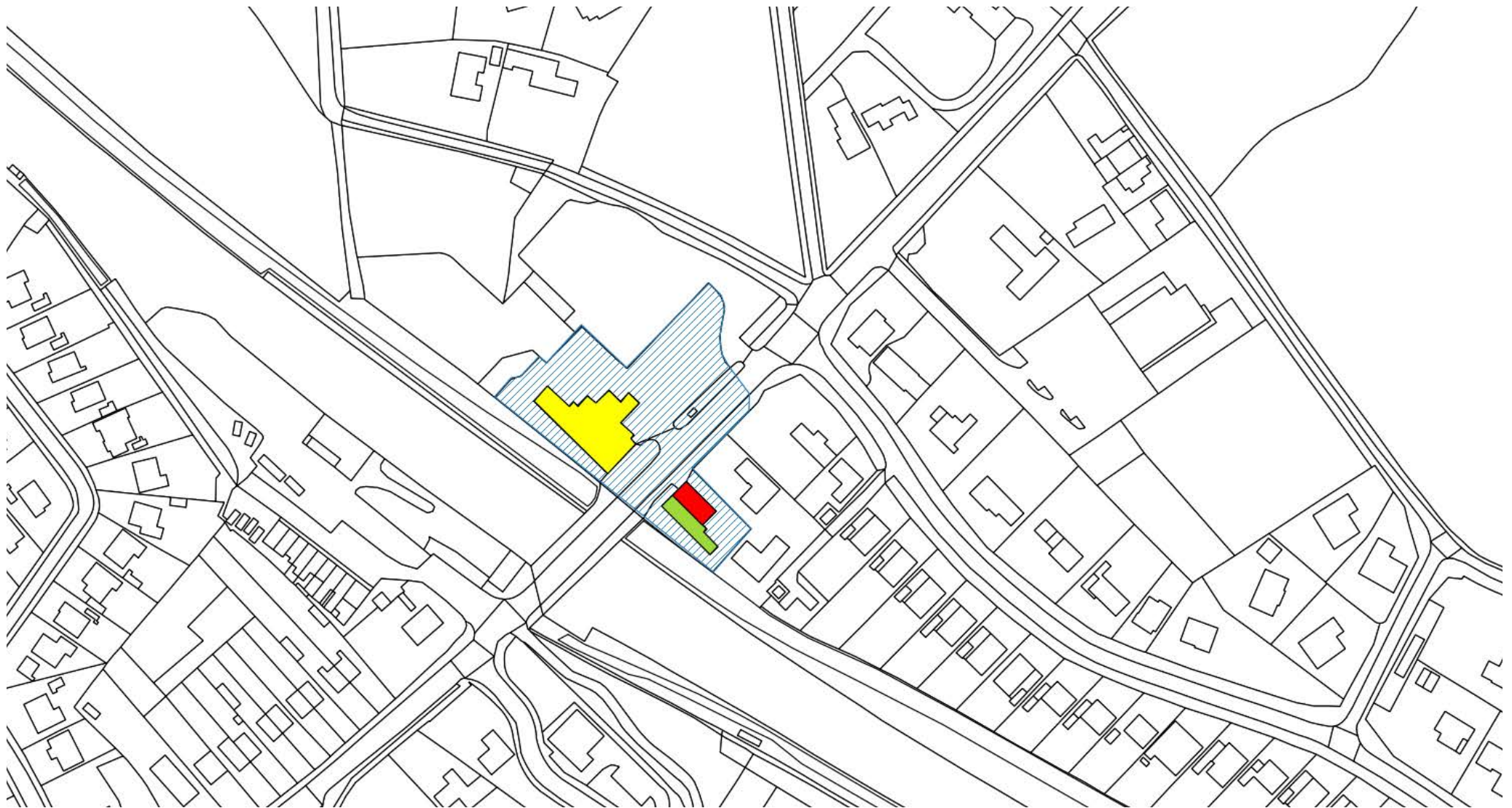
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Madeley, Newcastle Road

Proposed Rural Centre

Newcastle-under-Lyme



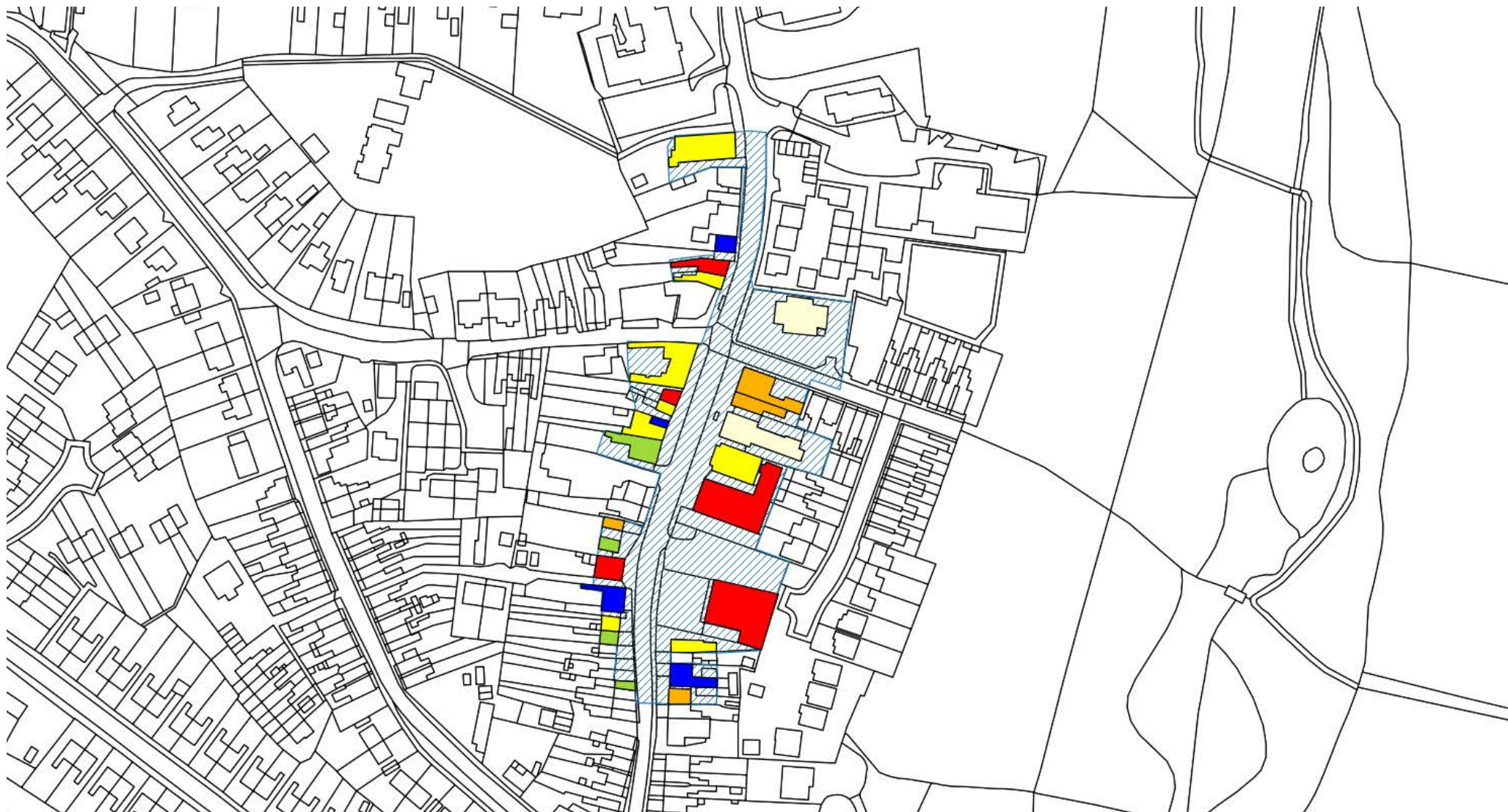
Baldwin's Gate, Newcastle Road

Proposed Rural Centre Newcastle-under-Lyme



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Audley, Church Street

Proposed Rural Centre

Newcastle-under-Lyme



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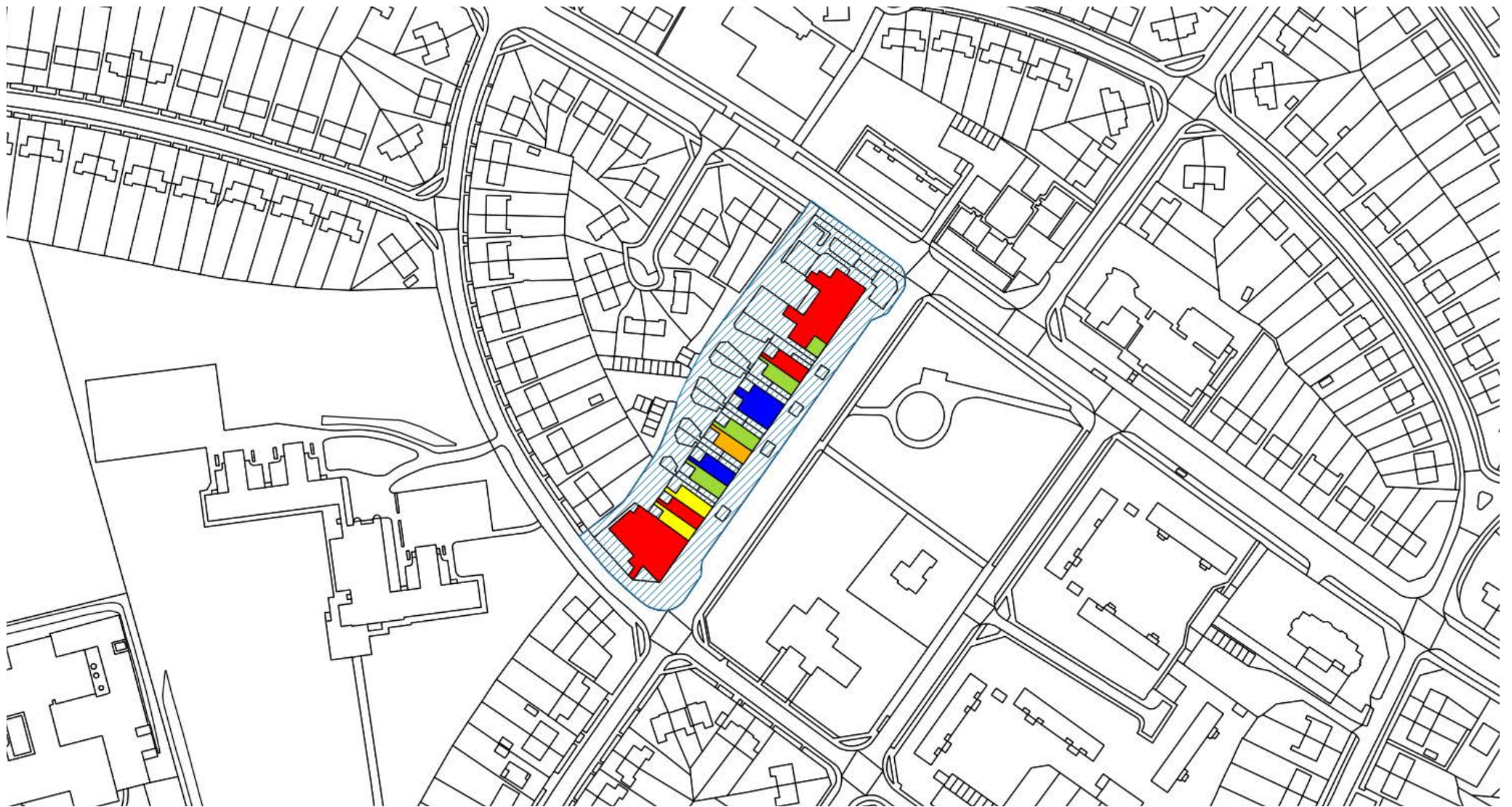
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Halmer End, High Street
Proposed for removal from centres list
Newcastle-under-Lyme



