



Appendix 4: Local Centres and Neighbourhood Centres Review

No.	Centre	Current 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	Survey Turnover	Total Gross Floorspace (Sq.m)	WYG Analysis	Policy Recommendation	Boundary Recommendation
1	Goldenhill – High Street	Local Centre	9	Premier, Lifestyle Express	-	✓	8	✓	3	33%	4	0%	6	21	Conv - £0.2m Comp - £0.2m	934	The centre performs an important local function and offers a range of retail and service facilities, including a Post Office, two convenience stores, four take aways, a florist and health and beauty salon. Although it does accommodate a limited amount of units, the centre is in an isolated location in the north western area of the Authority boundary and will therefore play an important role for residents in the immediate area. There are also three commercial units at the junction of Gilbert Street and the Co-operative Pharmacy adjacent to the existing centre boundary.	No change	The boundary should be extended to include the four other commercial units.
2	Great Chell – Biddulph Road	Neighbourhood Centre	2	Tesco Express	-	-	4	✓	3	50%	4	0%	6	17	Tesco - £2.7m Conv - 0 Comp - £0.0m	712	The existing centre boundary only comprises a Tesco Express and a carpet fitters, with the limited amount of customer car parking indicating that there may be a high level of walk in trade and that these serve the everyday needs for residents within a small catchment area. There are four commercial units which are currently located immediately adjacent to the boundary: a Premier convenience store and Post Office (and ATM), Coral betting office and public house.	No change	The boundary should be extended to include the four other commercial units.
3	Chell Heath – Chell Heath Road	Local Centre	9	Premier	-	-	4	✓	3	22%	2	0%	6	15	Conv - £0.3m Comp - £0.2m	879	The centre comprises a small range of shops, including a Premier convenience store and off licence, three take aways and two hairdressers. The site visit identified that many of the units are not open during the day which makes the centre appear run-down. WYG believes that it performs a limited role for the local area.	Potential to re-designate as a Neighbourhood Centre	No change
4	Norton – Knypersley Road	Local Centre	4	Co-operative Food	-	✓	8	✓	3	50%	4	25%	2	17	Co-op - £1.5m Comp - £0.0m	697	The centre is very small and only contains a Co-operative Food outlet, charity shop, Post Office, community police post and a vacant unit. WYG believe that it should be re-classed as a Neighbourhood Centre as the Co-operative Food unit is likely to only perform a limited role as a 'top up' shopping destination for local residents in the area.	Potential to re-designate as a Neighbourhood Centre	No change
5	Norton - Pinfold Avenue	Neighbourhood Centre	3	-	-	-	0	-	0	0%	0	0%	6	6	Conv - 0 Comp - 0	135	The centre only accommodates two newsagents and one take away. Its location within a residential estate indicates that it only performs a neighbourhood centre role and serves the everyday needs of a limited and very localised catchment.	No change	No change
6	Bank Top - High Lane	Neighbourhood Centre	5	Premier	-	-	4	-	0	20%	2	0%	6	12	Conv - 0 Comp - 0	320	The centre is small but it does accommodate a variety of operators, including a Premier convenience store, pet shop, two hairdressers and a take away shop. A Co-operative Food store and take away unit are located immediately adjacent to the centre boundary. The centre appeared to have a low level of pedestrian activity on the day of the site visit (Wednesday), and the limited provision of customer car parking, both on-street and at the Co-operative Food store indicates that it only performs a neighbourhood role.	No change	The boundary should be extended to include the two additional commercial units.
7	Stanfield - Haywood Road	Neighbourhood Centre	3	-	-	-	0	-	0	0%	0	0%	6	6	Conv - 0 Comp - 0	158	The centre boundary accommodates a residential unit, a sandwich shop, take away and beauty salon. WYG recommend that it should no longer be designated as a centre due to the lack of a general convenience store.	Potential to remove the Centre designation	-
8	Bradeley - Joyce Avenue	Neighbourhood Centre	5	-	-	-	0	-	0	0%	0	0%	6	6	Conv - 0 Comp - £0.1m	343	The centre is likely to only serve the needs of residents within the local neighbourhood area as it comprises an off-licence, ladies accessories shop, health and beauty salon, newsagent and hairdressers.	No change	No change
9	Smallthorne - Ford Green Road	Local Centre	28	Heron Foods	✓	✓	12	✓	3	7%	2	4%	6	23	Heron Foods - £0.8m Conv - £0.2m Comp - £0.8m	2,771	Smallthorne is the third largest local centre in the Authority area and clearly plays an important retail and service role in the area. The commercial units are in a dispersed linear form on the western side of Ford Green Road and offer a range of retail and service shops, including a Post Office, nine take aways, a butchers, grocers, estate agent and pharmacy. There are also several commercial units which are located outside the centre boundary on both sides of Ford Green Road, including a Premier convenience store, pet shop and off licence. The existing boundary also includes several residential units in the northern area of the centre.	No change	The boundary should be extended to include the additional commercial units and remove the residential properties.
10	Baddeley Green - Baddeley Green Lane	Neighbourhood Centre	6	-	-	-	0	✓	3	33%	4	0%	6	13	Conv - £0.3m Comp - £0.8m	570	Baddeley Green Lane accommodates only six units (a convenience store, take away, hairdressers, Reeds Rains estate agent, Britannia Bank and bakers) and should therefore remain as a neighbourhood centre.	No change	No change
11	Newford - Community Drive	Neighbourhood Centre	1	Premier	-	-	4	✓	3	100%	4	0%	6	17	Conv - £0.1m Comp - 0	141	The centre only accommodates a stand alone Premier convenience store and it should therefore be removed from the centres designation.	Potential to remove the Centre designation	-
12	Milton - Leek Road/Millrise Road	Local Centre	30	Co-operative Food & Nisa	✓	✓	12	✓	3	10%	2	3%	6	23	Co-op - £1.4m Conv - £0.5m Comp - £0.1m	3,465	Milton is the largest local centre in the Authority and has an extensive retail and service sector offer, including a Co-operative Food and Nisa stores, pharmacy, estate agents and Post Office. There are also three commercial units outside the existing centre boundary (nos. 48-52 Millrose Road) which comprise a café, butchers and opticians.	No change	The boundary should be extended to include the three commercial units.
13	Middleport - Newcastle Street	Local Centre	23	Co-operative Food	✓	-	8	✓	3	4%	2	48%	2	15	Co-op - £0.2m Conv - 0 Comp - 0	1,826	The centre does offer a variety of small shops, including a Co-operative Food, pharmacy and grocers. There is a high level of vacancies in the centre and these are dispersed along Newcastle Street. The centre is in a poor state of repair though it is on a busy arterial route (B5051) and it clearly performs a greater role than a neighbourhood centre.	No change	No change
14	Sneyd Green - Milton Road	Neighbourhood Centre	6	-	✓	-	4	-	0	17%	2	17%	4	10	Co-op - £1.8m Conv - 0 Comp - £0.8m	518	The centre accommodates a Lloyds pharmacy, two hairdressers, two take aways and one vacant unit. It is located within a residential estate and is therefore likely to serve the everyday needs of the immediate residential catchment. There is an independent convenience store (Ken's) which is located immediately adjacent to the centre boundary.	No change	The boundary should be extended to include the convenience store.
15	Abbey Hulton - Abbots Road	Neighbourhood Centre	8	Co-operative Food	-	✓	8	✓	3	25%	4	13%	4	19	Co-op - £0.6m Conv - 0 Comp - £0.2m	719	The centre comprises a range of commercial stores including a small Co-operative Food, Post Office, two take aways, a household goods store, health and beauty salon, barbers and one vacant unit. However, it is located in a quiet residential estate and is therefore only likely to serve the needs of residents within the immediate area.	No change	No change
16	Cobridge - Waterloo Road	Neighbourhood Centre	4	-	-	-	0	-	0	0%	0	50%	0	0	Conv - 0 Comp - £1.3m	431	The centre is very small, with only two of the units (a newsagent and take away unit) identified as being open during the site visit. WYG recommend that it should be de-listed as a centre.	Potential to remove the Centre designation	-

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17	Birches Head - Diana Road	Neighbourhood Centre	3	Londis	✓	-	8	-	0	66%	4	0%	6	18	Conv - £1.4m Comp - 0	298	Although the centre only accommodates three units, it does perform an important function in the Birches Head neighbourhood area due to the type of commercial uses it provides (a Londis convenience store, Numark pharmacy and hairdressers) and it should therefore continue to be defined as a centre.	No change	No change
18	Abbey Hulton - Leek Road	Local Centre	11	Heron Foods	✓	-	8	-	0	45%	4	0%	6	18	Conv - £0.5m, Heron Foods £0.2m. Comp - 0	2,105	The centre offers a range of services, including a Heron Foods, Numark Pharmacy, four take aways and a Coral Betting. It is located on a busy arterial route (the A5009) and is therefore likely to attract a good level of passing trade from beyond a purely neighbourhood catchment area. There is also a small parade of shops at nos. 1250-1258 and 1383 Leek Road which are outside the centre boundary.	No change	The boundary should be extended to include the additional commercial units.
19	Northwood - Keelings Road	Neighbourhood Centre	3	Costcutter	-	✓	8	✓	3	33%	4	0%	6	21	Conv - 0 Comp - 0	198	The centre is likely to only perform a neighbourhood role as it currently accommodates a Costcutter convenience store (and Post Office), a hairdressers, a bakers and a residential unit. There is also several commercial units at nos. 74a-78 Keelings Road.	No change	The boundary should be amended to include the commercial stores and exclude the residential unit.
20	Bucknall - Werrington Road	Local Centre	10	-	-	-	0	-	0	10%	2	10%	6	8	Conv - £1.9m Comp - £0.2m	1,466	The centre offers a limited range of commercial and service businesses, including a butchers, three take aways, a Coral betting and a hairdressers. The majority of units in the centre are residential properties. WYG believe that the centre only performs a neighbourhood role and has a limited catchment.	Potential to re-designate as a Neighbourhood Centre	The boundary should be amended to exclude several of the residential properties which are currently included in the centre.
21	Bucknall - Causeley Road	Neighbourhood Centre	6	-	-	-	0	-	0	0%	0	50%	0	0	Conv - 0 Comp - £0.6m	524	The centre currently contains a limited range of facilities, namely a bike/fishing tackle shop, hairdressers, take away and three vacant outlets. The site visit indicated that there was no pedestrian activity in the centre and there is no national retail anchor to attract shoppers.	Potential to remove the Centre designation	-
22	Etruria - Etruria Old Road		3	-	-	-	0	-	0	0%	0	0%	6	6	Conv - £0.1m Comp - £2.2m	-	The site visit identified that the centre has been redeveloped as a housing scheme and there is only a public house, solicitors and depot located there.	To be removed from the Centres list	The current LDF Proposals Map does not illustrate the Centre.
23	Berry Hill - Twigg Street	Neighbourhood Centre	6	Premier	-	-	4	✓	3	33%	4	0%	6	17	Conv - £0.5m Comp - 0	527	The centre comprises a small self-contained parade of shops at the junction of Twigg Street and Dividy Road. It performs a neighbourhood role as it accommodates a Premier store, Coral betting, car garage, two take aways, a cash 4 clothes store, a hairdressers and two residential units.	No change	No change
24	Basford - Etruria Road	Local Centre	11	Lifestyle Express	-	✓	8	✓	3	18%	2	9%	6	19	Conv - 0 Comp - £0.1m	938	The centre accommodates a variety of commercial businesses, including a Post Office, two furniture stores, two health and beauty salons and a clothing store, with an ATM machine located inside the Lifestyle Express. It is located on the A53 which links Stoke city and Newcastle-under-Lyme.	No change	No change
25	Bentilee - Beverley Drive	Neighbourhood Centre	2	-	-	✓	4	✓	3	50%	4	0%	6	17	Conv - £0.1m Comp - £0.0m	134	WYG recommends that the centre should remain classified as a neighbourhood centre as although it currently only accommodates a Post Office and a take away, the Post Office unit will be an important facility for residents in Bentilee.	No change	No change
26	Eaton Park - Southall Way	Neighbourhood Centre	4	McColl's	✓	✓	12	-	0	50%	4	0%	6	22	Conv - 0 Comp - £0.1m	363	The small parade of shops comprises a McColl's convenience store, Post Office, off-licence and pharmacy. The centre is located at the access point to the Eaton Park residential estate and is therefore likely to perform an important function for the community in the neighbourhood area.	No change	No change
27	Bentilee - Devonshire Square	Local Centre	3	Co-operative Food & Heron Foods	✓	-	8	✓	3	100%	4	0%	6	21	Co-op - £2.8m Conv - £0.7m Comp - £0.4m	989	Devonshire Square is a purpose-built centre which accommodates several community uses, including a Primary Care Trust, café, youth centre, one stop shop and Boots Pharmacy. A Co-operative Food and Heron Foods units are incorporated into the overall building and act as the key retail shopping provision for the wider Bentilee area.	No change	No change
28	Bentilee - Ford Hayes Lane	Neighbourhood Centre	4	Premier	-	-	4	✓	3	25%	4	50%	0	11	Conv - 0 Comp - 0	735	Although the centre only accommodates a Premier convenience store, a take away and two other vacant units, it does play an important role in the neighbourhood area and the centre designation should therefore remain.	No change	No change
29	Hartshill - Hartshill Road	Local Centre	24	Co-operative Food	-	-	4	✓	3	13%	2	4%	6	15	Co-op - £0.5m Conv - £0.2m Comp - £0.2m	1,776	The existing centre boundary is located on one side of Hartshill Road (the A52), on a major route between Stoke town centre and Newcastle-under-Lyme. It accommodates a variety of stores which will attract residents from beyond a neighbourhood area, including a Co-operative Food, several household furnishings stores and four estate agents.	No change	The boundary should be extended to include additional commercial units on both sides of Hartshill Road.
30	Shelton - Stoke Road	Neighbourhood Centre	3	General Store	✓	-	8	-	0	33%	4	0%	6	18	Conv - 0 Comp - £0.1m	424	The current centre boundary only accommodates a Lloyds Pharmacy, convenience store and travel agent and is likely to only serve the needs of a small catchment area. There are several additional commercial units which are outside the centre boundary but are located on Stoke Road, including several take aways, clothing stores, a Co-operative Pharmacy and Pak Foods.	No change	The centre boundary should be extended to include the additional commercial units.
31	Shelton - College Road	Neighbourhood Centre	12	General Store	-	✓	8	✓	3	17%	2	0%	6	19	Conv - 0 Comp £0.1m	862	The centre does accommodate a good provision of commercial units, including an independent convenience store, Post Office, take away and bakery. Despite this, WYG recommend that it should remain allocated as a neighbourhood centre as it lacks a foodstore and pharmacy.	No change	No change
32	Penkhull - Manor Court Road	Neighbourhood Centre	8	Co-operative Food	-	-	4	✓	3	13%	2	13%	4	13	Co-op - £0.6m Conv - 0 Comp - £0.3m	709	The centre comprises a small row of shops which are predominately service-orientated, including two take aways, a pub and two health salons. It is only likely to serve the needs of a small catchment area, particularly due to its location close to Stoke town centre.	No change	No change
33	Fenton - Victoria Road	Local Centre	29	-	-	✓	4	✓	3	10%	2	7%	6	15	Conv - 0 Comp - £3.6m	2,809	The Victoria Road centre appears to be performing well and accommodates a variety of operators, including six household furnishings stores, an off-licence, three bakers, three hairdressers and a Post Office. The centre is located on the busy A50 route which offers direct links to Stoke city centre.	No change	No change
34	Fenton - King Street	Local Centre	11	Premier	-	-	4	✓	3	9%	2	0%	6	15	Conv - £0.3m Comp - £1.2m	976	The centre offers a good range of small shops, including a bakers, off-licence, four take aways, a barbers and bathroom furnishings store. The lack of vacancies in the centre indicates that King Street is performing well and performs an important role in the local area. It is also on a key arterial route (the A5007) between Fenton and Longton and is likely to attract good levels of passing trade.	No change	No change

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35	Sandford Hill Heathcote Street	Neighbourhood Centre	6	McColl's	-	-	4	✓	3	17%	2	17%	4	13	Conv - 0 Comp - 0	576	The centre is anchored by the McColl's convenience store and is likely to perform a purely neighbourhood role due to its location within the Sandford Hill residential area. Other commercial units in the centre include two take aways and a DVD rental shop.	No change	No change
36	Harpfield - Woodberry Close	Neighbourhood Centre	5	General Store	-	-	4	✓	3	0%	0	20%	4	11	Conv - 0 Comp - 0	512	Woodberry Close is a purpose-built neighbourhood centre which accommodates a convenience store, discount clothing outlet, health and beauty salon and tattooist. The general store is likely to serve the needs of local residents only due to its location approximately 950 metres from Springfields Retail Park and the 24-hour Tesco and Aldi foodstores which are located there.	No change	No change
37	West End - London Road	Neighbourhood Centre	6	-	-	-	0	-	0	0%	0	33%	2	2	Conv - 0 Comp - £0.0m	552	The centre is very small and only accommodates a hairdressers, fancy dress shop, fishing shop, take away and two vacant units. Due to the lack of a convenience store or newsagent, WYG recommends that London Road is removed from the centre list.	Potential to remove the Centre designation	-
38	Oakhill - London Road	Neighbourhood Centre	5	-	✓	-	4	-	0	20%	2	20%	4	10	Conv - 0 Comp - 0	320	The existing centre boundary accommodates a Co-operative pharmacy, pet grooming store, health and beauty salon, a take away and one vacant unit. It is likely to only serve the everyday needs of the community in the surrounding residential areas. There are also several commercial units which are located outside the centre boundary, namely a Day & Night convenience store (no. 704-706), a launderette (no. 714), a take away (no. 718), estate agent (no. 720), Oak Tree public house, Oakhill Supermarket, Bargain Booze (no. 619) and a newsagent (no. 617).	No change	The boundary should be extended to include the additional commercial units.
39	Heron Cross - Heron Street/Grove Road	Local Centre	8	General Store	✓	-	8	✓	3	0%	0	13%	4	15	Conv - 0 Comp - £0.3m	837	Although the centre does accommodate an independent convenience store, pharmacy and several other commercial units, WYG believe that it performs the role of a neighbourhood centre, particularly as more than half of the units in the centre are residential properties.	Potential to re-designate as a Neighbourhood Centre	No change
40	Meir Hay - Amison Street	Neighbourhood Centre	5	Tesco Express	✓	-	8	✓	3	40%	4	0%	6	21	Tesco Express - £7.7m Conv - 0 Comp - £0.1m	668	The purpose-built centre accommodates a Tesco Express, two take aways (including a Dominos), a DVD rental store and a pharmacy. It is located within a residential estate, though the doctors surgery which is also accommodated there is also likely to attract higher levels of activity in the centre.	No change	No change
41	Weston Coyney - Westonfields Drive	Neighbourhood Centre	3	-	-	-	0	-	0	33%	4	33%	2	6	Conv - 0 Comp - 0	188	The centre currently accommodates a Booze Buster, hairdressers, residential property and a vacant unit which was a former convenience store. It is located within a residential area and is likely to serve the everyday needs of a limited catchment.	No change	The boundary should be amended to exclude the residential unit.
42	Weston Coyney - Coalville Place	Neighbourhood Centre	0	-	-	-	0	-	0	-	-	-	-	-	Conv - 0 Comp - £0.5m	-	The site visit identified that the former retail units have been demolished and replaced by a residential estate.	To be removed from the Centres list	-
43	Weston Coyney - New Kingsway	Neighbourhood Centre	5	Co-operative Food	✓	-	8	✓	3	60%	4	0%	6	21	Co-op - £1.5m Conv - 0 Comp - £0.2m	698	The centre is located in a quiet residential area, just off Weston Road (the A520) and accommodates a Co-operative Food and pharmacy, barbers, Coral betting and one residential unit. There are three commercial units on the opposite side of New Kingsway (nos. 8 - 12), namely a bakery and two take aways.	No change	The boundary should be extended to include the additional commercial units.
44	Hollybush - Blurton Road	Neighbourhood Centre	8	General Store	✓	-	8	-	0	13%	2	0%	6	16	Conv - 0 Comp - £0.0m	489	The centre offers a good variety of small commercial units, including an independent convenience store/newsagent, Co-operative pharmacy and four health and beauty salons. It is likely to serve the needs of only residents within the local neighbourhood catchment area.	No change	No change
45	Blurton - Nashe Drive	Neighbourhood Centre	5	One Stop	-	-	4	✓	3	20%	2	0%	6	15	Conv - £1.6m Comp - 0	535	The five commercial units in the centre comprise a convenience store, funeral directors, hairdressers, bakery and launderette. The telephone survey identified that the centre was a popular destination for top-up-shopping, and its location within a housing estate indicates that it will primarily be used by local residents.	No change	No change
46	Blurton - Blurton Road	Neighbourhood Centre	3	Nisa Local	-	✓	8	✓	3	66%	4	33%	2	17	Conv - 0 Comp £0.0m	263	Although the centre currently accommodates only three units, namely a Nisa local convenience store, a Post Office and a vacant store, it does provide an important service for the area and will meet the day-to-day service needs of local residents.	No change	No change
47	Dresden - Trentham Road	Local Centre	16	-	-	-	0	-	0	0%	0	11%	4	4	Conv - 0 Comp £1.0m	1,219	The centre is currently dispersed and comprises a small number of units at the junction of Belgrave Road (including three take aways, a barbers, solicitors and household goods firm) and several additional units further on Trentham Road which mainly comprise take aways and health and beauty salons. The lack of a retail anchor suggests that the centre performs a purely neighbourhood role.	Potential to re-designate as a Neighbourhood Centre	The boundary in the northern area of the centre should be amended to exclude the residential unit (no. 72).
48	Dresden - Carlisle Street	Local Centre	8	-	-	-	0	-	0	0%	0	13%	4	4	Conv - 0 Comp £0.0m	660	The centre comprises a total of eight commercial units which are located on both sides of Carlisle Street, with residential properties located in-between the premises. There is a limited range of shops (namely a car sales shop, solicitors, two take aways, a restaurant, two health and beauty salons and a vacant unit) and a lack of a convenience store means that these are only likely to serve the needs of residents in the surrounding area only. A Bargain Booze is located adjacent to the centre boundary.	Potential to re-designate as a Neighbourhood Centre	The boundary should be extended to include the Bargain Booze.
49	Normacot - Uttoxeter Road	Local Centre	24	-	-	-	0	-	0	0%	0	17%	4	4	Conv - 0 Comp - 0	1,641	The majority of the units are predominantly service-orientated, including 11 take aways, three hairdressers and a computer repair shop, with convenience provision available at the small newsagents. The centre is located on a busy route at the junction of Uttoxeter Road (the A50), halfway between Fenton and Meir town centre.	No change	No change
50	Hanford - Mayne Street	Local Centre	2	Co-operative Food	-	✓	8	✓	3	66%	4	0%	6	21	Co-op - £1.7m Conv - 0 Comp - £0.8m	978	Although the centre only accommodates a Co-operative Food (and Post Office), a florist and a residential unit it is in a relatively isolated area and is likely to perform an important function in the local area of Hanford. A Wrights bakers (no. 187), travel agents (no. 162) and hairdressers (no. 158) are located outside the centre boundary.	No change	The boundary should be extended to include the three commercial units.
51	Trentham - Werburgh Drive	Neighbourhood Centre	6	-	✓	-	4	-	0	17%	2	0%	6	12	Conv - 0 Comp - £0.4m	475	The parade of shops include a newsagent, Rowlands pharmacy, bakers, dry cleaners, florist and health & beauty salon. It is located within a residential estate and provides an important level of retail and service facilities within the neighbourhood area.	No change	The boundary should be amended to exclude the residential unit at no. 12 Atherstone Road.
52	Trentham - The Lea	Neighbourhood Centre	6	One Stop	-	-	4	✓	3	17%	2	17%	4	13	Conv - £0.1m Comp - £0.2m	502	The Lea performs an important everyday facility for residents in the immediate area. The six commercial units in the centre comprise a One Stop convenience store, three health and beauty salons and a butchers, with one unit identified as being vacant.	No change	No change

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53	Blurton - Finstock Avenue	Local Centre	8	Co-operative Food	✓	✓	12	✓	3	20%	2	38%	2	19	Co-op - £1.3m Conv - 0 Comp - 0	804	The centre has been extensively changed since the previous 2005 Study, with permission granted in 2009 for a £7m redevelopment scheme which included new residential units, a community hub and retail units. The centre comprises a Co-operative Food (and Post Office), hairdressers, pharmacy, hardware store, take away and community centre. The survey indicates that the Co-operative also has a good level of turnover. WYG recommend that it should remain allocated as a local centre due to its role as a community hub.	No change	No change
54	Blurton - Wimborne Avenue	Neighbourhood Centre	3	Co-operative Food & General Store	-	✓	8	✓	3	40%	4	0%	6	21	Co-op - £1.6m Conv - 0 Comp - 0	439	The centre is anchored by the Co-operative Food store, with the other commercial units comprising a general store and hairdressers which are separated from the Co-op by a terrace of several residential units (nos. 49-57). A community office is also located within the neighbourhood centre.	No change	No change
55	Meir Park - Lysander Road	Neighbourhood Centre	4	One Stop	-	-	4	-	0	25%	4	0%	6	14	Conv - 0 Comp - 0	506	Lysander Road neighbourhood centre is a purpose-built parade of stores which is likely to only meet the needs of local residents within the Meir Park local area, particularly as it is located approximately 750 metres from the large Tesco and Aldi foodstores. The four units in the centre comprise a One Stop convenience store, two health and beauty salons and a take away.	No change	No change
56	Lightwood - Belgrave Road	Local Centre	4	Co-operative Food	-	-	4	✓	3	25%	4	0%	6	17	Conv - 0 Comp - £0.0m	532	The current LDF Proposals Map does not illustrate the Centre boundary, therefore WYG have reviewed the commercial units at the junction of Belgrave Road and Lightwood Road. These comprise a petrol filling station and McColl's convenience store on the northern side of Belgrave Road, with a Co-operative Food, two health and beauty salons and a take away within a self-contained parade and a public house on the opposite side of Belgrave Road. In order to reflect the lack of expenditure recorded from the household survey, WYG recommend that it should be re-designated as a neighbourhood centre.	Potential to re-designate as a Neighbourhood Centre	The current LDF Proposals Map does not illustrate the Centre, therefore WYG propose that the boundary should only include the small parade of shops.
57	Trentham Lakes - Stanley Matthews	Local Centre	6	Aldi	-	-	4	-	0	17%	2	0%	6	12	Aldi - £9.7m Conv - 0 Comp at Aldi - £0.0m	2,745	The centre is located at the junction of Trentham Road (the A5035) and Stanley Matthews Way (the B5490), and it is therefore likely to attract a high level of passing trade, as reflected in the survey turnover figures. The standalone Aldi is the largest unit in the centre, with the other commercial units comprising two take aways, a vets, pub and hairdressers.	No change	No change
58	Norton Park - Leek New Road	Local Centre	2	Aldi	-	-	4	-	0	50%	4	0%	6	14	Aldi - £19.0m conv & £0.3m comp	1,897	There are only two units in the centre, namely an Aldi store and a public house. WYG would usually have recommended that the centre should either be de-allocated or re-defined as a neighbourhood centre. However, it is likely to attract people from further afield, as reflected in the high survey turnover figures.	No change	No change
59	Hamil Road	Neighbourhood Centre	4	-	-	-	0	-	0	0%	0	25%	2	2	Conv - 0 Comp - 0	206	Hamil Road was identified on the current LDF Proposals Map as being a neighbourhood centre, though it was not referred to in the list of centres in Appendix 4 of the Core Strategy. The boundary comprises six units, of which two are residential properties and one is vacant. The remaining three commercial stores are a newsagent, barbers and health and beauty salon. WYG recommends that Hamil Road should be removed from the centres list.	To be removed from the Centres list	-

WYG Notes

*No. of Units - Number of commercial units in the existing centre boundary, excluding other types of unit, for example residential, offices, community etc

Total gross floorspace of commercial and vacant units in the existing centre boundary, excluding other types of unit, for example residential, offices, community etc

Site Visits conducted by WYG 6th - 7th August and 19th August 2013

No. of facilities points – comprises convenience store, Post Office and pharmacy (each facility receives a score of four), ¹ No. of ATM machines (1+ ATM machines = score of 3, 0 ATM machines = score of zero),

² Percentage of national operators (excluding vacancies in the parade) (25%+ of units = score of four, 24% - 1% of units = score of 2, 0% of units = score of zero),

³ 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)



Stoke Retail Study

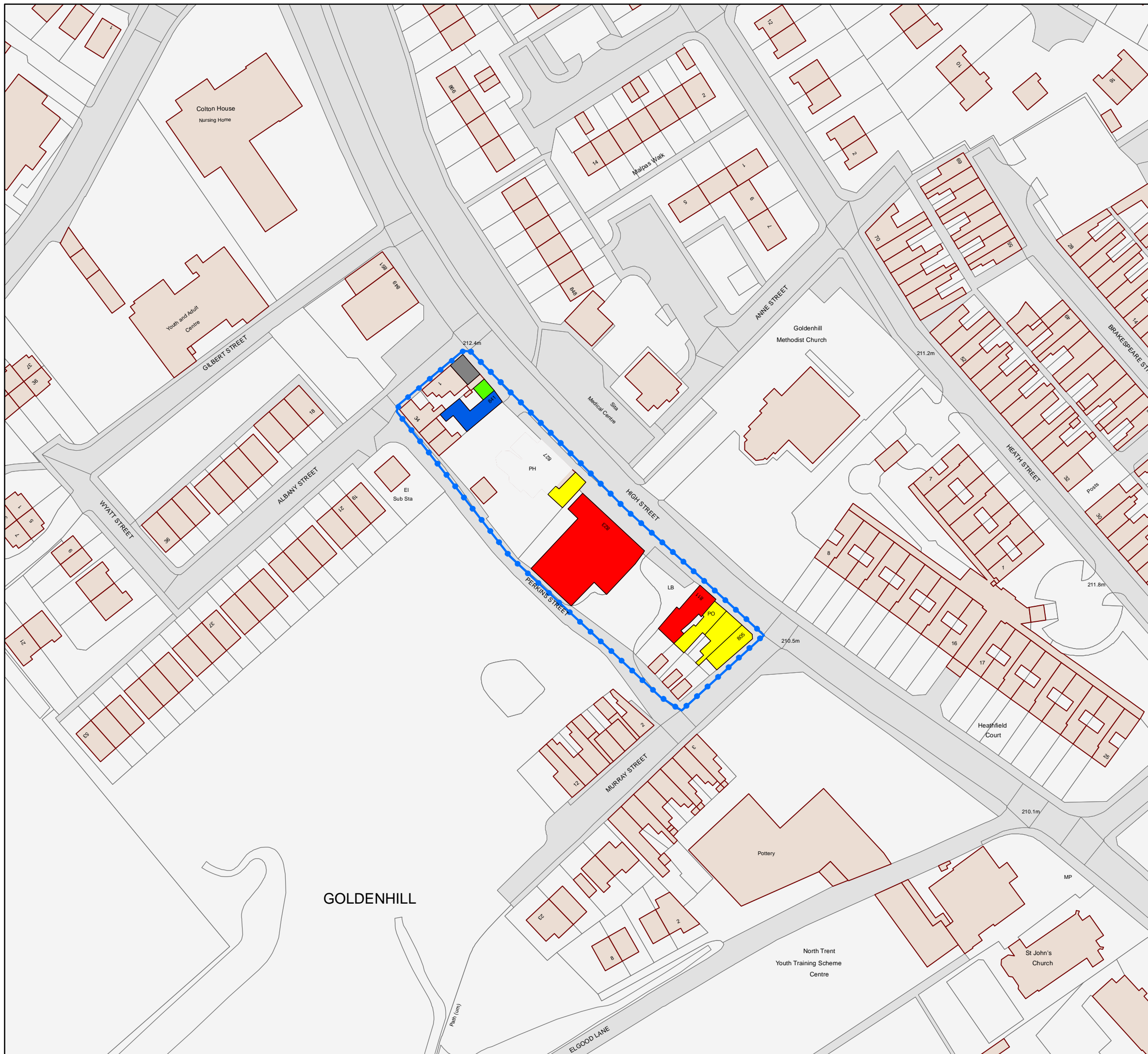
Goldenhill - High Street Local Centre 1

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
1:1,000 @A3 Do not scale from this drawing



