



**Cheadle**  
Staffordshire

**STAFFORDSHIRE** ♦ **MOORLANDS**  
LOCAL ♦ DEVELOPMENT ♦ FRAMEWORK

# CHEADLE TOWN CENTRE MASTERPLAN SUSTAINABILITY APPRAISAL



taylor youngity





## CHEADLE TOWN CENTRE MASTERPLAN SUSTAINABILITY APPRAISAL

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# STAFFORDSHIRE MOORLANDS SUSTAINABILITY APPRAISAL OF THE CHEADLE TOWN CENTRE MASTERPLAN

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## PART I – Non Technical Summary

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### 1. Introduction

- 1.1 In June 2009 Staffordshire Moorlands District Council, Advantage West Midlands and Staffordshire County Council commissioned Masterplans for the town centres of Cheadle and Leek. The overall aim is to identify a complementary set of development opportunities that will stimulate economic growth through private and public sector intervention. The Masterplans will direct the District Council and other partners' approaches to improving the two Town Centres. The Masterplans will also inform the preparation of the Local Development Framework (LDF).
- 1.2 Consultation on the draft Masterplan was undertaken between 1<sup>st</sup> November and 10<sup>th</sup> December 2010. A list of those consulted and the methods of consultation used are included in the Cheadle Town Centre Masterplan Consultation Statement. A number of representations were received that resulted in modifications being made to the Masterplan and this Sustainability Appraisal (see consultation statement). These are covered in more detail in Section A of this document.
- 1.3 This document forms the Sustainability Appraisal of the Masterplan for Cheadle. It includes an assessment of the Masterplan objectives on sustainability, a sustainability assessment of the interventions considered for the opportunity sites (maximum and minimum), an assessment of the cumulative effects of the Masterplan on sustainability, followed by an appraisal of the effects of the Masterplan on sustainability. Key officers and consultants from BE Group and Taylor Young have been closely involved with the preparation of the Sustainability Appraisal.

### 2. Sustainability Appraisal Scoping Report

- 2.1 As part of the Development Plan Document pre-production stage, the District Council has published a Sustainability Appraisal Scoping Report



for the Staffordshire Moorlands Local Development Framework (LDF). This forms the key document in the first stage of the SA. The Report helps to set the context of the LDF, define its objectives, establish a baseline and decide on the scope and level of detail required of the Sustainability Appraisal, to ensure that sustainability concerns will be taken into account throughout production of the LDF. A copy of the Scoping Report can be viewed on the District Council's website at [www.staffsmoorlands.gov.uk](http://www.staffsmoorlands.gov.uk).

### 3. Cheadle Town Centre Masterplan Spatial Objectives

3.1 Three spatial objectives were identified in the Masterplan brief for the work and these have subsequently been defined as Strategic Spatial Objectives. These three Strategic Spatial Objectives have been specifically identified for the Town Centre Masterplans and apply to both Leek and Cheadle. (These are different to the key objectives identified for the wider LDF in the Scoping Report and are derived from the issues identified through work on early consultations and the evidence base.) The objectives set out the desired outcomes the Council will aim to achieve through implementation of the document.

1. Identify employment opportunities through the redevelopment of vacant and under utilised land, properties and mills and enhancement of existing property.
2. Identify the potential to increase resident and visitor expenditure and reduce the leakage of expenditure to other centres.
3. Strengthen the retail and service hubs of the town centre.

3.2 Following the production of the Baseline report seven spatial objectives specific to Cheadle were derived by the consultants and used to select the Opportunity Sites. These are as follows:

1. Regeneration Benefits
2. Place making contribution to environment
3. Night-time economy benefits
4. Cultural added value
5. Commercial added value
6. Community added value
7. Linkage to other opportunity sites / projects.

## 4. Sustainability Appraisal of the Cheadle Town Centre Masterplan

4.1 The Sustainability Appraisal was undertaken by a 'SA team' which comprised officers from different departments with different expertise within Staffordshire Moorlands District Council, consultants from BE Group and Taylor Young.

### Appraisal of the Spatial Masterplan Objectives

4.2 The SA indicates that the three Masterplan spatial objectives identified in the brief and the seven objectives identified by the consultants to assess the opportunity sites have a significant number of positive impacts on sustainability, having a particularly positive impact on the social and economic sustainability objectives. The negative impacts are where redevelopment would require demolition of existing buildings and displacement of existing businesses, however the aim is to replace them within new developments which would be more energy efficient. The increased night-time economy could increase the potential for anti-social behaviour and mitigation measures would need to be explored. Better retail provision is likely to generate increased car use although this should be offset by residents shopping in the town centre rather than going elsewhere. More investigation is needed in terms of conservation and enhancement of biodiversity sites and the protection of key habitats and species.

4.3 The Masterplan Objectives were also compared with the Core Strategy Objectives and the assessment indicated that they complement each other well. The only conflict arises from increasing the number of visitors to Cheadle which could generate additional traffic although the improved retail offer may increase the number of local residents shopping in the town, reducing the need to travel elsewhere. The Masterplan seeks to improve pedestrian links within the town centre and at significant junctions and also to improve the bus corridor along High Street including the creation of 'superstops'.

### Appraisal of Maximum and Minimum Interventions on Sustainability

4.4 The sustainability appraisal of the maximum and minimum interventions on the Opportunity Sites influenced the adopted Masterplan. The following table indicates the options selected in the Masterplan.

Opportunity Site	Intervention Selected
OS1 Cheadle Council Offices, Leek Road	Refurbished for small business office use. New housing, approximately 14 houses will be created to the east <b>Minimum intervention reflects SA outcome</b>
OS2 Lightwood Area	Family housing <b>Maximum intervention reflects SA outcome</b>

<b>Opportunity Site</b>	<b>Intervention Selected</b>
<b>OS3 Well Street Car Park</b>	New 3* hotel <b>Police Authority acquired OS4 so hotel use introduced to this site</b>
<b>OS4 Former Job Centre Site</b>	New hotel, associated car parking and new offices <b>Police Authority acquired this site</b>
<b>OS5 Hurst's Yard Area</b>	A mixture of traditional family housing including the refurbishment of buildings on Bank Street <b>Only one intervention</b>
<b>OS6 Carlos Close Area</b>	New housing <b>Minimum intervention reflects SA outcome</b>
<b>OS7 Market Place</b>	Refurbished indoor market building alongside an enhanced market square <b>Maximum performed better in SA</b>
<b>OS8 Wheatsheaf Hotel and Lulworth House Area</b>	Assisted care facility or leisure use (Wheatsheaf Hotel) and heritage centre or use that will contribute to the vibrancy of High Street (Lulworth House) <b>Both interventions had similar sustainability impacts</b>
<b>OS9 Central car park area</b>	Mixed use development including retail, employment and public space <b>Maximum intervention reflects SA outcome</b>
<b>OS10 Depot off Leek Road</b>	New housing <b>Maximum employment slightly better</b>
<b>OS11 Penny Lane Mall</b>	Redeveloped with new retail frontage connecting to the central area <b>Maximum intervention reflects SA outcome</b>

### Effects of Masterplan on Sustainability

4.5 The table below indicates the overall positive long term effect the implementation of the Masterplan would have on Cheadle Town Centre.

- + = Positive      + + = Significantly Positive      - - = Significantly Negative
- = Negative
- 0 = Neutral (no significant positive or negative effects)
- ? = Impact Unknown
- I = Impact dependent on how implemented



Different components within an Option may generate varying impacts. This is indicated by '/'.