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Bradwell, Hanbridge Road

Neighbourhood Centre

Newcastle-under-Lyme



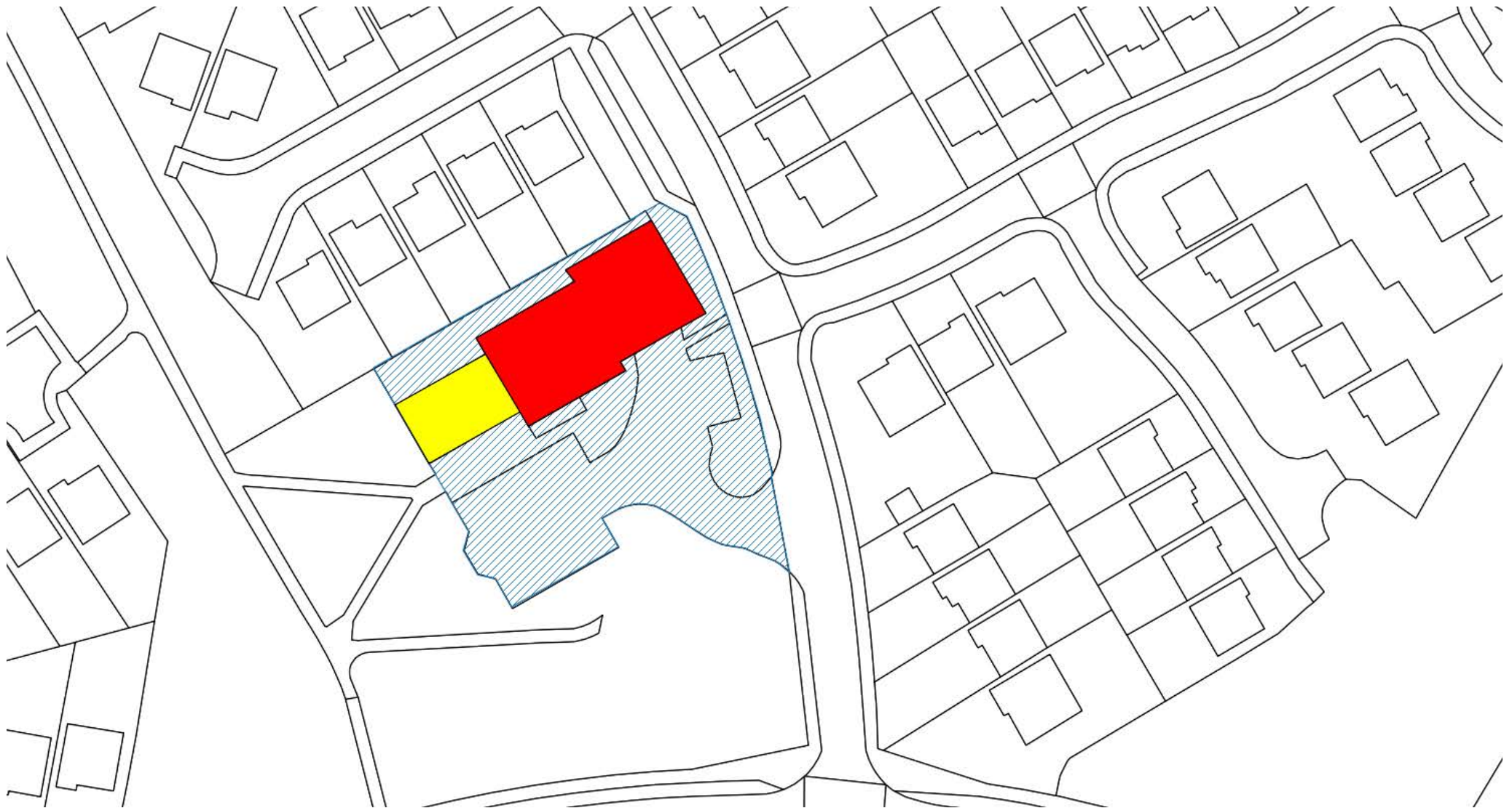
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Butt Lane, Congleton Road

Neighbourhood Centre

Newcastle-under-Lyme



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Chesterton, Barbridge Road
 Neighbourhood Centre
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Chesterton, Birch House Road
Proposed for removal from centres list
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Clayton, Cambridge Drive
 Neighbourhood Centre
 Newcastle-under-Lyme



