Augarde & Partners

Packmoor, Stoke-on-Trent

Engagement Report

March 2025

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Executive Summary

Introduction and Process

Stoke-on-Trent City Council (SoTCC) commissioned Augarde & Partners (A&P) in December 2024 to carry out community engagement in Packmoor, following the council's decision to explore development options on council-owned land in the area. The aim of the engagement was to understand community sentiment, capture local knowledge and identify priorities to inform any future projects in the area.

The engagement process took place between December 2024 and February 2025 and involved multiple channels to ensure broad and inclusive participation. These included:

- Four drop-in events at Packmoor Community Hall, which were attended by a wide cross-section of the community including local residents, local businesses and other stakeholders.
- One drop-in event at The Hub (Fegg Hayes Road) and one drop-in event at The Village Church (Outclough Road)
- Focus group sessions with key groups, including residents at Maple West Extra Care Scheme, students at Ormiston Horizon Academy, and a public focus group held at St Michael's Church; and face-to-face conversations with the Packmoor Primary School and Kidsgrove Athletic Football Club.
- Door knocking, reaching 247 households directly in key streets near the potential development site.
- A community survey, distributed to 3,000 households in both paper and online formats, generating 437 completed responses.

Summary of Community Opinions

Throughout the engagement process, residents consistently expressed strong pride in Packmoor's identity as a village-like community with good access to green space and a friendly, close-knit atmosphere. However, the overwhelming message was one of concern regarding potential development. Residents feared that new housing would place even greater pressure on already stretched local infrastructure — particularly health services, schools, and roads — without adequate investment to improve these services first.

While many residents acknowledged the need for new homes, there was strong consensus that any development must be phased and conditional, with clear guarantees of accompanying infrastructure improvements. There was also a clear desire for development to be of appropriate scale and character, respecting Packmoor's existing form and enhancing local services rather than overwhelming them.

Key Issues Identified

The engagement process identified several recurring themes and concerns:

- **Infrastructure capacity:** Many residents perceive local schools, GP services and roads as already overstretched. They want tangible improvements before further development occurs.
- **Transport and connectivity:** Residents highlighted poor bus services, dangerous roads, and traffic congestion as significant concerns.
- **Green space:** There was a strong sense that open space should be protected, with enhanced provision for play, recreation, and community events.
- **Community facilities:** Residents would like to see more local shops, cafes, and spaces for social gatherings, creating a stronger local centre for Packmoor.
- **Transparency:** A significant barrier is low levels of trust in the council, stemming from previous development experiences where promised infrastructure or improvements were seen as not delivered. Clear communication and long-term engagement are essential to rebuilding this trust.

Context and Background: Summary of the Process

Augarde & Partners was commissioned in December 2024 by Stoke-on-Trent City Council (SoTCC) to engage with local people and establish a general picture of community sentiment and priorities in the Packmoor area. The aim was to gather insights into local needs, concerns and aspirations regarding potential development.

Initially, the engagement was planned to be delivered through a survey, meetings with local people, and focus groups. However, following the council's announcement in early December 2024 of its intention to explore development options on council-owned land near Packmoor, the engagement process was expanded.

This decision sparked significant community interest and discussion, particularly on social media, leading to an increase in engagement activities to address questions, clarify the council's position, and ensure that residents had meaningful opportunities to contribute their views.

The engagement process took place between 4 December 2024 and 1 March 2025, using a variety of methods to reach as many local people as possible. These included:

- **Drop-in events** at **Packmoor Community Hall, Fegg Hayes and Brindley Ford** providing open forums for discussion and structured feedback on key themes.
- **Focus group sessions** for small groups of local people, including older residents and young people, to gather more in-depth perspectives.
- **One-to-one conversations** with residents through door-knocking, allowing for direct engagement in a familiar setting.
- **A survey**, available **both online and in paper format**, which was widely distributed to ensure accessibility.
- **Face-to-face conversations** with the Primary School and Kidsgrove Athletic Football Club
- Engagement with local businesses via **online survey** and **drop in sessions**

This multi-channel approach ensured that the engagement process was inclusive and reflective of a broad range of community voices. The findings from this work will inform the council's ongoing discussions about future development in Packmoor.

Packmoor – the place and the council's position on exploring development options

Packmoor is a small village situated on the northern edge of Stoke-on-Trent, within the ward of Great Chell and Packmoor. Historically, it was primarily agricultural land, with its early 20th-century growth driven by the expansion of the Chatterley Whitfield coal mines. Many of the terraced houses built for mine workers remain today, contributing to the area's strong historical identity.

The village has a strong sense of community, with local amenities including Packmoor Osmaston Academy (a primary school), a medical centre, two churches, a community hall, and some convenience retail options. However, Packmoor has developed in a somewhat piecemeal fashion, leading to gaps in infrastructure and services, making it slightly isolated from the rest of the city.

Key concerns raised by residents include:
- Poor access to local amenities and services.
- Limited public transport connections.
- Declining school enrolment due to falling birth rates.
- Traffic congestion, particularly on Bull Lane during peak hours.
- Difficulty accessing NHS primary care services.

The Council's Position on Potential Development Options

Recognising these challenges, Stoke-on-Trent City Council is exploring development options that aim to enhance local infrastructure and quality of life while maintaining Packmoor's unique character.

The council owns significant land in Packmoor, including a large site used for semi-agricultural purposes near Bull Lane, Turnhurst Road, and the A527. This land is being considered within the Local Plan process for future development, with an emphasis on:

- **Providing a mix of new housing options**, including affordable and family-sized homes.
- **Strengthening local services**, such as improving bus routes and addressing NHS service accessibility.
- **Enhancing community amenities**, potentially creating a stronger village centre with retail and social spaces.
- **Exploring green energy opportunities** through the nearby Chatterley Whitfield site, which could support local employment and sustainability goals.

The council has also indicated that Packmoor's existing constraints, including historical mining activity, ridge-and-furrow ploughed land (classified as a Scheduled Ancient Monument), and local traffic issues, will need to be carefully managed in any future development proposals.

The engagement process will be a key factor in shaping future investment strategies. The council appointed Augarde & Partners, a specialist community engagement consultancy, to lead discussions with residents, businesses, and key stakeholders. The findings will inform the vision for Packmoor's development, ensuring that it is community-led and responsive to local needs.

Future reports will outline specific recommendations, including potential uses of ouncil-owned land and funding mechanisms for infrastructure improvements. Residents are encouraged to participate in ongoing discussions to help shape the future of Packmoor.

The engagement process – a description

The engagement process ensured that Packmoor residents had multiple opportunities to voice their opinions, concerns, and aspirations regarding potential development in the area. The approach evolved over time in response to community feedback, with early engagement being more open-ended and later sessions structured around key themes to guide discussions.

Engagement was carried out through four public drop-in events, three focus group sessions, door knocking, and a survey (both physical and digital). Each engagement method was designed to reach a broad demographic, ensuring a diverse range of perspectives were captured.