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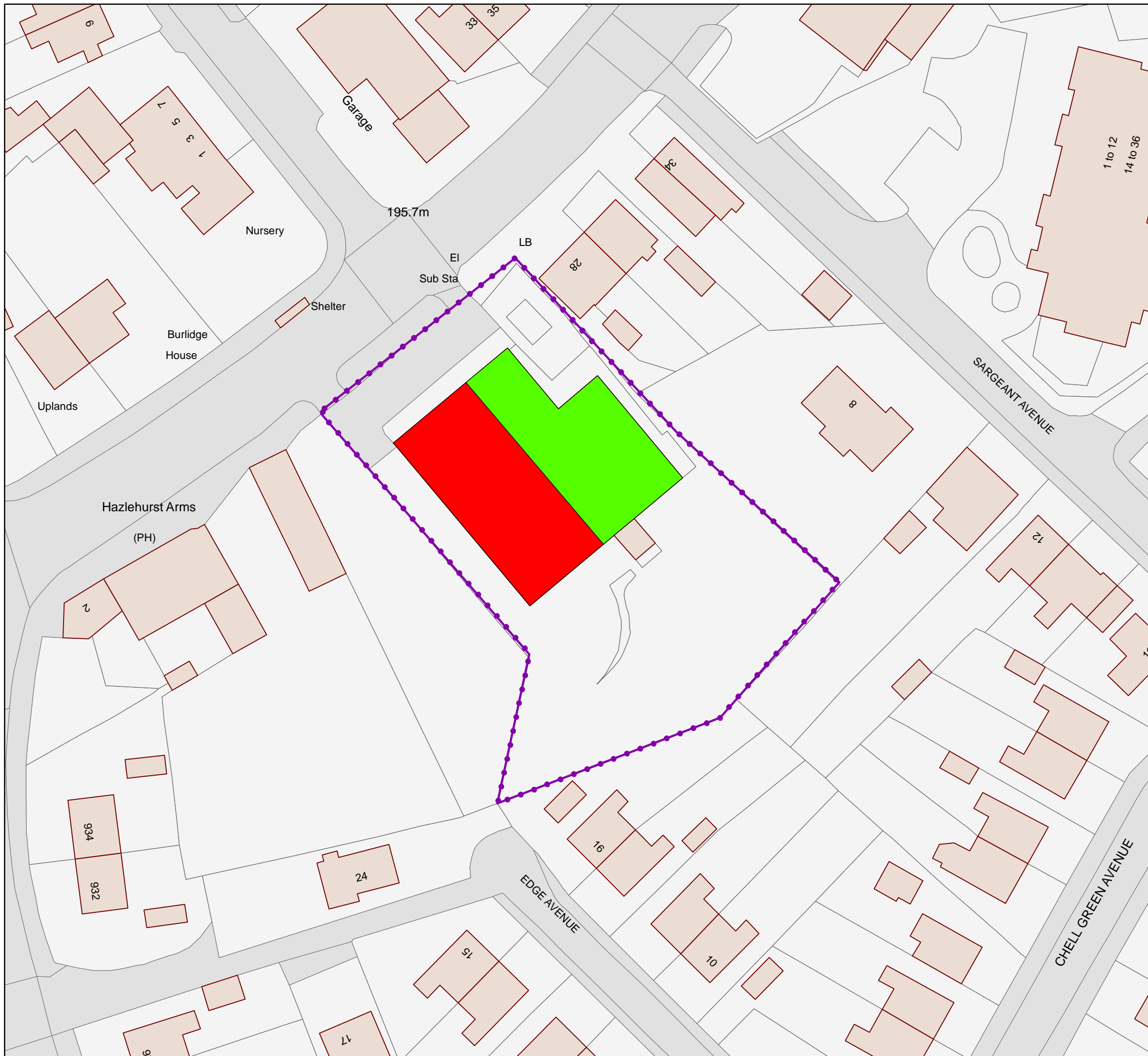
Great Chell - Biddulph Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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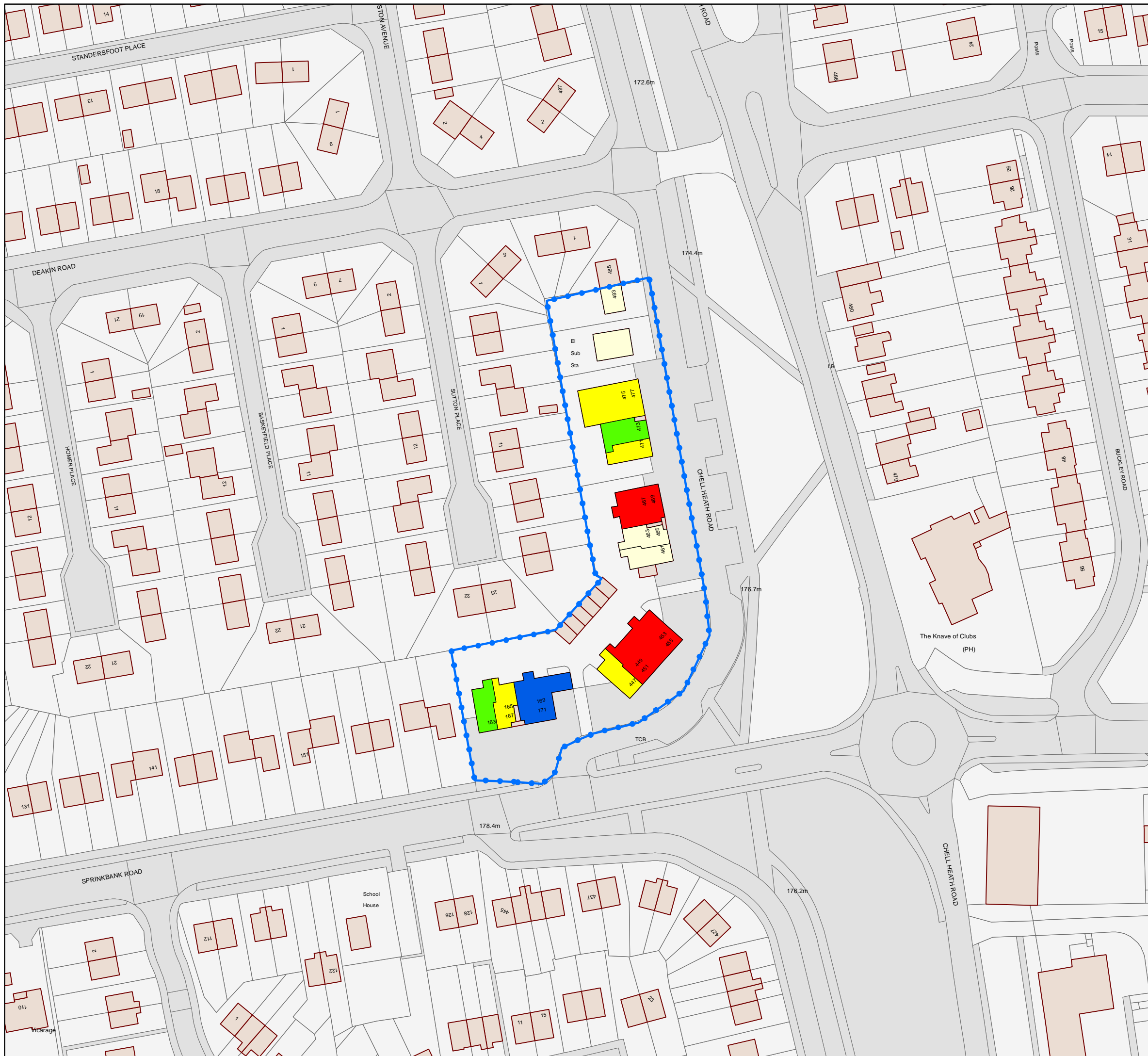
Chell Heath - Chell Heath Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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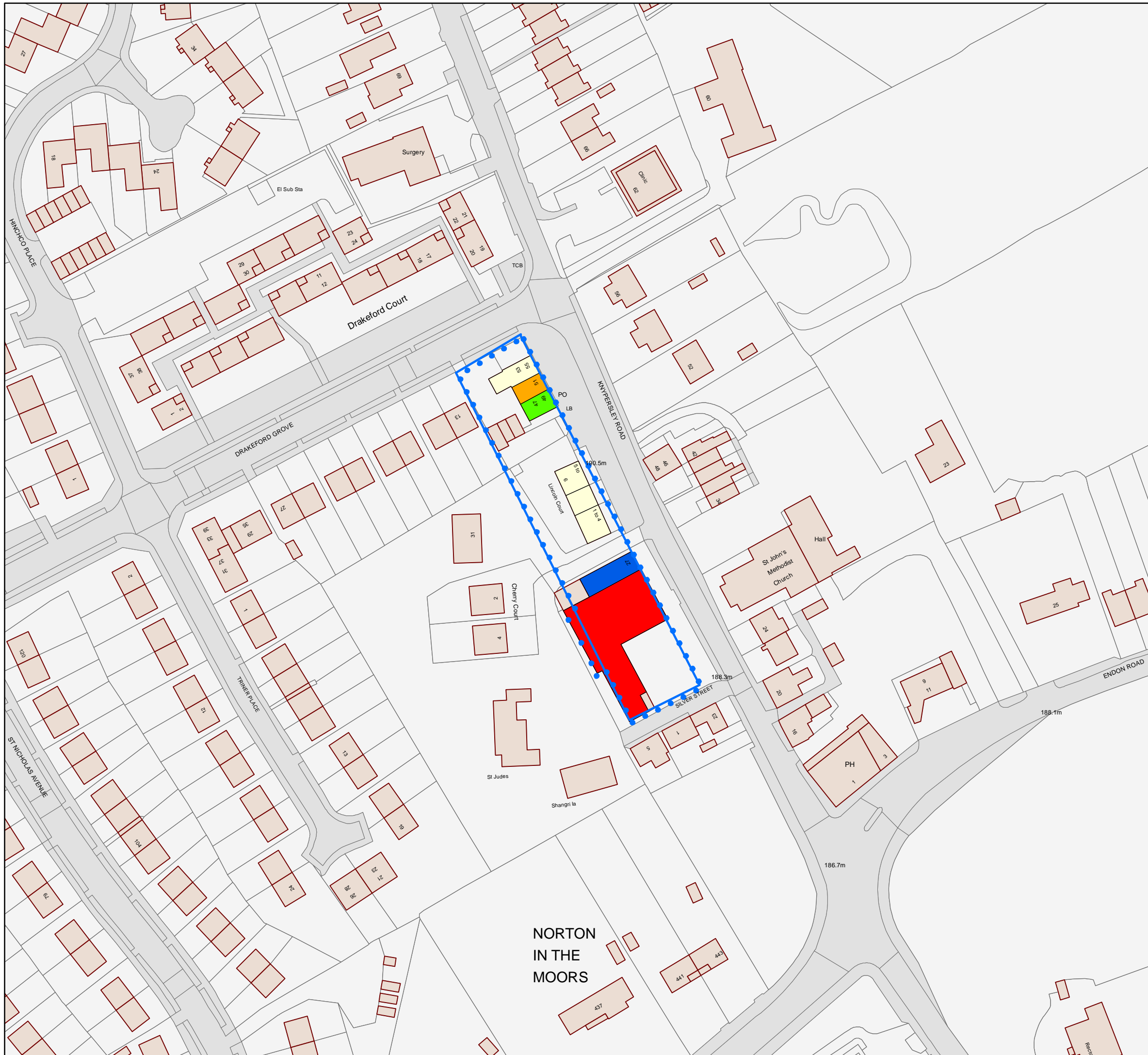
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Stoke Retail Study

**Norton - Kynpersley
Road Local Centre**



Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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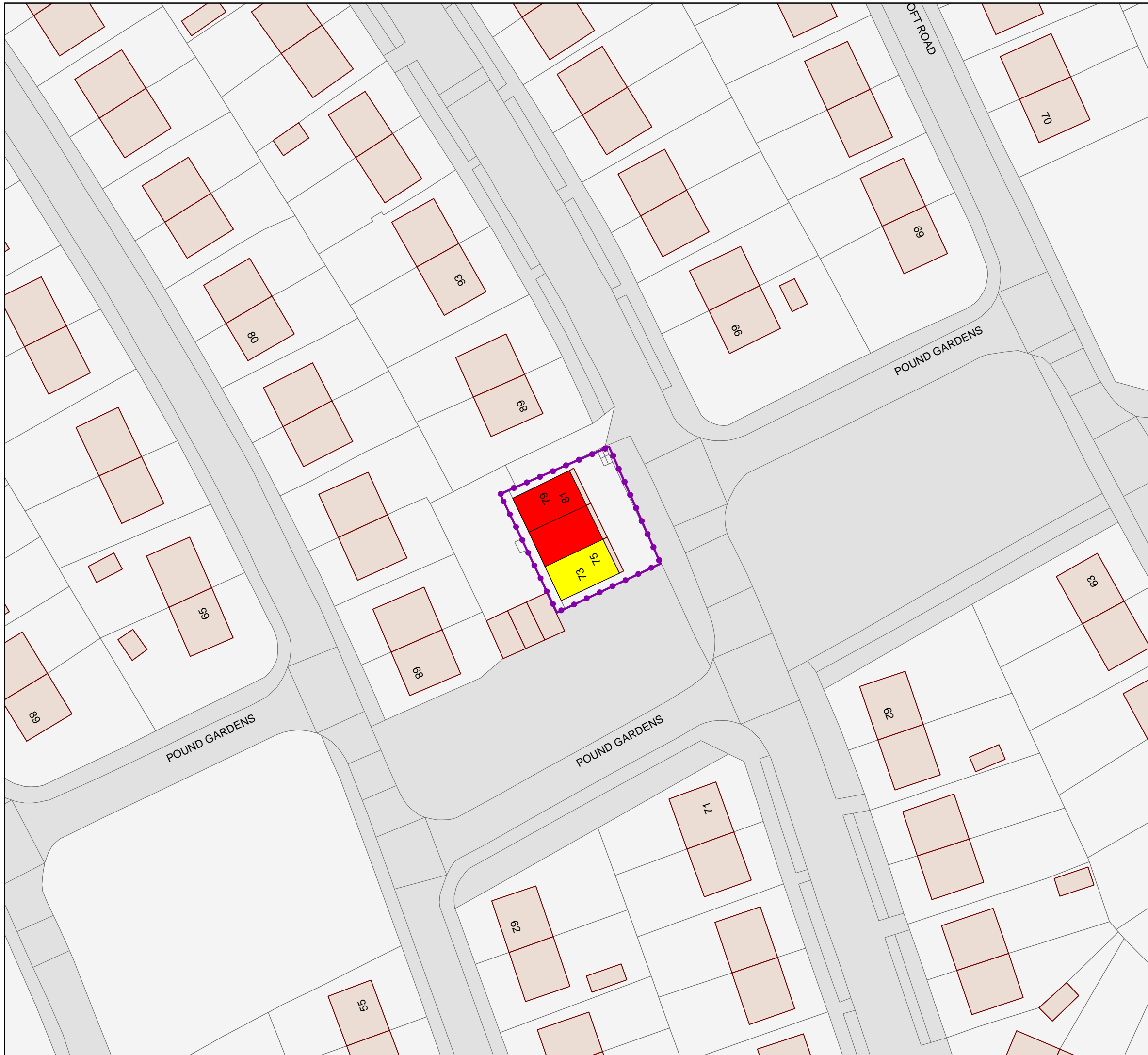
Norton - Pinfold Avenue Neighbourhood Centre 5

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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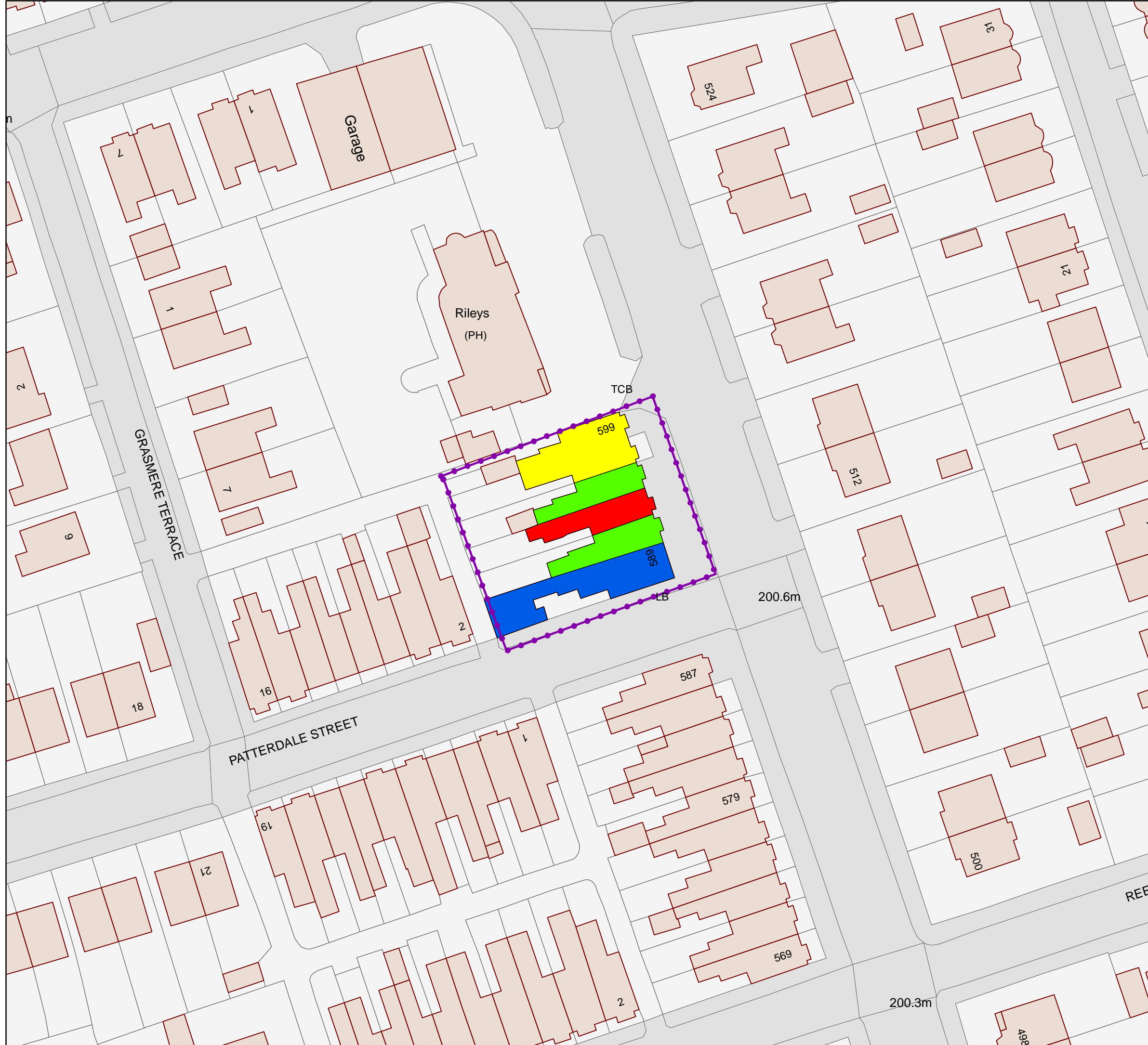
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Bank Top - High Lane Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Stanfield - Haywood Road Neighbourhood Centre

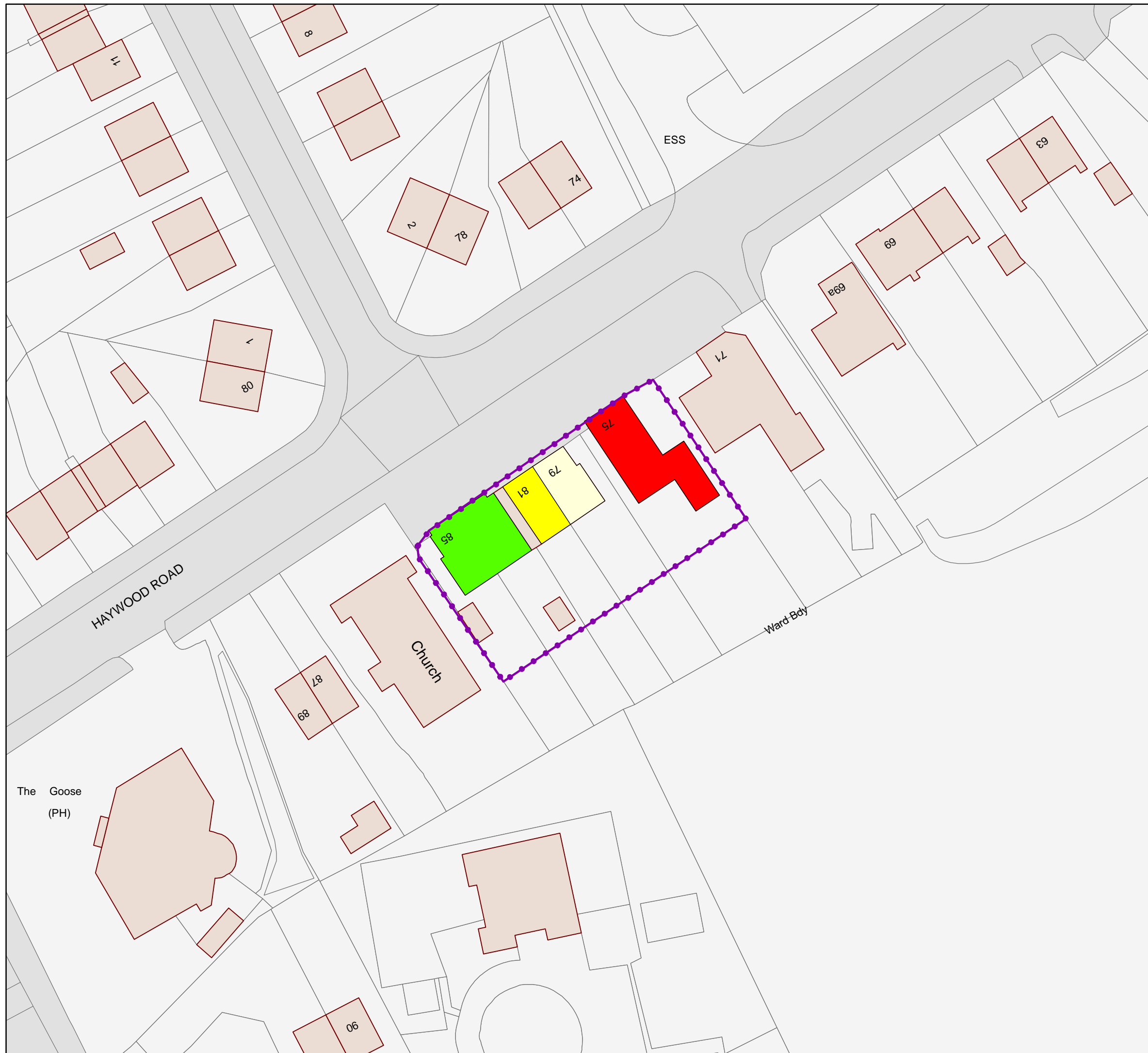
7

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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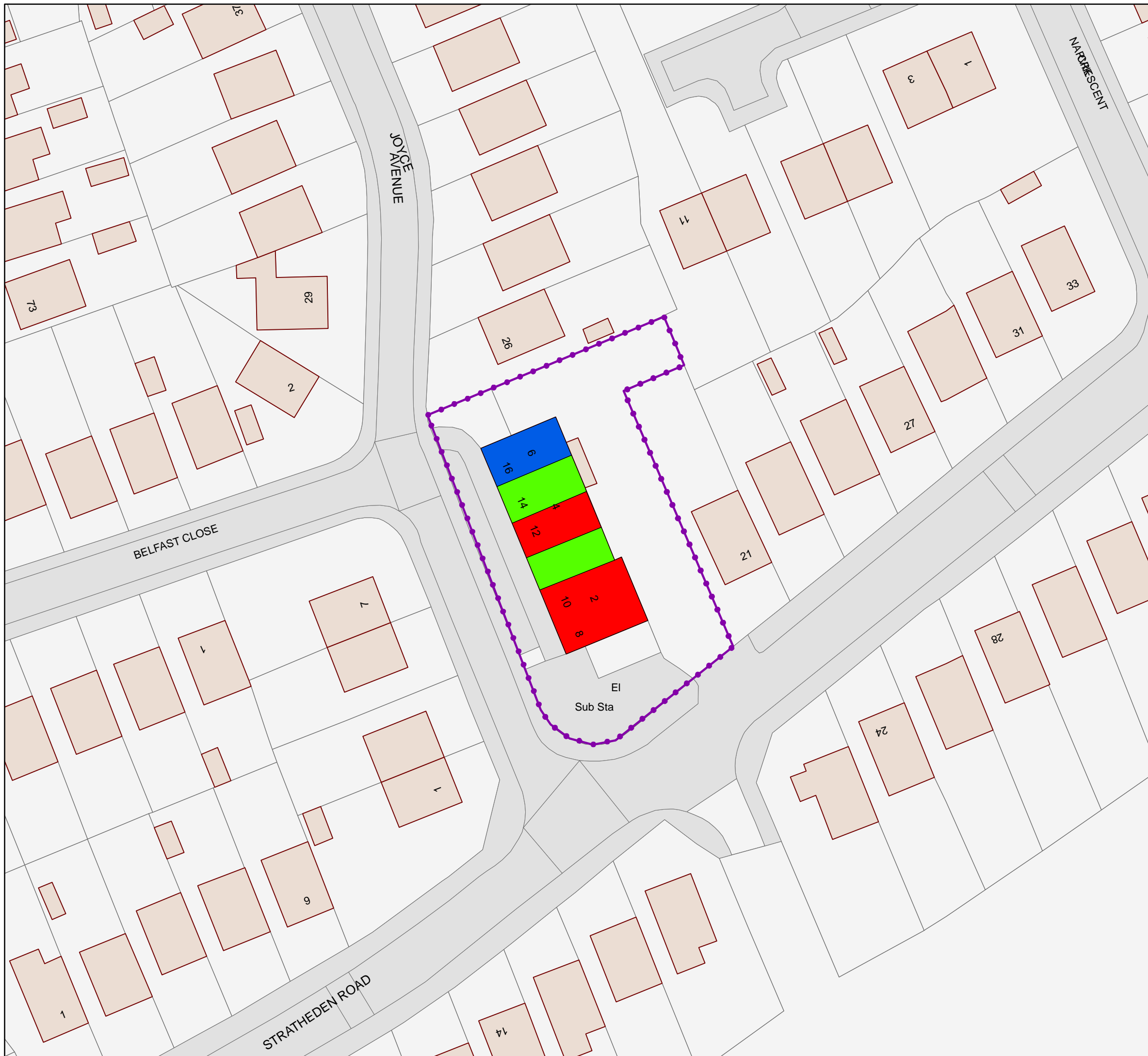
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Bradeley - Joyce Avenue Neighbourhood Centre 8