SA Objectives	Short Term (less than 1 year)	Medium Term (1-5 years)	Long Term (5 years or more)	Summary of Appraisal
<b>Social</b>	-/+	+	++	Positive effect over time as development in Cheadle takes place which improves services/ facilities and strengthens the retail offer. Provision of additional dwellings including affordable housing and extra care housing within the town will provide more choice and meet the needs of local residents. More efficient use of land and increased employment opportunities in the town will provide greater opportunity to work locally. All of these positive effects direct development to more sustainable locations and reduce the need to travel.
<b>Environment</b>	-/++	-/++	-/++	Due to the land included in the masterplan being predominantly previously developed and not within a Flood Zone there are few negative cumulative environmental impacts identified however Habitat and Protected Species Surveys may need to be carried out for some of the opportunity sites and any necessary mitigation and/ or compensatory measures implemented. There may be a negative impact of contamination being exposed through redevelopment but positive impact of remediation of any contamination. There are positive effects such as encouraging further development of tourism and culture. Other positive impacts are the re-use of existing buildings and more efficient use of brownfield land and redevelopment of vacant properties and enhancement of existing property.
<b>Economic</b>	-/++	-/++	++	The assessment shows that the masterplan has mainly positive effects on the economic objectives. Generation of additional jobs through new retail, leisure, tourism and business development in Cheadle. Diversifying the employment opportunities the town has to offer. However there are likely to be negative impacts including the loss of land in employment use and jobs on Opportunity Sites as part of redevelopment. It is recommended that measures are taken to re-provide any lost land in employment use and to relocate affected businesses either on redeveloped sites or elsewhere in the town. There is an on-going need to ensure that the District's workforce skills match local employment opportunities.

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## PART II

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## Section A – How the Masterplan Options were developed and Assessment Undertaken

In June 2009 Staffordshire Moorlands District Council, Advantage West Midlands and Staffordshire County Council commissioned Masterplans for the Town Centres of Cheadle and Leek. The overall aim is to identify a complementary set of development opportunities that will stimulate economic growth through private and public sector intervention. The Masterplans will direct the District Council and other partners' approaches to improving the two Town Centres. The Masterplans will also inform the preparation of the Local Development Framework (LDF).

Three spatial objectives were identified in the Masterplan brief for the work and these have subsequently been defined as Strategic Spatial Objectives. These three Strategic Spatial Objectives have been specifically identified for the Town Centre Masterplans and apply to both Leek and Cheadle. (These are different to the key objectives identified for the wider LDF in the Scoping Report and are derived from the issues identified through work on early consultations and the evidence base.) The objectives set out the desired outcomes the Council will aim to achieve through implementation of the document.

1. Identify employment opportunities through the redevelopment of vacant and under utilised land, properties and mills and enhancement of existing property.
2. Identify the potential to increase resident and visitor expenditure and reduce the leakage of expenditure to other centres.
3. Strengthen the retail and service hubs of the town centre.

A Baseline Report represented the first stage in the process leading to the production of the Masterplan. This included a review of national, regional and local planning policy in relation to town centres and reports on retailing and regeneration. Census data was analysed to gain an understanding of the socio-economic position of the catchment for Cheadle. Desktop surveys, field surveys and retailer surveys were also undertaken by the consultants.

The Baseline Report provided a broad data set in order to develop options for change and development in the Town Centre. A number of key physical drivers emerged from the baseline work:

- Creation of defined heart to the Town Centre
- Improving and enhancing the setting of St. Giles (RC) Church
- Possibility of repairing the damaged urban fabric to the east/south east of the Town Centre
- Opportunity to improve the historic core
- Improve Town Centre Gateways

- Potential to enhance the environment around Tape Street
- Integrate eastern areas to High Street
- Complement and improve the environment along High Street.

The consultation process included a public launch and Stakeholder workshops, Councillor workshops and Cheadle Business Group Workshops at each stage of the process. Local communities, users of Cheadle Town Centre, the District Council and Staffordshire County Council, Officers and Member groups, businesses, land and property owners and developers have all played a vital role in the development of the Masterplan.

At these consultation events a list of different options and projects were generated, informed by the baseline research, discussions, best practice and professional knowledge and experience. Assessment involved analysis against the agreed objectives, reviewing how well each of the options performed with respect to meeting the objectives, the deliverability of the options involving broad financial, property demand, land ownership and policy considerations.

During the Masterplan process seven spatial objectives specific to Cheadle were derived and used to select the Opportunity Sites. These are as follows:

1. Regeneration Benefits
2. Place making contribution to environment
3. Night-time economy benefits
4. Cultural added value
5. Commercial added value
6. Community added value
7. Linkage to other opportunity sites / projects.

Key to the whole process was a sustainability appraisal that takes into account the Masterplan objectives on sustainability, an assessment of the sustainability of the interventions considered for the opportunity sites (maximum and minimum interventions), an assessment of the cumulative effects of the Masterplan on sustainability, followed by an appraisal of the effects of the Masterplan on sustainability.

Consultation on the draft Masterplan was undertaken between 1<sup>st</sup> November and 10<sup>th</sup> December 2010. A list of those consulted and the methods of consultation used are included in the Cheadle Town Centre Masterplan Consultation Statement. A number of representations were received that resulted in modifications being made to the Masterplan and this Sustainability Appraisal (see consultation statement). The comments specifically relating to the Sustainability Appraisal were made by English Heritage and resulted in additional supporting text being added to Objective 13 so that

it addresses key potential impacts e.g. St Giles Church. English Heritage also considered that the SA Objectives and indicators should be reviewed which more appropriately reflect the potential impacts (positive and negative) on the historic environment and heritage assets. The Council intends to update and review the Scoping Report and the SA Objectives and indicators and English Heritage will be consulted on the draft document. The other modifications were not significant enough to alter the scoring in the SA tables.



## Section B – Sustainability Appraisal Objectives

Staffordshire Moorlands District Council has identified the following seventeen objectives for its Sustainability Appraisal within the Sustainability Appraisal Scoping Report. These are based on key sustainability issues, taking into account characteristics of the area and findings of the baseline data. These remain unchanged for all the sustainability appraisals of development plan documents (DPD's) and supplementary planning documents (SPD's).

SA OBJECTIVES		
SOCIAL	SA 1	<b>To improve the quality of where people work and live, and minimise risks and nuisances</b>
	SA 2	To eliminate social exclusion by promoting, maintaining and improving facilities, services and opportunities for all and access to them
	SA 3	<b>To minimise opportunities for crime and reduce the fear of crime</b>
	SA 4	To ensure adequate quality and provision of a range of house types to meet local needs in appropriate locations, and maintain and improve the local housing stock and provision of affordable/social housing
	SA 5	<b>To direct development to more sustainable locations and reduce the need to travel</b>
	SA 6	To strengthen transport links between rural areas and towns, and improve conditions for walking, cycling and travel by public transport

<b>SA OBJECTIVES</b>		
<b>ENVIRONMENT</b>	SA 7	<b>To identify, conserve and enhance biodiversity sites and to maximise opportunities for achieving Biodiversity Action Plan targets</b>
	SA 8	To protect and enhance key habitats and species
	SA 9	<b>To reduce contamination, regenerate degraded environments and maintain soil resources and quality</b>
	SA 10	To promote efficient use of resources
	SA 11	<b>To reduce energy consumption and waste production, and facilitate renewable energy</b>
	SA 12	To reduce flood risk, protect and enhance water sources and environmental assets, and reduce contributions and vulnerability to climate change
	SA 13	<b>To protect and enhance the character of the landscape and townscape, historic assets, and maintain and strengthen local distinctiveness and sense of place</b>
	SA 14	To encourage further development of tourism and culture

<b>SA OBJECTIVES</b>		
<b>ECONOMIC</b>	SA 15	<b>To safeguard the vitality and viability of the District's towns and villages, and create and sustain a vibrant rural economy</b>
	SA 16	To strengthen, modernise and diversify the District economy, and promote sustainable economic growth
	SA 17	<b>To encourage and support a high and stable level of employment and variety of jobs to meet local employment needs</b>

### Section C (i) – Assessment of the Masterplan (Spatial Objectives) against SA Objectives

The following table assesses the three Masterplan Spatial Objectives against the 17 SA objectives