The engagement process was iterative, with initial meetings allowing for broad discussions and later stages providing more structured opportunities to focus on specific issues, including social infrastructure, transport, and housing.

The engagement process provided a comprehensive picture of local views, capturing perspectives from different age groups, stakeholders, and parts of the community. The feedback received will help shape the council's approach to development in Packmoor, ensuring that any proposals are community-led and sensitive to the area's unique character and needs.

Further engagement is expected as the process continues, with opportunities for residents to comment on any future proposals and participate in decision-making regarding infrastructure investment and planning priorities.

1. Drop-in Events

A total of six drop-in events were held at Packmoor Community Hall between December and January. The December sessions were open discussions, allowing residents to express their views informally, while the January sessions were structured around specific themes to guide feedback and capture more detailed insights.

Event 1: 4th December 2024

Venue and Time:
Packmoor Community Hall, Lorraine Street, Packmoor, Stoke, ST7 4QG. (3:30-6:30 pm)

Context:
This was the first public engagement session following the announcement that the council was exploring development options for Packmoor. The purpose was to introduce the engagement process, listen to initial reactions, and provide residents with an open forum to discuss their thoughts.

Attendance:
Approximately **6 residents** attended.

Event 2: 16th December 2024

Venue and Time:
Packmoor Community Hall, Lorraine Street, Packmoor, Stoke, ST7 4QG. (3:30-6:30 pm)

Context:
This session was organised in response to significant discussions on local social media, which had raised concerns and misinformation about the council's intentions. It aimed to clarify misconceptions and provide accurate information directly to residents.

Attendance:
Approximately **130 residents** attended.

Event 5: 21st February 2025

Venue and Time:
The Hub, Fegg Hayes Road, Fegg Hayes, Stoke on Trent, ST6 6QR (4.30pm to 7.30pm)

Context:
This was a scaled down drop in event using the 6 boards that displayed a more general theme and information. Attendees were encouraged to give feedback on the area in general using the 'thriving community' and 'what do you love / what would you change' boards.

Attendance:
Approximately **8 residents** attended.

Event 6: 1st March 2025

Venue and Time:
The Village Church, Outclough Road, Brindley Ford, Stoke on Trent, ST8 7QD (10.30am to 1.30pm)

Context:
This was a scaled down drop in event using the 6 boards that displayed a more general theme. Attendees were encouraged to give feedback on the area in general using the 'thriving community' and 'what do you love / what would you change' boards.

Attendance:
Approximately **40 residents** attended.

Event 3: 13th January 2025

Venue and Time:
Packmoor Community Hall, Lorraine Street, Packmoor, Stoke, ST7 4QG. (3:30-6:30 pm)

Context:
The January events introduced **structured themes** to guide discussions. Display boards around the room highlighted key topics such as **housing, public services, transport, and community infrastructure**. Residents were invited to contribute their thoughts on post-it notes and engage in discussions with council officers and engagement facilitators.

Attendance:
Approximately **70 residents** attended.

Event 4: 17th January 2025

Venue and Time:
Packmoor Community Hall, Lorraine Street, Packmoor, Stoke, ST7 4QG. (3:30-6:30 pm)

Context:
The final drop-in session continued the **thematic approach**, focusing on refining the key concerns raised during previous sessions and gathering more targeted feedback on potential development principles. This session also sought to explore **possible solutions** to concerns raised, such as infrastructure improvements, local amenities, and housing affordability.

Attendance:
Approximately **75 residents** attended.

In addition to the drop-in events, **three focus group sessions** were organised to ensure engagement with specific demographic groups, including older residents, young people, and the wider community.

Focus Group 1: Maple West Extra Care Scheme

Date and Time:
Friday, 31st January 2025

Venue:
Maple West Extra Care Scheme

Participants:
8 residents

Focus:
The discussion focused on how potential development could better support **older residents**, particularly regarding **healthcare access, mobility,** and **local amenities**.

Focus Group 2: Ormiston Horizon Academy

Date and Time:
Friday, 31st January 2025

Venue:
Ormiston Horizon Academy

Participants:
8 Year 10 students

Focus:
Young people were engaged on topics such as **youth facilities, transport, safety,** and **future opportunities** in Packmoor. The session provided valuable insights into the needs of younger generations and their views on future improvements.

Focus Group 3: St Michael's Church, Chell

Date and Time:
Saturday, 1st February 2025

Venue:
St Michael's Church, Chell

Participants:
18 members of the public, including a **ward councillor** for Great Chell and Packmoor Ward.

Focus:
This session covered **housing, infrastructure,** and **community identity**, with discussions on how any development could align with **Packmoor's village character** while addressing existing gaps in services.

Face to Face Meeting 1: Packmoor Primary School

Date and Time:
Monday 20th January 2025

Venue:
Packmoor Ormiston Academy

Participants:
Head of Education Packmoor Primary School

Face to Face Meeting 2: Kidsgrove Athletic Football Club

Date and Time:
Attended Event 2 (16th December 2024) 3:30-6:30 pm

Venue:
Packmoor Community Hall, Lorraine Street, Packmoor, Stoke, ST7 4QG

3. Door Knocking

To reach residents who might not attend public meetings, **door knocking** was conducted by Stoke-on-Trent City Council officers in the **Chell area** on 21st February and **Selbourne Drive** area on 31st January 2024.

Oulton Road / Oversley Road area on 21st January 2025

Total doors knocked:
101

Resident engagement:
Around **70%** of residents were not home. Many who were spoken to were not aware of the engagement process and were encouraged to fill in a short survey on the doorstep. They were also made aware of the upcoming additional engagement sessions in Fegg Hayes and Brindley Ford.

Selbourne Drive area on 31st January 2025

Total doors knocked:
146

Resident engagement:
Around **50%** of residents were not home. Many who were spoken to had **already completed a survey** and did not feel the need to provide additional feedback.

A **survey** was distributed in both **physical** and **digital** formats to ensure widespread accessibility.

Distribution:
- Physical copies were made available at community events and local venues.
- Digital version was publicised through social media, the council's website, and community networks.

Total responses received: 437
- 287 digital responses
- 150 hard copy responses

Key themes from survey responses:
- **Support for new housing:** Many respondents acknowledged the need for some housing growth, provided that it came with infrastructure improvements.
- **Concerns about transport:** A significant number of responses highlighted poor connectivity, limited public transport options, and road congestion as major issues.
- **Community identity:** Residents placed high value on Packmoor's village feel and sense of community and expressed concerns that large-scale development could disrupt this.
- **Public services:** Many respondents felt that existing GP services, schools, and local amenities were insufficient and would need investment before additional housing was introduced.

The engagement process – a summary of the output from each engagement channel

A series of public engagement events, described in the previous section, were held in Packmoor to gather residents' views on the future of the area. These sessions aimed to provide an opportunity for residents to share their perspectives on key issues such as housing, transport, green space, public services, and overall quality of life. The engagement process included drop-in sessions at the Packmoor Community Hall, focus groups with specific demographic groups, and an online survey.