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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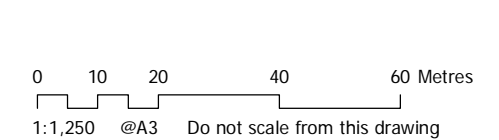
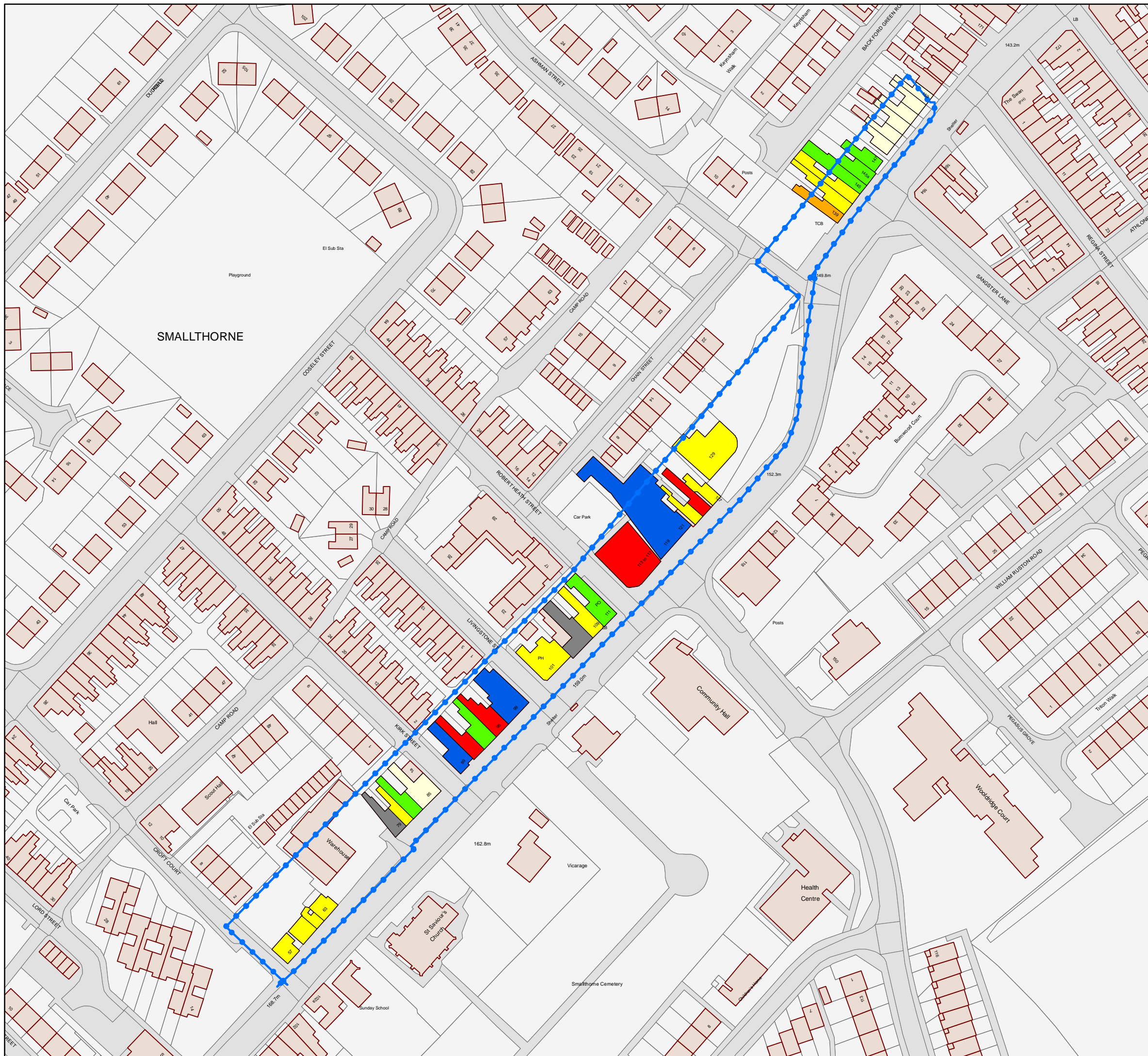
Stoke Retail Study Smallthorne - Ford Green Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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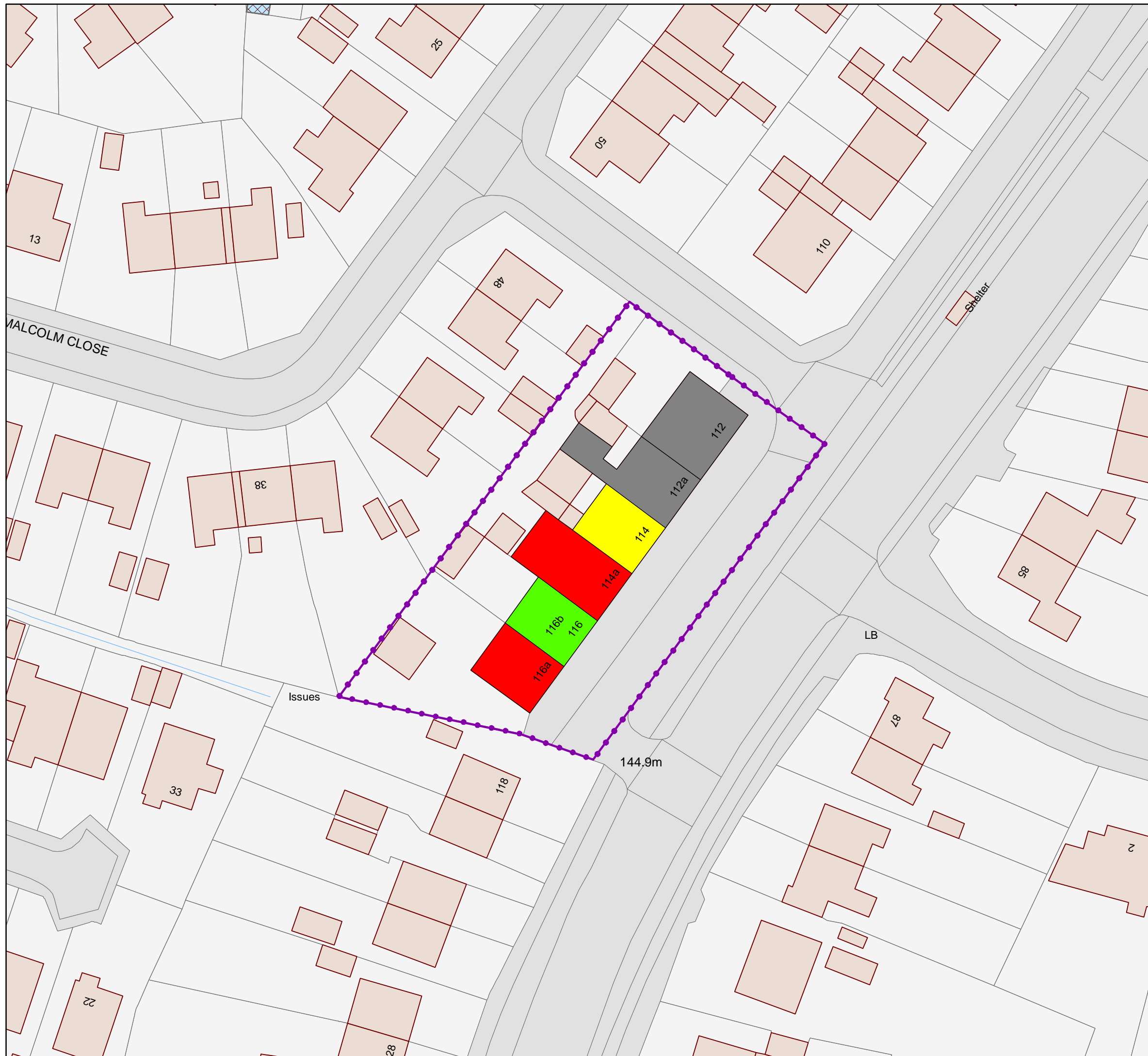
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Baddeley Green, Baddeley Green Lane Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Newford - Community Drive Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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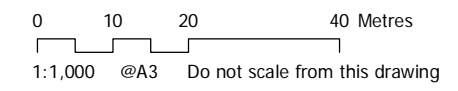
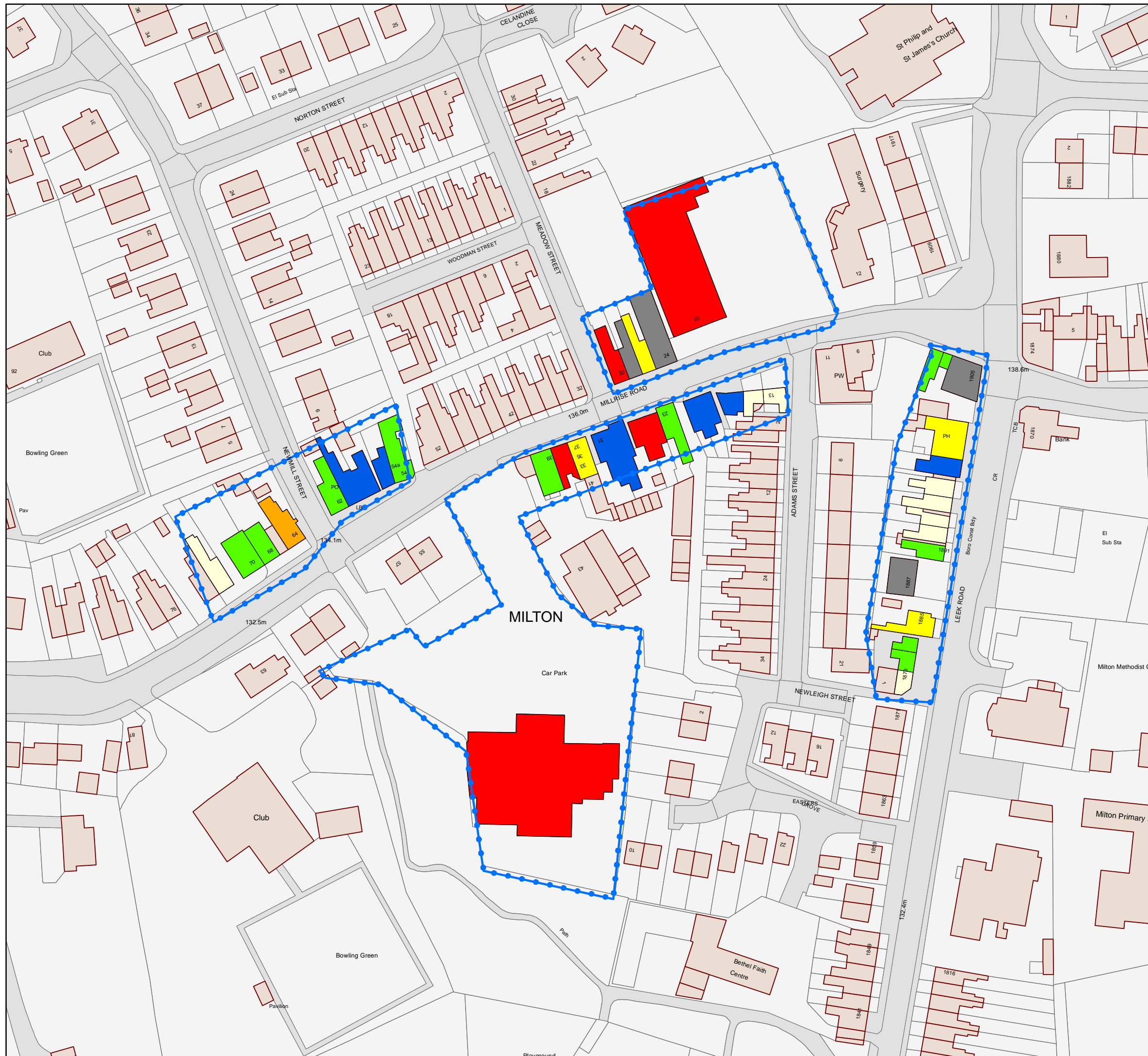
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Milton - Leek Road/Millrise Road Local Centre

Key

- Local Centre boundary
- Class Use**
- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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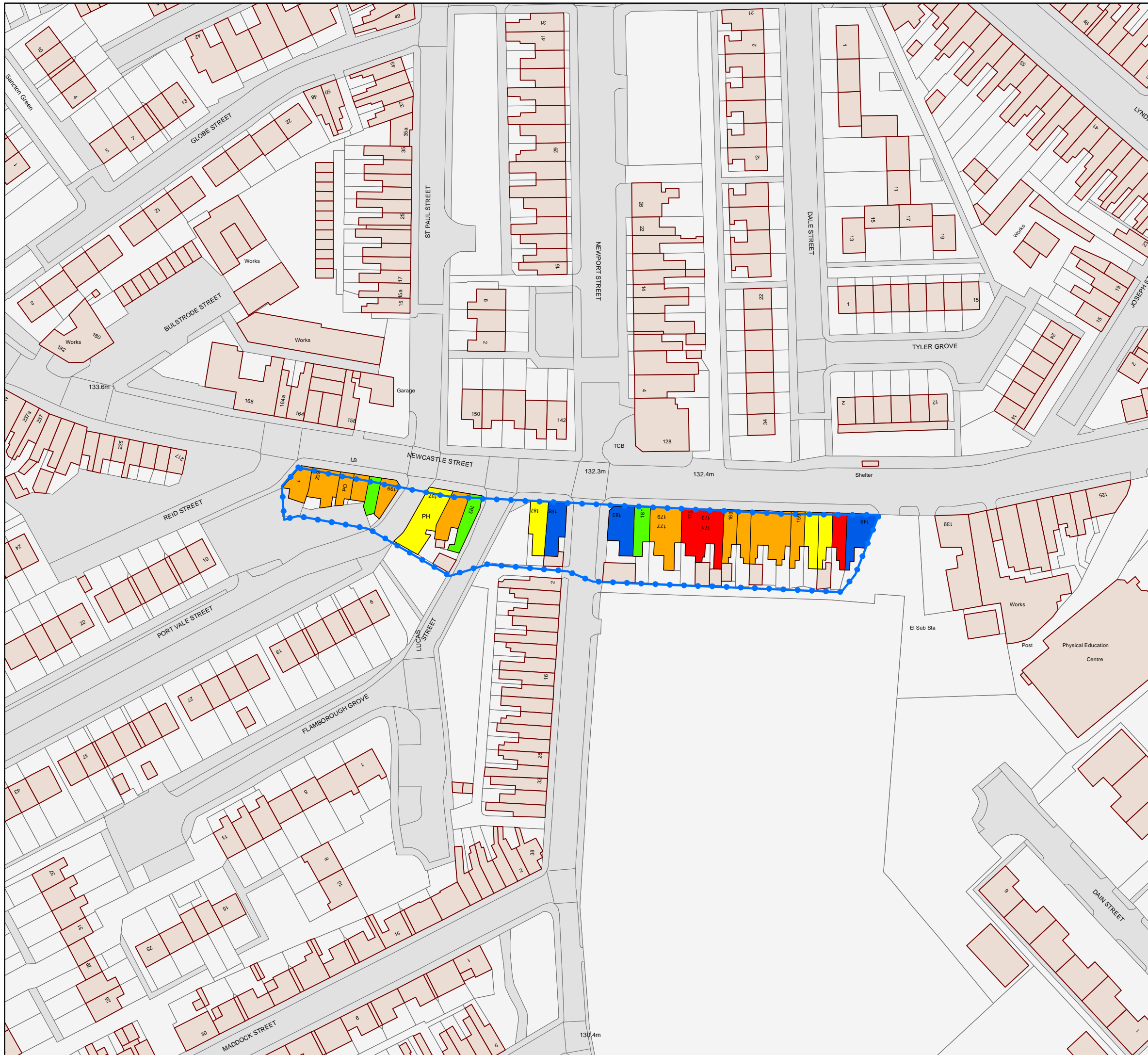
Middleport - Newcastle Street Local Centre 13

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Sneyd Green - Milton Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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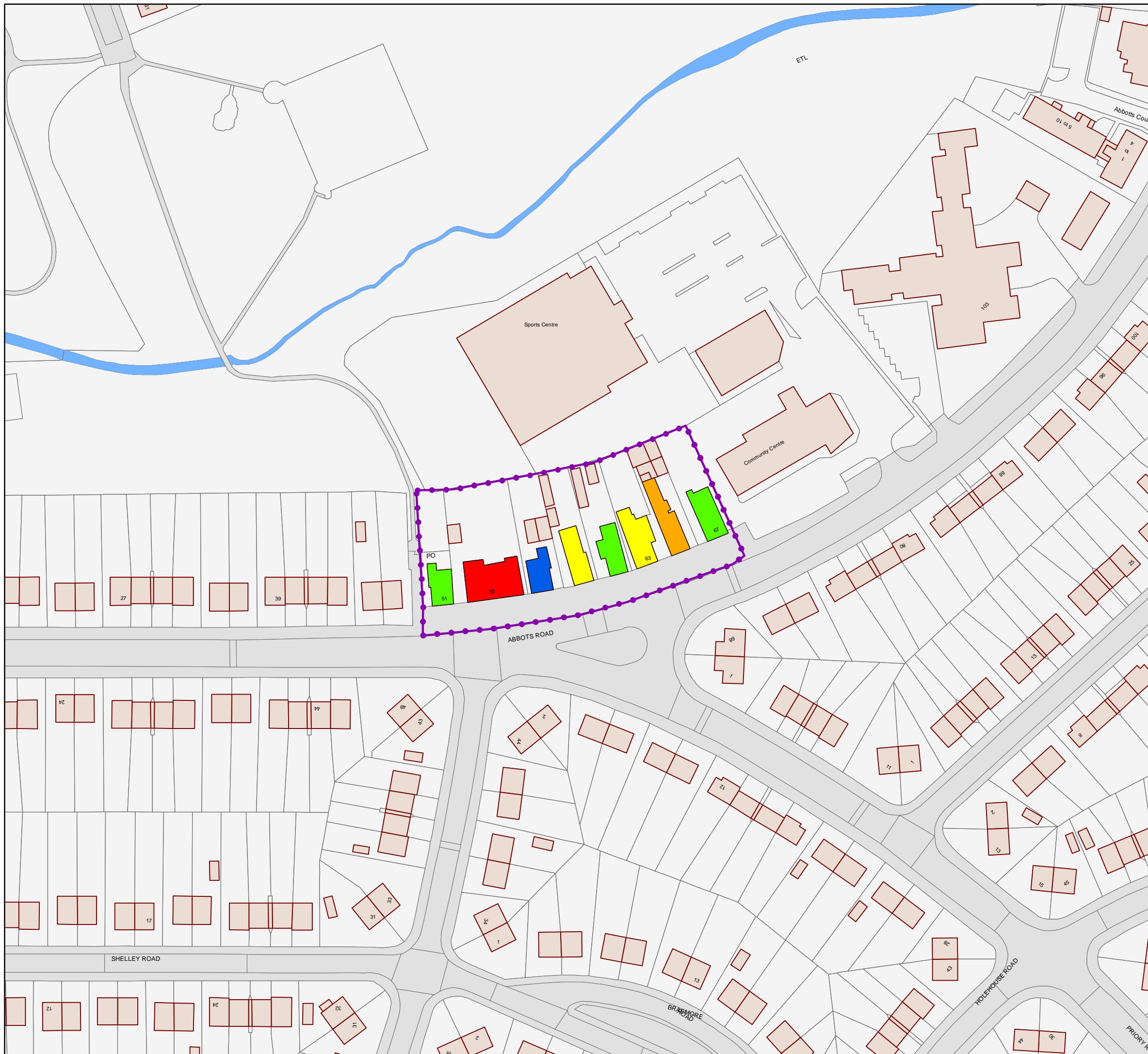
Abbey Hulton - Abbots Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
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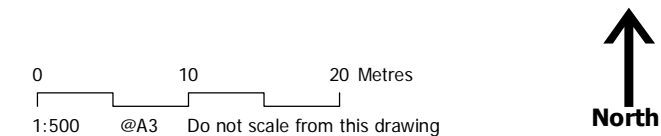
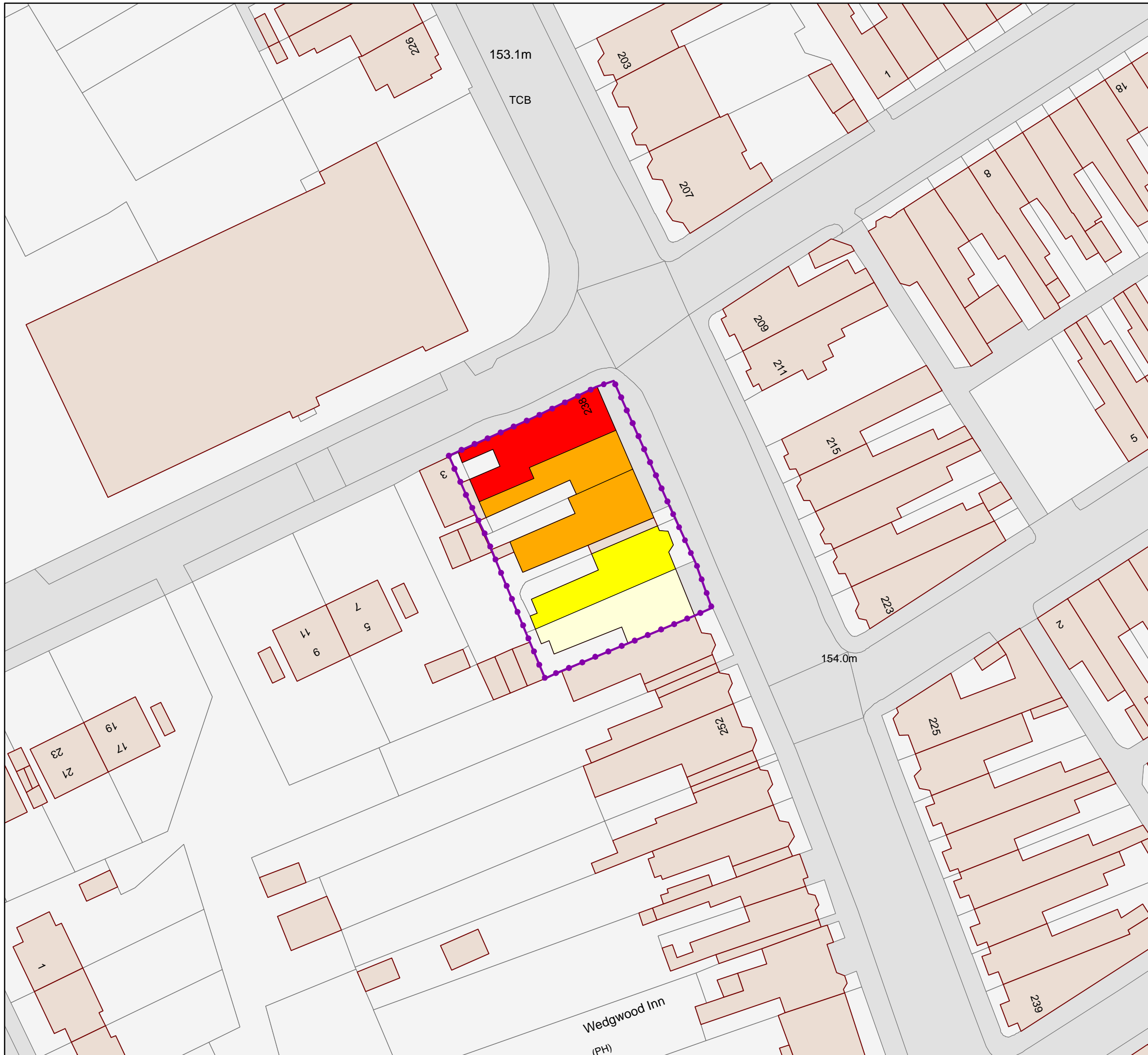
Cobridge - Waterloo Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



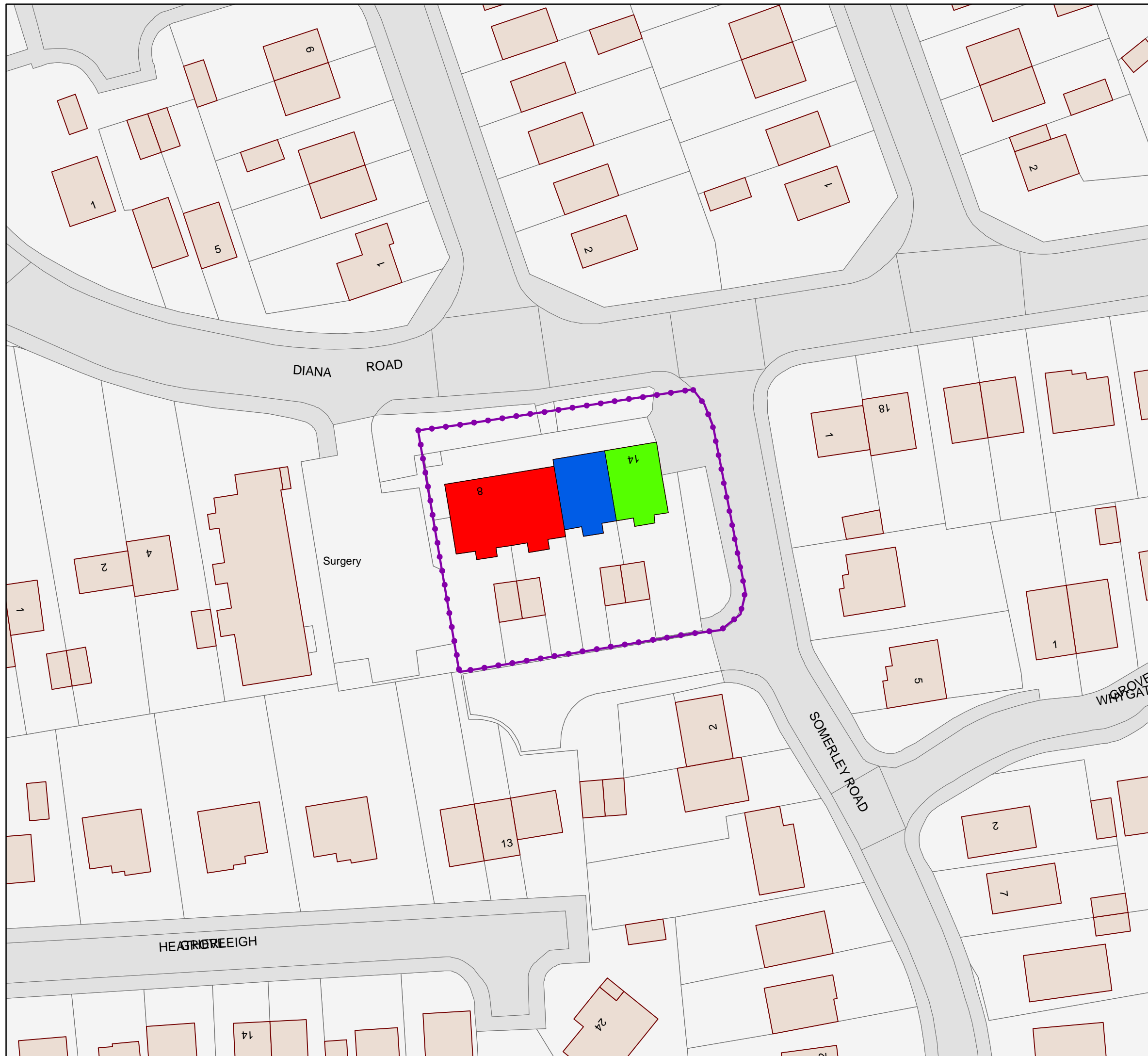
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Birches Head - Diana Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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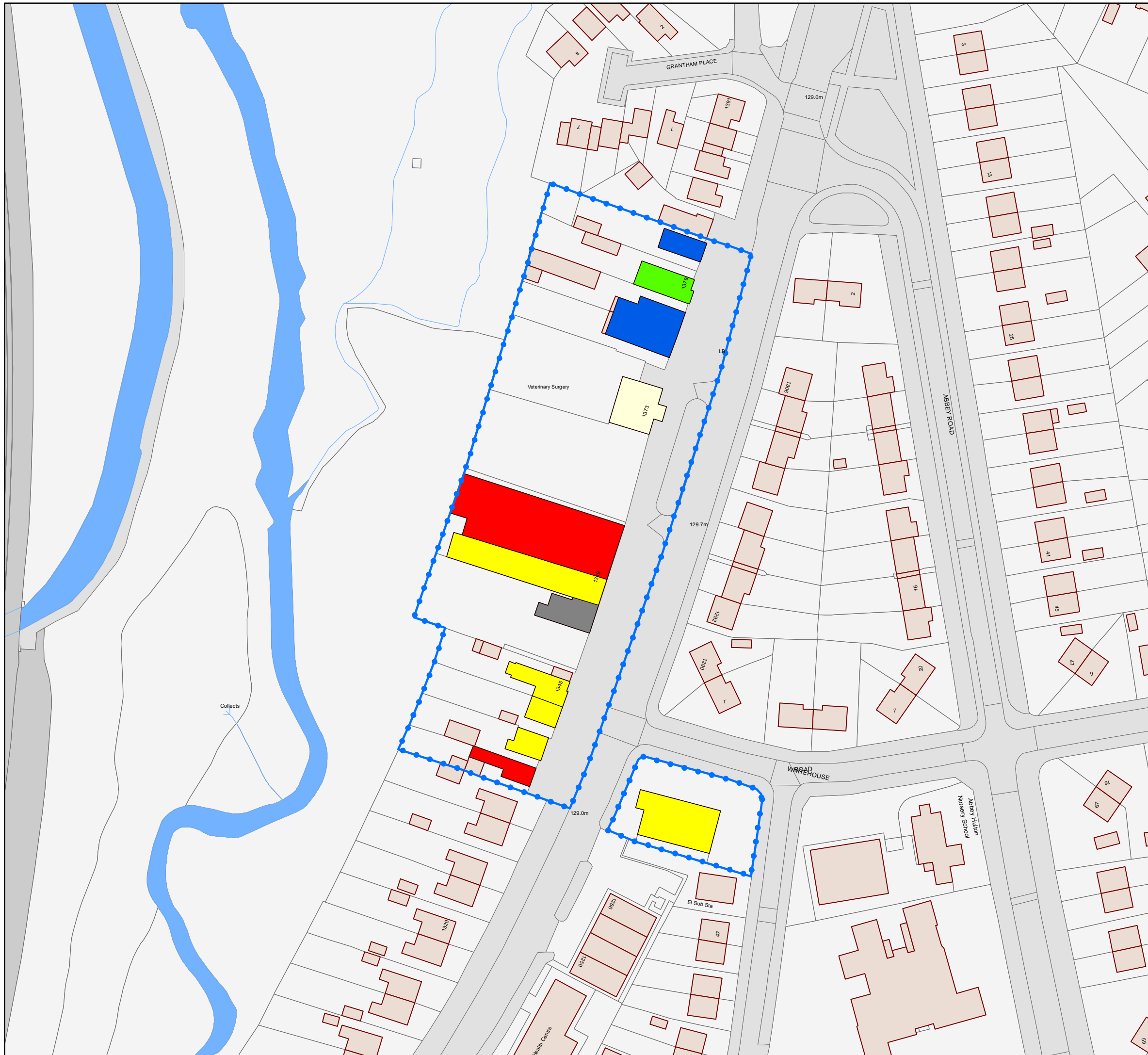
Abbey Hulton - Leek Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
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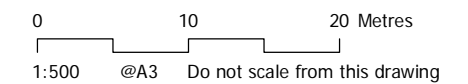
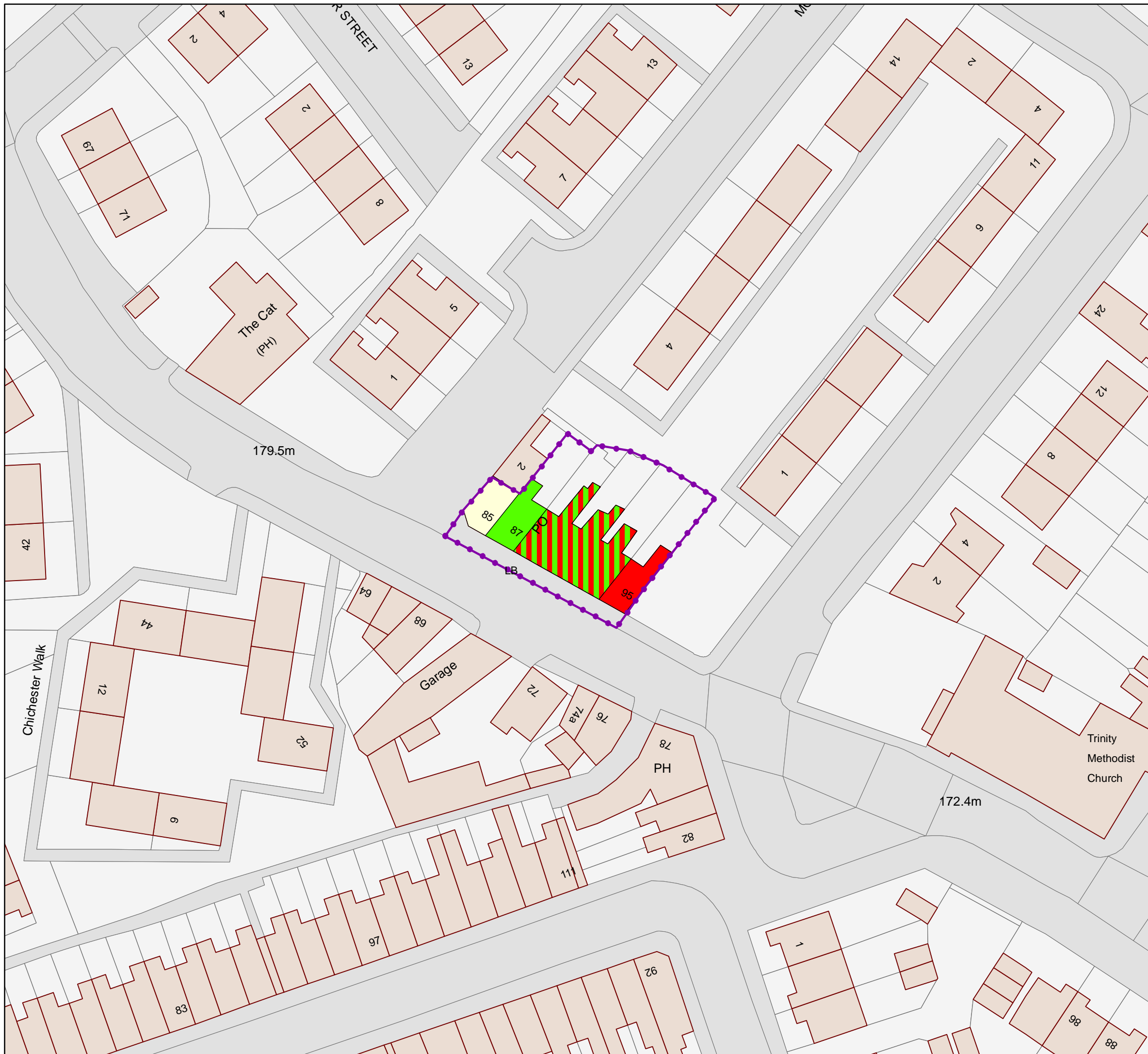
Northwood - Keelings Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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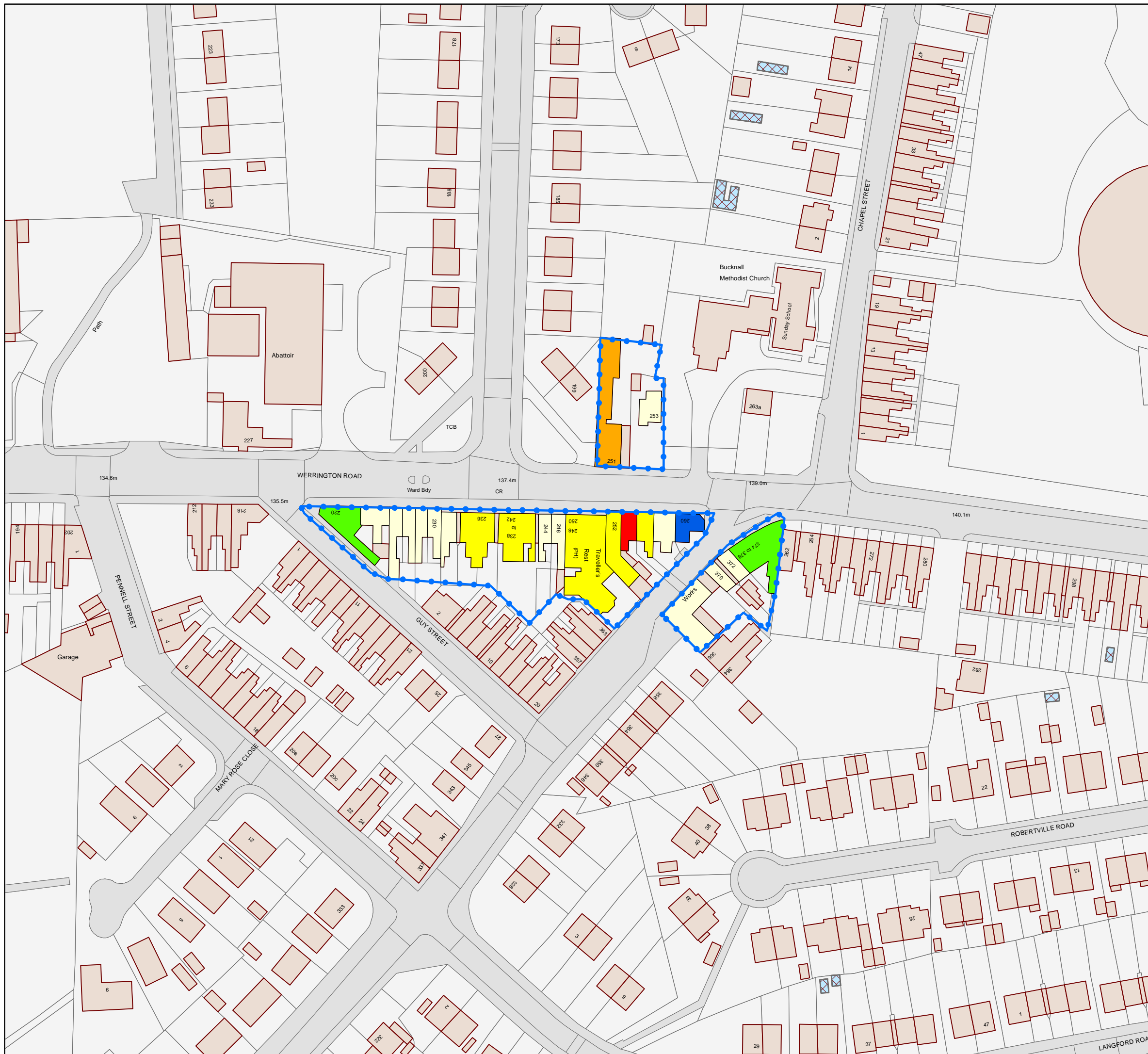
Bucknall - Werrington Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
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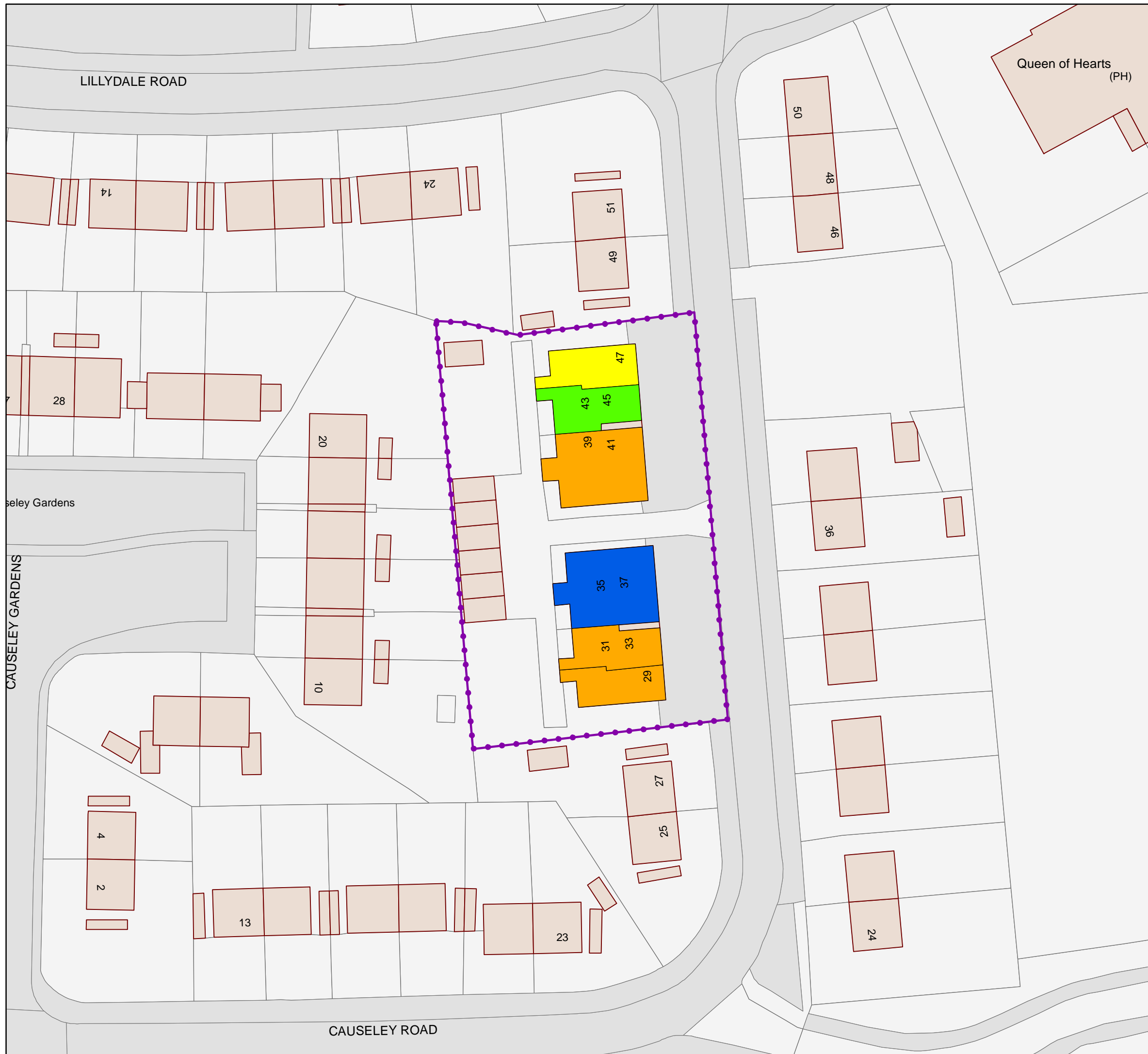
Bucknall - Causeley Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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Stoke Retail Study Etruria - Etruria Old Road TBC Local Centre