SA OBJECTIVE		CHEADLE MASTERPLAN STRATEGIC SPATIAL OBJECTIVES		
		1 - Identify employment opportunities through redevelopment of vacant and under utilised land	2 - Identify the potential to increase resident and visitor expenditure and reduce leakage of expenditure to other centres	3 - Strengthen the retail and service hubs of the town
SOCIAL	1	+	+	+
	2	+	+	+
	3	+ Vacant and underutilised land to be redeveloped Central Car Park Area to be redeveloped (currently location of anti-social behaviour) - Redevelopment of town will attract additional people. Additional people could result in increased potential for criminal activity Additional night-time economy – increased potential for anti-social behaviour	+ Redeveloped and new retail units, within better managed town centre areas - Additional/better quality shops - increased potential for criminal activity	+/- Additional/better quality shops - increased potential for criminal activity
	4	0	+	+
	5	+	+	+

SA OBJECTIVE		CHEADLE MASTERPLAN STRATEGIC SPATIAL OBJECTIVES		
		1 - Identify employment opportunities through redevelopment of vacant and under utilised land	2 - Identify the potential to increase resident and visitor expenditure and reduce leakage of expenditure to other centres	3 - Strengthen the retail and service hubs of the town
ENVIRONMENTAL	6	+ Improved walking conditions (new public squares and other pedestrian areas) 0 Limited public transport changes proposed in Cheadle	0	+
	7	? Further investigation required	0	0
	8	? Further investigation (e.g. habitat survey) required	0	0
	9	+	0	0
	10	+ Reuse of vacant/derelict buildings - Demolition of existing in-use/derelict buildings	0	+

SA OBJECTIVE		CHEADLE MASTERPLAN STRATEGIC SPATIAL OBJECTIVES		
		1 - Identify employment opportunities through redevelopment of vacant and under utilised land	2 - Identify the potential to increase resident and visitor expenditure and reduce leakage of expenditure to other centres	3 - Strengthen the retail and service hubs of the town
	11	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/operation   Impact dependent on how development is implemented	+ Encouraging additional people to shop and stay in Cheadle rather than travelling elsewhere - Additional visitors could increase the number of cars	+ Encouraging additional people to shop and stay in Cheadle rather than travelling elsewhere - Additional visitors could increase the number of cars
	12	0	0	0
	13	+	+	+
	14	+	+	+
ECONOMIC	15	+	+	+
	16	+	+	+
	17	+ Creation of new jobs - Loss of existing businesses as a result of redevelopment. However most displaced businesses will be replaced at same location (i.e. Central Car Park Area). There is also potential for businesses to be relocated to more appropriate accommodation outside of the town centre (Hursts Yard).	+	+



## Strategic Spatial Objectives

Three strategic objectives are identified in the Masterplan brief. The negative impacts and/or requirements for further clarification, of each of the three objectives are indicated below.

### Objective 1

The redevelopment of vacant and underutilised land is aimed at revitalising Cheadle town centre. However, the redevelopment will involve demolitions. A number of existing businesses will be displaced, or could be lost, but the aim is to replace them within the new developments. This should introduce more energy efficient buildings. The increased night time economy and additional/better quality retail provision aims to draw more people into the town centre, although this could increase the potential for anti-social behaviour/criminal activity. More investigation will be required in relation to the conservation and enhancement of biodiversity sites, and the protection of key habitats and species.

### Objective 2

The objective to increase resident and visitor expenditure through additional/better quality retail facilities could increase the potential for criminal activity. The increased number of visitors is likely to generate a higher number of cars, although these should be offset by residents staying rather than travelling elsewhere.

### Objective 3

To meet this objective additional/better quality retail facilities need to be provided. This increases the potential for criminal activity and the generation of higher numbers of cars, although these should be offset by residents staying rather than travelling elsewhere.

### Section C (ii) Compatibility of Additional Masterplan Spatial Objectives with Sustainability Appraisal Objectives

During the Masterplan process seven spatial objectives specific to Cheadle were derived and used to select the Opportunity Sites. These have been assessed against the Sustainability Appraisal Objectives of the Local Development Framework.

SA OBJECTIVE		CHEADLE MASTERPLAN SPATIAL OBJECTIVES						
		1 - Regeneration Benefits	2 -Place making contribution to environment	3 -Night Time Economy Benefits	4 -Cultural Added Value	5 -Commercial Added Value	6 - Community Added Value	7 -Linkage to other opportunity sites /projects
SOCIAL	1	+	+	+ Improved night-time economy - Additional potential for nuisance/anti-social behaviour	+	+	+	0
	2	+	+	+	+	+	+	0
	3	+	+	+ Improved night-time economy - Additional potential for nuisance/ anti-social behaviour	0	0	+	0
	4	+	+	0	0	0	+	0

SA OBJECTIVE		CHEADLE MASTERPLAN SPATIAL OBJECTIVES						
		1 - Regeneration Benefits	2 -Place making contribution to environment	3 -Night Time Economy Benefits	4 -Cultural Added Value	5 -Commercial Added Value	6 - Community Added Value	7 -Linkage to other opportunity sites /projects
	5	+	+	+ Additional people visiting pubs/restaurants in Cheadle (This is much more relevant to Cheadle than Leek, as Cheadle's offer is very limited at present)   Dependent on how implemented – Cheadle's offer is very limited at present. Therefore if the night-time economy is improved this could result in people being able to use pubs/restaurants in Cheadle rather than travel elsewhere	+ Additional visitors to Cheadle - Additional traffic	+ Additional visitors to Cheadle A new hotel has potential to attract JCB clients and Alton Towers visitors, which would reduce the need for them to travel further afield - Additional traffic	+ Additional visitors to Cheadle - Additional traffic	0

SA OBJECTIVE		CHEADLE MASTERPLAN SPATIAL OBJECTIVES						
		1 - Regeneration Benefits	2 -Place making contribution to environment	3 -Night Time Economy Benefits	4 -Cultural Added Value	5 -Commercial Added Value	6 - Community Added Value	7 -Linkage to other opportunity sites /projects
	6	+ Improved conditions for walking and cycling 0 Limited proposals for public transport	+	0	0	+	+	0
ENVIRONMENTAL	7	? Further investigation needed	? Further investigation needed	0	0	0	0	0
	8	? Further investigation needed	? Further investigation needed	0	0	0	0	0
	9	+	+	0	0	0	+	0

SA OBJECTIVE		CHEADLE MASTERPLAN SPATIAL OBJECTIVES						
		1 - Regeneration Benefits	2 -Place making contribution to environment	3 -Night Time Economy Benefits	4 -Cultural Added Value	5 -Commercial Added Value	6 - Community Added Value	7 -Linkage to other opportunity sites /projects
	10	+ Reuse of vacant/derelict buildings - Demolition of existing buildings in-use	+ Reuse of vacant/derelict buildings - Demolition of existing buildings in-use	0	0	0	0	0
	11	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/ operation   Impact dependent on how development is implemented	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/ operation   Impact dependent on how development is implemented	+ Encouraging residents to stay in Cheadle  - Potential increase in number of cars from more visitors	+ Encouraging residents to stay in Cheadle  - Potential increase in number of cars from more visitors	+ Encouraging residents to stay in Cheadle  - Potential increase in number of cars from more visitors	+ Encouraging residents to stay in Cheadle  - Potential increase in number of cars from more visitors	0
	12	0	0	0	0	0	0	0
	13	+	+	+	+	+	+	0

SA OBJECTIVE		CHEADLE MASTERPLAN SPATIAL OBJECTIVES						
		1 - Regeneration Benefits	2 -Place making contribution to environment	3 -Night Time Economy Benefits	4 -Cultural Added Value	5 -Commercial Added Value	6 - Community Added Value	7 -Linkage to other opportunity sites /projects
	14	+	+	+	+	+	+	0
ECONOMIC	15	+	+	+	+	+	+	0
	16	+	+	+	+	+	+	0
	17	+ Creation of new jobs - Loss of existing businesses as a result of redevelopment. However most displaced businesses will be replaced at same location	+	+	+	+	+ Creation of new jobs - Loss of existing businesses as a result of redevelopment. However most displaced businesses will be replaced at same location	0



## Cheadle Masterplan Spatial Objectives

The negative impacts and/or requirements for further clarification of each of the seven objectives are outlined below.