Throughout these sessions, residents actively participated by providing written and verbal feedback. The engagement exercise highlighted several key concerns and priorities, which are summarized below.

DROP-IN SESSIONS

These sessions provided an opportunity for residents to share their views on the future of Packmoor and discuss key issues affecting the area. During the events, different boards with key themes were displayed around the room, allowing attendees to provide input on various topics. Several maps of the area were available to help visualize potential changes, and a Q&A document prepared by Stoke-on-Trent City Council was provided to address common questions and clarify concerns raised by the community.

Staff from the council and A&P were present at all sessions to engage directly with residents, answer questions, and listen to feedback, ensuring that local voices were at the heart of the conversation.

Key Themes from Public Feedback

1. Transport, Connectivity, and Accessibility
Many residents expressed concerns over the current state of Packmoor's road network and the potential impact of new housing developments. Key issues included:
- Existing congestion, particularly on Turnhurst Road and Mellor Street.
- Insufficient road infrastructure to support additional housing.
- Safety concerns for pedestrians, particularly schoolchildren.
- The need for improved public transport connections, with calls for additional bus services to Tunstall and other nearby areas.
- Calls for better road maintenance, including addressing potholes and tree root damage to pavements.

2. Green and Open Space

The preservation of Packmoor's green spaces was a dominant theme throughout the engagement sessions. Residents value these spaces for:

- Their contribution to mental health and well-being.
- Recreational activities such as walking, dog walking, and children's play.
- Their role in preserving local wildlife and biodiversity.

Many residents opposed further development on greenfield sites, advocating instead for the redevelopment of brownfield sites in Tunstall and Burslem. There were also concerns about the environmental impact of new development, including increased flooding risks.

3. Housing Quality and Affordability

Residents expressed mixed views on the need for new housing. While some acknowledged the potential benefits of providing new homes, others were strongly opposed to further development. Key points raised included:

- Concerns that new developments would not provide genuinely affordable housing.
- A preference for smaller-scale developments that prioritize local residents.
- Calls for housing to be built on vacant brownfield land rather than green spaces.
- Concerns about the impact on local infrastructure, particularly schools and medical services.
- The desire for housing to cater to a mix of residents, including opportunities for younger buyers and downsizing options for older residents.

4. Access to Public Services

A recurring concern was the ability of existing public services to support additional housing. Residents highlighted:

- Difficulties in securing GP appointments and concerns over local medical services.
- Perceived lack of school places, with residents reporting oversubscribed schools in the area.
- A need for more policing to address crime and anti-social behaviour.
- Requests for additional community facilities, such as a hub or local office for residents to access services and support.

5. Employment and Education Opportunities

Employment and education opportunities were raised as important factors influencing Packmoor's future development. Key comments included:

- A lack of early years childcare provision to support working parents.
- The need for better local job opportunities beyond warehousing and call centers.
- Interest in redevelopment projects in surrounding areas to create new employment opportunities.

6. Community Identity and Village Character

Many residents expressed strong feelings about preserving Packmoor's village identity. Key concerns included:

- A fear that continued development would erode the village feel and turn the area into an extension of Stoke-on-Trent.
- The importance of maintaining a sense of community through thoughtful planning and engagement.
- A need for better communication and transparency from local authorities regarding development plans.

DOOR KNOCKING

As part of the engagement process, we conducted door knocking across 247 homes in Packmoor. Approximately 50% of the homes visited had no response. Among those we did speak to, most residents had already completed the longer survey, and none refused to engage. Everyone we spoke to was pleasant, and several residents shared thoughtful, balanced views on the need for housing alongside necessary infrastructure improvements.

Speaking to residents one-on-one at their homes seemed to encourage open conversations, the emphasis of which differed somewhat compared to conversations held at larger events.

Key Themes Identified:

- **Top Priorities:** Access to public space, safety, preserving the tranquillity of life, and maintaining the village identity and strong community feel.
- **Main Concerns:** Transport, connectivity, and accessibility issues. Residents particularly highlighted the need for improved public transport services (better bus connections) and upgrades to local roads to accommodate any future growth.
- **Desired Changes:** While residents were open to supporting some new housing, this support was conditional on the delivery of infrastructure improvements, especially better roads and public services like GP access. They emphasized the importance of affordable homes that meet the needs of the local community.
- **Community Amenities:** Many expressed a desire for more local shops, pubs, and cafés to strengthen the sense of community and improve daily convenience.

In summary, there was a general willingness to embrace some change, provided that it came with tangible improvements to infrastructure, public services, and affordable housing options.

11 people participated in this session, including seven residents, a friend of a resident who lives in Packmoor and three members of staff. The themes explored by this group were:

1. Impact on Greenspaces:

Access to greenspaces, countryside and wildlife were among the reasons participants decided to live in Packmoor. The participants value the rural character of the area, which contributes to their mental health, provides opportunities for recreation and brings local people together. They are concerned about the impact of development on these places and attributes that they value.

"Greenspaces are important for fresh air, our mental health and they are places for our children, and we are losing them. I do not think there is any need for us to lose anymore greenspace."

2. Increased Traffic:

There was a consensus among the group that traffic is a major concern, with residents referring to challenges crossing the road from the facility and recent accidents. They described issues including speeding, dangerous roads and congestion, especially near the school. They believe that additional development in the area will exacerbate the issue rather than provide a solution.

"I live on a main road; I have had two cars in my front garden. I've lived here year 20 odd years, and along that road, it is an accident waiting to happen… The cars are going too fast, I lie in bed at night listening to how fast they are going."

3. Public Transport:

Public transport was described as inadequate, with evenings (after 6pm) and weekends being particular issues. Bus services are limited and do not connect well to important local destinations, for example Tunstall. The limitations of public transport are isolating for residents and result in a reliance on cars. This is a particular issue for residents with disabilities, who have in some cases been refused access to a bus because of lack of space or because there is already a wheelchair on board.

"We've got a bus service outside which takes you into the city centre, Hanley, which nobody wants to go to anyway… The main shopping area for us here is Tunstall and you can only get there if you walk right to the end of the road, which people cannot. And then the real problem is after 6pm when we fall off the edge of the world."

4. Public Services:

Residents described the challenges they have faced in trying to access dentists, doctors and other health services, citing waiting lists and issues with having to travel to attend appointments. There is a clear concern that "over population" and other development will put a further strain on local resources and services.

"Everyone I speak to can't get an appointment."
"Bringing more people to Packmoor does not mean more doctors, it means it's even harder to get into the doctors."

In addition, there are services that are considered to be missing from the village including a council hub and a Citizen's Advice Bureau. It was felt that this service does not need to be permanent, but instead a weekly drop in.