22

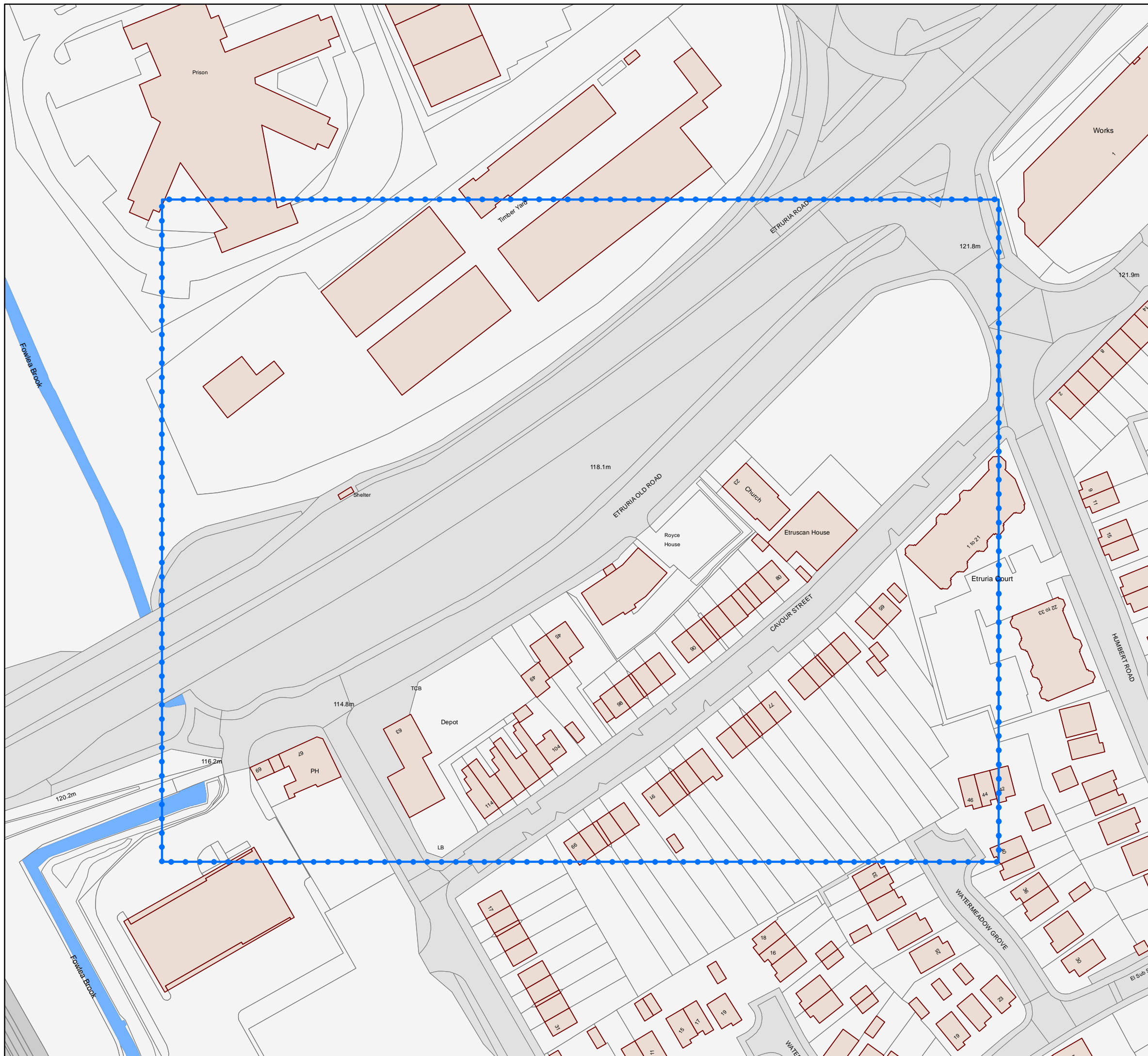
Key



Local Centre boundary



Neighbourhood Centre boundary



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0 10 20 40 Metres



North

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Local_Centres.mxd

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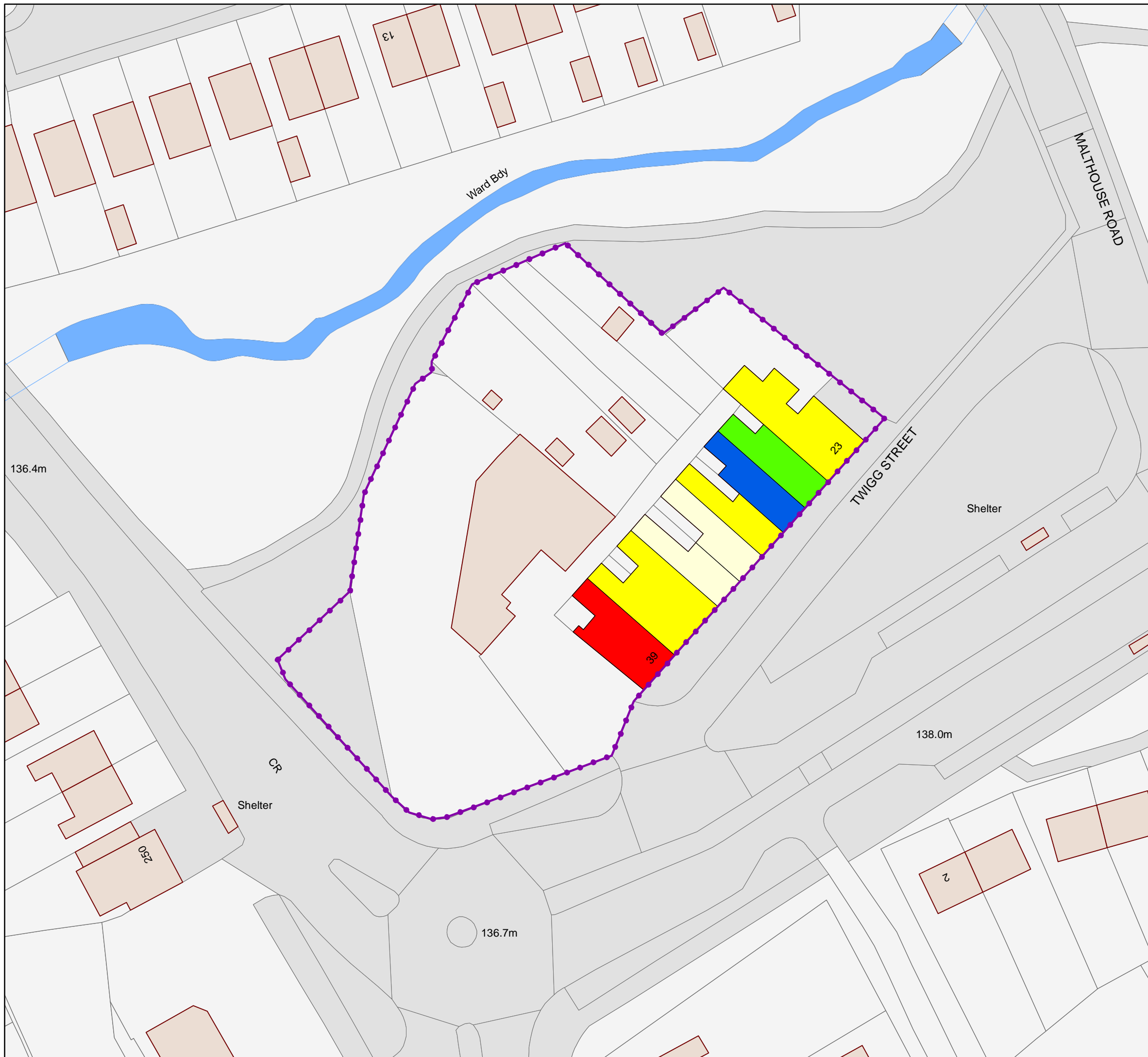
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Stoke Retail Study

Berry Hill - Twigg Street Neighbourhood Centre 23



Key
 Neighbourhood Centre boundary

- Class Use**
- Convenience
 - Comparison
 - Retail Service
 - Convenience & Retail Service
 - Leisure Service
 - Financial & Business Service
 - Vacant
 - Other



0 10 20 Metres
 1:500 @A3 Do not scale from this drawing



A081961 **October 2013**
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Stoke Retail Study

Basford, Etruria Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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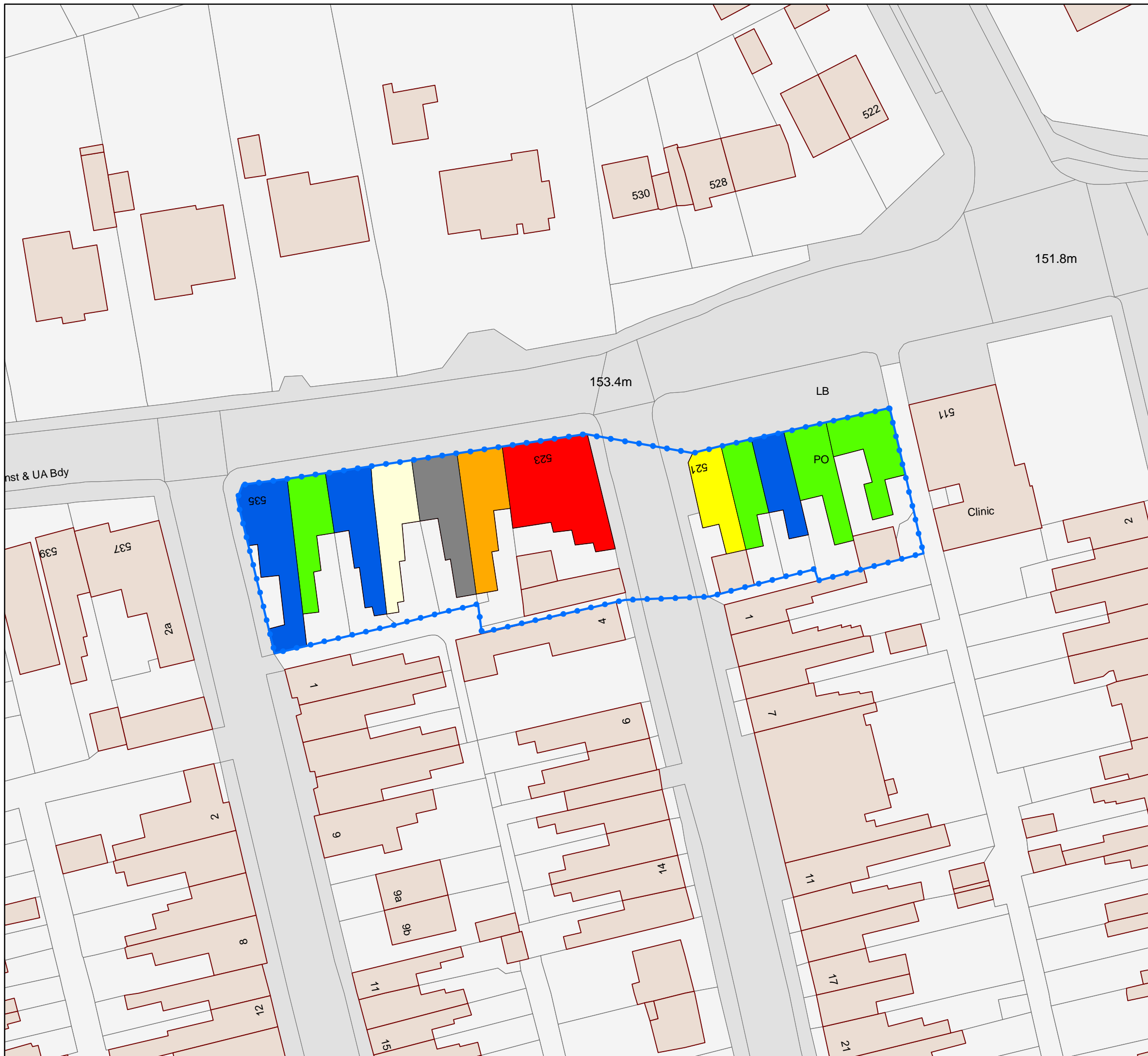
A081961

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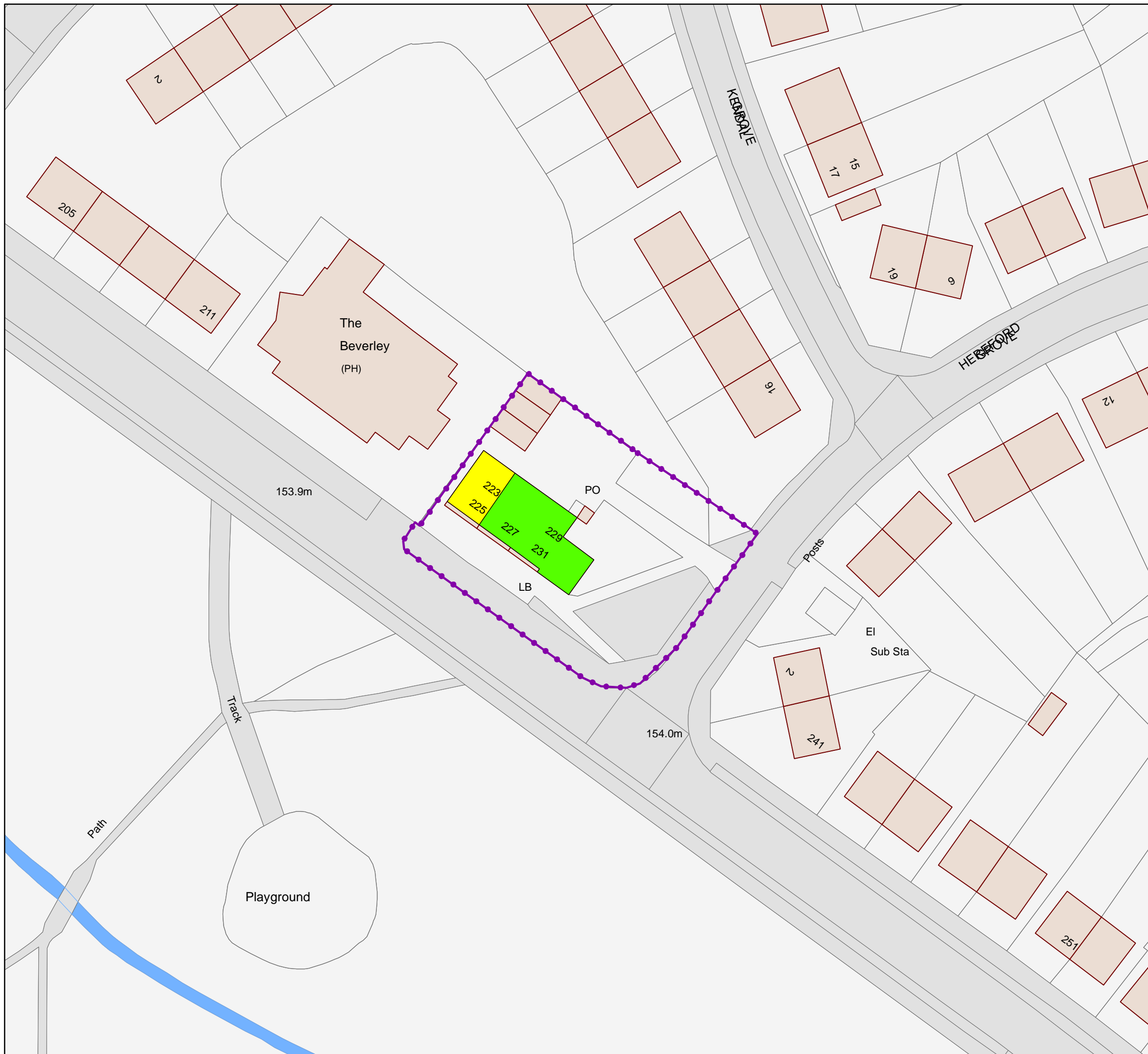
Bentilee - Beverley Drive Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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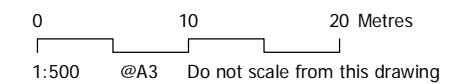
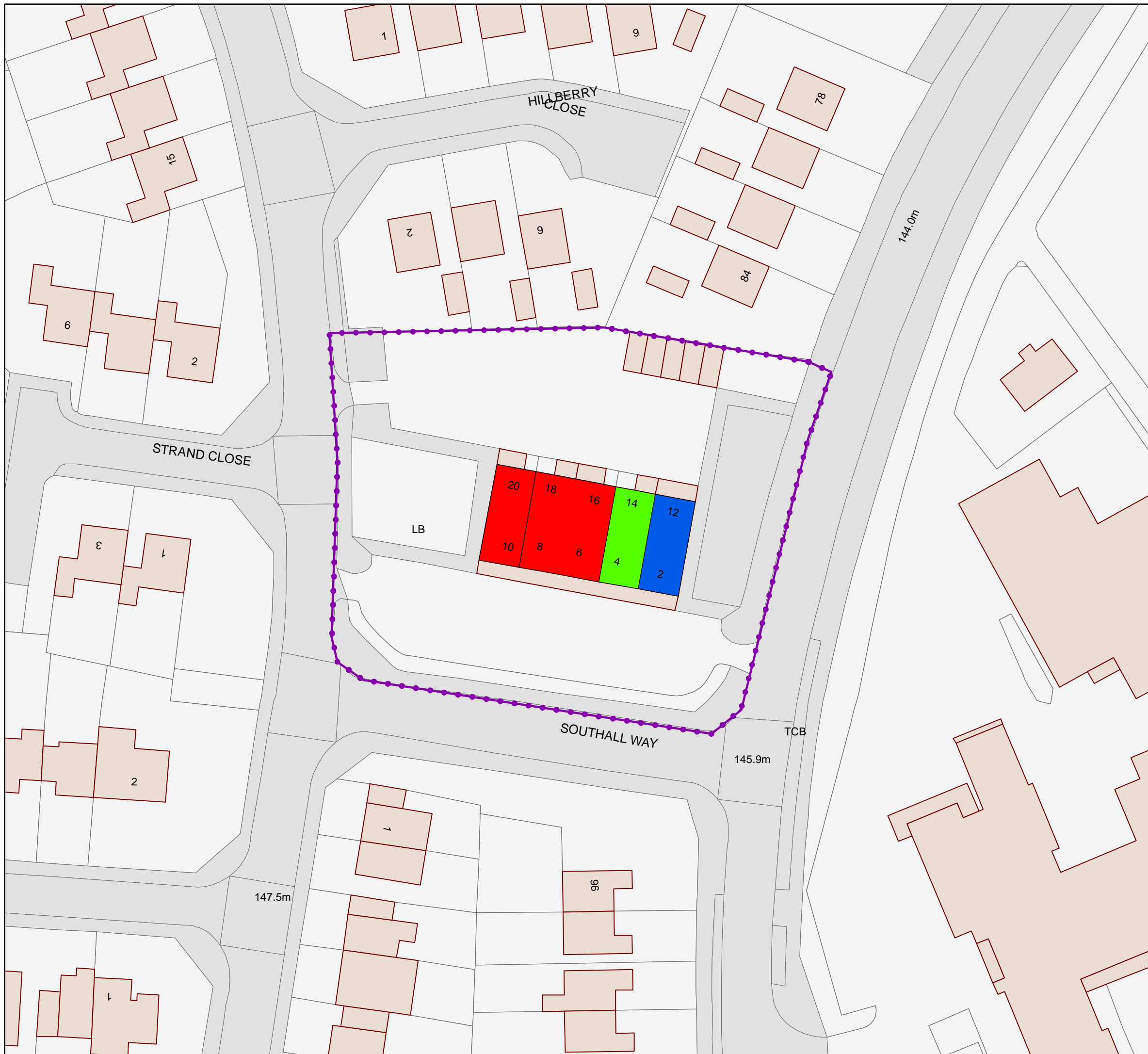
Eaton Park - Southall Way Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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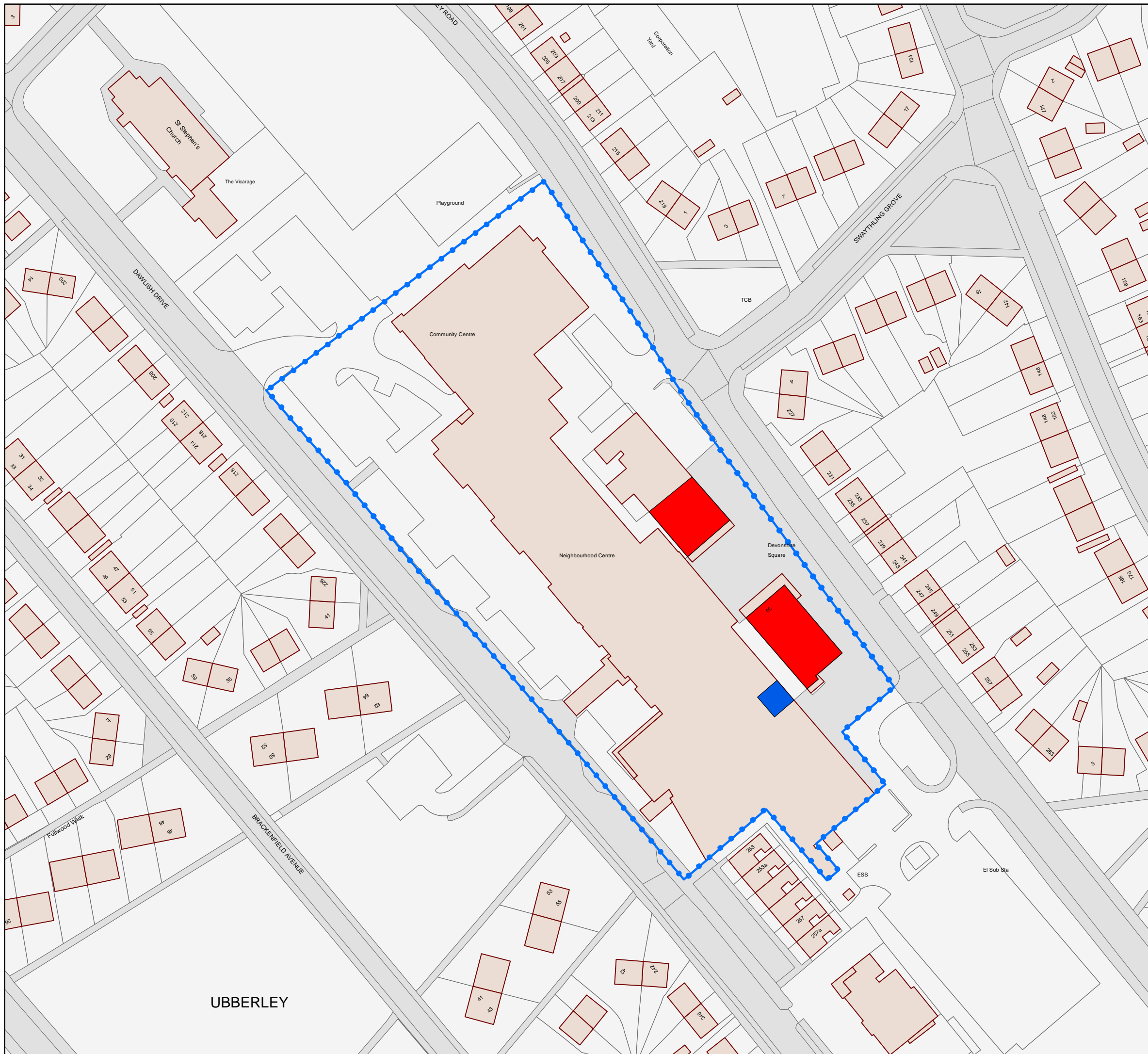
Stoke Retail Study Bentilee - Devonshire Square Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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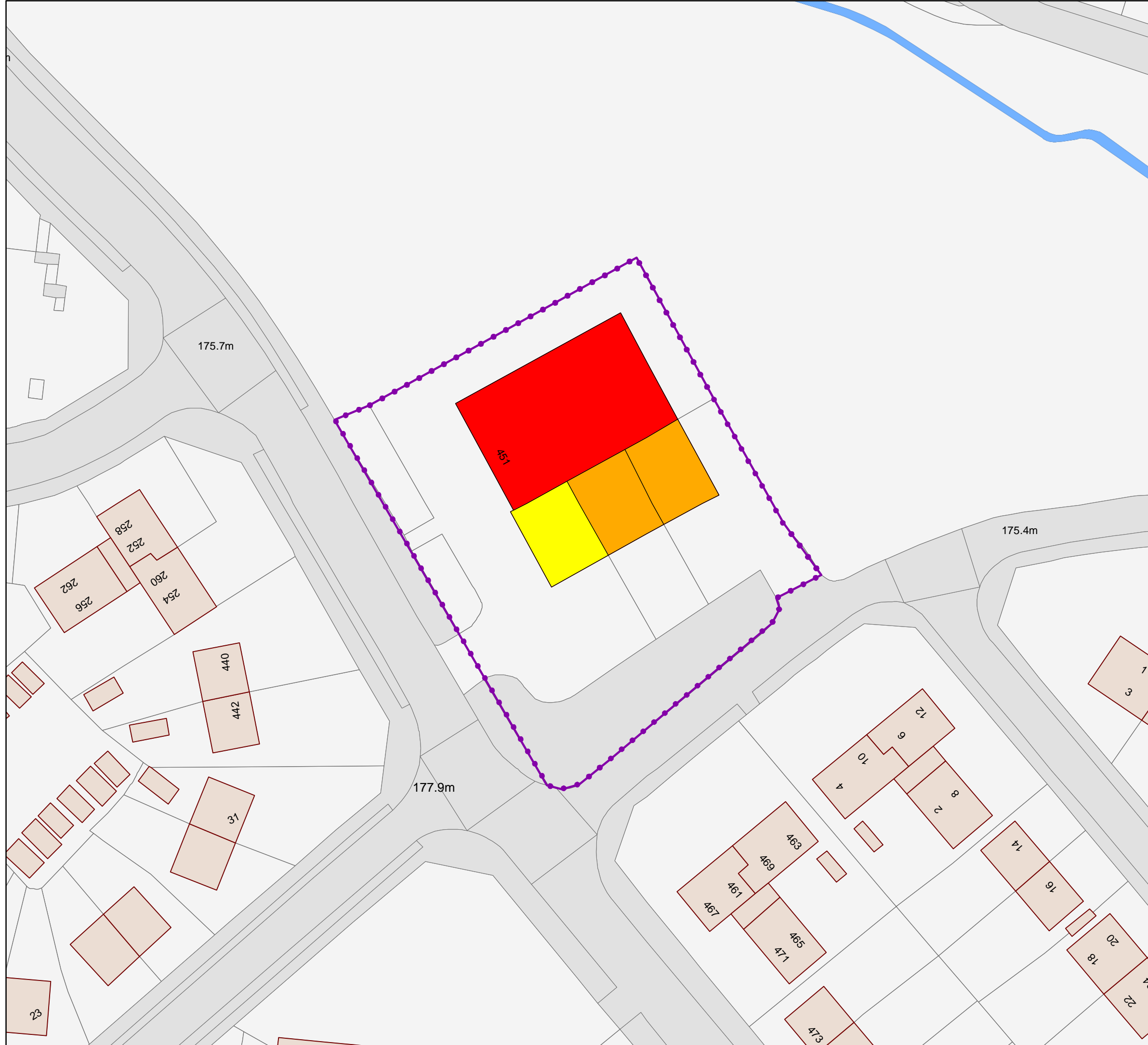
October 2013