### **Objective 1**

The regeneration benefits aim to revitalise Cheadle town centre. However, the development will involve some demolitions, with a number of existing businesses being displaced (although the aim is to replace them within the new development). The new development should result in the introduction of more energy efficient buildings. More investigation will be required in relation to the conservation and enhancement of biodiversity sites, and the protection of key habitats and species.

### **Objective 2**

Development will involve some demolitions but new development should result in the introduction of more energy efficient buildings. More investigation will be required in relation to the conservation and enhancement of biodiversity sites, and the protection of key habitats and species.

### **Objective 3**

The investment in a night time economy could increase the potential for anti-social behaviour/nuisance. It could also generate additional traffic, although more residents may stay reducing the need to travel elsewhere.

### **Objective 4**

The increased cultural added value could lead to additional traffic because of the greater number of visitors, although this could be offset to at least some degree by retaining existing residents in the town.

### **Objective 5**

This could lead to additional traffic which could be offset in part by retaining existing residents in the town. Development could see some existing businesses being displaced, although the aim is to replace them within the new developments.

**Objective 6**

This could lead to additional traffic, which could be offset in part by retaining existing residents in the town.

**Objective 7**

This was considered to have a neutral impact on the SA objectives.

## Section D Assessment of the Masterplan Objectives against the Core Strategy Objectives

### Core Strategy Objectives

- so1. To make provision for the overall land-use requirements for the District, consistent with the Regional Spatial Strategy, the role of Staffordshire Moorlands within North Staffordshire and the role of each settlement.
- so2. To create a District where development minimises its impact on the environment, helps to mitigate and adapt to the adverse effects of climate change and makes efficient use of resources.
- so3. To develop and diversify in a sustainable manner the District's economy and meet local employment needs in the towns and villages.
- so4. To provide new housing that is affordable, desirable, well-designed and meets the needs of residents of the Moorlands.
- so5. To ensure the long-term vitality and viability of the three market towns of Leek, Biddulph and Cheadle.
- so6. To maintain and promote sustainable regenerated rural areas and communities with access to employment opportunities, housing and services for all.
- so7. To support and enhance the tourism, cultural, recreation and leisure opportunities for the District's residents and visitors.
- so8. To promote local distinctiveness by means of good design and the conservation, protection and enhancement of historic, environmental and cultural assets throughout the District.
- so9. To protect and improve the character and distinctiveness of the countryside and its landscape, biodiversity and geological resources.
- so10. To deliver sustainable, inclusive, healthy and safe communities.
- so11. To reduce the need to travel or make it safer and easier to travel by more sustainable forms of transport

		MASTERPLAN SPATIAL OBJECTIVES		
		1 - Identify employment opportunities through redevelopment of vacant and under utilised land	2 - Identify the potential to increase resident and visitor expenditure and reduce leakage of expenditure to other centres	3 - Strengthen the retail and service hubs of the town
<b>CORE STRATEGY SPATIAL OBJECTIVES</b>	SO1	+ Core Strategy prioritises previously developed sites and sites within the urban area before greenfield and edge of urban sites	+ Core Strategy specifies amount of new housing, employment and retail in Cheadle to expand role as a significant service centre	+ Core Strategy specifies amount of new retail development
	SO2	+ Efficient use of land and buildings	+ Reduced number of car trips out of Cheadle - Additional visitors could increase the number of cars	+ Cheadle more self -sufficient
	SO3	+ Masterplan sites taken forward as allocations in the LDF	+ Increased employment opportunities	+ Increased employment opportunities
	SO4	0	+ Increased housing opportunities within Cheadle	+ Support of additional occupants - more choice and better quality shops
	SO5	+ Efficient use of land and maximising opportunities in the town centre	+ Expand role of Cheadle as retailing centre	+ Expand role of Cheadle as service centre
	SO6	0	0	0

		<b>MASTERPLAN SPATIAL OBJECTIVES</b>		
		<b>1 - Identify employment opportunities through redevelopment of vacant and under utilised land</b>	<b>2 - Identify the potential to increase resident and visitor expenditure and reduce leakage of expenditure to other centres</b>	<b>3 - Strengthen the retail and service hubs of the town</b>
	<b>S07</b>	+ Creation of new jobs in the tourism and leisure sector	+ Reduced number of car trips out of Cheadle - Additional visitors could increase the number of cars	+ Potential for improvements to recreation and leisure opportunities
	<b>S08</b>	+ Number of sites are within the Conservation Area and have historical merit	+ Good design, protection and enhancement of historic, environmental and cultural assets will increase attractiveness	+ Better quality shopping experience
	<b>S09</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>S010</b>	+ Relocation of Police Station (new purpose built building)	<b>0</b>	<b>0</b>
	<b>S011</b>	+ Reduction of out-commuting for residents taking up new employment opportunities	+ Improvements to junctions/public realm and stronger pedestrian links. Improvements to bus corridor and creation of 'superstops' - Additional visitors could increase the number of cars	+ Improvements to junctions/public realm and stronger pedestrian links. Improvements to bus corridor and creation of 'superstops'

The above assessment indicates that the Core Strategy Objectives and the Town Centre Masterplan Objectives complement each other. The only conflict arises from increasing the number of visitors to Cheadle which could generate additional traffic although an improved retail offer may increase the number of residents shopping in the town, reducing the need to travel elsewhere. The Masterplan seeks to improve pedestrian links within the town centre and at significant junctions and also to improve the bus corridor along High Street including the creation of 'superstops'.

## Section E – Summary of the components of the interventions for the Masterplan Opportunity Sites

### OS1 Cheadle Council Offices, Leek Road

Maximum Intervention Refurbishment for offices and additional offices

Minimum Intervention Refurbishment for offices and new housing

### OS2 Lightwood Area

Maximum Intervention New build traditional housing

Minimum Intervention Refurbishment for extra care facility

### OS3 Well Street Car Park

Maximum Intervention New police station and car parking

Minimum Intervention Offices and car parking

### OS4 Former Job Centre Site

Maximum Intervention Hotel development

Minimum Intervention New police station

### OS5 Hurst's Yard Area

Only Intervention Housing and interpretation centre

### OS6 Carlos Close Area

Maximum Intervention Partial redevelopment and additional housing

Minimum Intervention Additional infill housing

### **OS7 Market Place**

Maximum Intervention Redevelopment for alternative use and outdoor space

Minimum Intervention Refurbishment of Market Hall and outdoor space

### **OS8 Wheatsheaf Hotel and Lulworth House Area**

Maximum Intervention Refurbishment for hotel and leisure

Minimum Intervention Refurbishment and new build for assisted care facility and refurbishment for heritage centre

### **OS9 Central car park area**

Maximum Intervention Retail, leisure, public space, employment

Minimum Intervention Same mix as maximum intervention option but to lesser scale

### **OS10 Depot off Leek Road**

Maximum Intervention Offices

Minimum Intervention Residential

### **OS11 Penny Lane Mall**

Maximum Intervention New retail

Minimum Intervention Refurbishment for retail

### Section F – Assessment of the Interventions for Opportunity Sites in Cheadle

SA Objective	Opportunity Site	
	OS1 - Cheadle Council Offices, Leek Road, Cheadle	
	Maximum Intervention Refurbishment for Offices and Additional Offices	Minimum Intervention Refurbishment for Offices and New Housing
1	+	++ New town centre housing and employment opportunities
2	+ New town centre office accommodation – potential for start-up units for new businesses	+ New town centre office accommodation – potential for start-up units for new businesses
3	0	0
4	0	+
5	+	+
6	+	0
7	0	0
8	0	0
9	0	0
10	+	+
11	+ More energy efficient buildings   Impact dependent on how development is implemented	+ More energy efficient buildings   Impact dependent on how development is implemented