5. Misinformation and Lack of Transparency:

There is an evidence of distrust in the process. Participants expressed frustration with what they perceive as misinformation from the council regarding the development plans, particularly concerning school numbers and other data. They also feel that decision makers do not listen to them, and that they have raised concerns previously and not seen the impact of that participation.

"Nobody in this village trust this process. It's all about the money."

Not having a plan to respond to was concerning to these residents, they feel that without clarity (about where houses will be and how many) they cannot understand the loss of greenspace, impact on schools and services etc. As a result rumours are being interpreted as facts as no other information is provided.

6. Frustration with Development:

There is a perception that development is done to communities like Packmoor. The group were concerned about the overall character of their community changing as a result of development, and that housing need should be addressed in town and cities, not villages.

"There is a lot of untapped property in city centres, if you walk through any town centre there are empty shops with facilities above them. Why cannot they convert those properties instead. Build in the cities and towns it will be far cheaper."

When asked the group were unable to identify any tangible benefits that had resulted from housing development in the area.

7. Affordability of Housing:

There were different perspectives on the affordability of housing in Packmoor, while some felt Packmoor is cheaper than comparable areas others believe it is expensive. It was suggested it is more important to provide housing for people from the area than affordable housing in general.

"My daughter bought a house recently, but that's in Sandbach which is expensive, it would have been cheaper here."

8. Job Creation:

There was an acknowledgement that industrial developments in the area had created jobs, participants pointed out that these jobs require workers to travel, which increased traffic on the road.

"They have built two or three industrial areas in and around here, there has been quite a few big industrial developments, which is very good because it's created an awful lot of jobs. But people have to travel to those jobs and the infrastructure, the road network, is not up to it."

9. Future Engagement:

The community wants more transparency and consultation from the council. They want to be informed about plans before decisions are made and have their opinions genuinely considered. This group suggested the council should come to the community, rather than expecting residents to travel to consultations.

"It would be radical if the council actually spoke to us about these things as a community."

10. What people want Packmoor to be:

The group wanted Packmoor to "be like it used to be," and to minimise change. Their aspiration was for Packmoor to remain family orientated, a place where people stay a long time, which is safe and has lots of green space. It is important for this group that Packmoor remain a village, where the community knows each other and there is concern that development will merge all the villages into one.

**FOCUS GROUPS: PACKMOOR ORMISTON ACADEMY
(Friday 31st January - 13.30-14.30h)**

Eight students from year 10 participated in this session, 6 of which lived in Packmoor and 2 in nearby Chell. The key themes explored by this group were:

1. Packmoor v Chell:

Those young people from Packmoor described where they lived positively using words like wonderful, safe, healthy, friendly, nice and calm. Chell was described less favourably. Packmoor residents value village life and the community they feel it provides. As a result they prefer to stay in their area and would not visit nearby communities except if they had friends in the area.

"I just put it is a like a nice place, in general. You do not get any trouble; bad things don't happen."

2. Amenities for Young People:

When asked about provision for young people in Packmoor, the group initially struggled to produce any suggestions as to improvements. After some discussion they suggested a larger grocery store (for example a Coop) to compete with the expensive One Stop, a Chinese takeaway and improvements to local parks including a MUGA and astro turf pitches. It was felt Packmoor Park is underutilised and could be improved.

"We could have more interactive places, like a few more shops we've only really got one store… and somewhere for football."

However, the group said they would prefer Packmoor to stay as it is if more facilities for young people would only be available if there was more housing.

"We want to keep it as a village, we do not want too many people live here. We do not want it to be overpopulated."

3. Importance of Greenspace:

Existing greenspaces were valued highly by this group. They value access to fields and nature and worry about development taking these areas away. They see such spaces as essential for recreation, relaxation, and a key part of village life.

"New houses mean you get rid of greenspaces, and we don't want that."

4. Transport:

Unlike the residents at Maple West the young people were satisfied with the bus service in the area and are happy to walk to nearby Kidsgrove Station for trains. They acknowledged you need a car to live in the area, but did not feel the roads were too busy.

"It is about 15 minutes to the train station; you can walk there or ride your bike. It's not that far."

5. Future in Packmoor:

The young people spoke of a diverse range career aspirations, ranging from sports and carpentry to forensics and business. Some were planning to attend university, while others wanted to go straight into work. They acknowledged that job opportunities in the area are limited, and that they may need to commute to nearby towns or cities. Most young people living in Packmoor had an aspiration to stay in the area into adulthood.

"I would stay here, where I live now is the right amount of nice people and the right amount of space."

6. Community Identity:

It was clear the group had a strong sense of community identity and that they value living in a village, and that it's important to them that it remains a village. They raised concerns about potential threats to this sense of community, including development, overpopulation and loss of greenspace.

"We live in a village; we do not want a town. It is nice to keep the population as it is now. There's really not need for more houses, we are a close community and if you expand it, people might have different views on how it should be."

7. Development:

Primary concerns were overpopulation, loss of greenspace, increased crime and litter, and a decline in the overall quality of life. They fear Packmoor losing its village character and becoming "just another town," with the associated problems of increased traffic, noise, and a less welcoming atmosphere. One participant raised concerns about people moving in, bringing trouble and disrupting the existing community dynamic.

"We do not want new houses; we want our village to be our village. No development."

Even when asked hypothetically where new houses could be built if it were unavoidable, the young people struggle to identify suitable locations. They point out the lack of space within Packmoor itself and expressed reservations about building on the outskirts, as this would result in a loss of valuable greenspaces and potentially connect Packmoor to other, less desirable areas.

18 people attend a community engagement event on Saturday, 1 February 2025. This was originally planned as a focus group workshop broken into small groups. As all attendees had participated in other sessions, and numbers were higher than anticipated, the group did not want to repeat conversations and topics explored previously.

It was therefore agreed to use the session as a group-wide open discussion, with the agenda led by attendees. Key Issues raised by this group included:

1. Concerns about the engagement process:

Some in the group suggested the engagement process had not been open and transparent, which has led to a lack of trust. Concerns highlighted included:

- A perceived understanding that every house in Packmoor would receive a survey. However, numerous participants said they and / or neighbours had not received surveys.
- Issues with the phrasing of survey questions and it not being accessible for older people, and those with disabilities and / or additional needs.
- Witnessing the door knocking survey process and seeing houses being 'skipped over'.
- Suggestions the majority of local people had not being able to participate in the process and wanting to know how more people will be reached.
- Compared to council communications, the Facebook page is considered a more accurate source of information and a representative view of the community's perspective.
- A perceived lack of engagement with communities near to Packmoor, but beyond Packmoor itself.
- An overall perception 'this has not been done correctly.'
- A belief decisions have already been made

2. Concerns about information:

- General suspicion about the engagement process has been heightened by perceived misinformation being used to make and explain decisions.
- The most widely cited example relating to school numbers.
- Many did not agree with the statement the primary school is under subscribed, people suggested land ownership information is wrong