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Cross Heath, Liverpool Road

Neighbourhood Centre

Newcastle-under-Lyme



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Kidsgrove, Whitehill Road

Neighbourhood Centre

Newcastle-under-Lyme



Knutton, Knutton Lane

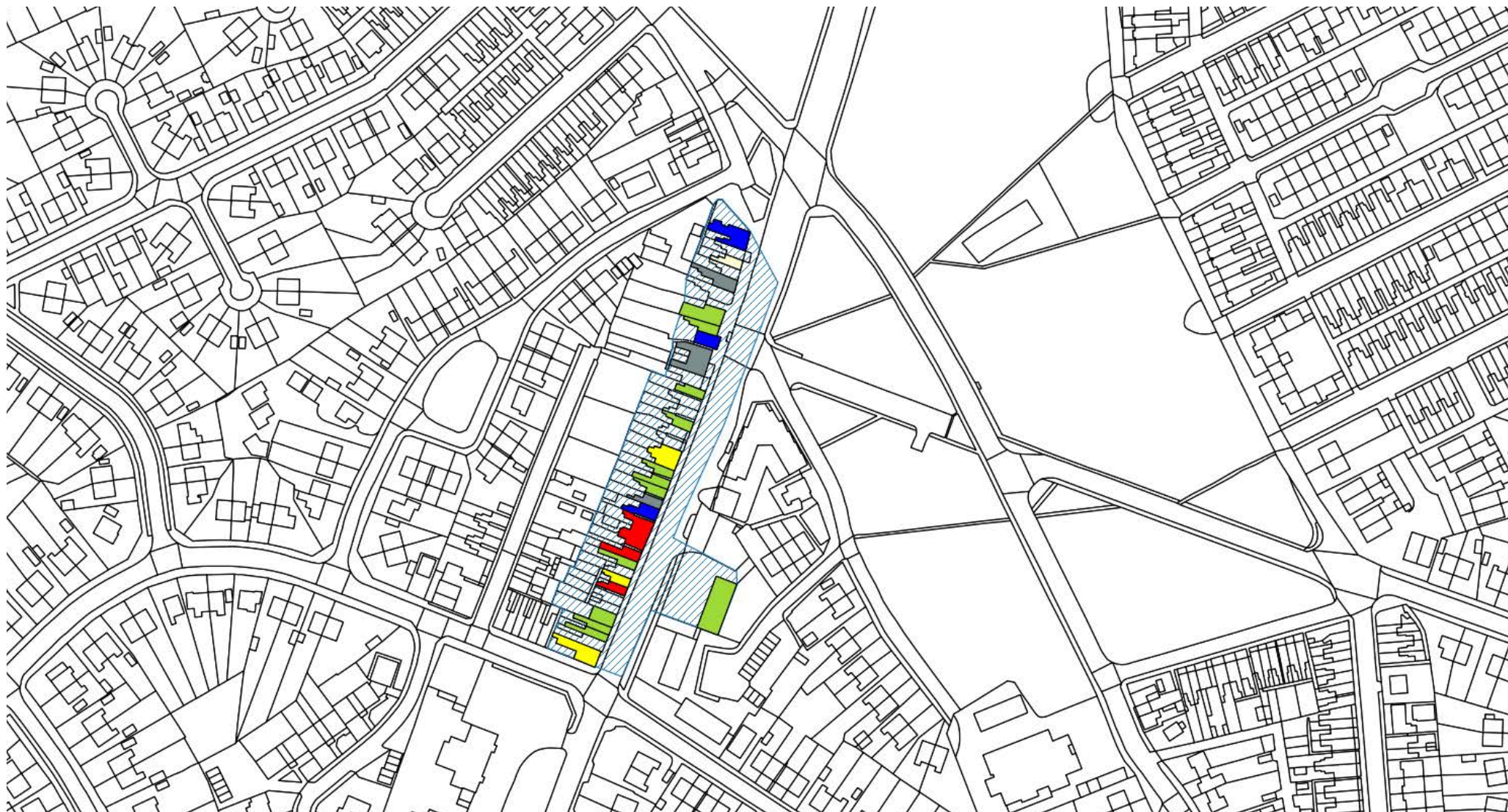
Neighbourhood Centre

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May Bank, High Street

Neighbourhood Centre

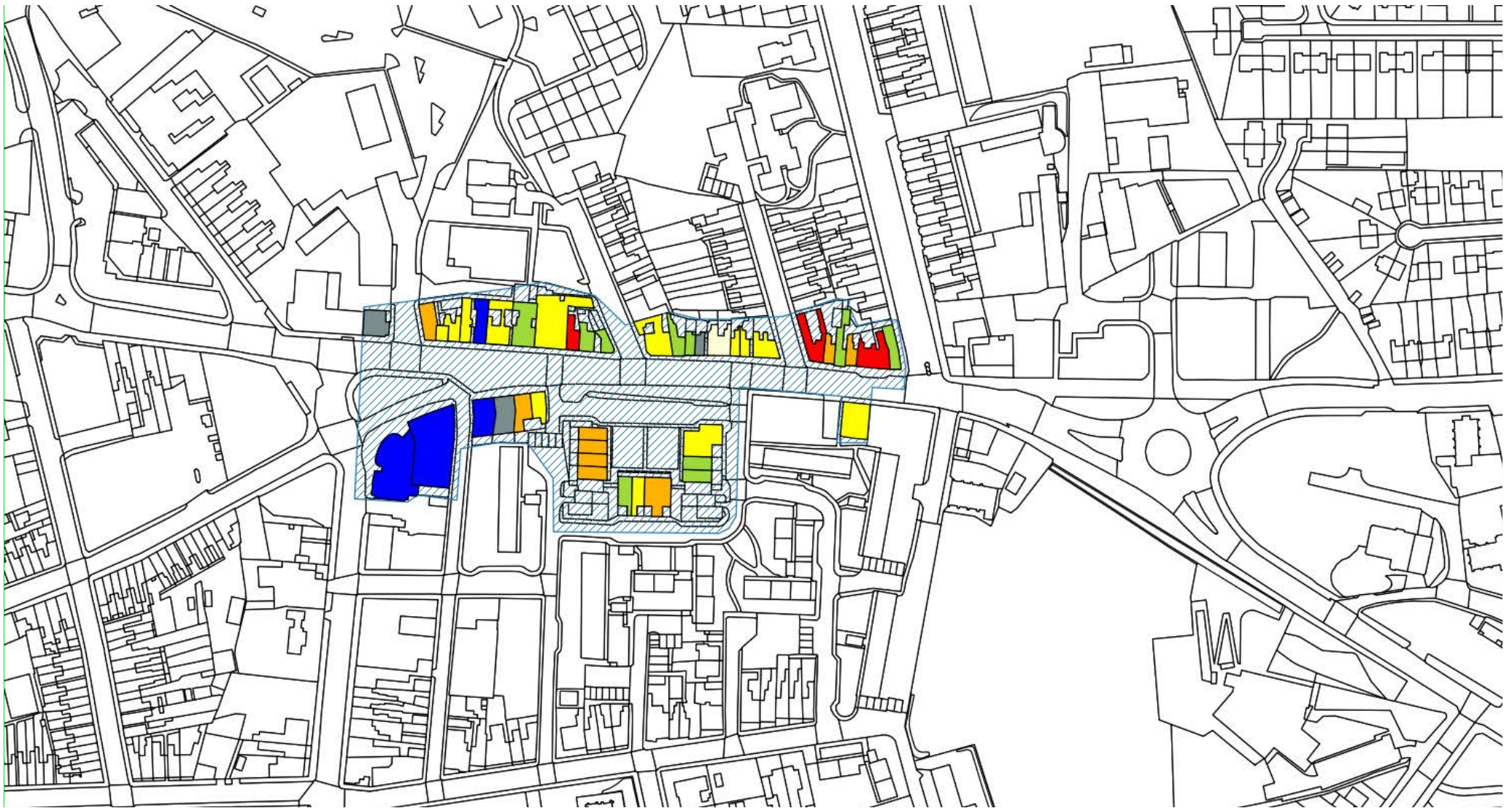
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May Bank, Oxford Road
 Consider for removal from centres list
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**Newcastle Town, George
 Street**
 Neighbourhood Centre
 Newcastle-under-Lyme



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Parkside, Bath Road
Neighbourhood Centre
Newcastle-under-Lyme



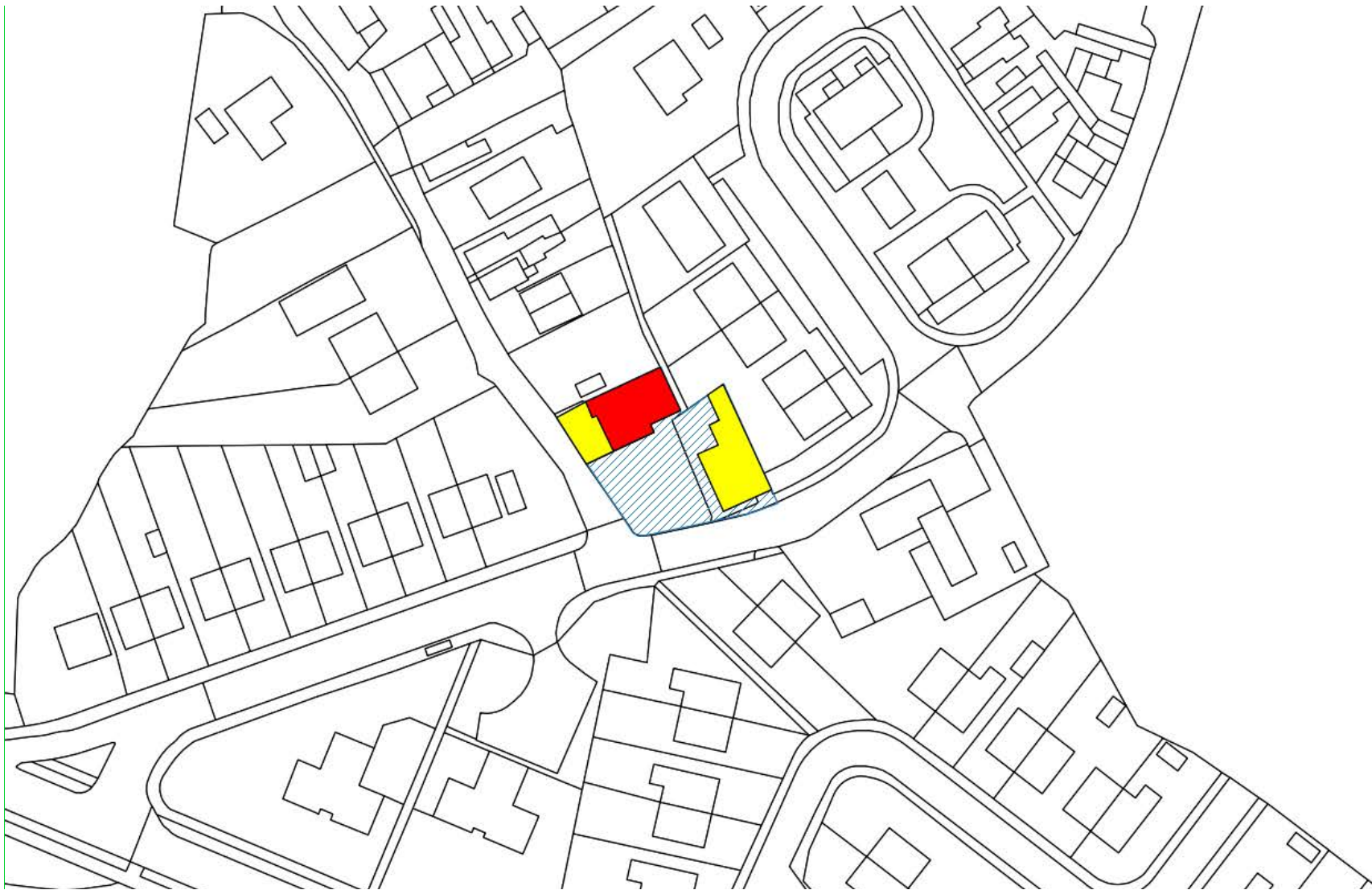
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Porthill, Watlands View

Neighbourhood Centre

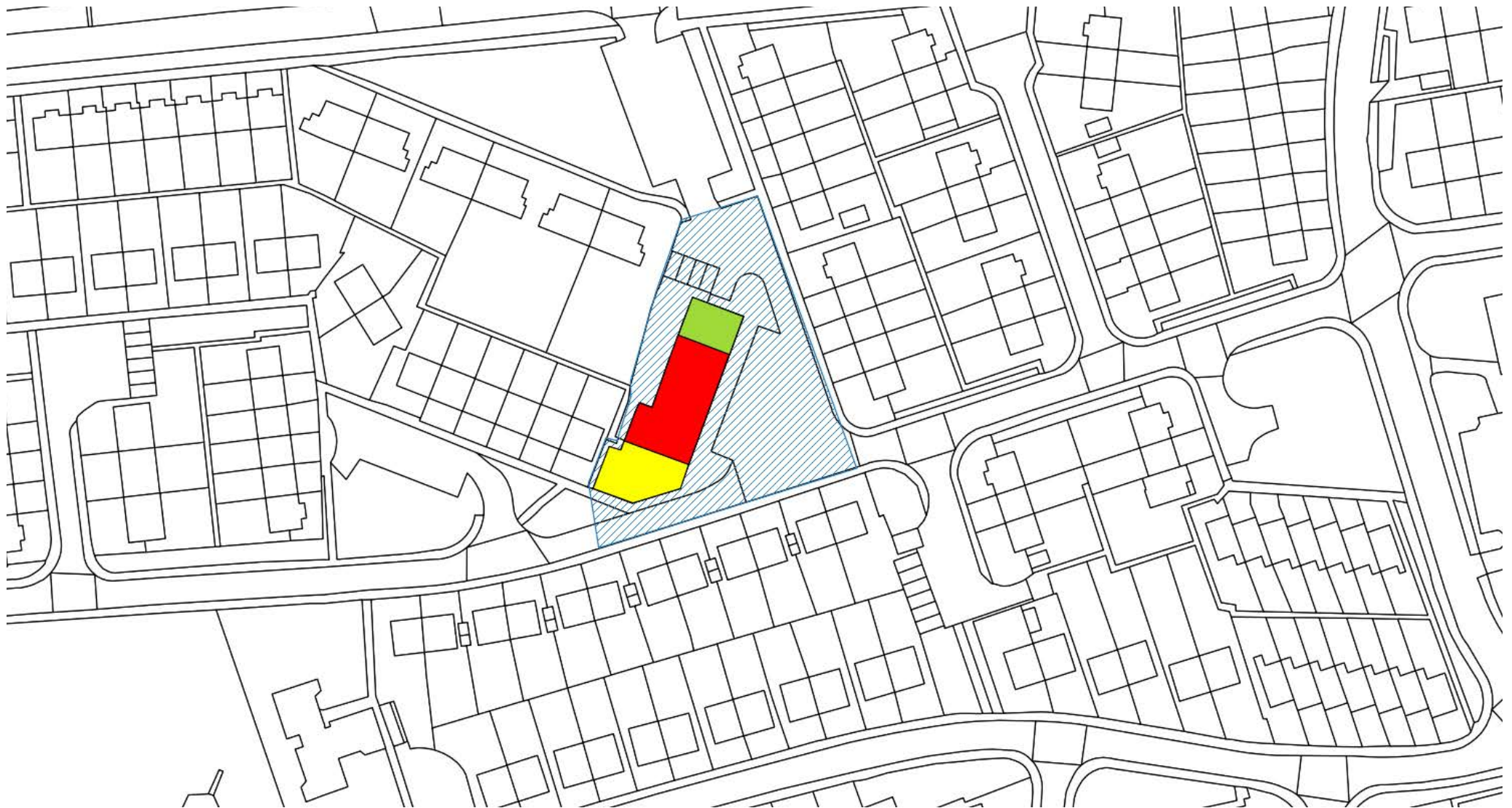
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Rookery, High Street
 Neighbourhood Centre
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Seabridge, Tyne Way
 Neighbourhood Centre
 Newcastle-under-Lyme