SA Objective	Opportunity Site	
	OS1 - Cheadle Council Offices, Leek Road, Cheadle	
	Maximum Intervention Refurbishment for Offices and Additional Offices	Minimum Intervention Refurbishment for Offices and New Housing
12	0	0
13	++ Council offices frontage is retained and new employment opportunities provided	++ Council offices frontage is retained and new employment opportunities provided
14	0	0
15	+	+
16	+	+
17	+	+

SA Objective	Opportunity Site	
	OS2 - Lightwood Area, Cheadle	
	Maximum Intervention New Build Traditional Housing	Minimum Intervention Refurbishment for Extra Care Facility
1	+	0
2	0	+
3	0	0
4	+	+
5	+	0
6	0	0
7	0	0
8	0	0
9	0	0
10	<p>+</p> <p>New family housing on site of derelict building</p> <p>-</p> <p>Demolition of existing buildings</p>	+
11	<p>+</p> <p>More energy efficient buildings</p> <p>-</p> <p>Production of waste through demolition. Energy consumption through new development/operation</p>	<p>+</p> <p>More energy efficient buildings</p> <p>I</p> <p>Impact dependent on how development is implemented</p>

SA Objective	Opportunity Site	
	OS2 - Lightwood Area, Cheadle	
	Maximum Intervention New Build Traditional Housing	Minimum Intervention Refurbishment for Extra Care Facility
	I Impact dependent on how development is implemented	
12	0	0
13	+	+ Refurbishment of unattractive, vacant building  - Unattractive building – refurbishment is unlikely to be able to improve it greatly
14	0	0
15	+	0
16	+	0
	Introduce new housing which will generate further footfall	
17	0	+

SA Objective	Opportunity Site	
	OS3 - Well Street Car Park Area, Cheadle	
	Maximum Intervention New Police Station and Car parking	Minimum Intervention Offices and Car Parking
1	+	+
2	+	+
3	+	+
4	0	0
5	+	+
6	0	0
7	0	0
8	0	0
9	0	0
10	+	+
11	+ More energy efficient buildings   Impact dependent on how development is implemented	+ More energy efficient buildings   Impact dependent on how development is implemented
12	0	0
13	+	+
14	0	0
15	+	+

SA Objective	Opportunity Site	
	OS3 - Well Street Car Park Area, Cheadle	
	Maximum Intervention New Police Station and Car parking	Minimum Intervention Offices and Car Parking
16	+	+
17	+	+

SA Objective	Opportunity Site	
	OS4 - Former Job Centre Site, Cheadle	
	Maximum Intervention Hotel Development	Minimum Intervention New Police Station
1	+	+
2	+	+
3	+	+
4	0	0
5	+	+
6	0	0
7	0	0
8	0	0
9	+	+
10	<p>+</p> <p>Development of unused, degraded land at a key, gateway site</p> <p>-</p> <p>Removing existing business and demolition of building</p>	<p>+</p> <p>Developing unused, degraded land at a key, gateway site</p> <p>-</p> <p>Removing existing business and demolition of building</p>
11	<p>+</p> <p>More energy efficient buildings</p> <p>-</p> <p>Production of waste through demolition. Energy consumption through new development/operation</p>	<p>+</p> <p>More energy efficient buildings</p> <p>-</p> <p>Production of waste through demolition. Energy consumption through new development/operation</p>

SA Objective	Opportunity Site	
	OS4 - Former Job Centre Site, Cheadle	
	Maximum Intervention Hotel Development	Minimum Intervention New Police Station
	I Impact dependent on how development is implemented	I Impact dependent on how development is implemented
12	0	0
13	+	+
14	++ Development of a hotel is key to attracting additional visitors to Cheadle	0
15	+ Development of new hotel (creating new employment opportunities and new services) - Removing existing business	+ Development of new Police station (creating new employment opportunities and improved services) - Removing existing business
16	+	+
17	+ Development of new hotel (creating new employment opportunities) - Removing existing business	+ Development of new Police station (creating new employment opportunities) - Removing existing business

SA Objective	Opportunity Site
	<b>OS5 - Hurst's Yard Area, Cheadle</b>
	<b>Only Intervention Housing and Interpretation Centre</b>
1	+
2	+
3	0
4	+
5	+
6	0
7	? Requires further investigation
8	? Requires further investigation (e.g. habitat survey)
9	? Requires further investigation
10	+ Providing new town centre housing Development mainly on brownfield land



SA Objective	Opportunity Site
	<b>OS5 - Hurst's Yard Area, Cheadle</b>
	<b>Only Intervention</b> <b>Housing and Interpretation Centre</b>
	- Removing existing businesses. Building on 'greenfield' land (old allotments)
<b>11</b>	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/operation   Impact dependent on how development is implemented
<b>12</b>	<b>0</b>
<b>13</b>	+ Proximity of St Giles RC Church requires high quality development
<b>14</b>	+
<b>15</b>	+ Introduce new housing - Taking out existing businesses

SA Objective	Opportunity Site
	<b>OS5 - Hurst's Yard Area, Cheadle</b>
	<b>Only Intervention Housing and Interpretation Centre</b>
16	+ Introduce new housing which will generate further footfall - Taking out existing businesses
17	- Taking out existing businesses

SA Objective	Opportunity Site	
	OS6 - Carlos Close Area, Cheadle	
	Maximum Intervention Partial Redevelopment and Additional Housing	Minimum Intervention Additional Infill Housing
1	+ Providing new housing  - Demolishing some houses to enable additional development on site	+     
2	0	0
3	0	0
4	+	+
5	+	+
6	0	0
7	?  Requires further investigation	?  Requires further investigation
8	?  Requires further investigation	?  Requires further investigation
9	0	0
10	+ Providing new town centre housing  -	+ Providing new town centre housing

SA Objective	Opportunity Site	
	OS6 - Carlos Close Area, Cheadle	
	Maximum Intervention Partial Redevelopment and Additional Housing	Minimum Intervention Additional Infill Housing
	Removing some existing houses	
11	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/operation I Impact dependent on how development is implemented	+ More energy efficient buildings I Impact dependent on how development is implemented
12	0	0
13	0	0
14	0	0
15	+	+
16	0	0
17	0	0

SA Objective	Opportunity Site	
	OS7 - Market Place, Cheadle	
	Maximum Intervention Redevelopment for Alternative Use and Outdoor Space	Minimum Intervention Refurbishment of Market Hall and Outdoor Space
1	+	+
2	+	0
3	0	0
4	0	0
5	0	0
6	0	0
7	0	0
8	0	0
9	0	0
10	+ Redeveloped building and improved public space - Demolishing existing building	+
11	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/operation	0

SA Objective	Opportunity Site	
	OS7 - Market Place, Cheadle	
	Maximum Intervention Redevelopment for Alternative Use and Outdoor Space	Minimum Intervention Refurbishment of Market Hall and Outdoor Space
	I Impact dependent on how development is implemented	
12	0	0
13	++ Key town centre site has potential to create new town centre 'heart' and provide space for events	+
14	++ Key town centre site has potential to create new town centre 'heart' and provide space for events	+
15	+	+
16	+	+
17	+ Opportunity for new businesses  - Potential loss of market traders if market not replaced elsewhere	I Dependent on how successful the refurbishment of the market is

SA Objective	Opportunity Site	
	OS8 - Wheatsheaf Hotel & Lulworth House Area, Cheadle	
	Maximum Intervention Refurbishment for Hotel and Leisure	Minimum Intervention Refurbishment and New Build for Assisted Care Facility, and Refurbishment for Heritage Centre
1	+	+
2	+	++ Provision of assisted care facility, service not provided in Cheadle previously
3	0	0
4	0	+
5	+	+
6	0	0
7	0	0
8	0	0
9	0	0
10	+	+
11	+ More energy efficient buildings I Impact dependent on how redevelopment is implemented (listed building so options may be limited)	+ More energy efficient buildings I Impact dependent on how redevelopment is implemented (listed building so options may be limited)
12	0	0