3. The Community and Village life:

- Participants felt that the process is disconnected from the community, and that there is a lack of appreciation of the potential impact on this community *"this is our livelihoods you want to build on."*
- Concern was expressed that people have already left the area because the village life they want and enjoy is being eroded *"my friend who used to live here says he would never move back to Packmoor because it's been overtaken, it's not a village anymore."*
- Participants spoke of the importance of village life to them, and an underlying concern that development would join Packmoor to other places effectively making it a town.
- Among the factors key to village life raised were retention of greenspace, attendees did not want any loss of greenspace. Improvements to community infrastructure (e.g. health and public services) were not seen to be "worth" the loss of greenspace. *"We are the forgotten village... now you want to do things for us, but you never asked before."*
- Participants wanted to know why development in village and rural communities was being considered, rather than prioritising building in brownfield and town centres. *"Stoke is an apple with a rotten core... build in the towns, not the villages."*

4. Public services:

- A perception that services are lacking in the area; schools are too full, there is a lack of GPs in the community, public transport is poor and roads cannot cope with the levels of traffic.
- But concerns were raised if improvements to these services were to come at the 'cost' of new housing.

5. Planning:

- Participants asked for an update on the local plan, and to be provided of an understanding of how the proposals for Packmoor relate to the local plan.
- Participants were also concerned that plans to build in Packmoor are in response to national government targets and not local need.

6. Viability:

- Participants expressed doubt as to the viability of development in Packmoor, highlighting a range of barriers including mineshafts, flooding and wildlife.

7. Packmoor 20 Years from Now:

- When what Packmoor should be like in 20 years from now the majority of participants, expressed that it should be the same as it is now.
- There were some issues raised about employment and other opportunities for young people, but retaining the village community was seen as the priority.
- Attempts to explore small to medium size hypothetical developments for example 50 houses were meet as non-starters. The message from this group was *'do not touch anything.'*

8. Closing remarks:

- At the close of the session there was a sense participants were grateful for the opportunity to have expressed their views, and there was cautious confidence these would be captured and reported.

FACE TO FACE MEETING WITH KIDSGROVE ATHLETIC FOOTBALL CLUB

The football club is open to discussions about location, citing concerns about parking at the facilities and impact on local traffic.

FACE TO FACE MEETING WITH PACKMOOR PRIMARY SCHOOL

The Headteacher of the Primary School provided the correct information on vacant school places, which was as previously described by the Council. The official OFSTED figures do not take into account nursery provision, which explains rhe difference. the Head expressed support for housing development as it would help sustain the future of the school' however, some of the trwchers who live locally are not supportive for some of the reasons outlined int eh earlier concerns.

The online survey was a key tool for gathering feedback from residents about their experiences and priorities in Packmoor. A total of 437 responses were received, providing valuable insights into the community's perspectives on quality of life, housing, public spaces, and services.

Demographics

The survey respondents were fairly representative of the local population:

- **Gender:** 55.6% female, 41.6% male, with 2.8% preferring not to say.
- **Age Range:** The majority were aged between **55-64 (25.4%)**, followed closely by **45-54 (24%)** and **35-44 (21.3%)**. Those aged 65+ (13.2%) were followed closely 25-34 (9.4%). 4.2% preferred not to say. Only 2.3% were aged 18-24, and less than 1% were under 18.

Quality of Life and Community Sentiment

- Quality of Life: Respondents rated their overall quality of life in Packmoor at an average of 3.5/5, with 66.2% rating it positively.
- Best Aspects of Living in Packmoor:
  - Green spaces (90.6%)
  - Community spirit (56.8%)
  - Affordability (32.4%)
- Main Concerns:
  - Traffic (68.6%)
  - Public transport (21.3%)
  - Lack of amenities (17.4%)

Social and Community Spaces

- Sense of Community: The average rating for community connection was 4.1/5, with 55.7% strongly agreeing they felt a sense of belonging.
- Community Spaces and Events: While 48.1% felt there were sufficient community spaces and events, others called for improved parks, more local interest groups, and additional community centres to enhance social interaction.

Local Services and Amenities

- Healthcare, Schools, and Grocery Stores: Rated at 3.7/5 on average.
- Leisure Spaces: While 56.1% felt there were enough leisure spaces (e.g., cafes and sports facilities), 43.9% expressed a need for more.

Housing

- Housing Quality and Affordability: Rated positively at 4.3/5.
- Housing Options: 87.8% believed there were sufficient housing options. However, respondents emphasized the need for better maintenance, affordable housing, and more options for families and elderly residents.

Public Spaces and Environment

- Green and Recreational Spaces: 49.8% felt there were enough, but many suggested adding more green areas and improving existing parks. Littering (44.6%) and noise pollution (24.4%) were noted as key environmental concerns.
- Transport and Accessibility: Public transport was rated at 3.2/5, with requests for more frequent services and better connections. Roads and pedestrian safety were also highlighted as areas needing improvement.

Employment and Education

- Employment Opportunities: While 56.1% felt there were enough nearby job opportunities, 43.9% indicated a need for improved access to employment hubs and more training programs.
- Education and Training: Most respondents (59.9%) felt there were sufficient local education options, though some highlighted the need for greater variety and quality in training opportunities.

Sustainability and Environmental Initiatives

- Sustainability Support: The average rating for support of sustainability initiatives was 3.3/5.
- Desired Initiatives: Community gardens (54.7%) and improved recycling facilities (43.2%) were the most popular suggestions for enhancing sustainability in Packmoor. Increased green spaces (59.2%) and better cycling routes were also frequently mentioned.

Summary of Priorities

The survey revealed a community that values its green spaces, strong sense of identity, and affordability. However, there is a clear desire for improvements in transport, public services, and community infrastructure. Residents expressed a willingness to support housing development, provided it includes enhancements to roads, public transport, and local services like GP surgeries and leisure facilities.

Principal findings

1. **In General people are opposed to development in Packmoor**

There are a number of factors behind this, and a range of issues experienced locally and expressed by local people. However, there is a strong and widely held view that opposes any development in Packmoor.

This was the clearest and most prevalent issue expressed by local people throughout the engagement process, and it came through strongly via every method of engagement employed during the project.

There was evidence at times of organised and co-ordinated activity locally to encourage input to the engagement process. This may have had the effect of incentivising people to downplay existing challenges locally, in case this might be seen as a pretext for development.

There are some predominant factors that appear to explain local people's views on development:

- A general opposition to building on green space, which for many people is a core part of their quality of life and daily routines in Packmoor. Many enjoy views across fields from their homes; many actively use open space for exercise and walking on a regular basis: many moved to the area because of the accessibility of open space.
- Without a specific development plan from the council, fears that development will result in all of Packmoor's open space being lost to the community.
- People like Packmoor as it is and are apprehensive about change.
- People are concerned about the tenure of any housing that may be delivered, with these concerns ranging from private housing being unaffordable, to affordable housing being allocated to households with no or little local connection to Packmoor.