Seabridge, Windermere Road

Neighbourhood Centre

Newcastle-under-Lyme



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Thistleberry, Paris Avenue

Neighbourhood Centre

Newcastle-under-Lyme



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Wolstanton, Dimsdale Parade East

Proposed for removal from centres list
Newcastle-under-Lyme

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

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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

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
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

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
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

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
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

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

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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)



Goldenhill, High Street

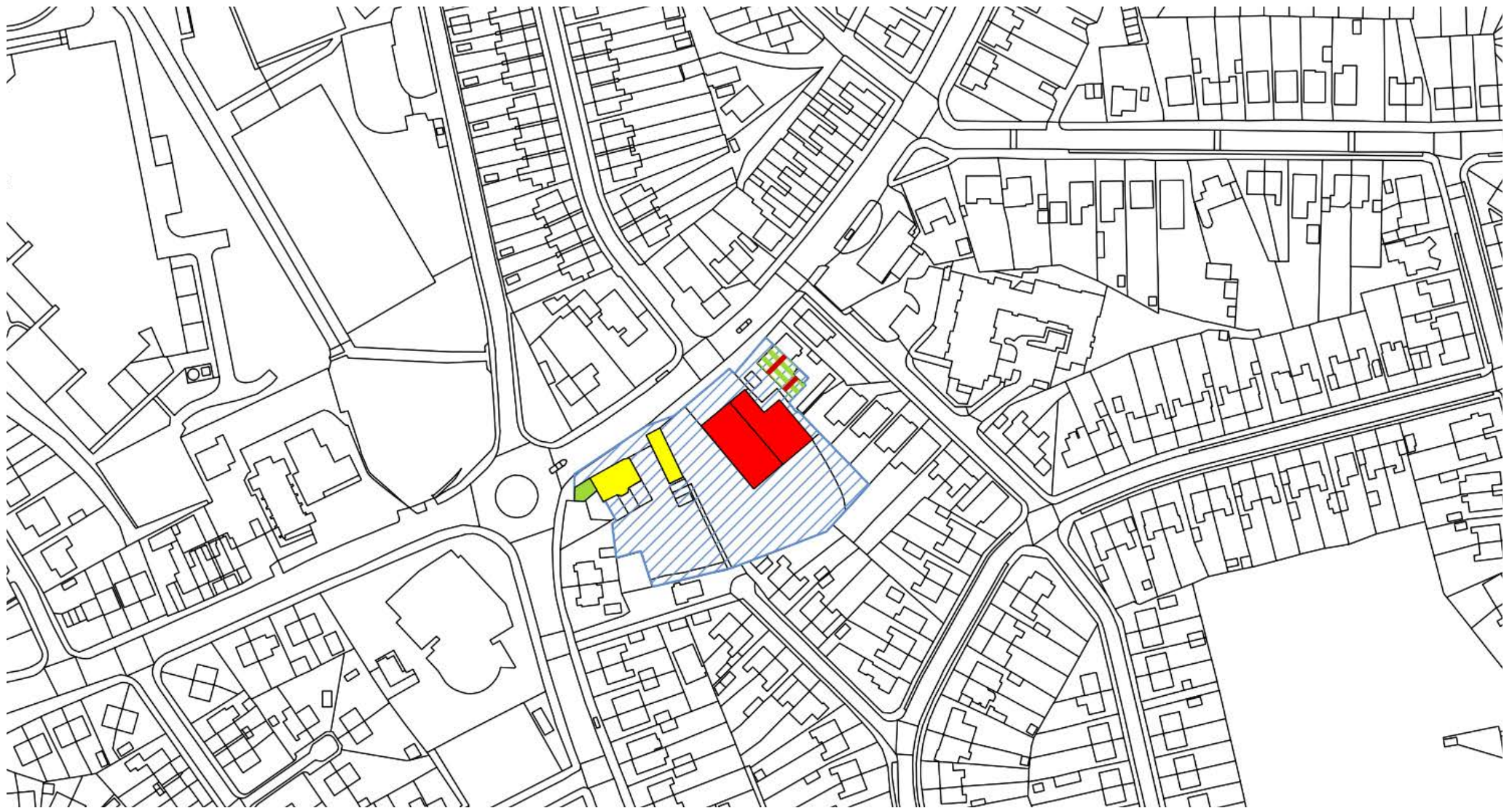
Proposed Local Centre

Stoke-on-Trent

NEXUS
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Date
July 2019

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant



Great Chell, Biddulph Road Proposed Neighbourhood Centre Stoke-on-Trent



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Chell Heath, Chell Heath Road

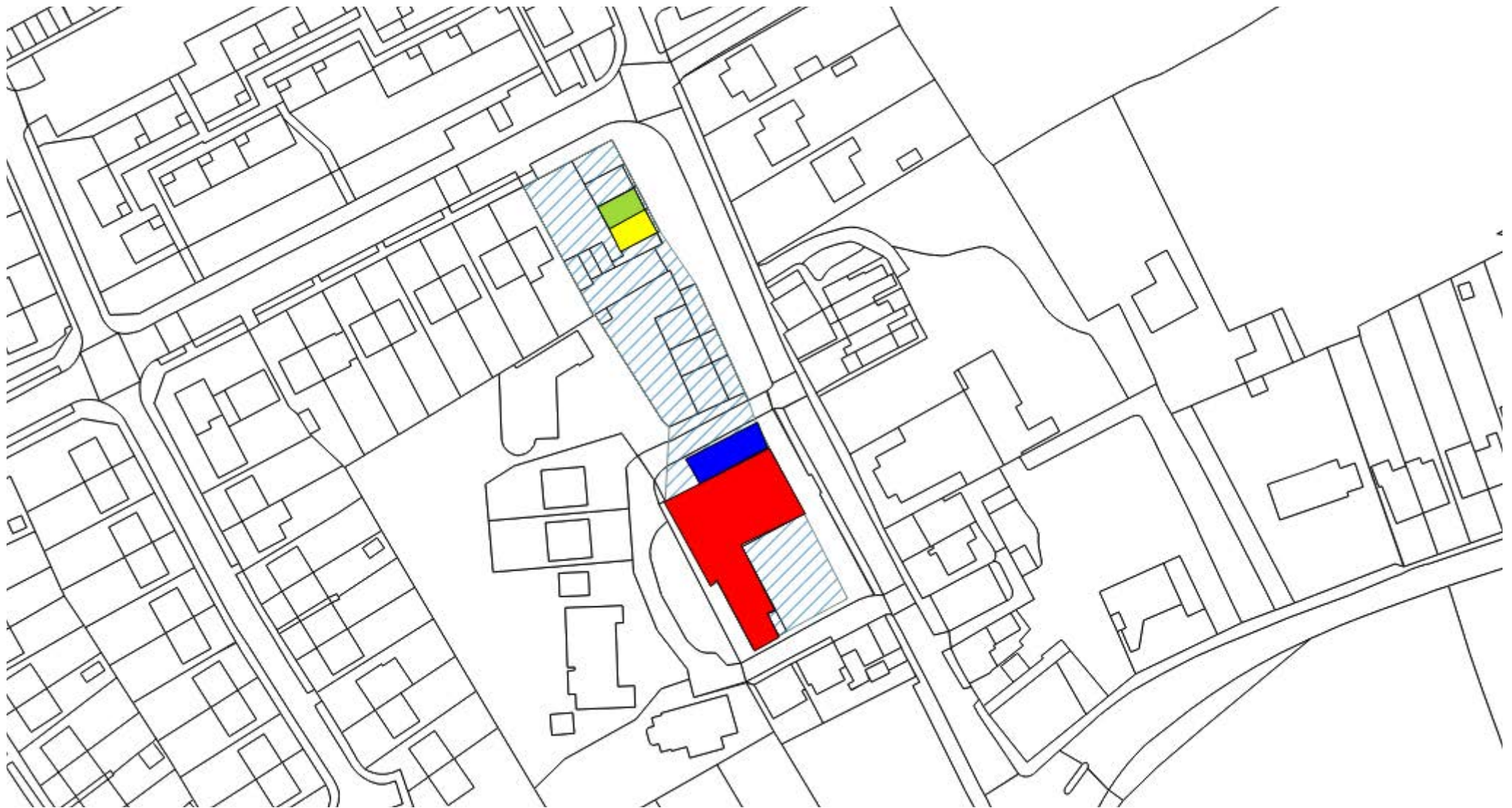
Proposed Local Centre

Stoke-on-Trent



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Norton, Knypersley Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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Norton, Pinfold Avenue