SA Objective	Opportunity Site	
	OS8 - Wheatsheaf Hotel & Lulworth House Area, Cheadle	
	Maximum Intervention Refurbishment for Hotel and Leisure	Minimum Intervention Refurbishment and New Build for Assisted Care Facility, and Refurbishment for Heritage Centre
13	<p style="text-align: center;">+</p> <p>Positive impact on the overall setting of the town centres key historical assets. Listed building and location within Conservation Area would require high quality development.</p>	<p style="text-align: center;">+</p> <p>Positive impact on the overall setting of the town centres key historical assets. Listed building and location within Conservation Area would require high quality development.</p>
14	<p style="text-align: center;">++</p> <p>Development of a hotel is key to attracting additional visitors to Cheadle</p>	<p style="text-align: center;">+</p>
15	<p style="text-align: center;">+</p>	<p style="text-align: center;">+</p>
16	<p style="text-align: center;">+</p>	<p style="text-align: center;">+</p>
17	<p style="text-align: center;">+</p>	<p style="text-align: center;">+</p>



SA Objective	Opportunity Site	
	OS9 - Central Car Park Area, Cheadle	
	Maximum Intervention Retail, Leisure, Public Space, Employment	Minimum Intervention Same mix as Maximum Intervention Option but to lesser scale
1	++ Key, large scale development in central location. Provision of new retail, offices, leisure and public square creating new employment opportunities and a better retail, leisure and community offer	+ Key, large scale development in central location. Provision of new retail, offices, leisure and public square creating new employment opportunities and a better retail, leisure and community offer
2	++ Key, large scale development in central location. Provision of new retail, offices, leisure and public square creating new employment opportunities and a better retail, leisure and community offer	+ Key, large scale development in central location. Provision of new retail, offices, leisure and public square creating new employment opportunities and a better retail, leisure and community offer
3	+ Existing car park to be redeveloped (currently location of anti-social behaviour) ↓ Criminal activity and reduction in fear of crime will be dependent on the management of the new car park – e.g CCTV, introduction of entry system, etc	+ Existing car park to be redeveloped (currently location of anti-social behaviour) ↓ Criminal activity and reduction in fear of crime will be dependent on the management of the new car park – e.g. CCTV, introduction of entry system, etc
4	0	0
5	++	+
6	++	+
7	0	0
8	0	0

SA Objective	Opportunity Site	
	OS9 - Central Car Park Area, Cheadle	
	Maximum Intervention Retail, Leisure, Public Space, Employment	Minimum Intervention Same mix as Maximum Intervention Option but to lesser scale
9	+	+
10	++ Key town centre development - better utilisation of land - Demolishing existing buildings	++ Key town centre development - better utilisation of land - Demolishing existing buildings
11	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/operation   Impact dependent on how development is implemented	+ More energy efficient buildings - Production of waste through demolition. Energy consumption through new development/operation   Impact dependent on how development is implemented
12	0	0
13	++ Key redevelopment opportunity in the town. On a bigger scale than minimum intervention option	+
14	++ Key redevelopment opportunity in the town. On a bigger scale than minimum intervention option	+

SA Objective	Opportunity Site	
	OS9 - Central Car Park Area, Cheadle	
	Maximum Intervention Retail, Leisure, Public Space, Employment	Minimum Intervention Same mix as Maximum Intervention Option but to lesser scale
15	<p style="text-align: center;">++</p> <p>New retail, offices and leisure development creating new employment opportunities and an improved retail, leisure and community offer</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and business displaced – potential for loss of businesses</p>	<p style="text-align: center;">+</p> <p>Redeveloped and new retail, offices and leisure units creating new employment opportunities and an improved retail, leisure and community offer</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and business displaced – potential for loss of businesses</p>
16	<p style="text-align: center;">++</p> <p>New retail, offices and leisure development creating new employment opportunities</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and business displaced – potential for loss of businesses</p>	<p style="text-align: center;">+</p> <p>Redeveloped and new retail, offices and leisure units creating new employment opportunities</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and business displaced – potential for loss of businesses</p>
17	<p style="text-align: center;">++</p> <p>New retail, offices and leisure development creating new employment opportunities.</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and business displaced – potential for loss of businesses</p>	<p style="text-align: center;">+</p> <p>Redeveloped and new retail, offices and leisure units creating new employment opportunities</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and business displaced – potential for loss of businesses</p>

SA Objective	Opportunity Site	
	OS10 - Depot off Leek Road, Cheadle	
	Maximum Intervention Offices	Minimum Intervention Residential
1	+	+
2	+	0
3	0	0
4	0	+
5	+	+
6	0	0
7	0	0
8	0	0
9	+	+
10	<p>+</p> <p>New town centre office accommodation</p> <p>-</p> <p>Demolishing existing buildings</p>	<p>+</p> <p>New town centre housing</p> <p>-</p> <p>Demolishing existing buildings</p>
11	<p>+</p> <p>More energy efficient buildings</p> <p>-</p> <p>Production of waste through demolition. Energy consumption through new development/operation</p> <p>↓</p>	<p>+</p> <p>More energy efficient buildings</p> <p>-</p> <p>Production of waste through demolition. Energy consumption through new development/operation</p> <p>↓</p>

SA Objective	Opportunity Site	
	OS10 - Depot off Leek Road, Cheadle	
	Maximum Intervention Offices	Minimum Intervention Residential
	Impact dependent on how development is implemented	Impact dependent on how development is implemented
12	0	0
13	0	0
14	0	0
15	+ Introducing additional employment opportunities - Taking out existing businesses	+ Introducing new housing - Taking out existing businesses
16	+ Introducing additional employment opportunities - Taking out existing businesses	+ Introducing new housing - Taking out existing businesses
17	+ Providing new town centre office accommodation for existing local businesses. If start-up units are provided this could encourage new business formation - Loss of existing business	- Loss of existing business

SA Objective	Opportunity Site	
	OS11 - Penny Lane Mall, Cheadle	
	Maximum Intervention New Retail and Community Facilities	Minimum Intervention Refurbishment for Retail
1	+	+
2	++ New retail and community facilities	+
3	0	0
4	0	0
5	+	0
6	+	+
7	0	0
8	0	0
9	+	+
10	+ Providing new and improved retail and community facilities - Demolishing existing buildings	+
11	+ More energy efficient buildings - Production of waste through demolition.	0

SA Objective	Opportunity Site	
	OS11 - Penny Lane Mall, Cheadle	
	Maximum Intervention New Retail and Community Facilities	Minimum Intervention Refurbishment for Retail
	Energy consumption through new development/operation I Impact dependent on how development is implemented	
12	0	0
13	++ New retail and community facilities at prime, town centre site Creating a circuit throughout the town	+
14	+	0
15	++ New retail and community facilities at prime, town centre site. Potential for new employment opportunities Creating a circuit throughout the town - Existing business premises demolished and businesses displaced – potential for loss of businesses	+
16	++ New retail and community facilities - potential for new employment opportunities -	+

SA Objective	Opportunity Site	
	OS11 - Penny Lane Mall, Cheadle	
	Maximum Intervention New Retail and Community Facilities	Minimum Intervention Refurbishment for Retail
	Existing business premises demolished and businesses displaced – potential for loss of businesses	
<b>17</b>	<p style="text-align: center;">++</p> <p style="text-align: center;">New retail and community facilities - potential for new employment opportunities</p> <p style="text-align: center;">-</p> <p>Existing business premises demolished and businesses displaced – potential for loss of businesses</p>	+



## Section G – Summary of Maximum and Minimum Interventions on Sustainability

The following table outlines:

- the significant negative impacts and/or requirements for further clarification which appear in the above tables
- summary of the impact of maximum and minimum interventions for opportunity sites on sustainability.