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Stoke Retail Study

Bentilee - Ford Hayes Lane Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Stoke Retail Study

Hartshill, Hartshill Road 29 Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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1:1,000 @A3 Do not scale from this drawing



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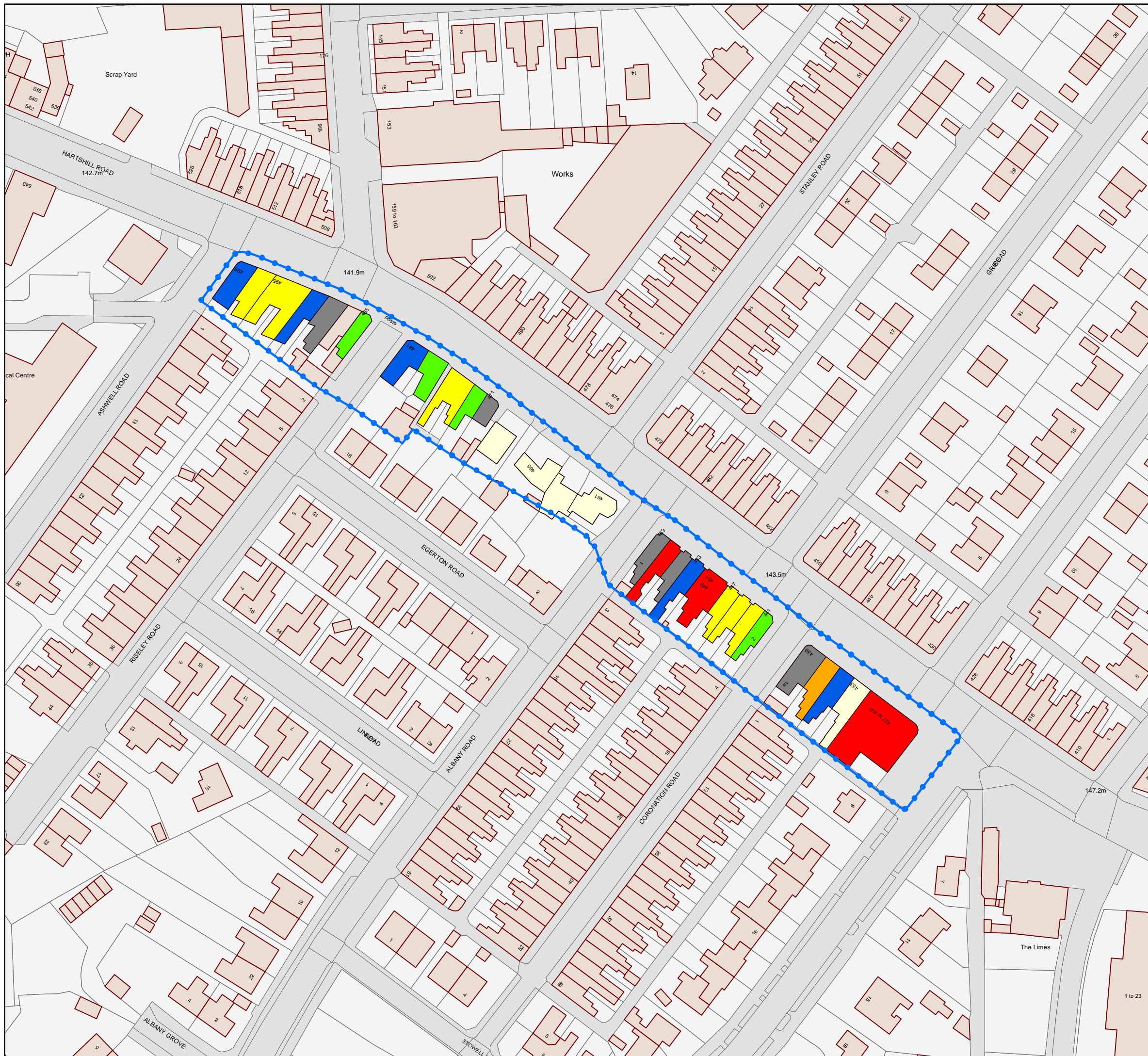
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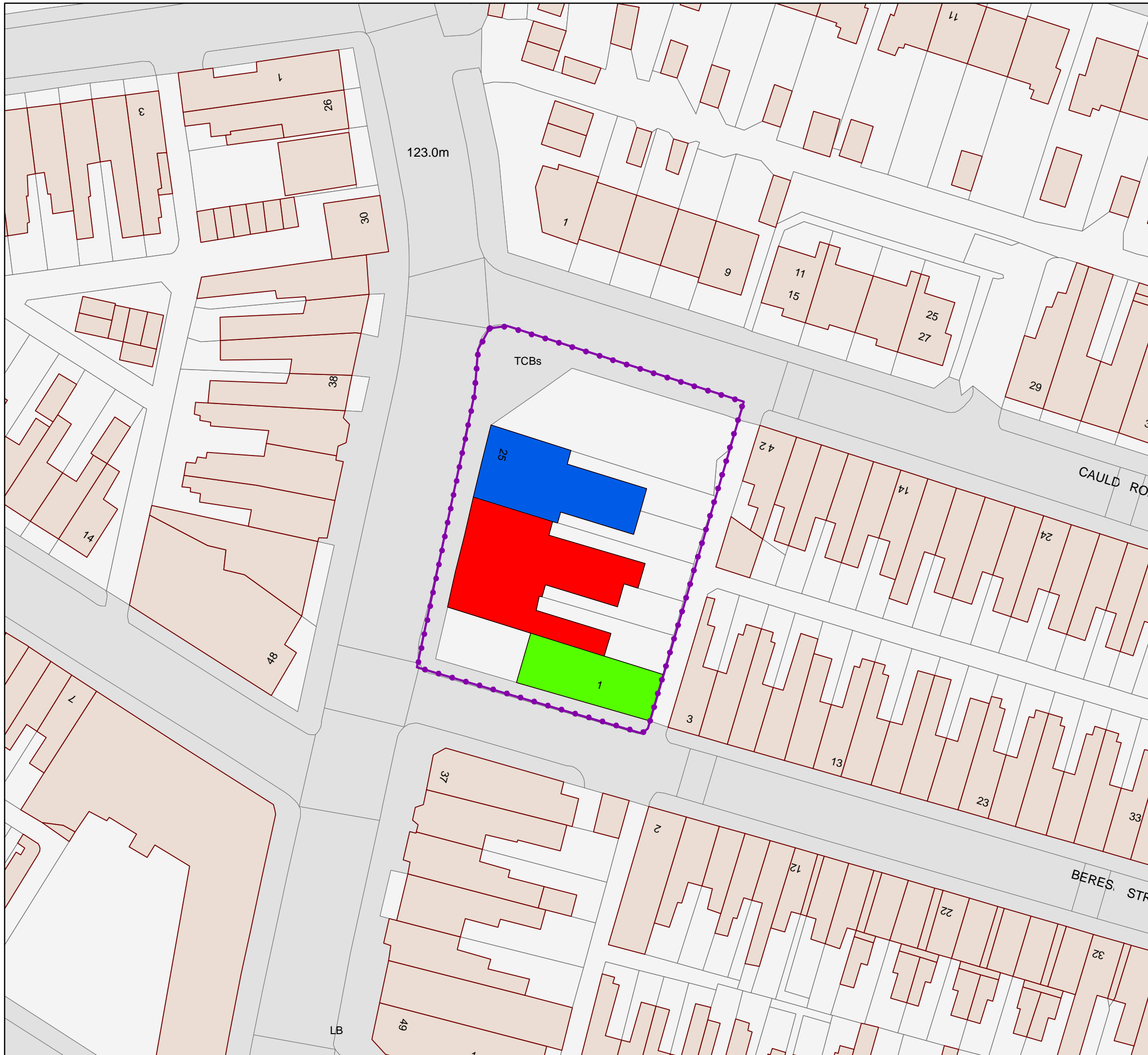
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Stoke Retail Study

Shelton - Stoke Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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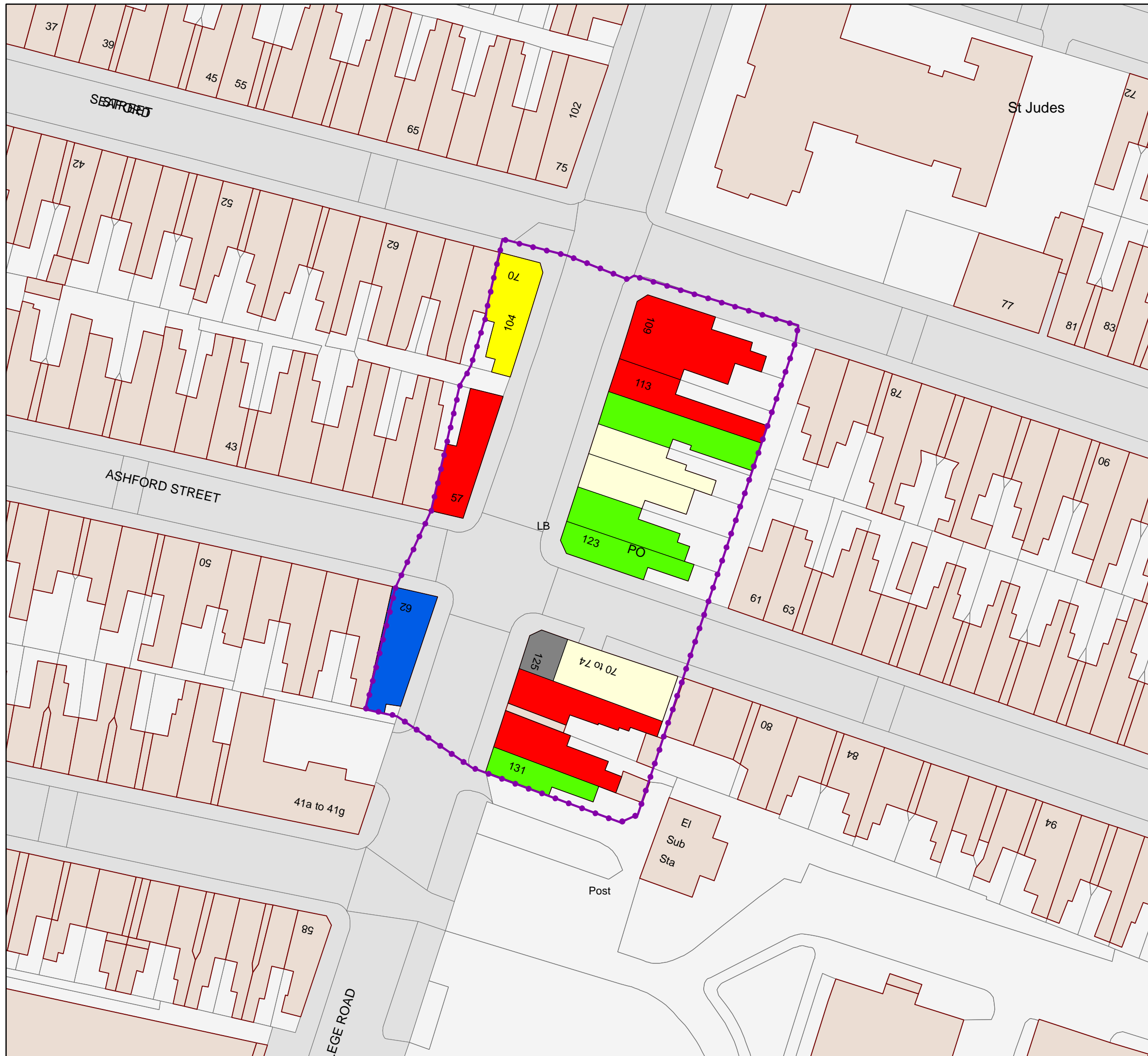
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Stoke Retail Study

Shelton - College Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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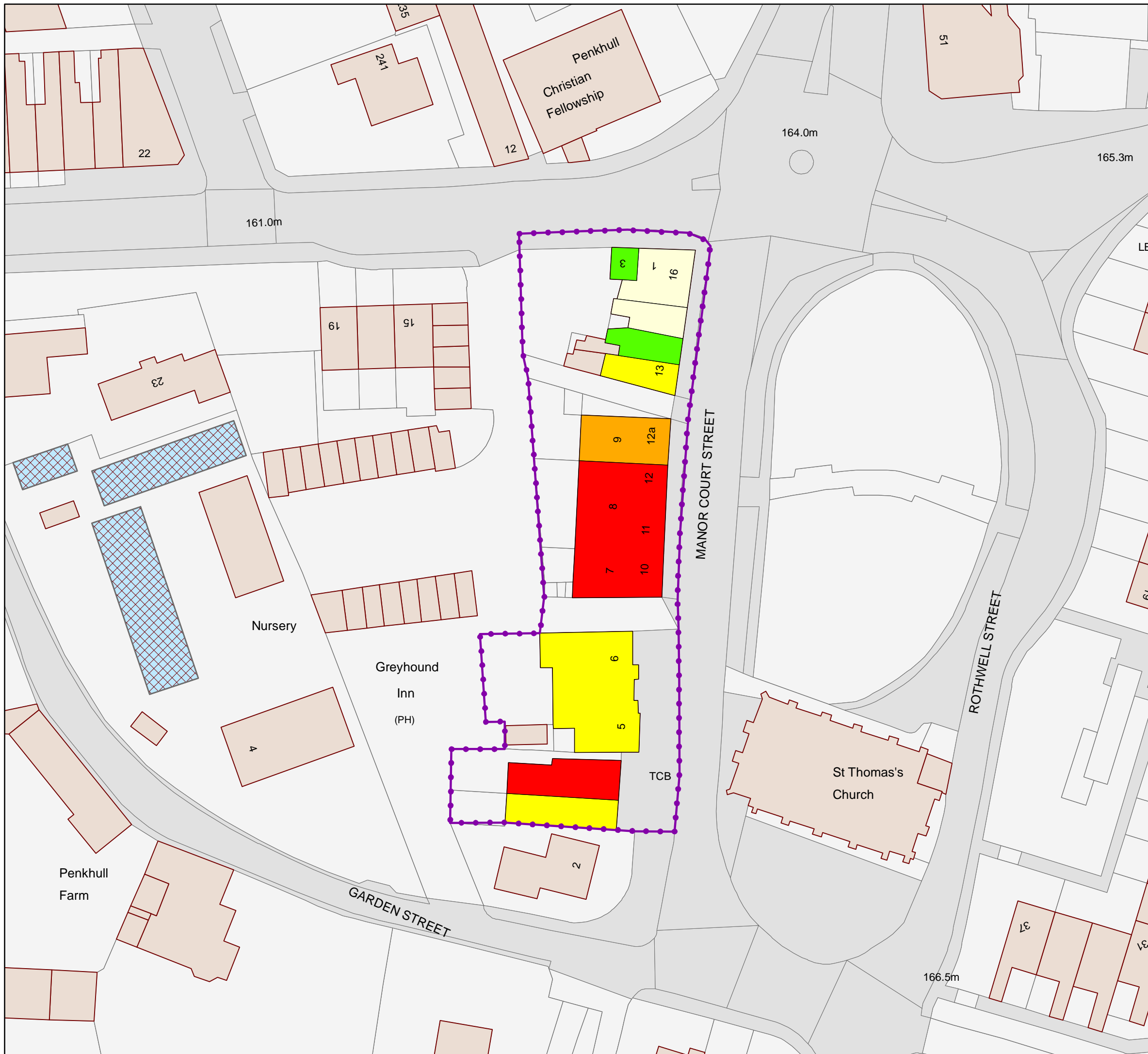
Penkull, Manor Court Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Fenton - Victoria Road Local Centre

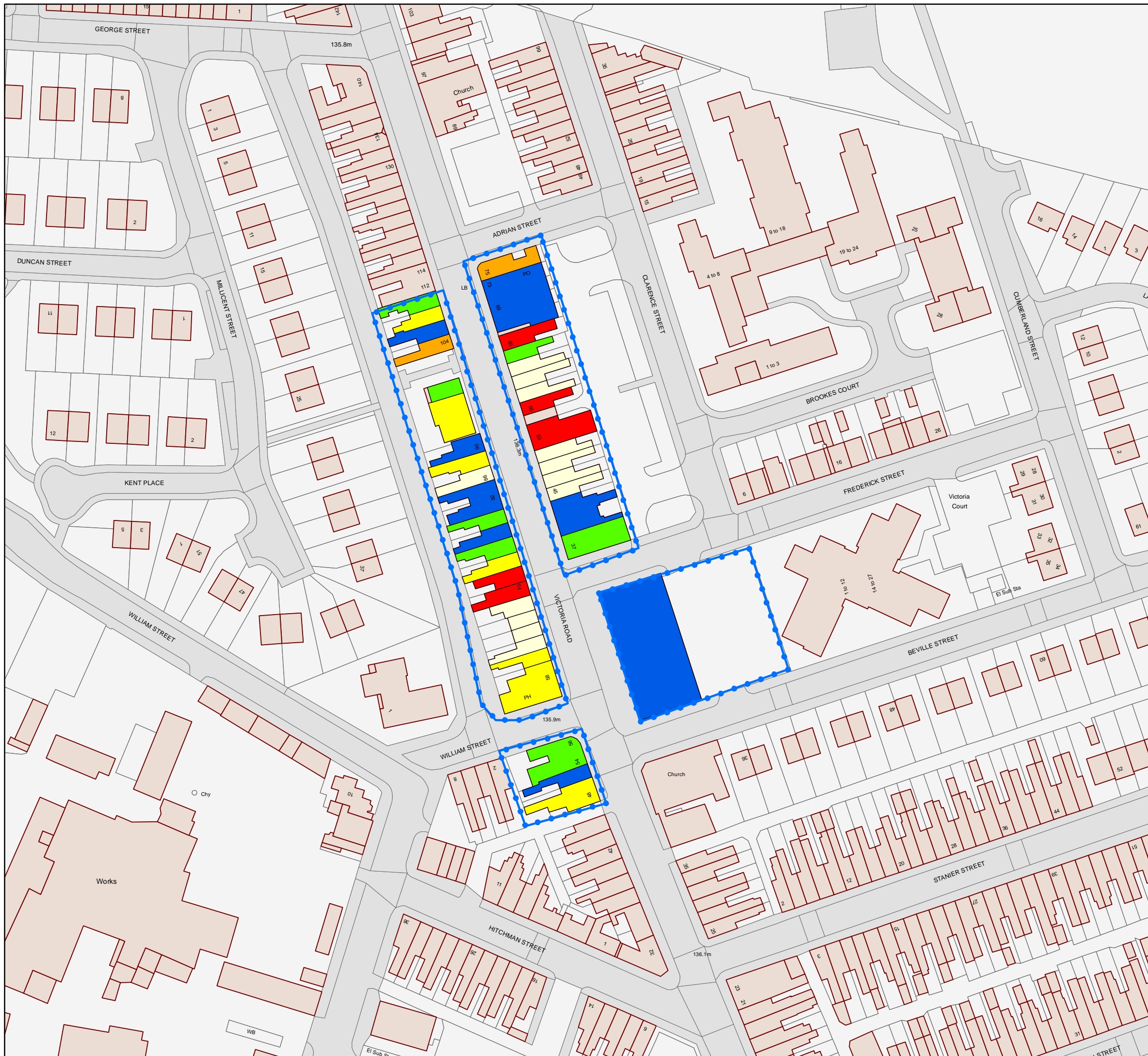
33

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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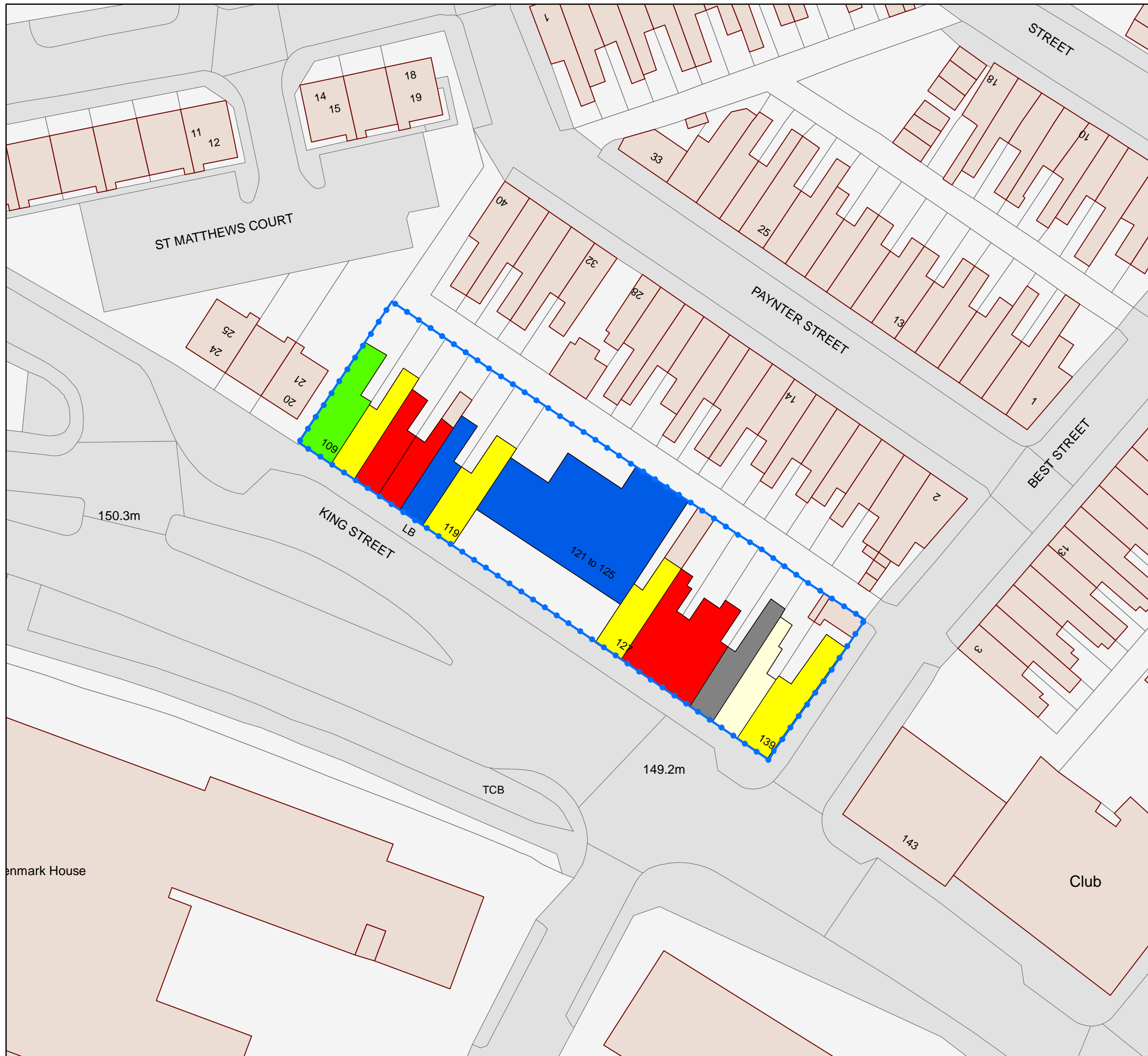
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Stoke Retail Study