Proposed Neighbourhood Centre

Stoke-on-Trent



Bank Top, High Lane Proposed Neighbourhood Centre Stoke-on-Trent



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- Vacant

Stanfield, Haywood Road
 Consider for removal from centres list
 Stoke-on-Trent



Bradeley, Joyce Avenue
Proposed Neighbourhood Centre
Stoke-on-Trent



Clients
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- Vacant

Smallthorne, Ford Green Road

Proposed Local Centre

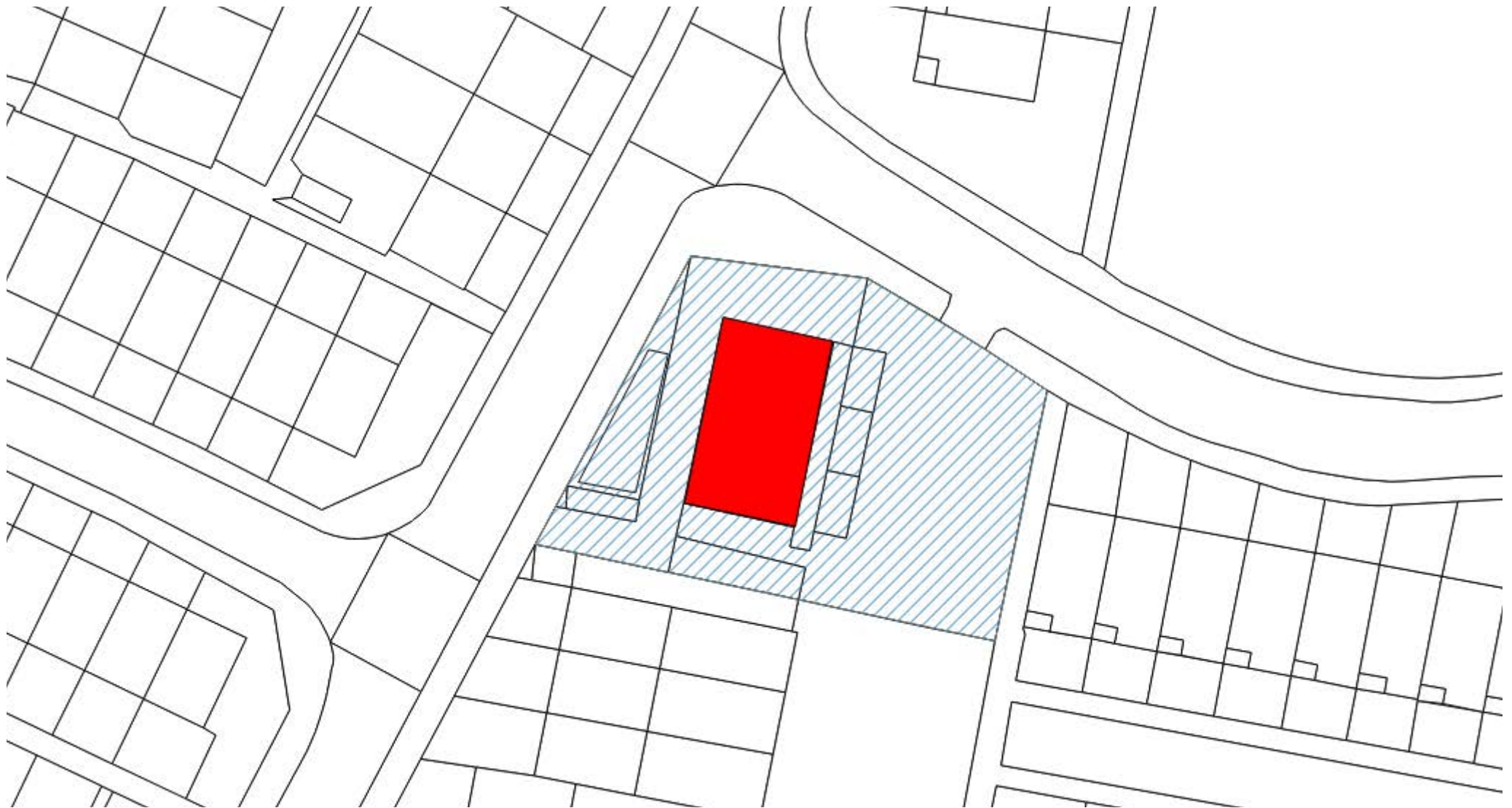
Stoke-on-Trent



Clients
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 tle-under-Lyme Retail Study
 Date
 July 2019

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- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Baddeley Green, Baddeley
 Green Lane**
 Proposed Neighbourhood Centre
 Stoke-on-Trent



Clients
Stoke-on-Trent City Council and
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-  Leisure Service
-  Miscellaneous
-  Retail Service
-  Vacant

Newford, Community Drive
Consider for removal from centres list
Stoke-on-Trent



Milton, Leek Road/Millrise Road

Proposed Local Centre
Stoke-on-Trent

Clients
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Middleport, Newcastle Street

Proposed Local Centre

Stoke-on-Trent

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Sneyd Green, Milton Road

Proposed Neighbourhood Centre

Stoke-on-Trent



Clients
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- Vacant

Abbey Hulton, Abbots Road Proposed Neighbourhood Centre Stoke-on-Trent



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Stoke-on-Trent City Council and
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- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Cobridge, Waterloo Road

Proposed for removal from centres list
Stoke-on-Trent

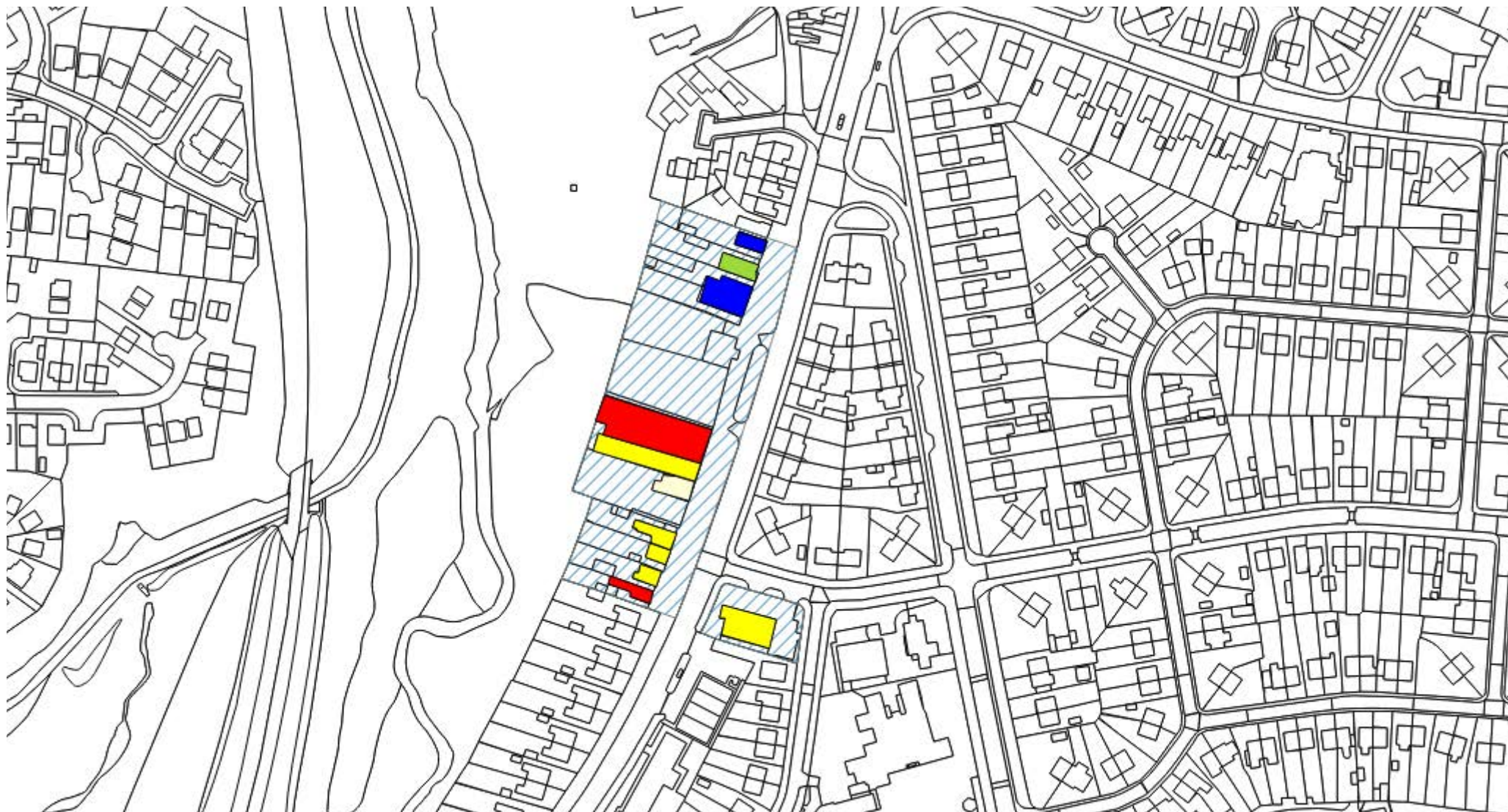


Birches Head, Diana Road
Proposed Neighbourhood Centre
Stoke-on-Trent



Clients
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Abbey Hulton, Leek Road

Proposed Local Centre

Stoke-on-Trent

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Northwood, Keelings Road Proposed Neighbourhood Centre Stoke-on-Trent



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Clients
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- Vacant

Bucknall, Werrington Road

Proposed Neighbourhood Centre

Stoke-on-Trent



Bucknall, Causeley Road

Proposed Neighbourhood Centre

Stoke-on-Trent



Clients
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- Vacant



Clients
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Etruria, Etruria Old Road
Proposed for removal from centres list
Stoke-on-Trent



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- Vacant

Berry Hill, Twigg Street

Proposed Neighbourhood Centre

Stoke-on-Trent



Basford, Etruria Road

Proposed Local Centre

Stoke-on-Trent

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Bentilee, Beverley Drive

Proposed Neighbourhood Centre

Stoke-on-Trent

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Clients
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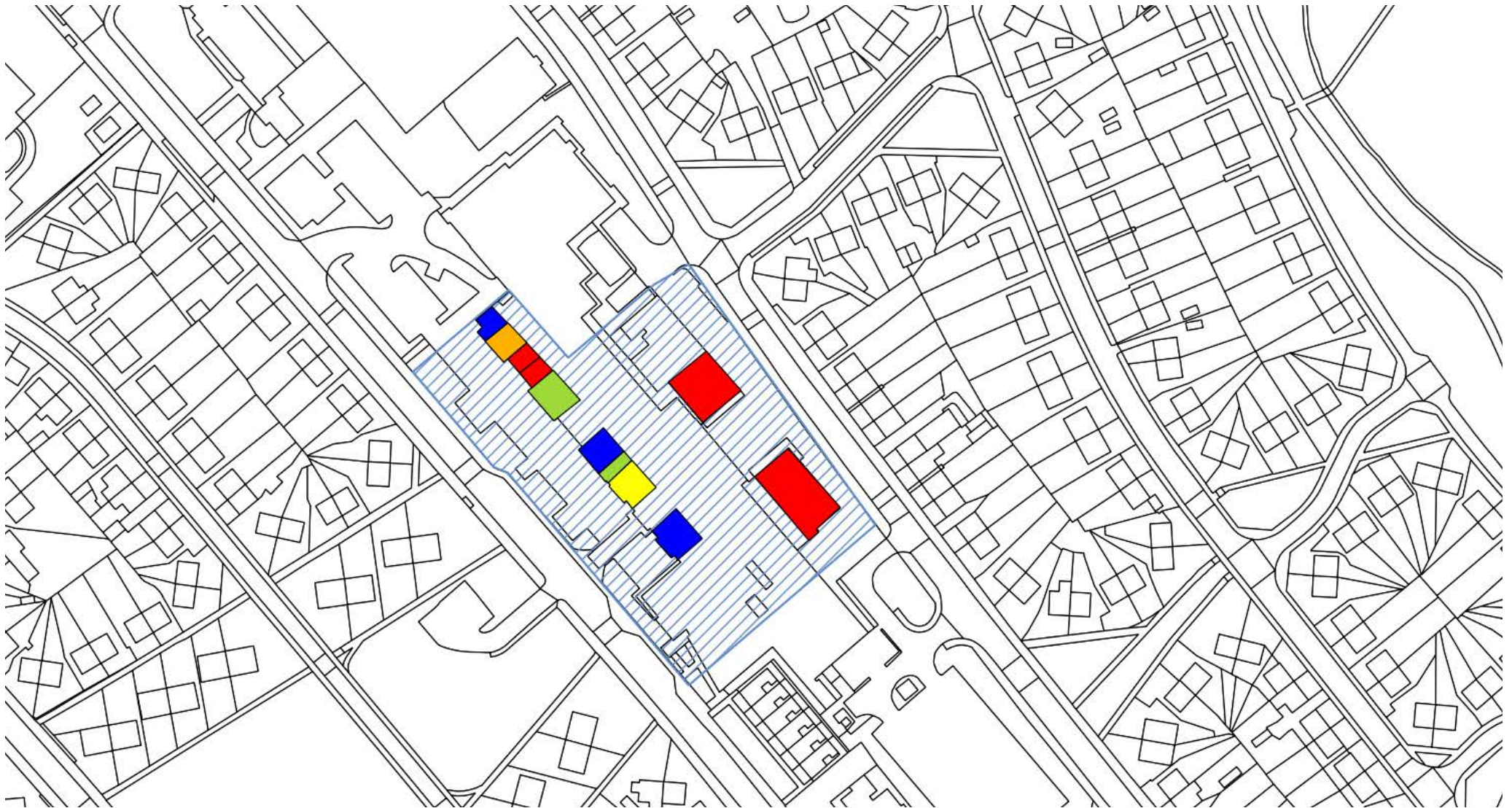
Clients
 Stoke-on-Trent City Council and
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Eaton Park, Southall Way