2. **There is evidence of some local support for development, or at least a recognition of need for housing**

While many people are opposed to development, this is not universal. Some people expressed an acknowledgment of a need for more housing in the Packmoor area and across Stoke-on-Trent more generally. It must be highlighted, however, that this is a minority view.

3. **People need to see a plan**

It was evident that some struggled to engage with the process without a clear set of plans or options being available. This also made it difficult for the council team to properly enter into dialogue with local people and explain what might happen.

In the absence of anything specific, this led to some people expressing fears as to very significant levels of development or that plans had already been prepared but were being held back from publication.

While seeing specific options and designs may not change minds, it is likely that conversations based on actual proposals would be more productive, more realistic and provide a basis for the council and local people to discuss the actual benefits, opportunities, trade-offs and consequences that would need to be considered in Packmoor.

4. **Some issues about the Packmoor area were regularly voiced**

A number of matters about Packmoor were repeated regularly by local people across all channels of engagement. These were perceptions of Packmoor today, but also matters that people felt could be impacted by development and population growth.

Road congestion is a particular concern for many, exacerbated at certain times of day, notably morning rush hour. Roads that allow access into and away from the village were often mentioned, including Turnhurst Road, Mellor Steet, Bull Lane and roundabout junctions to the south of Packmoor.

There is clearly a significant **connection with and affection for open space** in and around Packmoor. This goes beyond an instinct to preserve green space for the sake of it. Many people who engaged with the process actively use green space on a daily basis and some cited this as a reason for choosing to live in Packmoor. There were, however, some comments that the quality and accessibility of green space could be improved.

Access to public services was often described as a concern. In particular people regularly brought up challenges in accessing primary health care and difficulties in securing GP appointments at the Packmoor Medical Centre, which it is understood is part of a Tunstall based practice with an integrated its booking system.

Concerns were expressed that Packmoor must **remain a village** and look like a village, with a village form and a village feel. People expressed a view that other nearby areas had been impacted by urban sprawl and consequently lack identity, whereas Packmoor as a distinctive village is something that gives it character and identify and is of value to people who live there.

5. **Engagement undertaken in late 2024 and early 2025 can significantly improve the council's understanding of Packmoor.**

Engaging with people so early at the very start of process of potential change is often advised as best practice but is rarely done and can be difficult. Indeed, as noted above, entering into dialogue with local people in the absence of any actual proposals has at times created challenges in Packmoor.

However, doing so has enabled the council to commence a process by genuinely listening to local people's concerns, aspirations and needs as a first step and it has provided Stoke-on-Trent City Council with much needed knowledge about Packmoor that can be used to inform future work, initiatives and service planning across a wider range of policy areas.

Recommendations and next steps

The engagement exercise undertaken in late 2024 and 2025 delivered a message that local people are broadly opposed to change in Packmoor. However, there are issues beneath this headline position that are worth further exploration.

- It was clearly the case that many people would have liked to have seen proposals from the council in order to meaningfully input their views on the future of Packmoor.
- There are a number of existing issues that impact the quality of life for people who live in and near Packmoor that the council could address.

Having begun a process of early-stage dialogue about possible future plans for Packmoor, A&P believe there is a case for progressing discussions with the local community. Many participants in the engagement activities expect proposals to come forward, and therefore the next step would be to test community opinions and ideas with some more tangible options.

However, there are principles the council should adopt in further developing plans for Packmoor. Firstly, engagement with the community must continue to be a central and meaningful feature of any future masterplanning work.

Secondly, any plan that comes forward must have at its centre how it addresses issues that concern local people now. This means focusing on:

- How matters relating to congestion and transport accessibility to and from the Packmoor area can be improved and work better for local people than it does today.
- How biodiversity and the quality and accessibility of open spaces can be enhanced.
- How the village feel and viability of Packmoor and nearby settlements can be enhanced, not degraded.
- How any new housing proposed can be demonstrated to be genuinely accessible to and affordable for local people.
- How the quality, availability and accessibility of local public services can be improved.
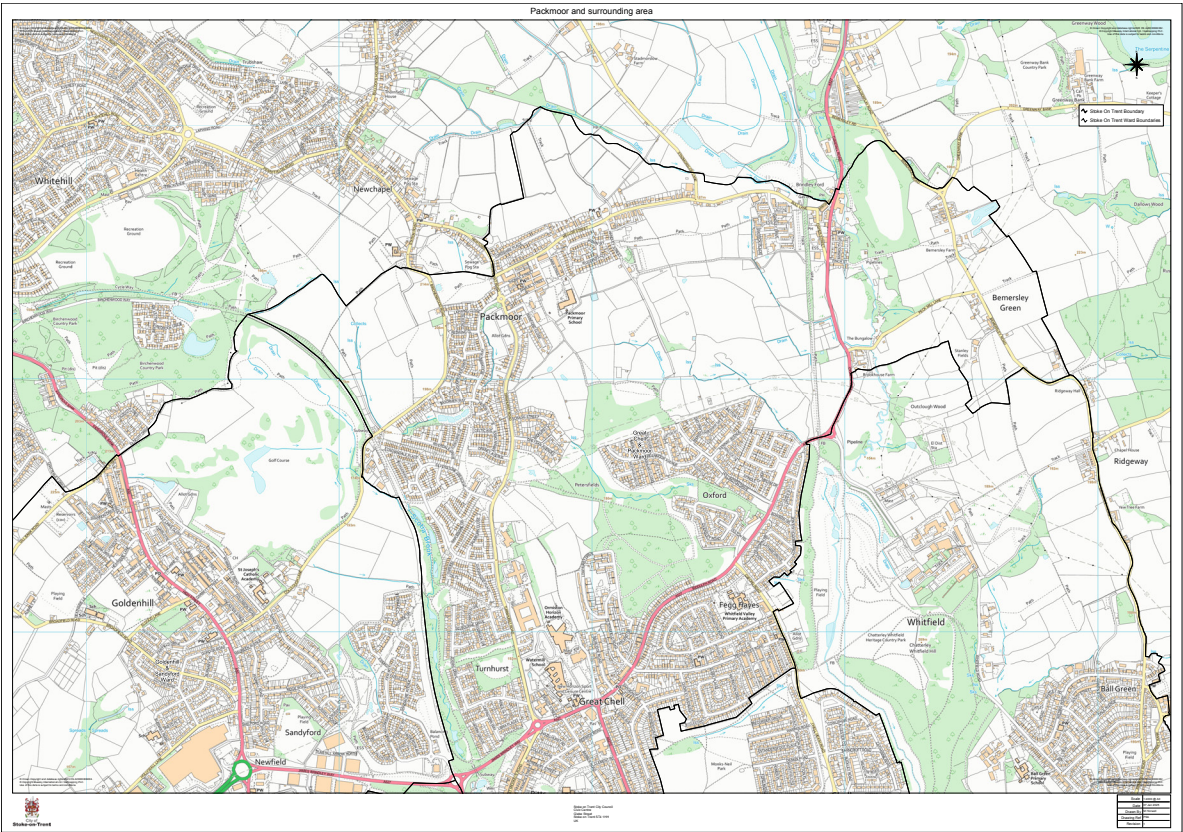
Finally, the council has spoken about further engagement in the future, including establishing some form of steering group for Packmoor. It will be important that any future engagement activity is properly designed alongside, and integrated with, any future masterplanning and placemaking work and engages with a representative sample of local people.