<b>OS1 Council Offices</b>	<ul style="list-style-type: none"> <li>• For both levels of intervention there is potential for more energy efficient buildings to be introduced to the site. The impact of these will be dependent on how development is implemented.</li> <li>• The minimum (refurbished for offices and additional offices) and maximum (refurbishment for offices and new housing) interventions receive the same scores on economic and environmental sustainability. However, the minimum intervention has more positive social benefits than the maximum intervention due to it introducing new housing as well as refurbished offices to the area. There are no negative impacts associated with either intervention.</li> </ul>
<b>OS2 Lightwood Area</b>	<ul style="list-style-type: none"> <li>• The maximum intervention has more positive sustainability impacts than the refurbishment for extra care facility proposed in the minimum intervention. This is mainly due to the social impacts of introducing new housing. However, the maximum intervention also received negative scores against the environmental objectives due to the proposed demolition of existing buildings. This intervention will produce waste through demolition and there will be energy consumption through new development.</li> <li>• Both intervention levels have the potential for more energy efficient buildings to be introduced (through either new build or refurbishment), although the impact will be dependent on how development is implemented. For the minimum intervention, whilst this would involve refurbishment, there would be little change to the external elevations of what is an unattractive building. It would not enhance the townscape.</li> </ul>
<b>OS3 Well Street Car Park Area</b>	<ul style="list-style-type: none"> <li>• There are no differences in the sustainability score of the two options. A number of positive impacts, and importantly no negative impacts, were identified.</li> <li>• Both interventions would see some new development on part of the car park. This provides scope for more energy efficient buildings, although the impact of these will depend on how development is implemented.</li> </ul>
<b>OS4 Former Job Centre Site</b>	<ul style="list-style-type: none"> <li>• The maximum intervention has the potential to have more significant positive impacts on sustainability due to a hotel being proposed which is key to attracting additional visitors to Cheadle and therefore will have positive economic benefits. Both interventions have likely negative economic impacts identified due to removing existing business. However both options would create new employment opportunities.</li> <li>• Either intervention level would see the redevelopment of the site, with the potential for more energy efficient buildings to be introduced to the site. With both interventions there will be production of waste through demolition and energy consumption through new development. The impact of these will be dependent on how development is implemented. Although much of the</li> </ul>

- site is already cleared, it would require the displacement (and potential loss) of an existing business, and the demolition of its building.
- OS5  
Hurst's  
Yard Area**
- Only one intervention is proposed for this site, housing and an interpretation centre. There are a number of positive social impacts identified with this option. The proximity of this site to St Giles RC Church and the Conservation Area would require high quality design and materials.
  - There are some negative environmental impacts identified as the site includes former allotments and undeveloped land. Further investigations will be required to address the environmental issues. In particular the presence of key habitats and species is unknown. Whilst there is potential to re-use some buildings (and create more energy efficient properties), there will also be some demolitions. There will be production of waste through demolition and energy consumption through new development. Existing businesses will need to be displaced, which could lead to the loss of their presence and employment from the town centre.
- OS6  
Carlos  
Close Area**
- The minimum intervention (additional infill housing) is more sustainable than the maximum intervention (partial redevelopment and additional housing) as it does not involve the demolition of some existing houses to enable additional development on site.
  - Both intervention levels will require further investigations regarding protection of key habitats and species. There is potential for more energy efficient buildings to be introduced, although the impact of this will be dependent on how development is implemented.
- OS7  
Market  
Place**
- The maximum intervention (redevelopment for alternative use and outdoor space) has more significantly positive economic impacts identified. The redevelopment for alternative use has the potential to create a new town centre 'heart' and provide space for events, but has negative impacts associated with it including demolishing an existing building, production of waste through demolition, energy consumption through new development/ operation and potential loss of market traders if market is not replaced elsewhere.
  - The minimum intervention involves refurbishment of the existing building and public open space. The ability to sustain the indoor/outdoor market function depends on the success of the refurbishment.
- OS8  
Wheatsheaf  
Hotel and  
Lulworth  
House Area**
- The interventions have very similar sustainability scores with the major differences being that the minimum intervention (refurbishment and new build for assisted care facility, and refurbishment for heritage centre) has greater social benefits of provision of an assisted care facility, a service not provided in Cheadle previously. The maximum intervention (refurbishment for hotel and leisure) has greater economic benefit as development of a hotel is identified as being key to attracting additional visitors to Cheadle. Both interventions would have a positive impact on the overall setting of the town centres key historical assets and any development would require high quality design and materials due to the Listed Building status and position within the Conservation Area.
- OS9  
Central Car  
Park Area**
- The maximum intervention (retail, leisure, public space, employment) has more significant positive sustainability impacts than the minimum intervention due to the greater scale of intervention. Large scale development is proposed with the maximum intervention on a centrally located site to provide new retail, offices, leisure and public space creating new employment

opportunities and a better retail, leisure and community offer. Both interventions have the same negative social, environmental and economic impacts identified which include demolition of existing buildings, production of waste through demolition, energy consumption through new development/ operation, business being displaced and potential for loss of businesses. The associated car parking and servicing areas created within the new development will require good management to minimise opportunities for crime.

**OS10**  
**Depot off**  
**Leek Road**

- There are differences in the social impacts between interventions with the maximum intervention having an additional positive social benefit of introducing new offices in close proximity of shops and services. The minimum intervention has an additional positive impact of providing additional housing in a sustainable location. Both interventions have similar negative impacts of taking out existing businesses, however the maximum intervention proposes the introduction of new office accommodation and therefore introducing additional employment opportunities to the area. Both intervention levels would require total demolition of existing business premises, although the maximum intervention would see the re-introduction of new office accommodation and the potential for more energy efficient buildings to be introduced, although the impact of these will depend on how the development is implemented. Whilst the interventions would introduce either new employment or housing, the existing business would be displaced.

**OS11**  
**Penny Lane**  
**Mall**

- The maximum intervention has more significant positive social, environmental and economic benefits as it would provide new retail and community facilities in a prime town centre location to create a circuit throughout the town and potential for new employment opportunities. However the maximum intervention has negative impacts which the minimum intervention does not. These include demolishing existing buildings, potential for loss of businesses, production of waste through demolition and energy consumption through new development. There is potential for more energy efficient buildings to be introduced, although the impact of this will depend on how development is implemented.

## Section H – Selection of the Adopted Masterplan

### Appraisal of Maximum and Minimum Interventions on Sustainability

The sustainability appraisal of the maximum and minimum interventions on the opportunity sites influenced the Town Centre Masterplan and the following table indicates the options selected for the adopted Masterplan.

<b>Opportunity Site</b>	<b>Intervention Selected</b>
<b>OS1 Cheadle Council Offices, Leek Road</b>	Refurbished for small business office use. New housing, approximately 14 houses will be created to the east <b>Minimum intervention reflects SA outcome</b>
<b>OS2 Lightwood Area</b>	Family housing <b>Maximum intervention reflects SA outcome</b>
<b>OS3 Well Street Car Park</b>	New 3* hotel <b>See below*</b>
<b>OS4 Former Job Centre Site</b>	New police station and associated car parking <b>See below*</b>
<b>OS5 Hurst's Yard Area</b>	A mixture of traditional family housing including the refurbishment of buildings on Bank Street <b>Only one intervention</b>
<b>OS6 Carlos Close Area</b>	New housing <b>Minimum intervention reflects SA outcome</b>
<b>OS7 Market Place</b>	Refurbished indoor market building alongside an enhanced market square <b>Maximum performed better in SA (see below*)</b>
<b>OS8 Wheatsheaf Hotel and Lulworth House Area</b>	Assisted care facility or leisure use (Wheatsheaf Hotel) and heritage centre or use that will contribute to the vibrancy of High Street (Lulworth House) <b>See below*</b>
<b>OS9 Central car park area</b>	Mixed use development including retail, employment and public space <b>Maximum intervention reflects SA outcome</b>
<b>OS10 Depot off Leek Road</b>	New housing <b>Maximum employment slightly better (see below*)</b>
<b>OS11 Penny Lane Mall</b>	Redeveloped with new retail frontage connecting to the central area <b>Maximum intervention reflects SA outcome</b>

\*

### **OS3 Well Street Car Park and OS4 Former Job Centre Site**

During public consultation it emerged that the Police Authority had acquired part of OS4 the former job centre site for a new Police Station. As a consequence, the hotel use has been introduced to the frontage of OS3 Well Street car park and the former job centre site now proposes a Police Station and new offices.