Proposed Neighbourhood Centre

Stoke-on-Trent



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Bentilee, Devonshire Square

Proposed Local Centre

Stoke-on-Trent



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- Vacant

Bentilee, Ford Hayes Lane

Proposed Neighbourhood Centre

Stoke-on-Trent



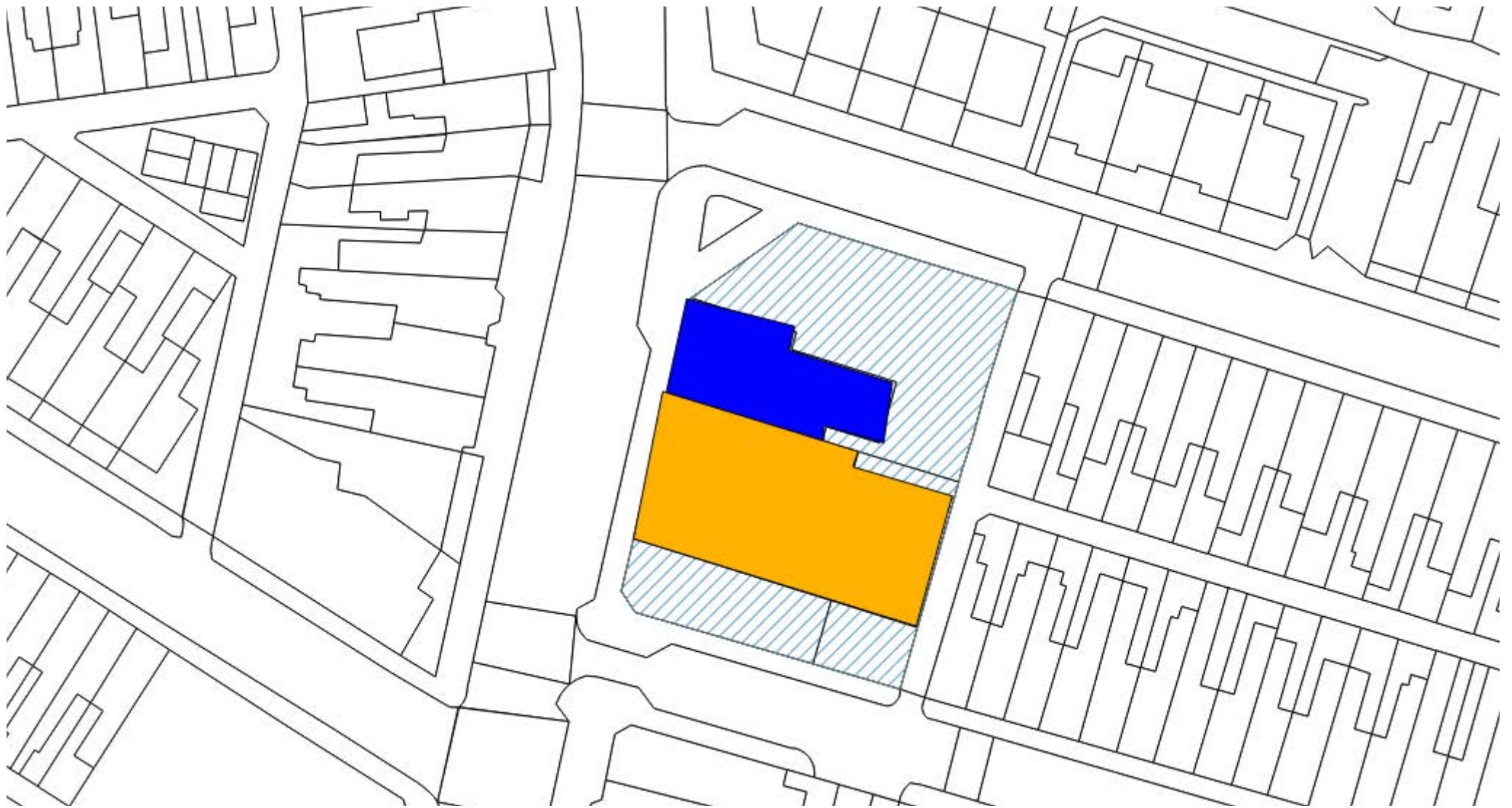
Clients
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 Council
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Hartshill, Hartshill Road

Proposed Local Centre

Stoke-on-Trent



Shelton, Stoke Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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Shelton, College Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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- Vacant

Penkhull, Manor Court Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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- Vacant

Fenton, Victoria Road

Proposed Local Centre

Stoke-on-Trent



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- Vacant

Fenton, King Street Proposed Local Centre Stoke-on-Trent



Sandford Hill, Heathcote Street
Proposed Neighbourhood Centre
Stoke-on-Trent



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Harpfield, Woodberry Close Proposed Neighbourhood Centre Stoke-on-Trent

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Clients
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West End, London Road

Consider for removal from centres list
 Stoke-on-Trent



Oakhill, London Road

Proposed Neighbourhood Centre

Stoke-on-Trent

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Clients
 Stoke-on-Trent City Council and
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 Council
 Project
 Stoke-on-Trent and Newcas-
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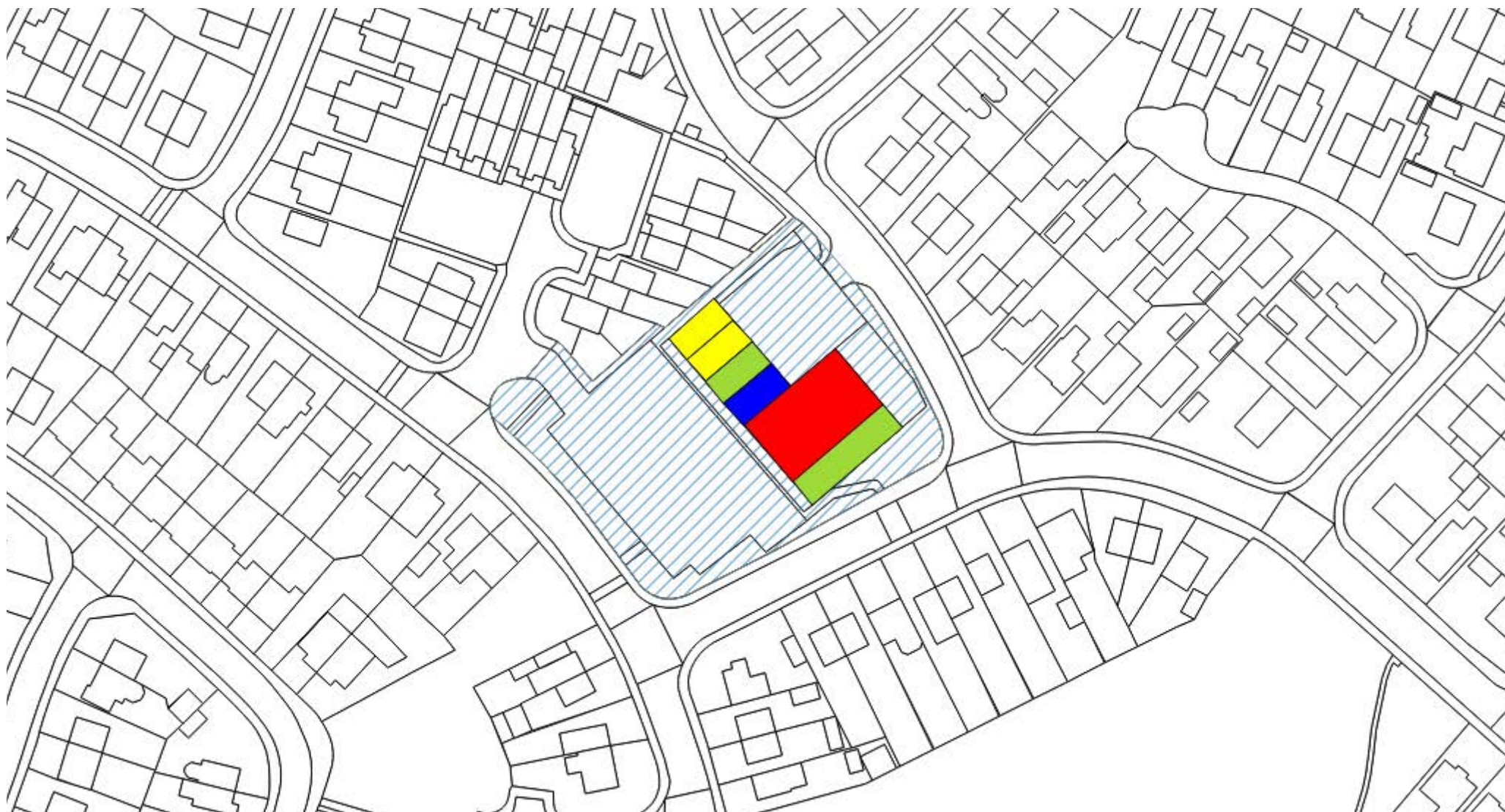