It will be worth thinking through the role, purpose and timing of any board or steering group. There are methods available to the council to ensure this can include representation of a cross section of the community in a way that is statistically representative of Packmoor and that engages people who might normally choose not to input into a consultation on local issues.

Appendix 1. Survey

In a meeting on 10th December 2024, Council Cabinet approved that Stoke on Trent City Council could start to engage with residents on a bold vision to transform Packmoor by creating a vibrant new village heart.

A report to the Council's cabinet notes that Packmoors piecemeal growth has constrained local services and left the area slightly isolated from the rest of the city.

It recommends working with residents to shape a vision based around a new heart for Packmoor.

Cabinet is also set to approve the principle of making council-owned land available to support potential investment in the local area.

Potential priorities for investment could include healthcare, shops, bus provision, active travel, a better range of housing, and high-quality public space.

The local community would be "put front and centre" of a six-week engagement exercise, to be carried out by Augarde & Partners working with Council officers and Ward Members.

The vision will aim to address well-known issues in Packmoor, including the lack of shopping options, a poor bus service and significant congestion on key roads at peak hours.

A shortage of high-quality, affordable housing has made it harder for people to stay in Packmoor long-term and live near to their friends and families.

The vision will aim to guide any potential investment in a way that maintains the character of the area as an independent village. It aims to create a more cohesive sense of community and enhance the well-being and lifestyle of current and future residents.

Councillor Finlay Gordon-McCusker, Stoke-on-Trent City Council's Cabinet Member for Transport, Regeneration and Infrastructure – said: "We are committed to building thriving communities which prioritise well-being and deliver the things that people need. Packmoor is a unique and important part of the fabric of Stoke-on-Trent, but the way it has developed has left it with a lack of facilities and long-standing problems with connectivity.

"We have a real opportunity to work with the residents of Packmoor to develop a vision which solves these problems and finally delivers a true heart for the village.

"This needs to be a true partnership and I look forward to hearing from as many people as possible during the consultation."

We'd love to hear from you! We're reaching out to get your thoughts on what makes Packmoor a great place to live – and what could make it better.

Your input is valuable, and we want to hear directly from you about the quality of life here and what you think of the local area. Do you have ideas about the parks, community spaces, or local services? Is there anything that would make life in Packmoor more enjoyable for you and your family?

It'll just take a few minutes to share your thoughts, and every bit of feedback counts.

You are welcome to return your completed surveys to us at our next local engagement events which will be held on Monday 13th and Friday 17th January 2025, between 3.30pm and 6.30pm at the Packmoor Community Hall.

You are also welcome to bring your completed surveys to the reception at the Civic Centre, Stoke, or post them to us at:

Packmoor Community Engagement Exercise
Housing Development Team
3rd Floor, Civic Centre
Glebe Street
Stoke-on-Trent
ST4 1HH
.

Alternatively, you can complete your survey online by following the link below, or by scanning the QR code using your smartphone.

https://5jhiddjufga.typeform.com/packmoor

Completed surveys can also be scanned to us at the following email address:

Housing.Development&Regeneration@stoke.gov.uk

Any feedback you provide will be anonymous, and we will share this with the City Council to help it and its partners better understand what is needed in your local area, informing its future planning for local services and projects.

We're looking forward to hearing from you and working together to make Packmoor the best it can be!

Gender
- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer not to say
- ☐ Prefer to self-describe: _____

Age Range
- ☐ Under 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55–64
- ☐ 65+
- ☐ Prefer not to say

Are you a resident or worker in this area?
- ☐ Resident
- ☐ Worker
- ☐ Both
- ☐ Visitor

1. General Quality of Life

- How would you rate your overall quality of life in Packmoor?
  o Very good
  o Good
  o Average
  o Bad
  o Very bad

- What are the best aspects of living in Packmoor?
  o Community spirit
  o green spaces
  o schools
  o affordability
  o others (please specify)

- Are there any specific areas that impact your quality of life negatively?
  o Traffic
  o noise
  o lack of amenities
  o public transport
  o others (please specify)

2. Sense of Community and Belonging

- Do you feel a sense of community and belonging in Packmoor?
  o Strongly agree
  o Agree
  o Neutral
  o Disagree
  o Strongly disagree

- Are there enough community spaces (e.g., parks, libraries, community centres), events, groups or activities that you feel encouraged to participate in?
  o Yes, definitely
  o Somewhat
  o Not really
  o Not at all

- Is there anything that could improve social connection within the community? (e.g., more events, community centres)
  o More community events
  o Additional community centres
  o Improved parks and green spaces
  o Local interest groups and activities
  o Other (please specify)

3. Access to Amenities and Services

- How would you rate the availability and quality of local amenities such as healthcare, schools, and grocery stores?
  - o Excellent
  - o Good
  - o Fair
  - o Poor
  - o Very Poor

- Are there enough leisure spaces, like cafes, sports facilities, and cultural venues, that are accessible to you?
  - o Yes, plenty
  - o Some, but not enough
  - o Few, limited options
  - o None, or very few

- Is there anything missing in terms of local services or facilities that would improve daily life?
  - o More healthcare facilities
  - o Additional schools or educational facilities
  - o More grocery stores or retail options
  - o Additional leisure spaces (cafes, sports facilities, etc.)
  - o Other (please specify)

4. Housing Quality and Affordability

- Are you satisfied with the quality and affordability of housing in Packmoor?
  - o Very satisfied
  - o Satisfied
  - o Neutral
  - o Dissatisfied
  - o Very dissatisfied

- Do you feel there are enough housing options for different needs (e.g., for families, singles, elderly)?
  - o Yes, there are sufficient options
  - o Somewhat, but more variety is needed
  - o No, there aren't enough options

- What, if anything, would improve your housing experience in this area?
  - o More affordable housing options
  - o Better maintenance and quality standards
  - o More options suitable for families
  - o More options for elderly or accessible housing
  - o Other (please specify)

5. Public Space and Environmental Quality

- How do you feel about the quality of public spaces (parks, playgrounds, green areas) in Packmoor?
  - o Very good
  - o Good
  - o Average
  - o Poor
  - o Very poor

- Do you feel there are enough green and recreational spaces in the community?
  - o Yes, there are enough
  - o Somewhat, but more could be added
  - o No, there aren't enough