Fenton - King Street Local Centre



Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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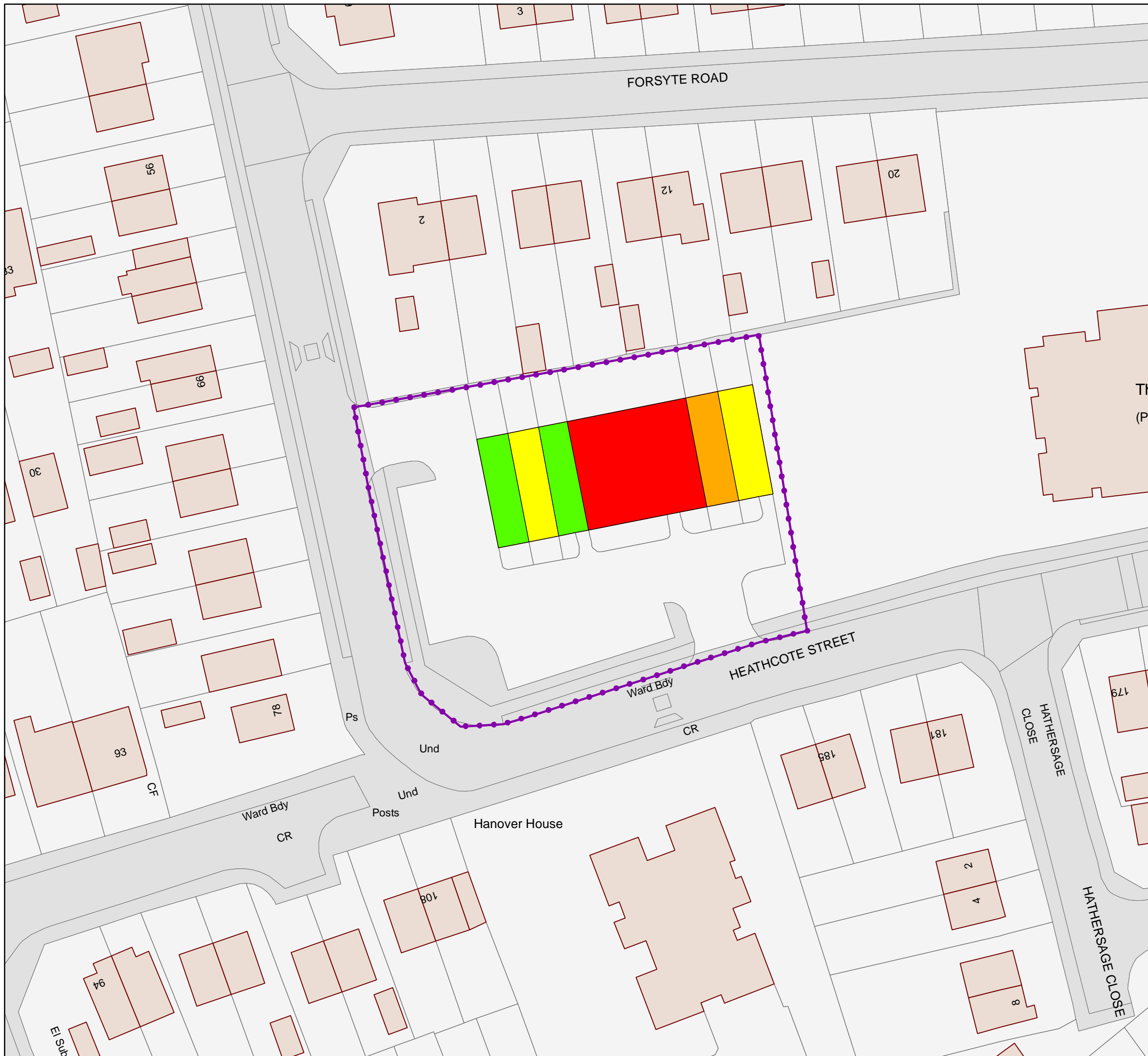
Sandford Hill, Heathcote Street Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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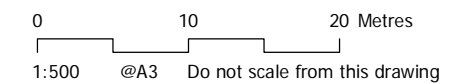
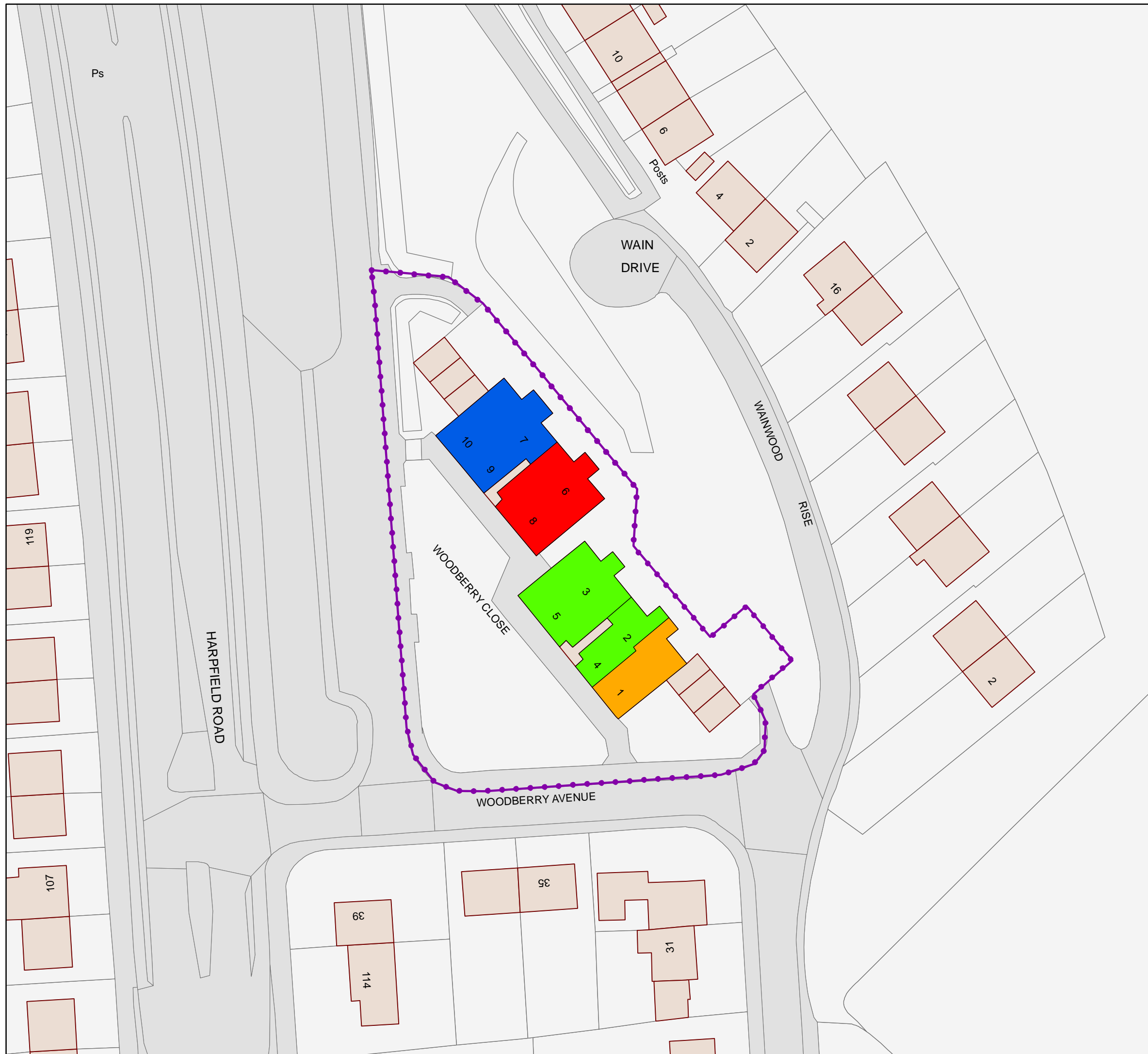
Harpfield - Woodberry Close Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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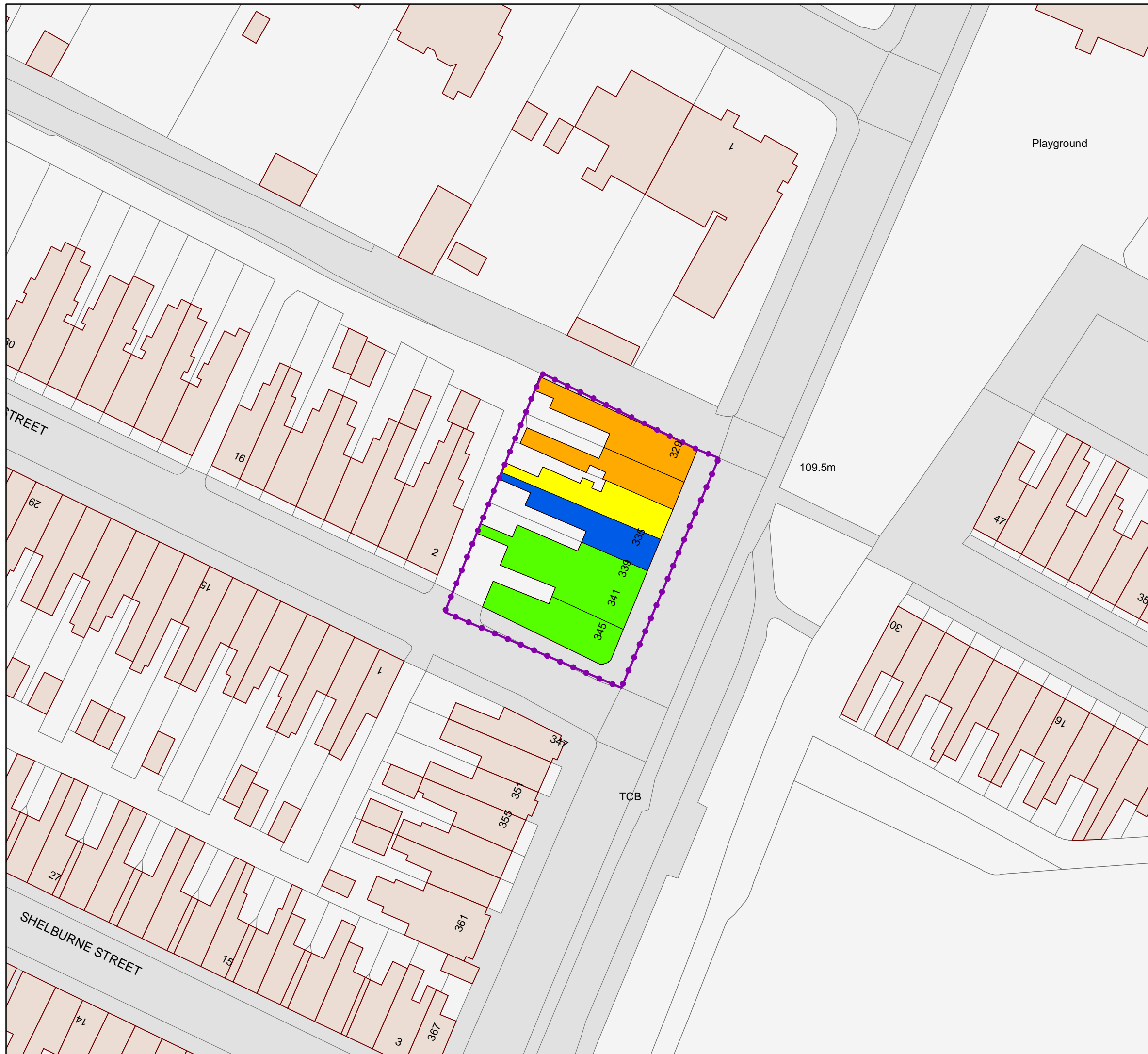
West End - London Road 37 Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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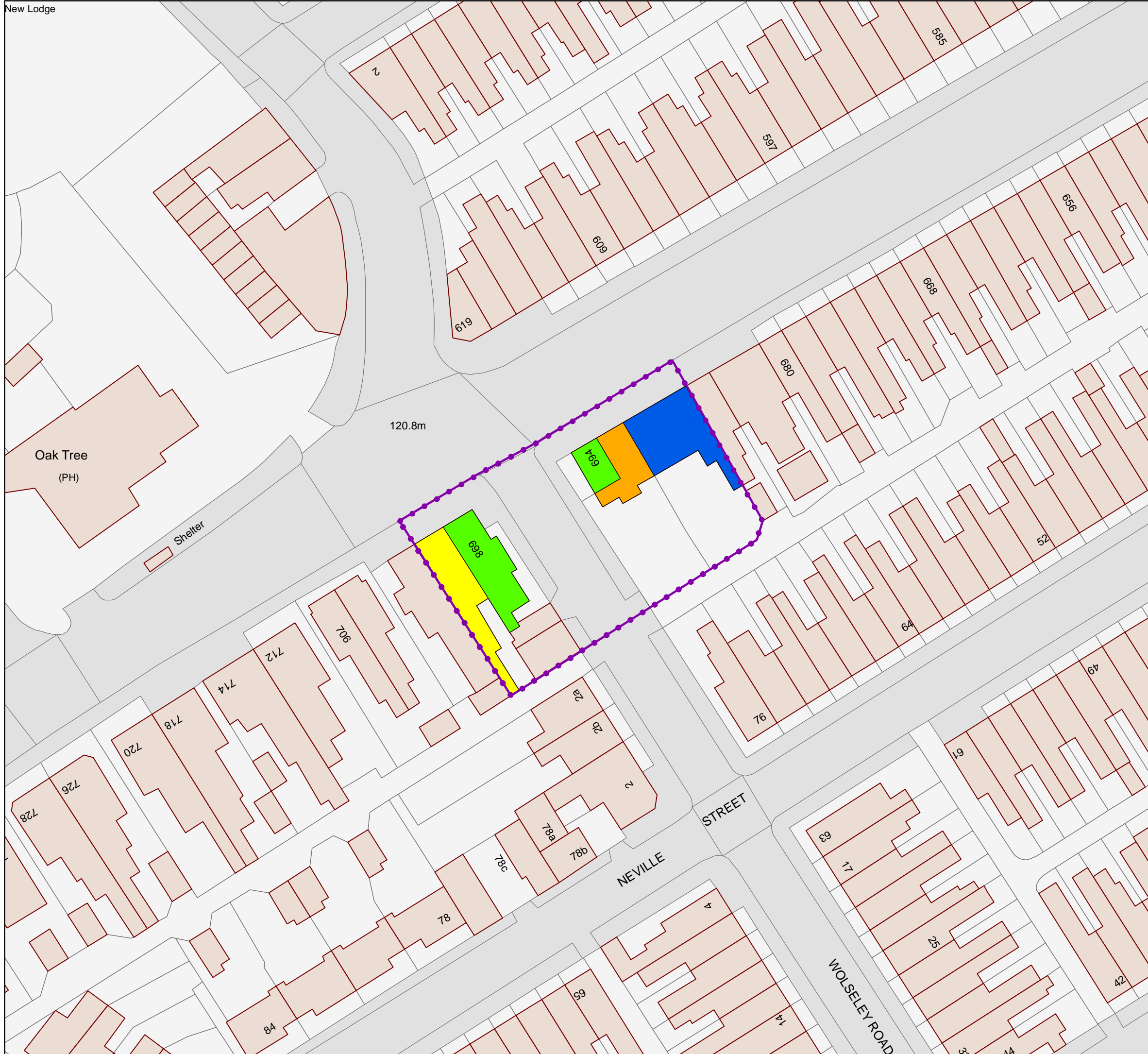
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Stoke Retail Study

Oakhill - London Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Stoke Retail Study

Heron Cross, Heron Street/Grove Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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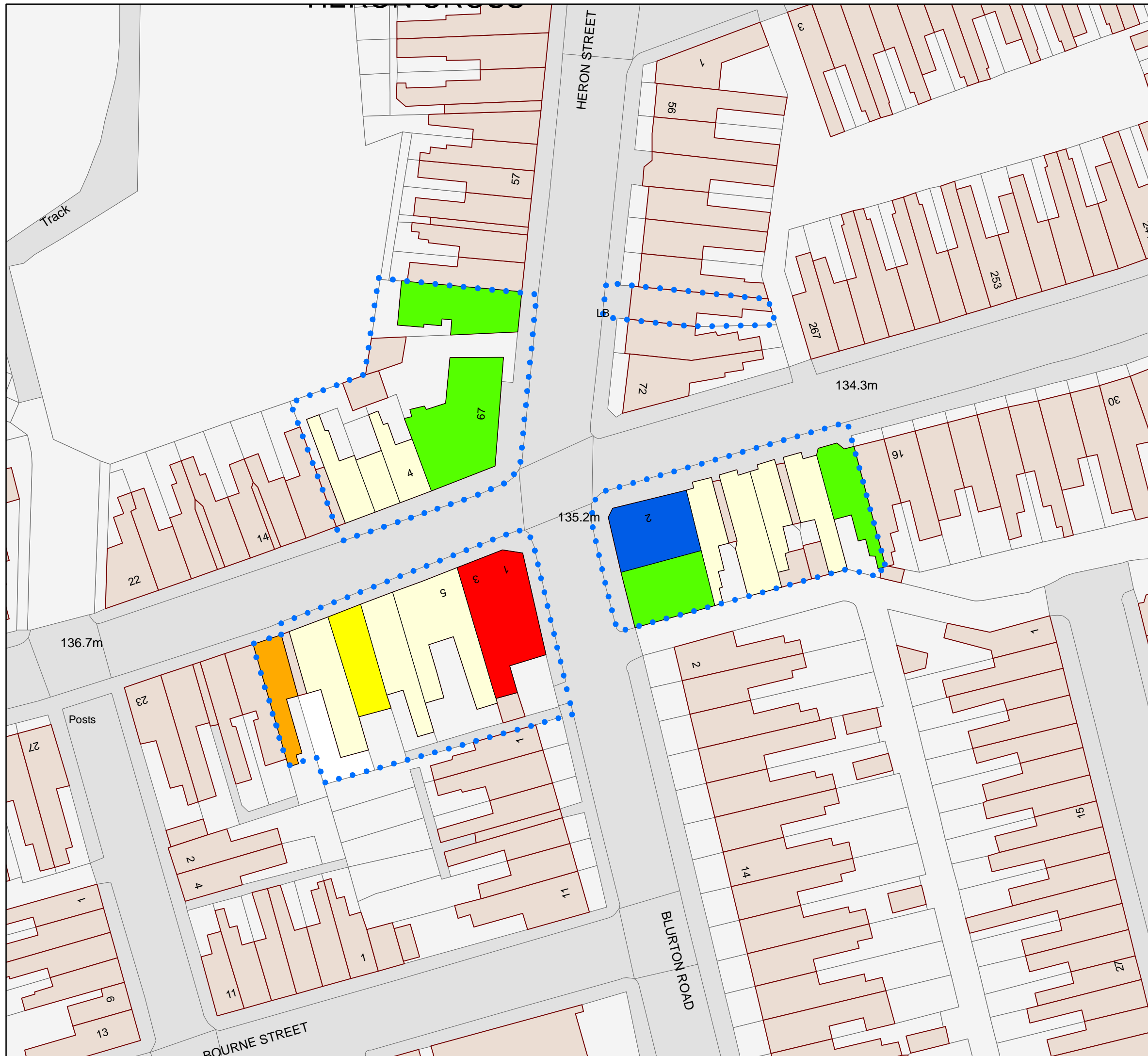
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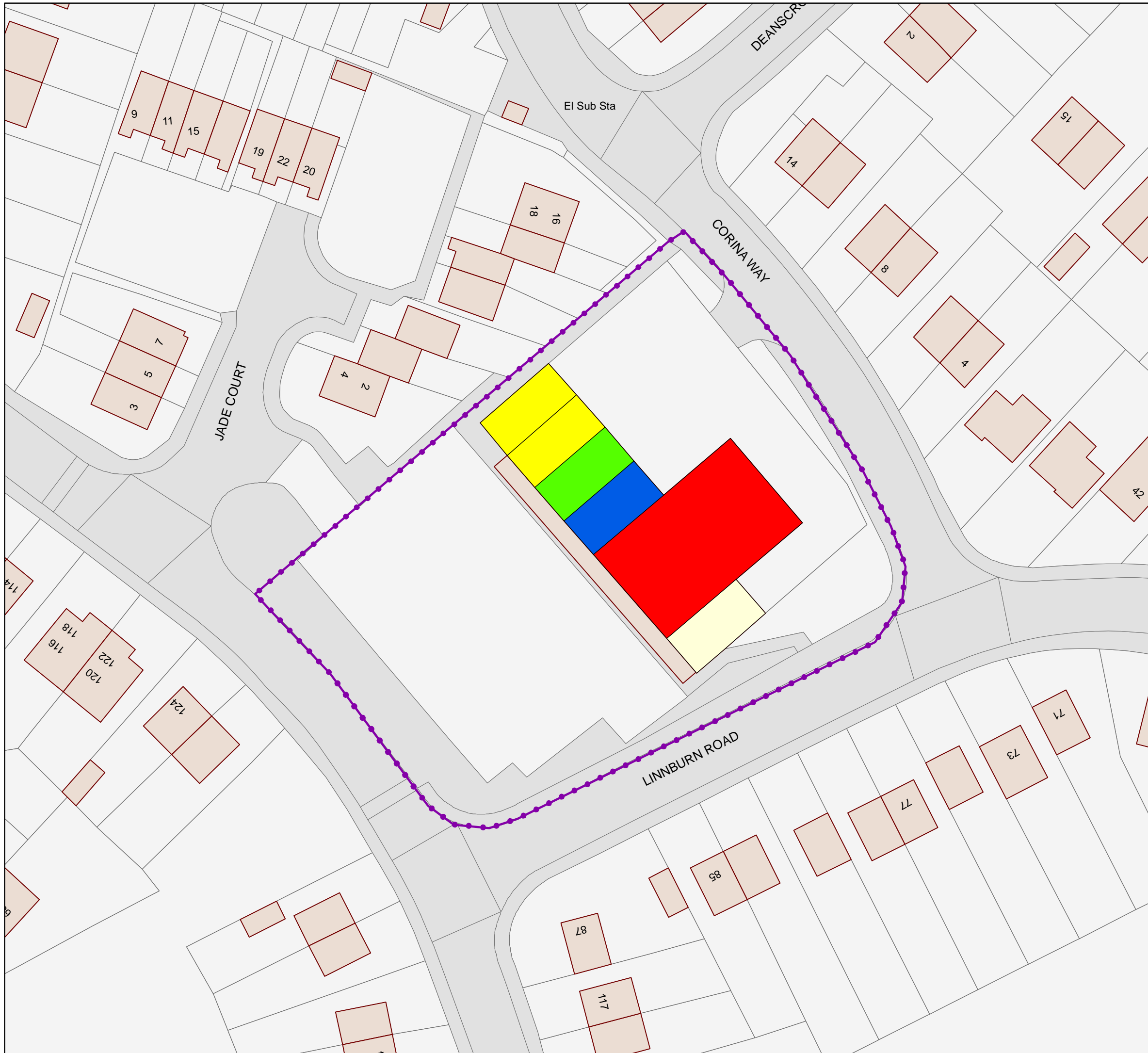
Meir Hay, Amison Street Neighbourhood Centre 40

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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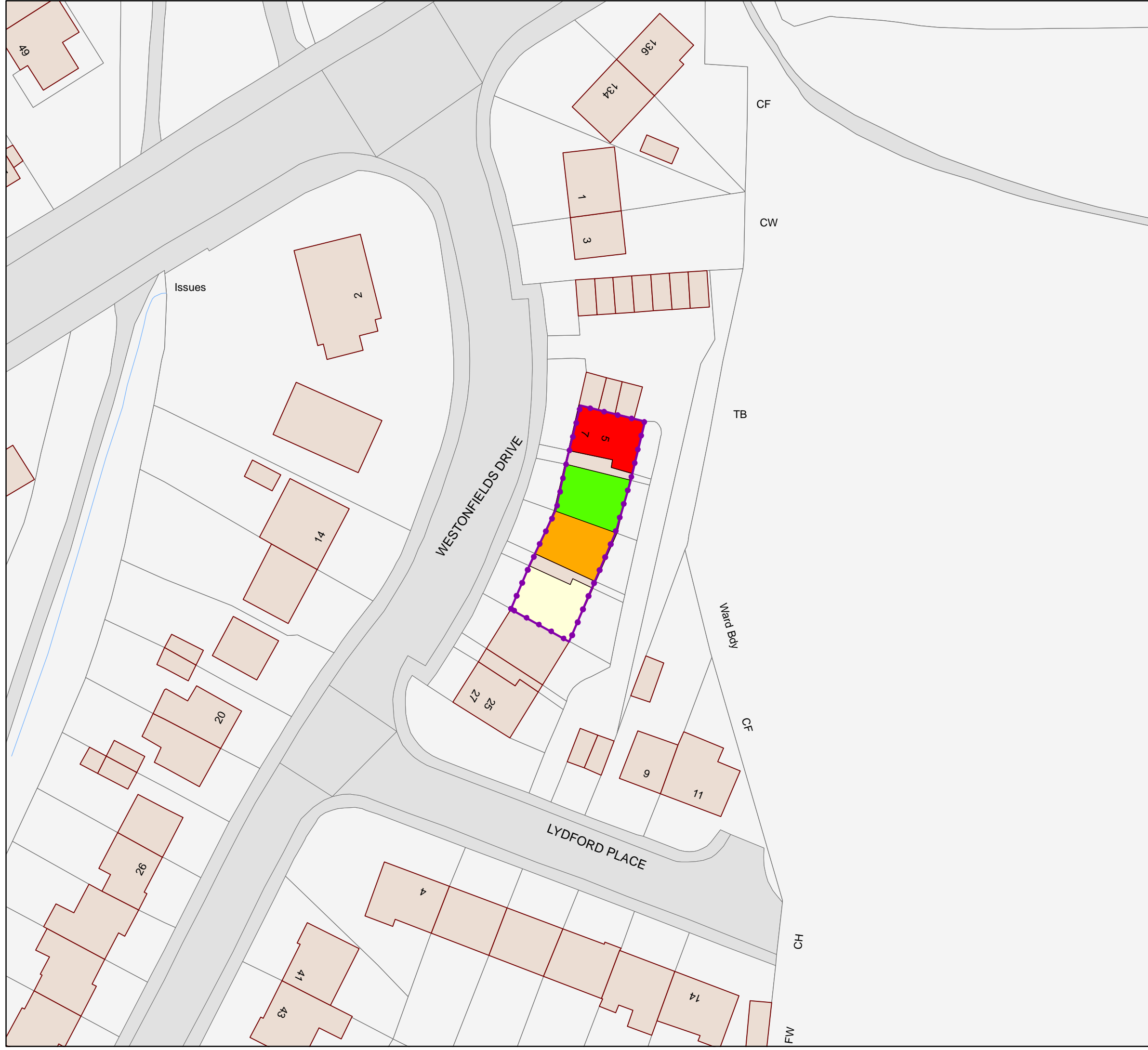
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Stoke Retail Study

Weston Coyney - Westonfields Drive Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
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Stoke Retail Study Weston Coyney - Coalville Place Neighbourhood Centre 42