Heron Cross, Heron Street/ Grove Road Proposed Local Centre Stoke-on-Trent



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Meir Hay, Amison Street

Proposed Neighbourhood Centre

Stoke-on-Trent



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**Weston Coyney, Westonfields
 Drive**
 Proposed Neighbourhood Centre
 Stoke-on-Trent



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Weston Coyney, Coalville Place
Proposed for removal from centres list
Stoke-on-Trent



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**Weston Coyney, New
Kingsway**
Proposed Neighbourhood Centre
Stoke-on-Trent



Hollybush, Blurton Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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Blurton, Nashe Drive
Proposed Neighbourhood Centre
Stoke-on-Trent



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Blurton, Blurton Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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- Vacant

Dresden, Trentham Road

Proposed Local Centre

Stoke-on-Trent



Dresden, Carlisle Street

Proposed Local Centre

Stoke-on-Trent



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Normacot, Uttoxeter Road

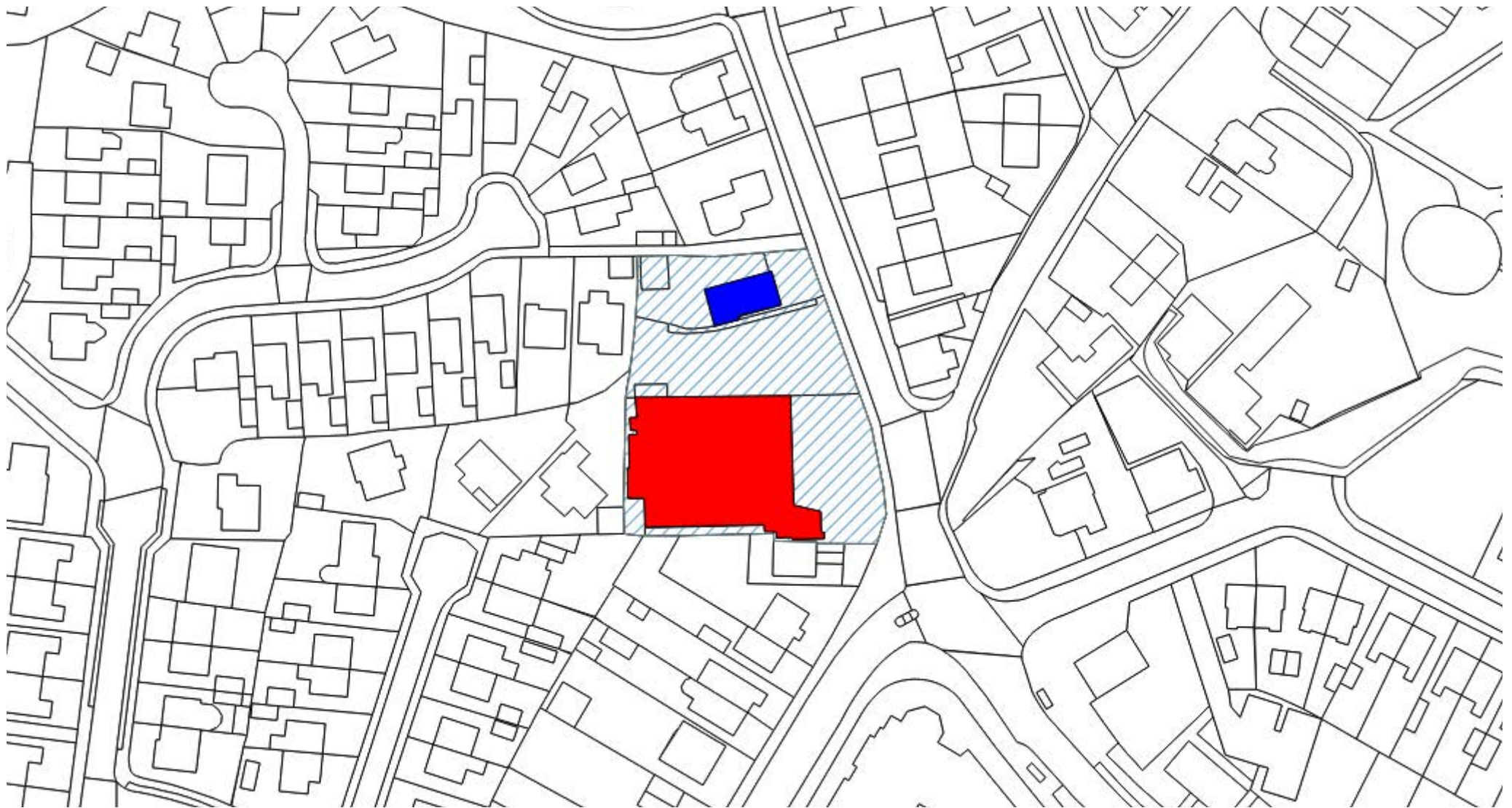
Proposed Local Centre

Stoke-on-Trent

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 Stoke-on-Trent City Council and
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 Project
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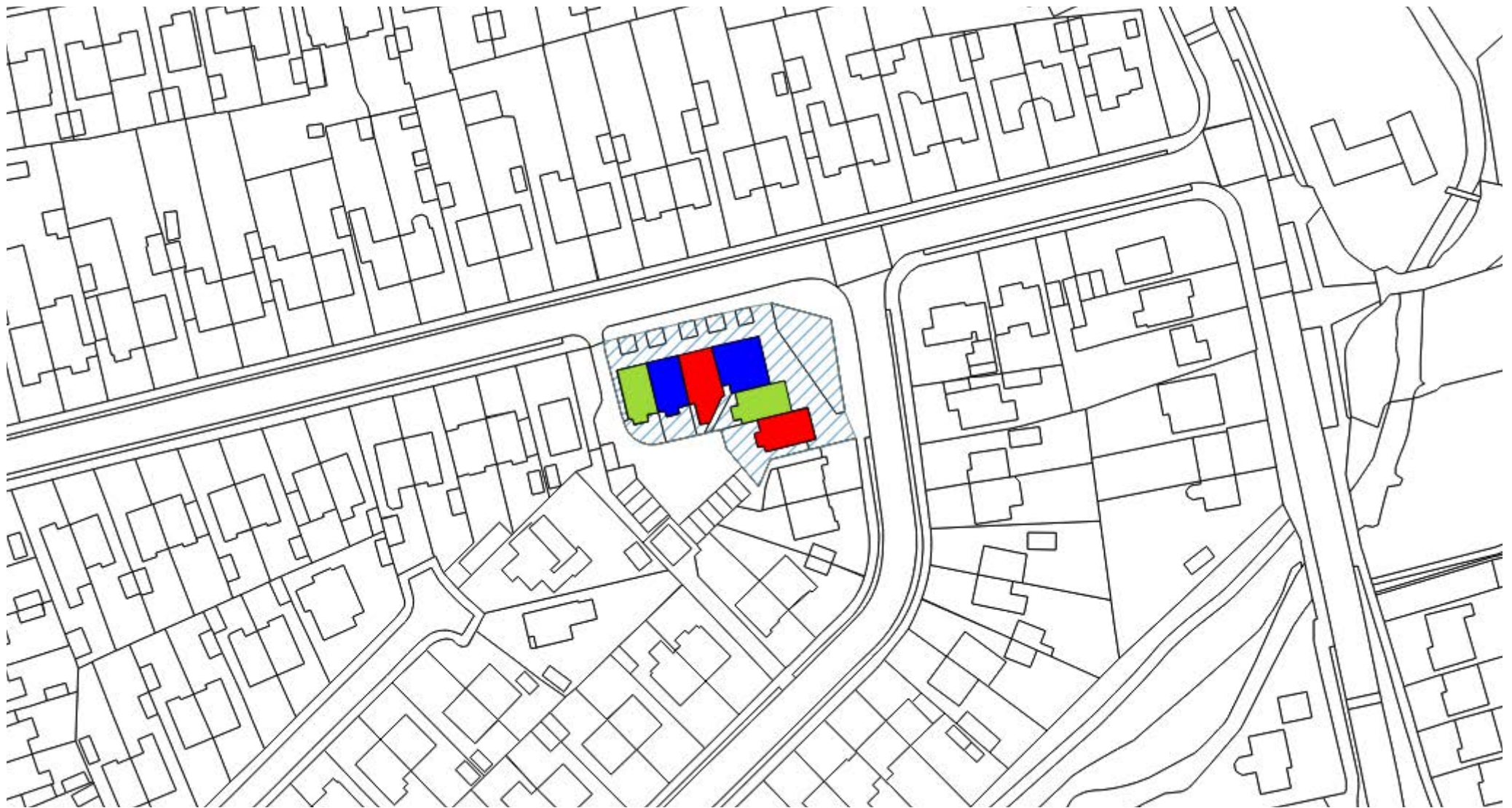




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Hanford, Mayne Street
Proposed Local Centre
Stoke-on-Trent