- Are there any specific environmental issues that concern you, such as littering, air quality, or flooding?
  - o Littering
  - o Air quality
  - o Flooding
  - o Lack of greenery
  - o Noise pollution
  - o Other (please specify)

6. Transport, Connectivity and Accessibility

- Are you satisfied with transport options available in Packmoor?
  - o Very satisfied
  - o Satisfied
  - o Neutral
  - o Dissatisfied
  - o Very dissatisfied

- Is public transportation accessible and reliable? If not, what could be improved?
  - o Yes, it's accessible and reliable
  - o It's somewhat reliable, but could be improved
  - o No, it's not reliable
  - o Improvements needed (e.g., more frequent service, better routes, accessibility upgrades)

- Do you feel the roads, pedestrian paths, and cycling routes are adequate and safe?
  - o Yes, they are adequate and safe
  - o They're somewhat adequate, but could be improved
  - o No, they need significant improvements
  - o Specific issues (e.g., lighting, safety, maintenance)

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- Is your neighbourhood accessible to people of all ages and abilities? Are there specific improvements you'd suggest?
    - Yes, it is fully accessible
    - Somewhat accessible, with minor improvements needed
    - No, significant accessibility improvements are needed
    - Suggested improvements (e.g., ramps, crossing points, accessible pathways)

7. Safety and Security

- Do you feel safe in Packmoor, both during the day and at night?
    - Yes, I feel safe both during the day and at night
    - I feel safe during the day but not at night
    - I feel somewhat safe but have concerns
    - No, I do not feel safe

- Are there any areas in the neighbourhood where you feel less safe?
    - No, I feel safe in all areas
    - Yes, specific areas where I feel less safe (e.g., parks, streets without lighting)
    - Some areas feel less safe but are generally okay
    - Not sure

- What improvements, if any, would make you feel safer in your community?
    - Increased street lighting
    - More visible police presence or security
    - Community watch programs
    - Better maintenance of public spaces
    - Other (please specify)

8. Employment and Education Opportunities

- Are there enough employment opportunities within reasonable travel distance?
    - Yes, there are enough opportunities
    - Somewhat, but more options would be helpful
    - No, there are limited opportunities nearby
    - Not sure

- Do you feel there are sufficient education and training options available locally?
    - Yes, there are sufficient options
    - Somewhat, but more variety or quality would be helpful
    - No, there are not enough options
    - Not sure

- What additional support would help residents access better job or learning opportunities?
    - More local job fairs or career events
    - Increased training and skills programs
    - Improved public transport to nearby employment hubs
    - Better information on available opportunities
    - Other (please specify)

9. Sustainability and Environmentally Friendly Practices

- Would you support initiatives that promote sustainability in Packmoor? (e.g., community gardens, renewable energy projects, improved recycling)
    - Strongly Support
    - Support
    - Neutral
    - Oppose
    - Strongly Oppose

- What types of environmentally friendly initiatives would you be most interested in seeing in Packmoor?
    - Community garden spaces
    - Solar panels or renewable energy installations
    - Improved recycling facilities
    - Educational workshops on sustainability
    - Other

- What else could be done to make Packmoor a more environmentally sustainable place to live?
    - Increased green spaces
    - Better waste management
    - Enhanced cycling and pedestrian routes
    - Energy-efficient housing / Other

10. Quality of Life Improvements

- What three words best describe the place you live in?

- What changes would you most like to see in your area?

- Are there any specific initiatives you would like to see to enhance your quality of life?

Understanding Packmoor today

We'd love to hear from you! We're reaching out to get your thoughts on what makes Packmoor a **great place** to live – and what could **make it better**.

Augarde & Partners

City of **Stoke-on-Trent**

Your voice matters. This consultation is about shaping the future of our community together. Your input is valuable, and we want to hear directly from you about t**he quality of life here and what you think of the local area**.

We are committed to ensuring that your ideas, concerns, and aspirations guide the decision-making process. Through open dialogue, collaboration, and shared vision, we aim to create **a community that reflects your needs and priorities.** Your participation is essential to making this process meaningful and inclusive.

Join us in building a brighter, more connected future where every resident feels heard, valued, and empowered. Together, we can make a real difference.

Initial engagement activity will be undertaken in early 2025, capturing feedback from local people via public events, surveys and focus group meetings

Having reviewed the outcome of this exercise, the council's cabinet may decide to assess what could be delivered in the Packmoor area

We'd love to hear from you! We're reaching out to get your thoughts on what makes Packmoor a great place to live – and what could make it better.

You can complete your survey online by following the link below, or by scanning the **QR code** using your smartphone

https://5jhiddjufga.typeform.com/packmoor

Completed surveys can also be scanned to us at the following email address:
Housing.Development&Regeneration@stoke.gov.uk

*With deep experience in community engagement and assessing local needs and quality-of-life issues, **Augarde & Partners** helps clients deliver economic, cultural and community projects centred on social value and placemaking, fostering resilient, inclusive and cohesive communities.*

Residents to help shape new vision for Packmoor

What do you think?

As Packmoor grows and changes, what are the most important aspects to **keep or rethink**?

What do you love about Packmoor?	What would you change about Packmoor?

Residents to help shape new vision for Packmoor

Building a Thriving Packmoor Community

What do you think about **life in the village**?

How do you feel about the village **centre and the amenities** available to you?

Residents to help shape new vision for Packmoor

Access to Public Services

How easy is it for you to **access** public services in the area?
Are there any services you think are **missing** or **could be improved**?

Residents to help shape new vision for Packmoor

Employment Opportunities

What do you think about access to job and training opportunities locally?
Are there any **changes** or **additions** you'd like to see?

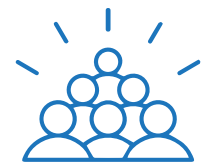**Residents to help shape new vision for Packmoor**

Education Opportunities

What do you think about access to education opportunities locally?

Are there any **changes** or **additions** you'd like to see?

Augarde & Partners

City of **Stoke-on-Trent**

Residents to help shape new vision for Packmoor

Transport, Connectivity and Accessibility

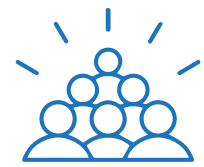How easy is it for you to **get around** the village and to other places?

Are there any **improvements** you'd like to see in transport or accessibility?

City of **Stoke-on-Trent**

Residents to help shape new vision for Packmoor

Green and Open Space

How do you feel about the green and open spaces in your community?
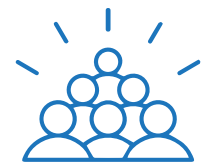Are they **easy to access and enjoyable**, or is there something you'd like to **change or add**?

Residents to help shape new vision for Packmoor

Housing Quality and Affordability

What are **your thoughts** on the quality and affordability of housing in your area?
Are there any **improvements** you'd like to see?

Residents to help shape new vision for Packmoor

City of Stoke-on-Trent
PACKMOOR
Please Drive Carefully

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