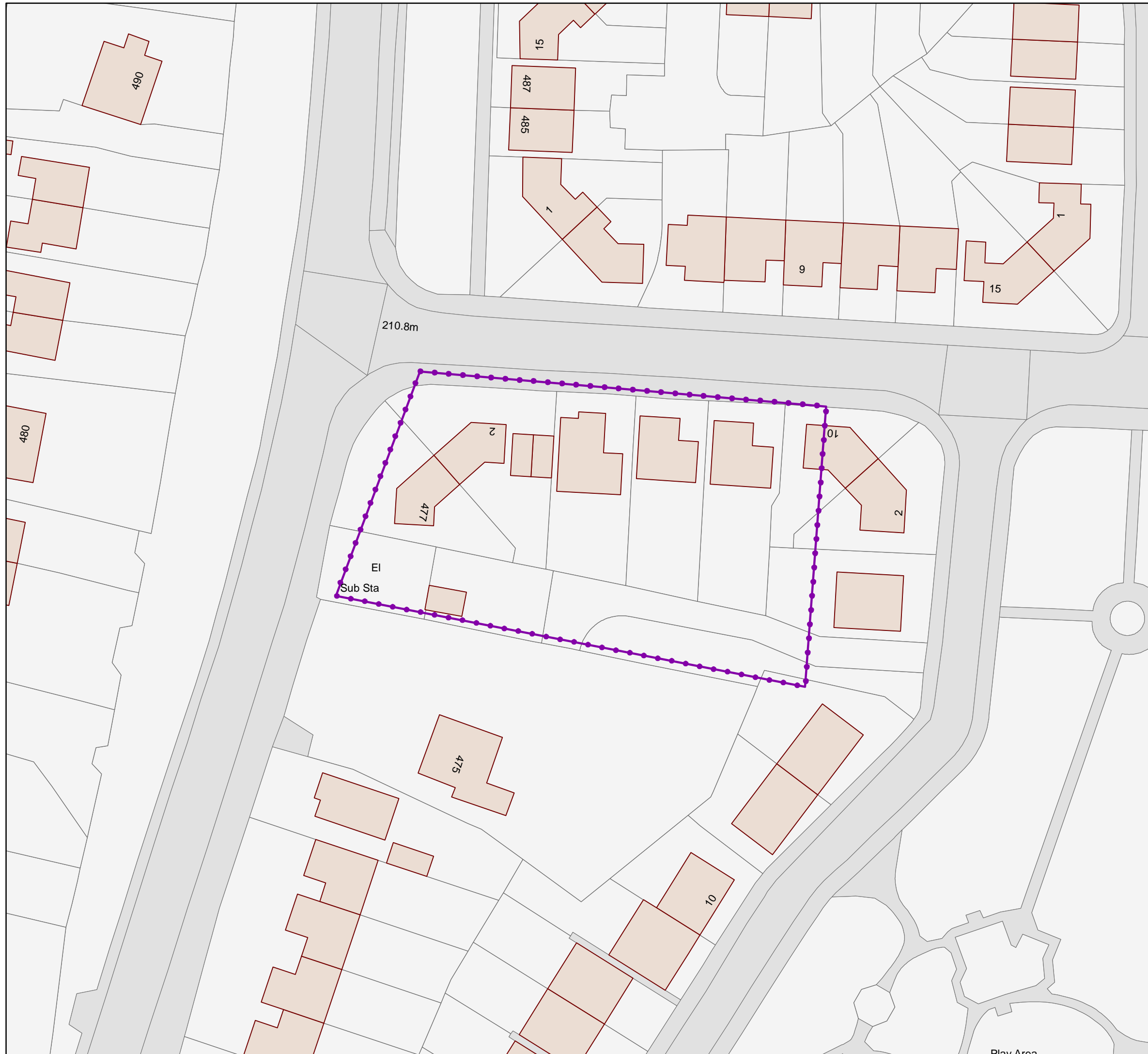
Key



Local Centre boundary



Neighbourhood Centre boundary



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0 10 20 Metres



North

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Local_Centres.mxd

July 2013

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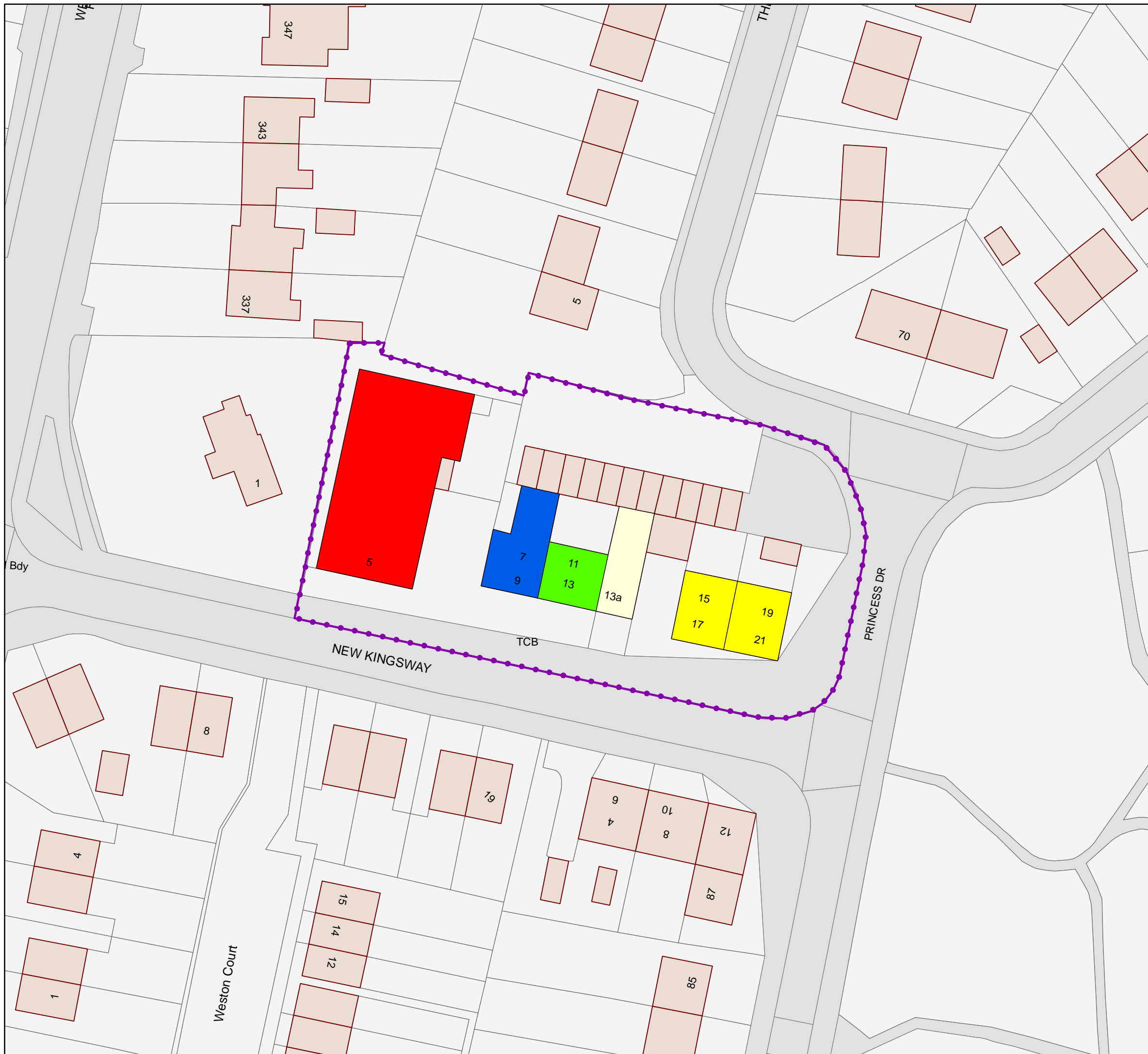
Weston Coyney - New Kingsway Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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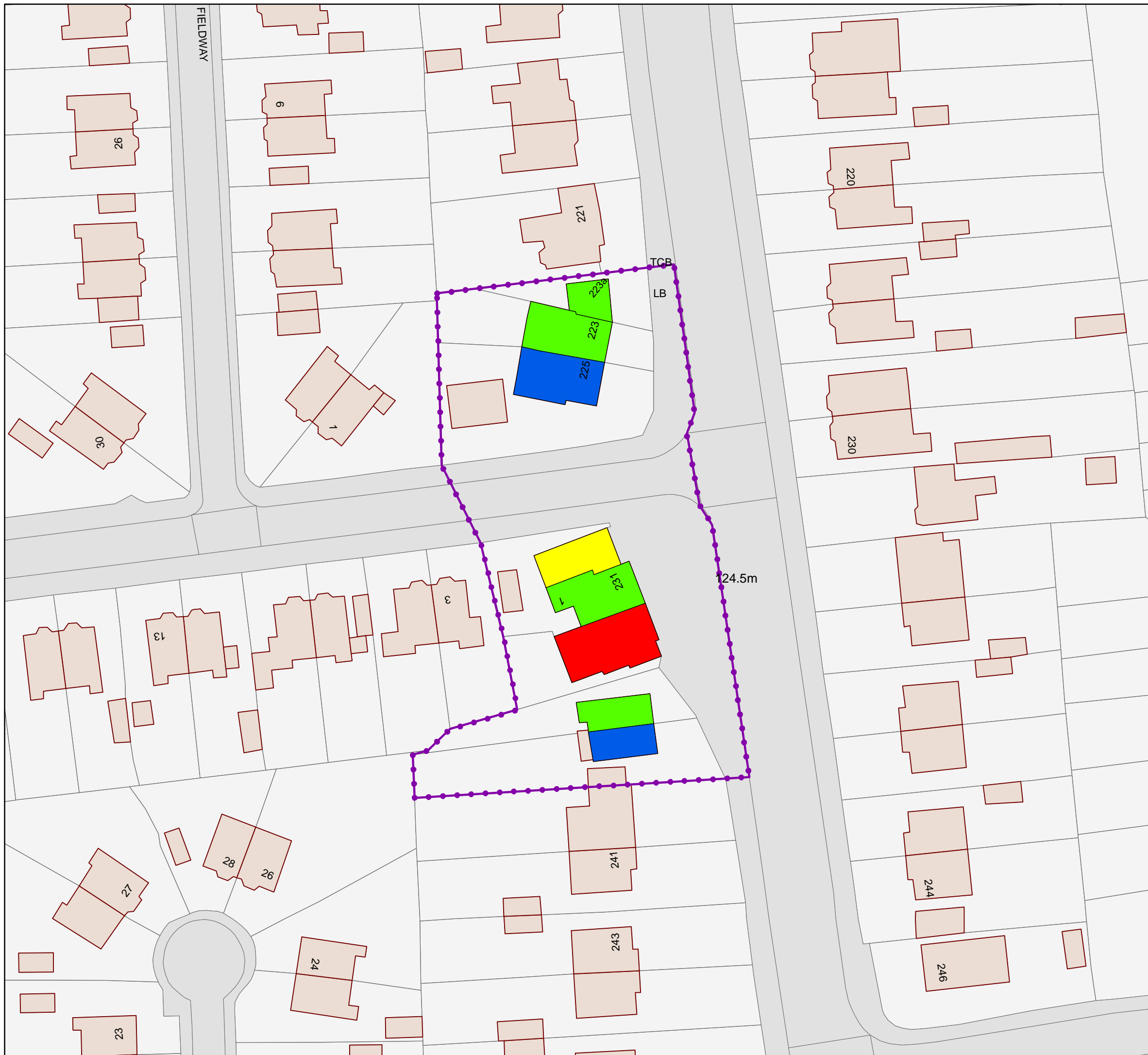
Hollybush - Blurton Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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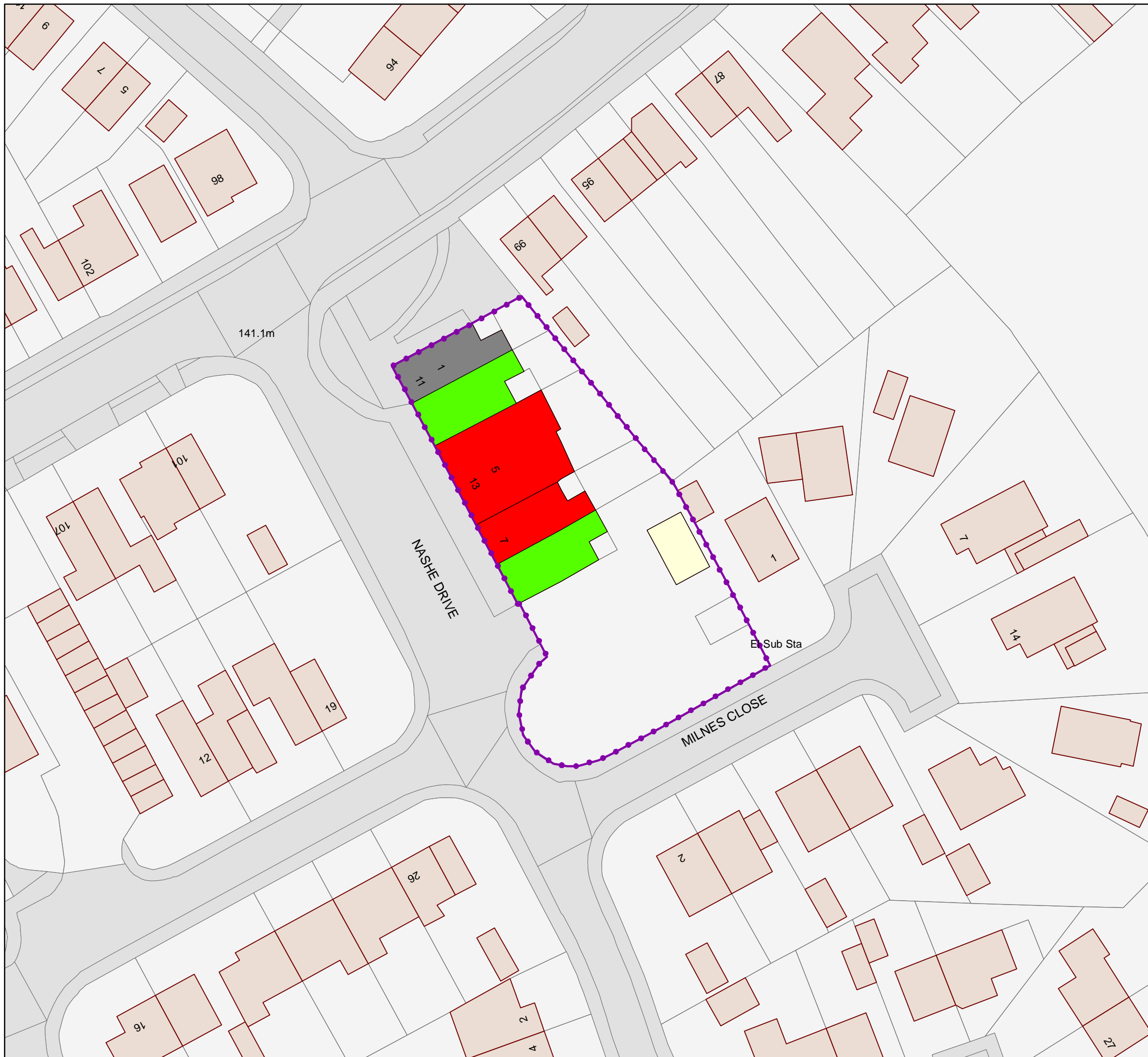
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Stoke Retail Study
Blurton, Nashe Drive
Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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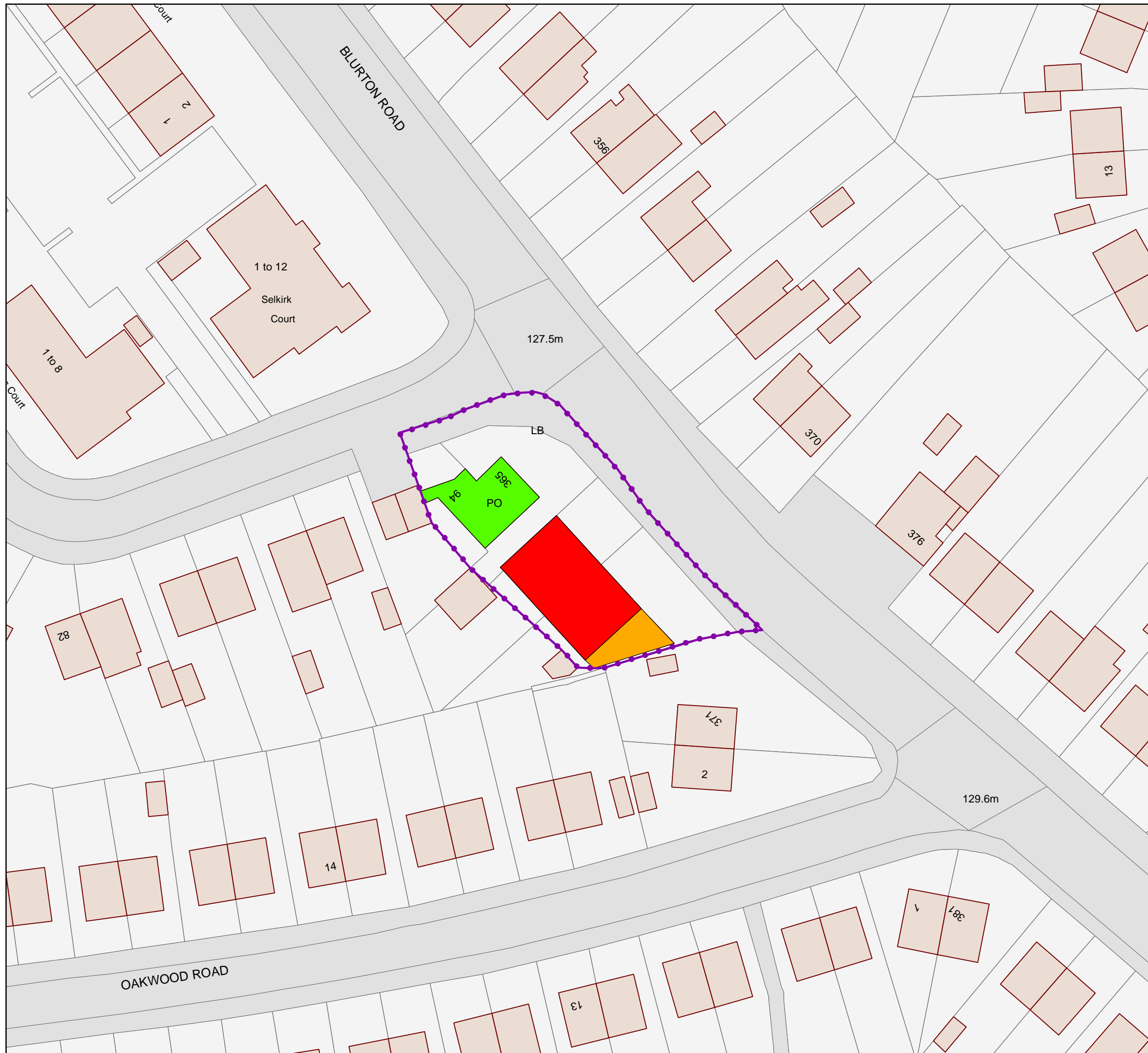
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Stoke Retail Study

Blurton - Blurton Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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Stoke Retail Study Dresden - Trentham Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



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1:1,000 @A3 Do not scale from this drawing



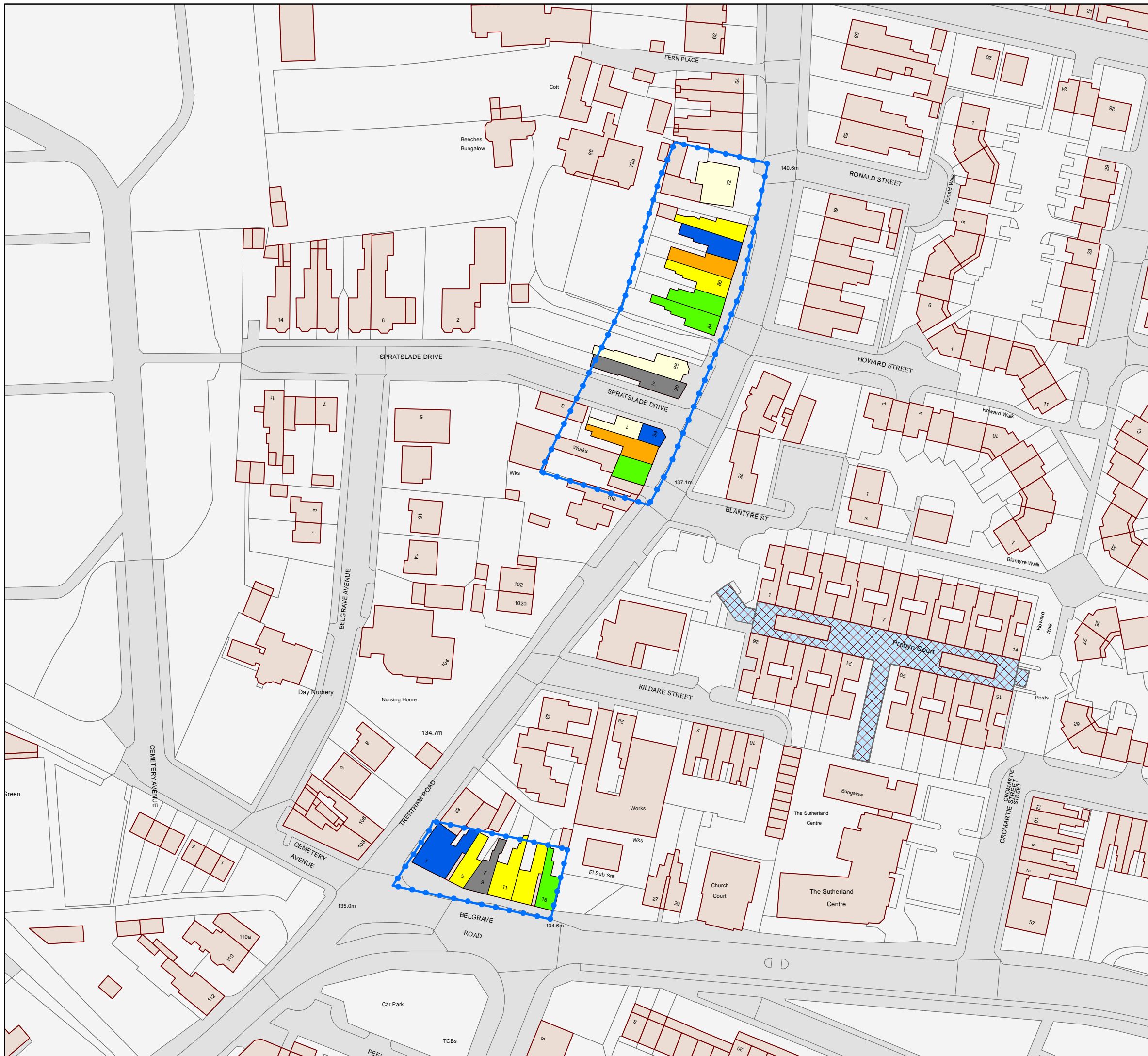
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Stoke Retail Study

Dresden - Carlisle Street 48 Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
1:1,000 @A3 Do not scale from this drawing



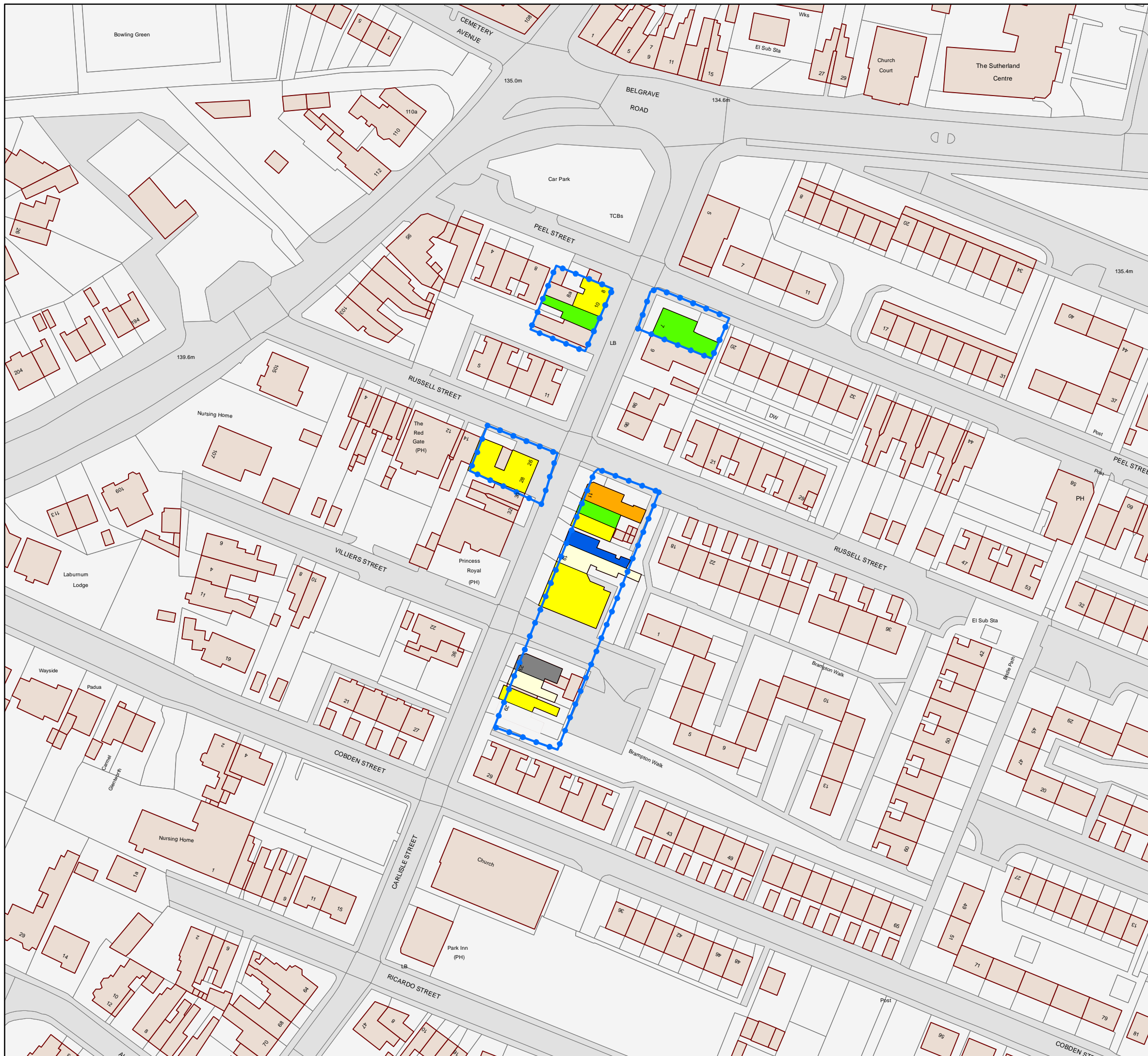
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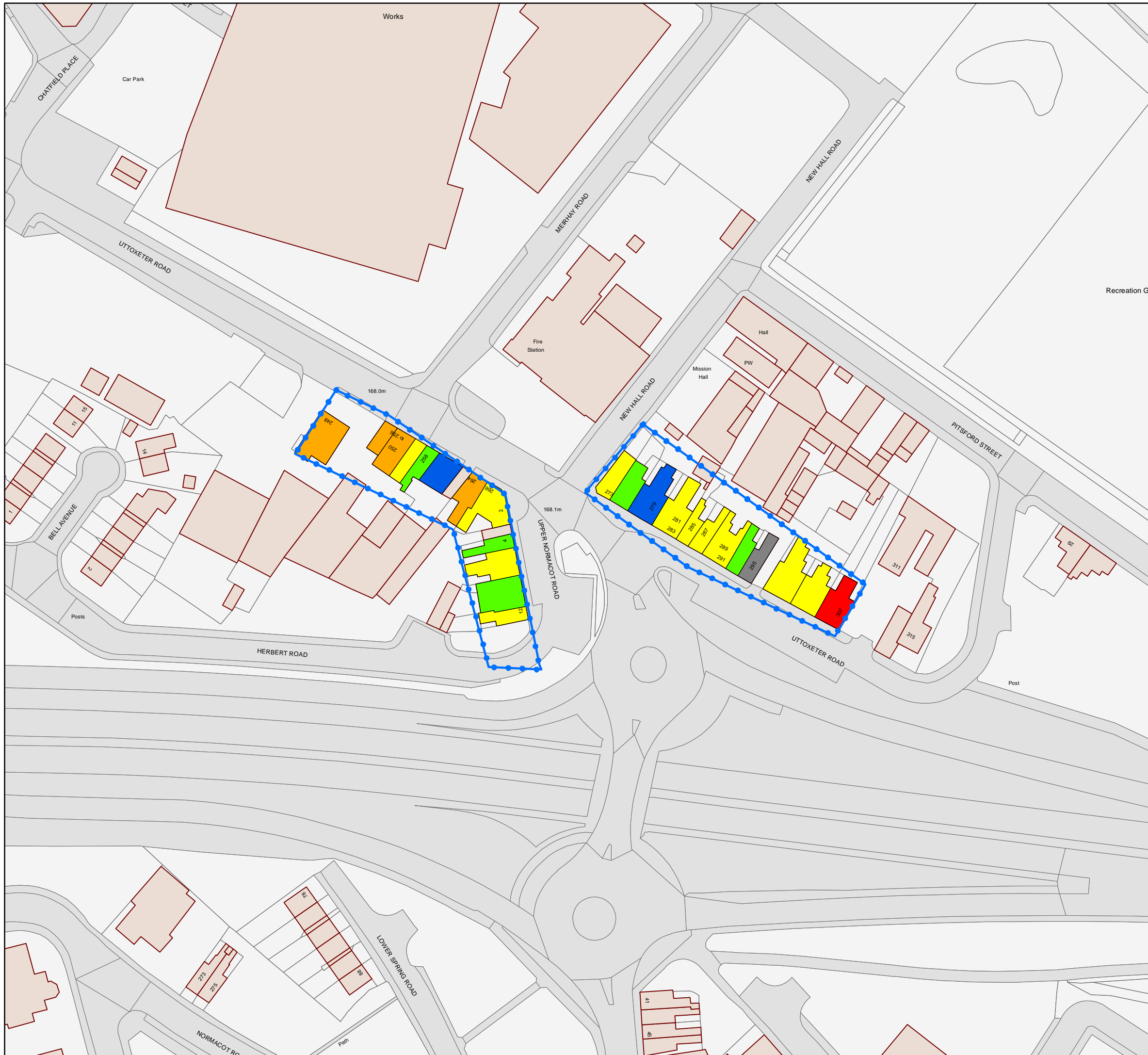
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Stoke Retail Study

Normacot - Uttoxeter Road Local Centre



Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
1:1,000 @A3 Do not scale from this drawing



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Stoke Retail Study

Hanford - Mayne Street Local Centre 50

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
1:500 @A3 Do not scale from this drawing



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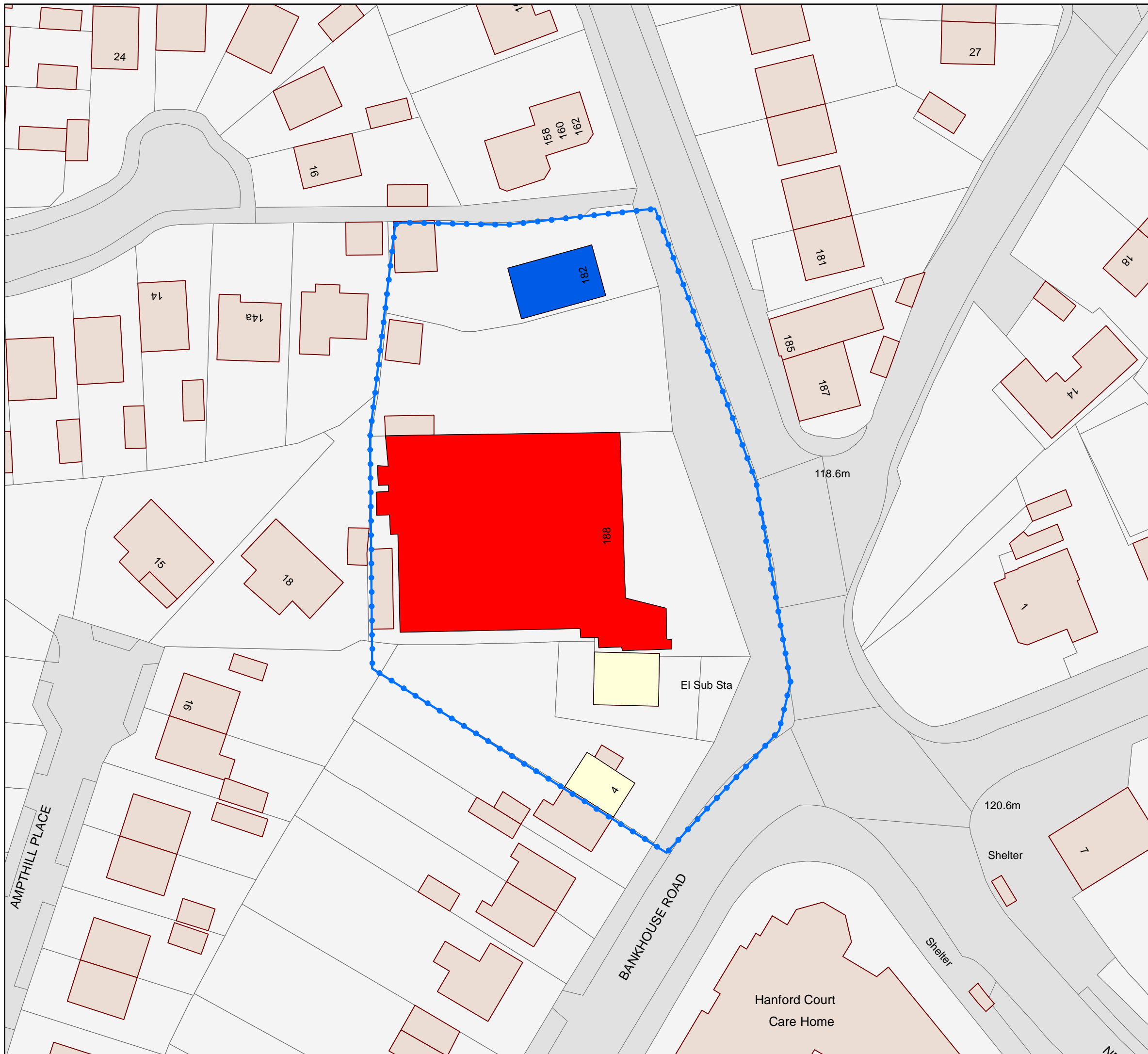
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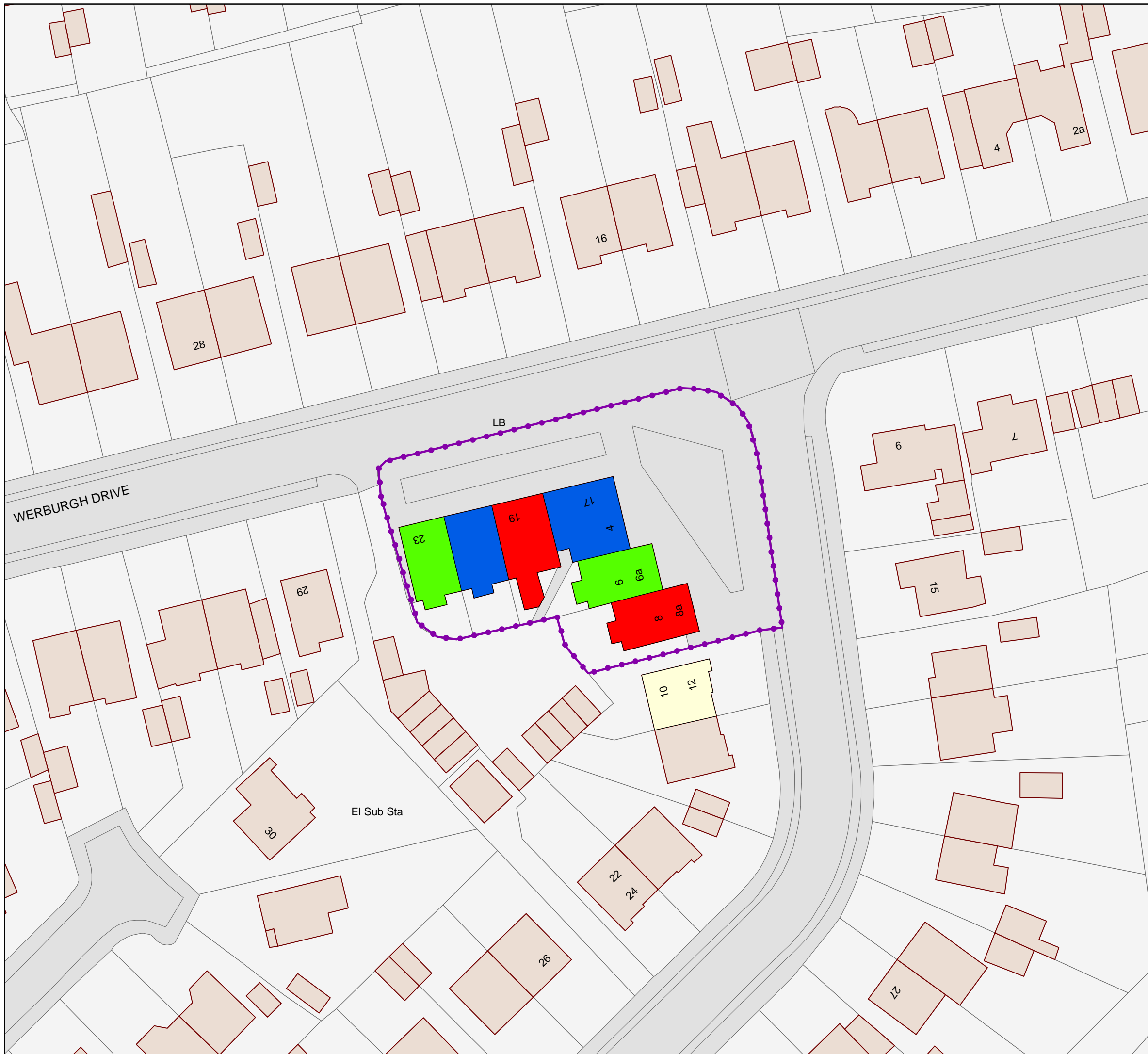
Trentham - Werburgh Drive Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
1:500 @A3 Do not scale from this drawing