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- Vacant

Trentham, Werburgh Drive

Proposed Neighbourhood Centre

Stoke-on-Trent



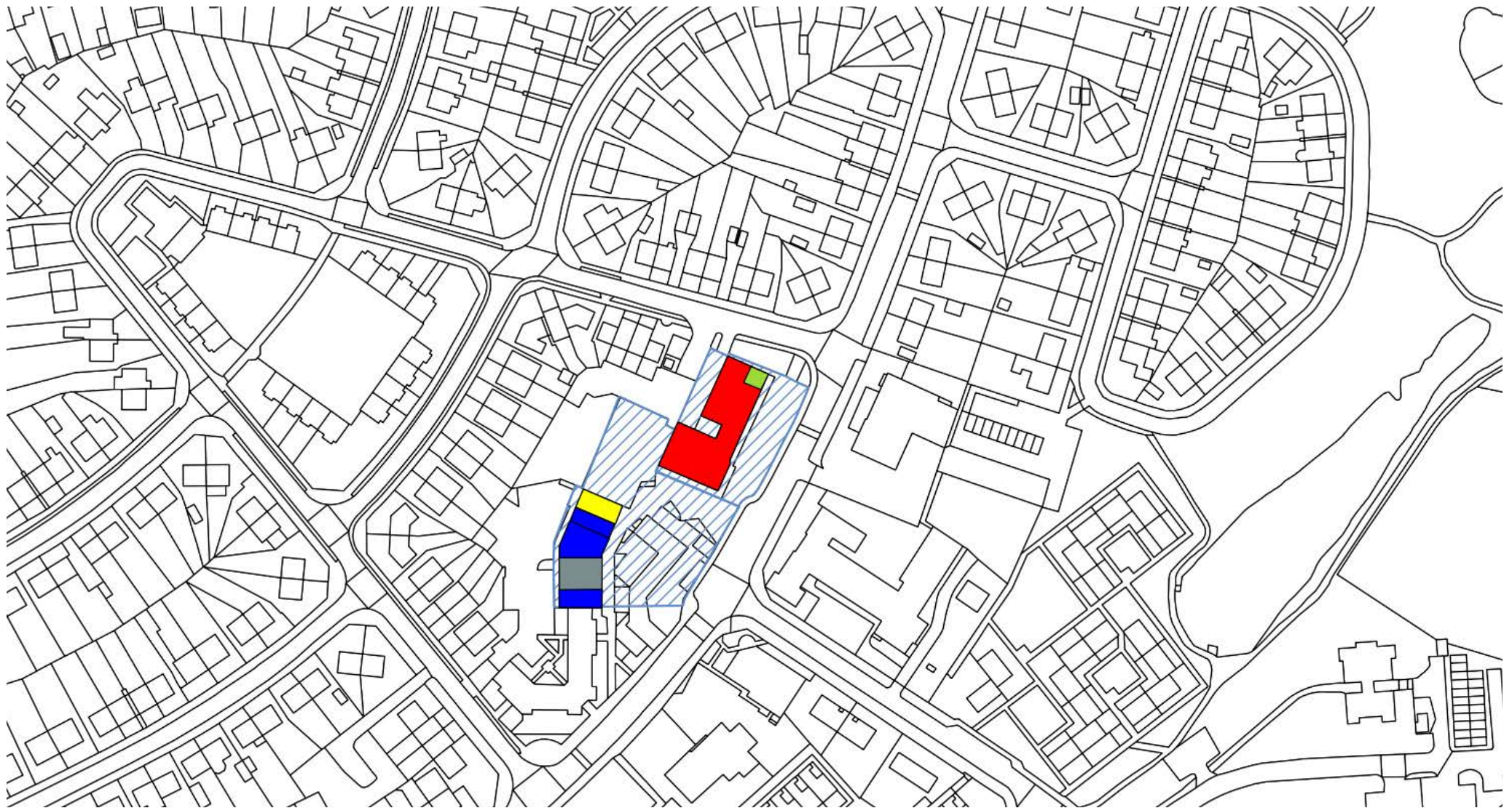
Clients
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Trentham, The Lea

Proposed Neighbourhood Centre

Stoke-on-Trent



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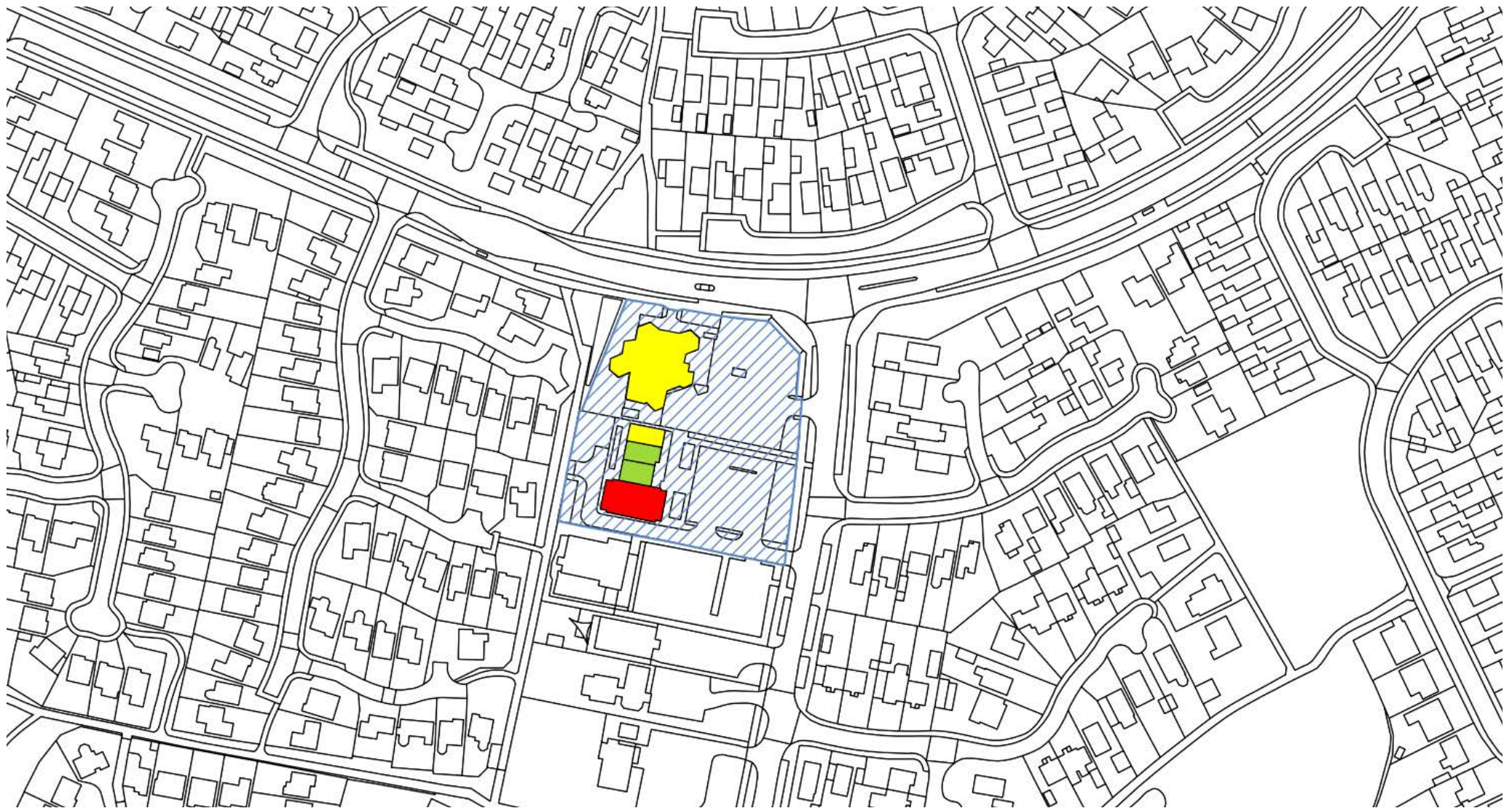
Blurton, Finstock Avenue
Proposed Local Centre
Stoke-on-Trent



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Blurton, Wimborne Avenue Proposed Neighbourhood Centre Stoke-on-Trent



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Meir Park, Lysander Road

Proposed Neighbourhood Centre

Stoke-on-Trent



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- Vacant

Lightwood, Belgrave Road Proposed Neighbourhood Centre Stoke-on-Trent

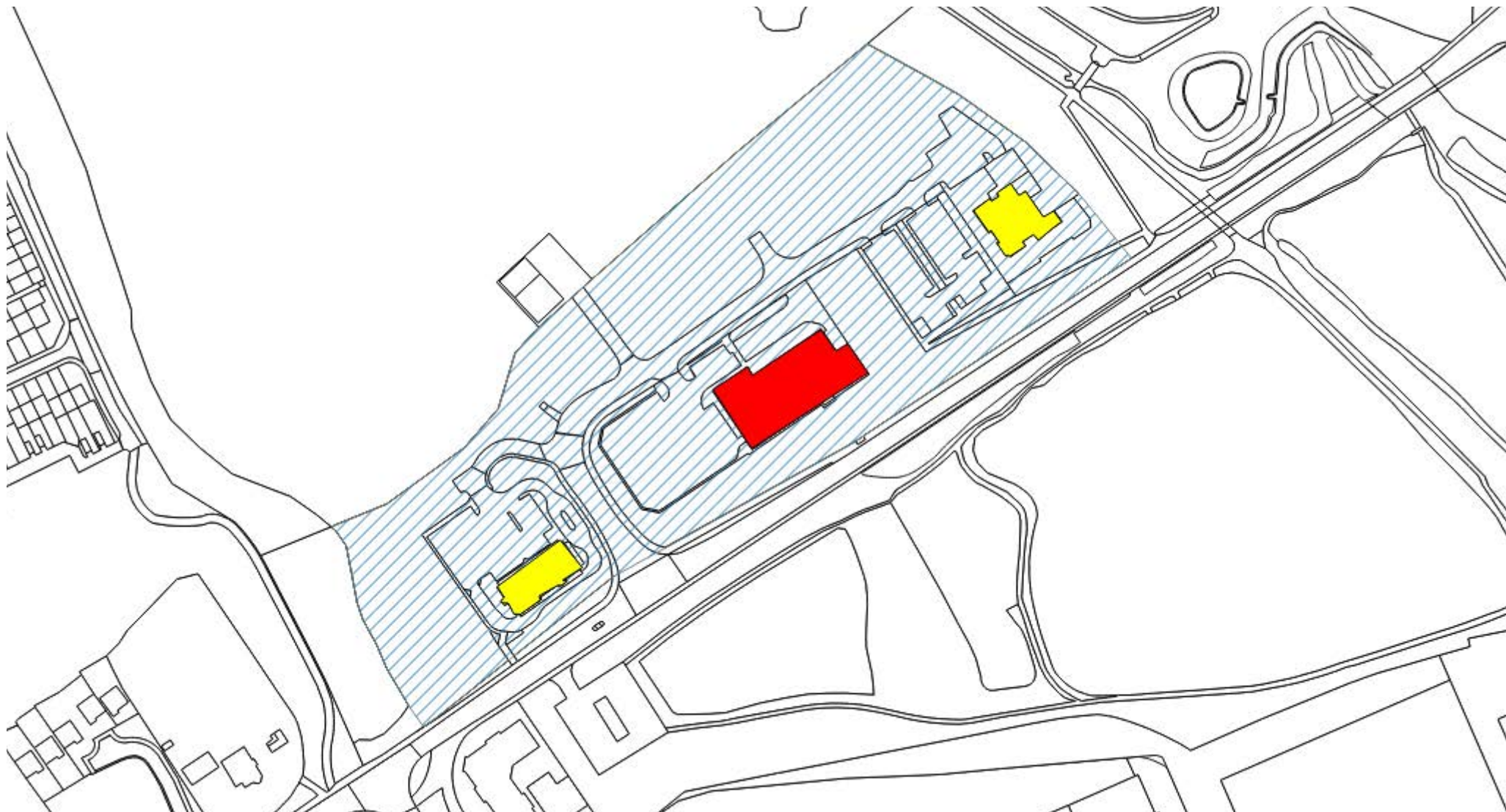


Trentham Lakes, Stanley
 Matthews Way
 Proposed Local Centre
 Stoke-on-Trent



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Norton Park, Leek New Road
Proposed Local Centre
Stoke-on-Trent



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Clients
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Hamil Road

Proposed Neighbourhood Centre

Stoke-on-Trent