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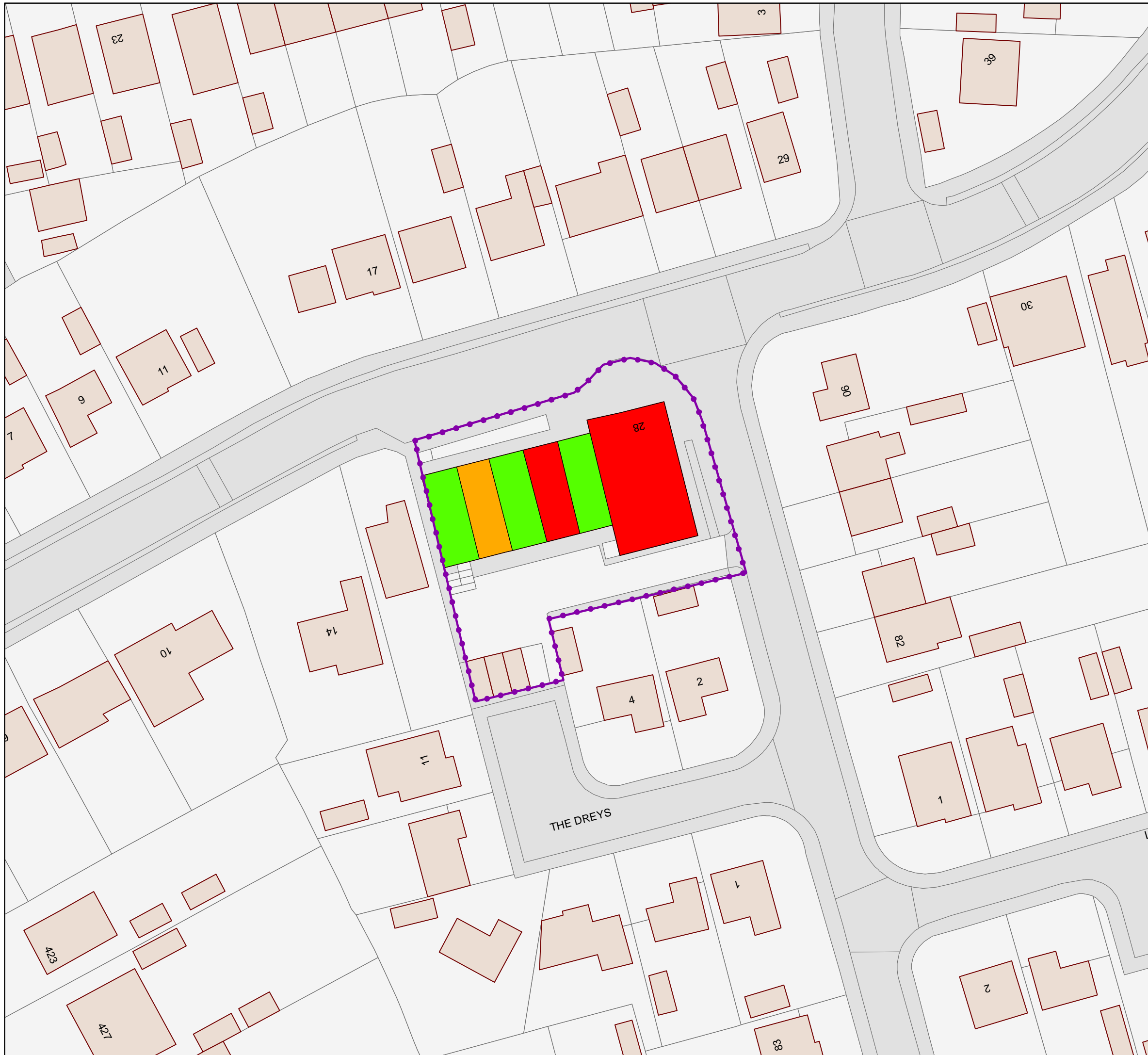
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Trentham - The Lea Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
1:500 @A3 Do not scale from this drawing



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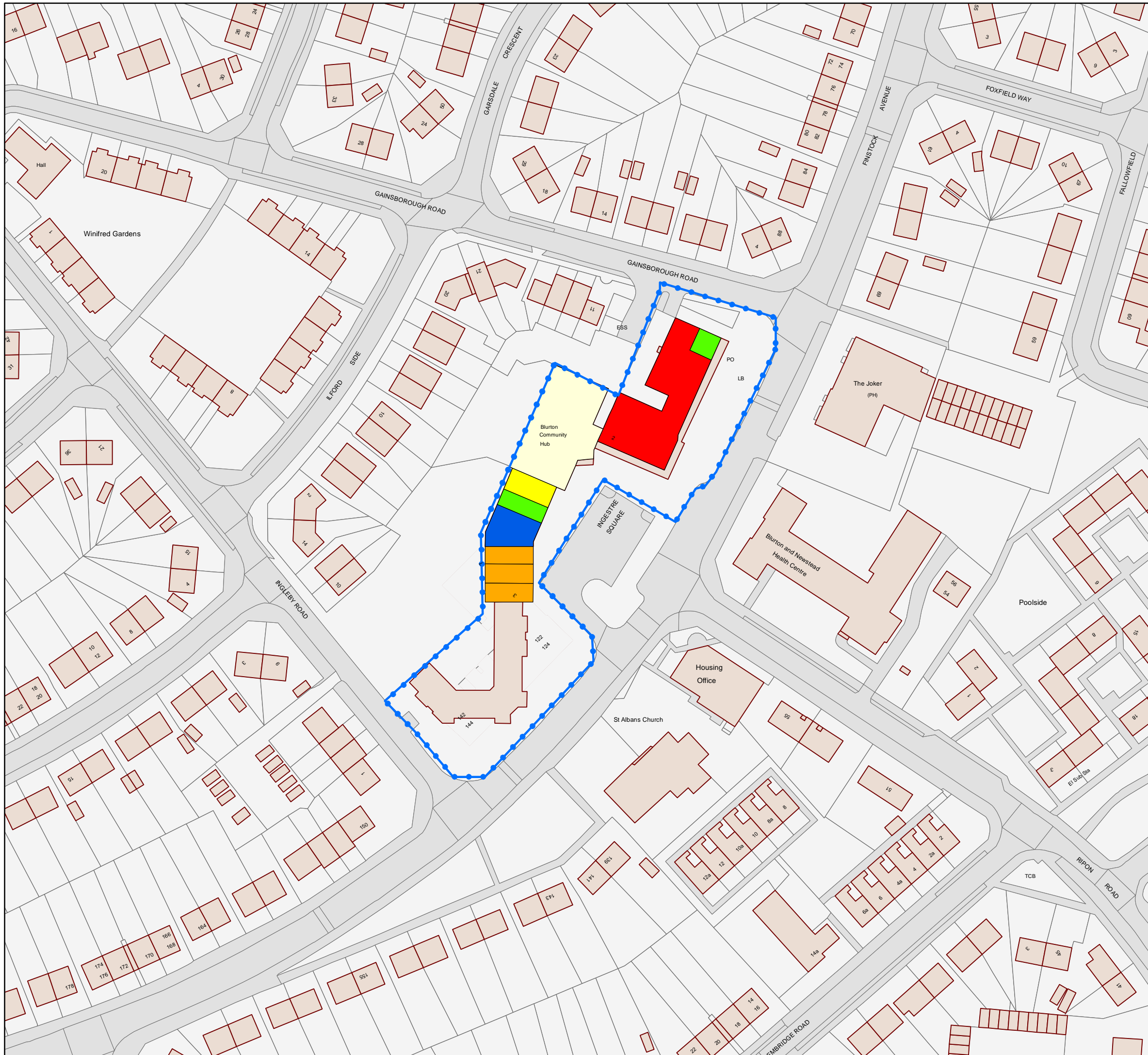
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Stoke Retail Study

Blurton, Finstock Avenue Local Centre



Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
1:1,000 @A3 Do not scale from this drawing



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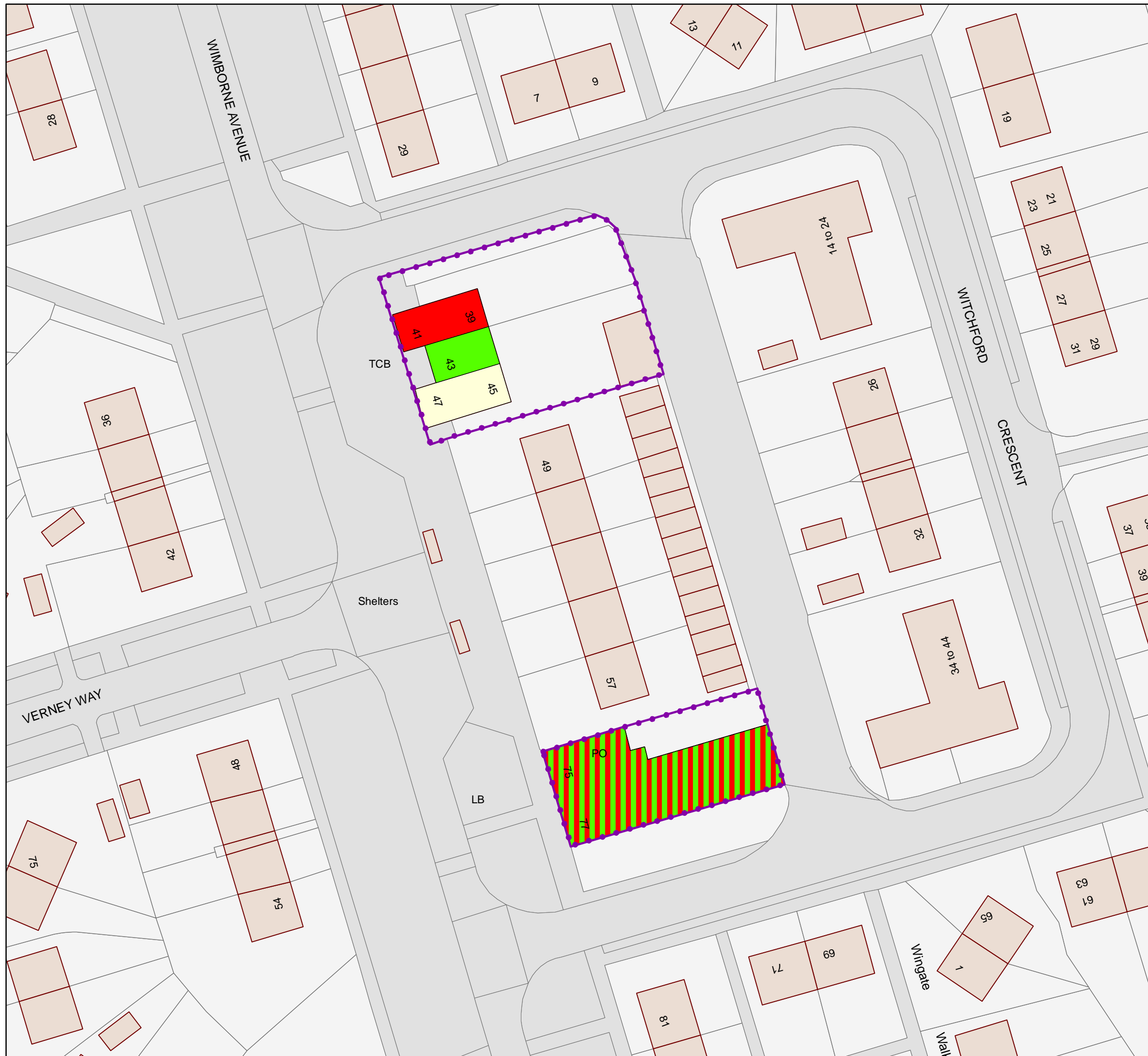
Blurton, Wimbourne Avenue Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
1:500 @A3 Do not scale from this drawing



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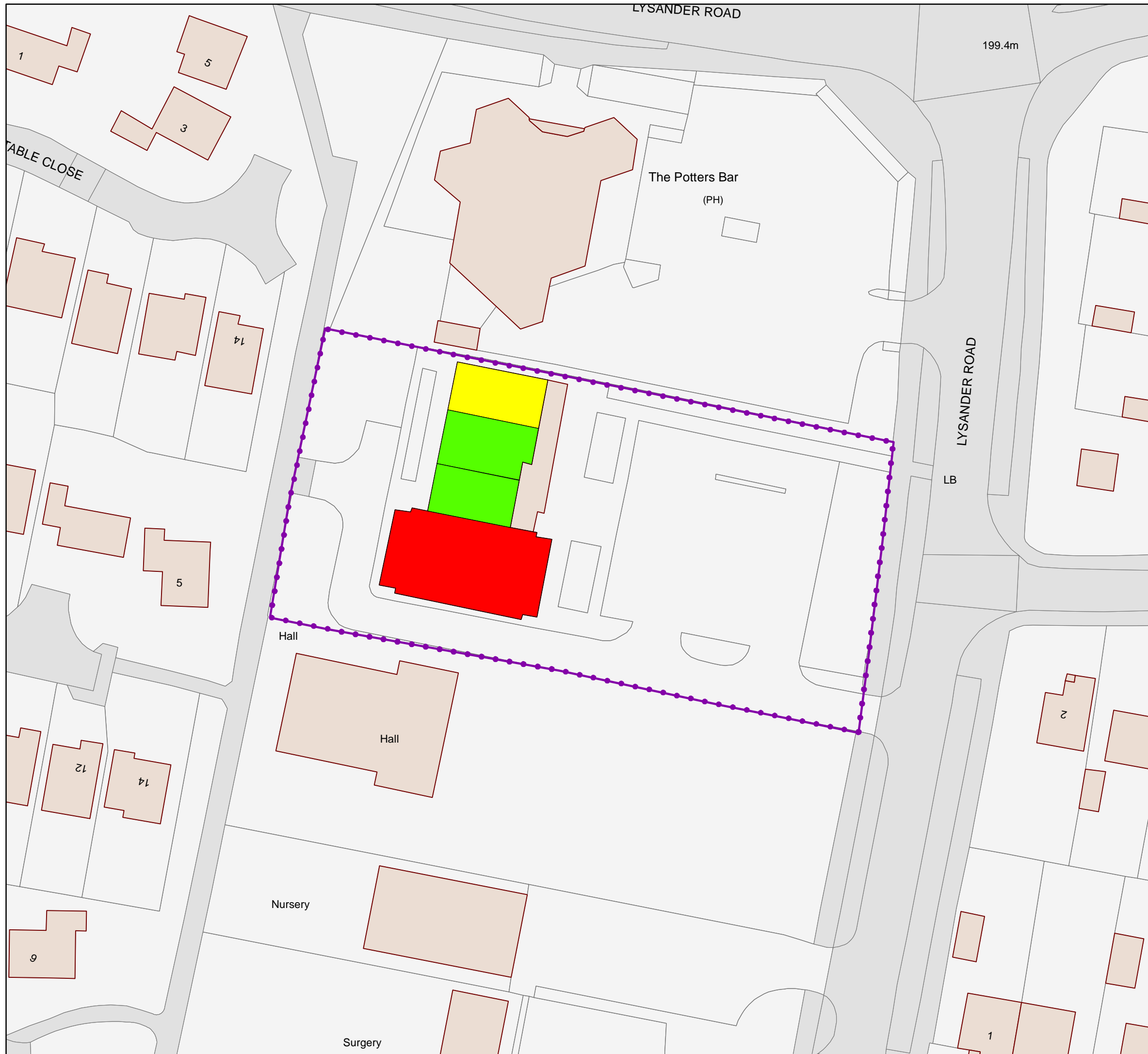
Meir Park - Lysander Road Neighbourhood Centre

Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
1:500 @A3 Do not scale from this drawing



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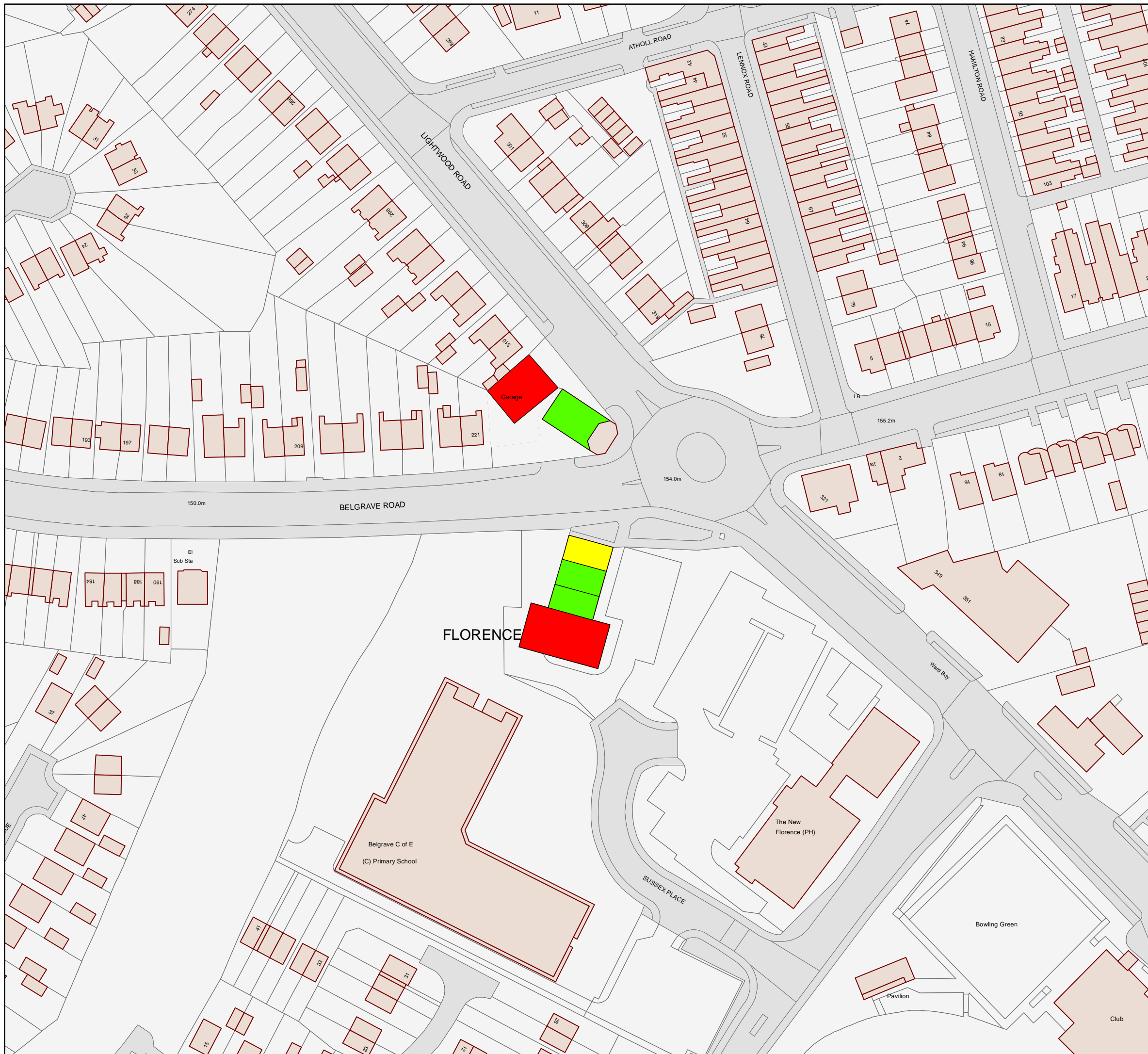
Stoke Retail Study
Lightwood - Belgrave Road Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
1:1,000 @A3 Do not scale from this drawing



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Stoke Retail Study Trentham Lakes, Stanley Matthews Way Local Centre

Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 Metres
1:1,000 @A3 Do not scale from this drawing

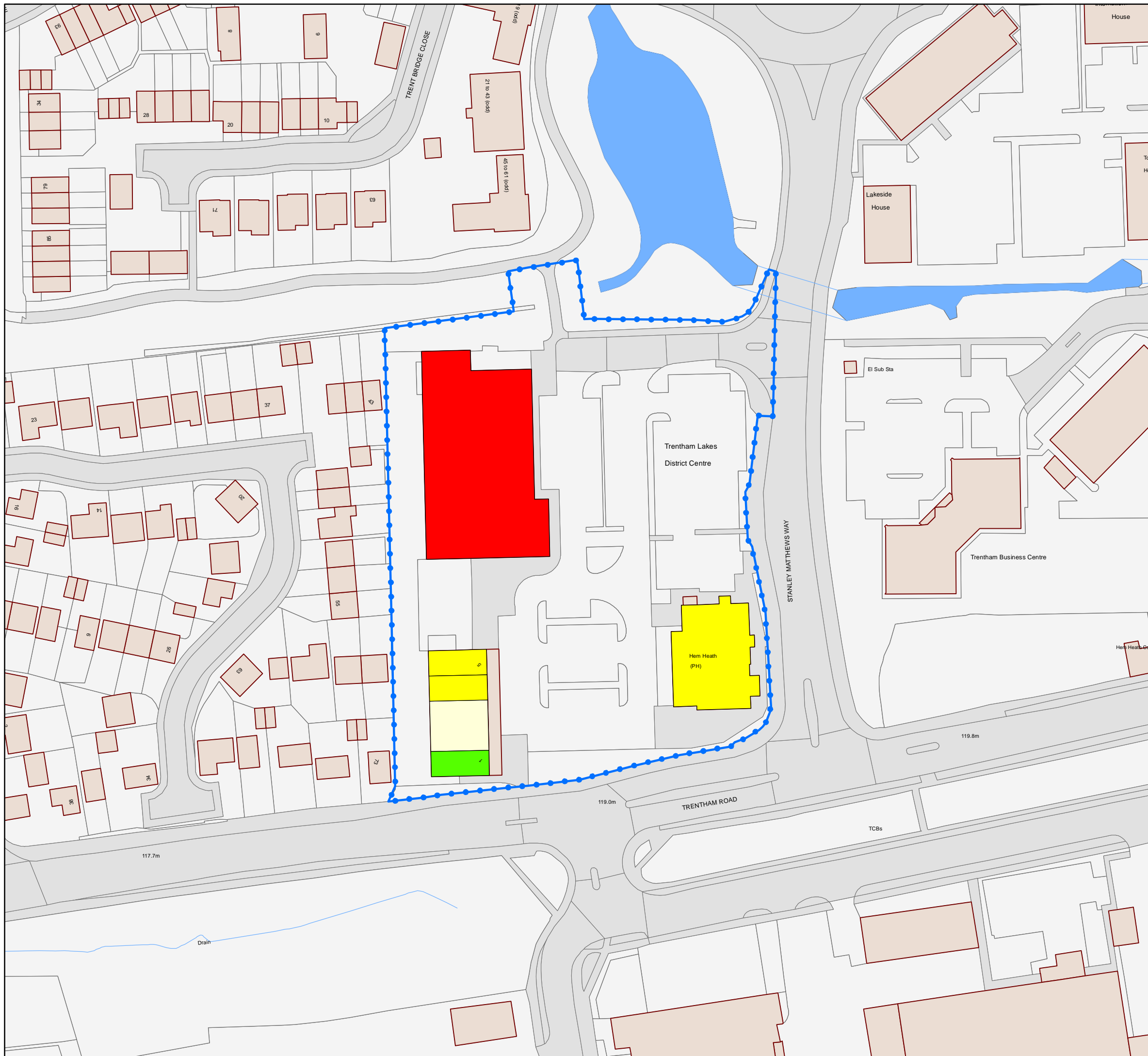


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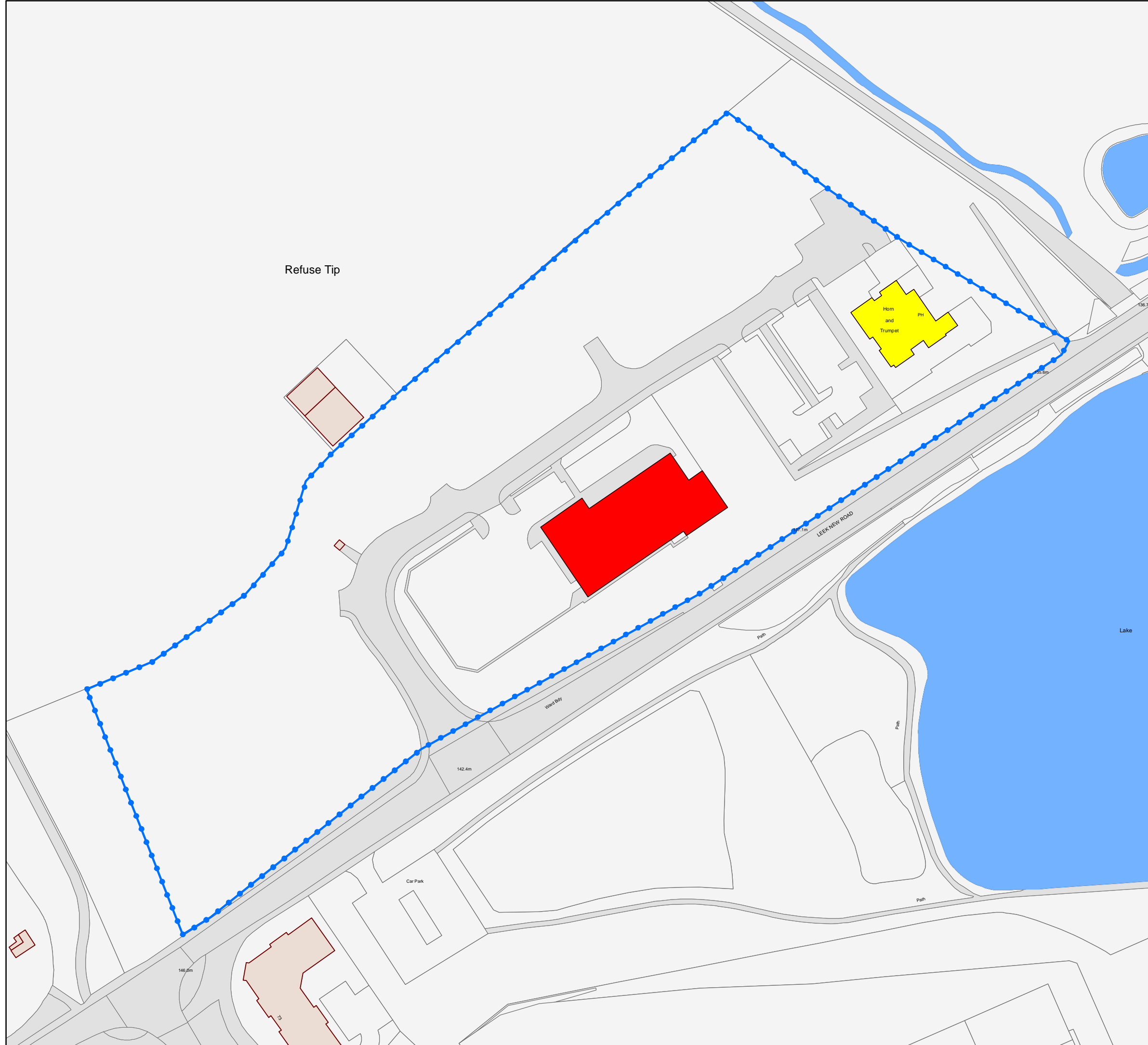
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Stoke Retail Study

Norton Park, Leek New Road Local Centre 58



Key

Local Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 40 60 Metres
1:1,250 @A3 Do not scale from this drawing



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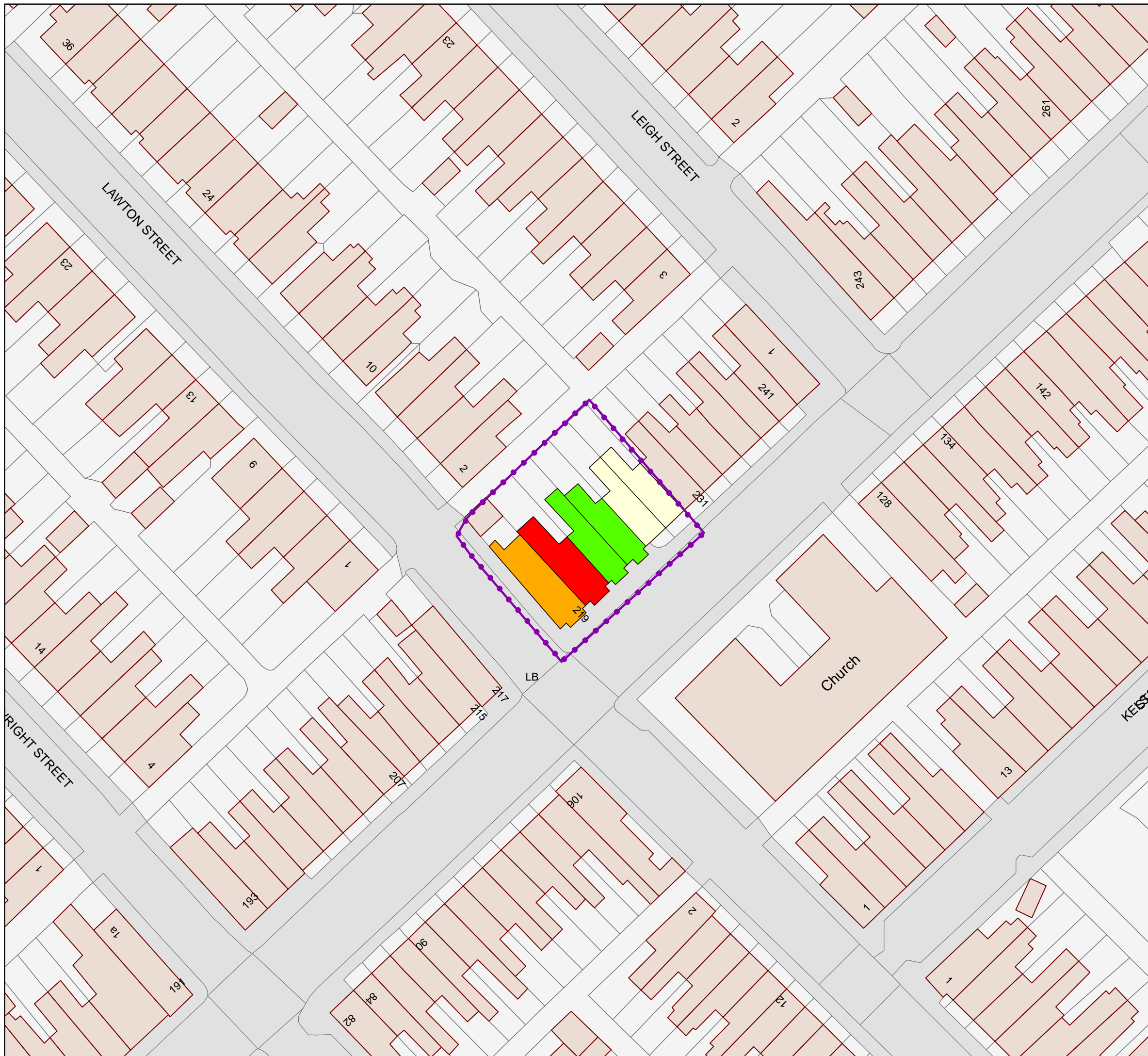
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Stoke Retail Study

Hamil Road Neighbourhood Centre



Key

Neighbourhood Centre boundary

Class Use

- Convenience
- Comparison
- Retail Service
- Convenience & Retail Service
- Leisure Service
- Financial & Business Service
- Vacant
- Other



0 10 20 Metres
1:500 @A3 Do not scale from this drawing



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