### **OS7 The Market Place**

Minimum intervention was selected because the market operation is privately owned, as the market building and Market Place. Whilst this remains the situation it is important to retain a market function at this location.

### **OS8 Wheatsheaf Hotel and Lulworth House Area**

During the process it was established that there were proposals for the re-use of the Wheatsheaf Hotel as an extra care residential facility and this has been reflected in the adopted Masterplan.

### **OS10 Depot off Leek Road**

Minimum intervention selected because a) housing use more appropriate to the site's setting and b) Masterplan objective is to introduce and consolidate office employment uses within the town centre core, where it would contribute greater footfall for the retail area.

The Masterplan also proposes a number of interventions for existing and new streets and squares and has been summarised in the following categories:

- **Movement**  
A new and enhanced shopping circuit strengthening the east end of High Street.
- **Linkages**  
Creation of a setting for St. Giles (RC) Church (raised table) and a series of new streets that visually connect to views of the church.
- **Gateways**  
New buildings and junction arrangements at Leek Road/ High Street and Tape Street/ Chapel Street that define the entry points into the Town Centre.
- **Streets**  
Enhanced and improved environments on High Street and Cross Street through new shared surfaces, quality new materials, control of parking and loading and a new 20mph speed limit (High Street).

- **Squares**

Upgrades to Market Place, including new arrangements to allow stalls to be de-mounted and stored when the market is not in use and a new public square on the central car park area with a series of interconnecting streets that will provide further connections to retail areas east of the Town Centre.

**Access and Movement**

- Junction improvements at northern end of Tape Street to reduce congestion and severance;
- Improved public realm on High Street
- Creation of logical pedestrian circuits to incorporate Penny Lane
- Creation of a new public square and associated car parking area
- Junction improvements at Tape Street/ Chapel Street junction.

## Section I – Assessment of the Components of the Cheadle Town Centre Masterplan – Cumulative Effects

+ = Positive      ++ = Significantly Positive      -- = Significantly Negative      - = Negative  
 0 = Neutral (no significant positive or negative effects)  
 ? = Impact Unknown  
 I = Impact dependent on how implemented

Different components within an Option may generate varying impacts. This is indicated by '/'

\* Predicted effects are projected from the adoption of the Cheadle Town Centre Masterplan

SA Objective	Cheadle Town Centre Masterplan							Justification for assessment noting: <ul style="list-style-type: none"> <li>• Likelihood/certainty of effect occurring (High/Medium/Low)</li> <li>• Geographical scale of effect</li> <li>• Whether temporary or permanent</li> <li>• Recommendation(s) for mitigation/improvement</li> </ul>
	Summary of Baseline Situation	SA Indicator	Predicted Cumulative Effects*				Long Term (5 years or more)	
			Nature of Effect (quantify where possible)	Assumptions made	Short Term (less than 1 year)	Medium Term (1-5 years)		

SOCIAL	SA1	<p>Underused/derelict land with poor security can be used for anti-social activities.</p> <p>Almost 14% of Cheadle households have no access to a car. The comparative District figure is lower at around 11%.</p>	<ul style="list-style-type: none"> <li>Number of environmental enhancement schemes implemented/Amount spent on improvement schemes</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Improvement of the physical environment including the large open public car park on Tape Street and more general upgrading of public realm. Re-use of vacant/underused sites. Improve Town Centre gateways. Creation of green infrastructure in the town.</li> </ul>	<p>Strong landscaping in place, as part of new developments and/or through developer contributions, to mitigate the visual impact of developments. Upgrading of public realm as part of the Masterplan. Redevelopment of Tape Street car park.</p>	+	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
		<p>The Staffordshire Moorlands has the highest per capita emissions of CO2 in the West Midlands</p>	<ul style="list-style-type: none"> <li>Increase/reduction in air quality in key locations (by site).</li> </ul>	<p><b>Minor negative effect:</b></p> <ul style="list-style-type: none"> <li>Increased air pollution associated with traffic generation created by new development.</li> </ul> <p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Improvements in travel by public transport, walking and cycling</li> </ul>	<p>Greater number of users attracted to the town – travelling by car.</p> <p>Traffic management measures such as footpath improvements and new cycle ways are implemented reducing number of journeys by car.</p>	-/ +	-/ +	0 / +	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> New development should include footpath improvements and new cycle ways wherever possible.</p>



		<ul style="list-style-type: none"> <li>Net gain/loss in the total land area designated as visual open space (Ha)</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>New areas of visual open space may be identified through the Site Allocations DPD.</li> </ul>		0 / +	0 / +	0/ ++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Maximise quality of physical environment through high quality design and landscaping schemes.</p>
		<ul style="list-style-type: none"> <li>Net gain/loss in the number of long-term vacant dwellings</li> </ul>	<p><b>No significant effect:</b></p> <ul style="list-style-type: none"> <li>Long-term vacant dwellings are not considered to be a significant issue.</li> </ul>	-	0	0	0	<p><b>Likely effects:</b></p> <p>N/A</p>
		<ul style="list-style-type: none"> <li>Other</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Redevelopment of vacant and underused land and properties.</li> </ul>	-	+	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
<b>Overall impact on SA Objective 1:</b>					- / +	- / ++	- / ++	

SA 2	Over half of Cheadle's population is aged under 40, with the largest percentage of all age groups being in the 30-39 years aged bracket. Around 12% of population is 70 and over.	<ul style="list-style-type: none"> <li>Net gain/loss in retail floorspace by type (sqm)</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Greater retail provision in the town. This should offer greater competition to neighbouring centres that draw retailers and shoppers out of the District currently.</li> </ul>	<p>Redevelopment of town centre sites will generate interest from a wider network of retailers to locate in the town centre.</p> <p>Existing businesses on opportunity sites that are displaced by development will relocate either on the redeveloped sites or somewhere else in town.</p>	+	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
	Capacity for additional retail floorspace in Cheadle.	<ul style="list-style-type: none"> <li>Change of use applications from non-residential to residential use, completed in town centres, by type (Ha)</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Additional residential units provided through the re-use of appropriate land and buildings.</li> </ul>	Appropriate employment and retail sites are safeguarded.	+	+	+	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
	Cheadle has an above national average vacancy rate for Town Centre retail outlets (over 16% compared to 13%). To reduce the high level of vacant premises is an objective of the Masterplan.	<ul style="list-style-type: none"> <li>Amount of completed retail, office and leisure development.</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Expansion in range of retail offer, employment and leisure opportunities.</li> </ul>	Redevelopment of key sites will provide improved retail offer, modern quality office accommodation and improved evening economy.	+	+	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> District-wide</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>

		<p>Cheadle has sufficient amenity green space and natural and semi-natural open space to meet current and future needs. There is a deficit in the provision of parks and gardens, (both formal and country parks), open space for children and young people, and outdoor sports facilities.</p> <p>Two thirds of the Staffordshire Moorlands adult population is currently</p>	<ul style="list-style-type: none"> <li>Net gain/reduction in the percentage of vacant shop units.</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Greater provision of retail in Cheadle leading to improved vitality and viability.</li> </ul>	<p>Increase in retail offer attracting more users to the town centre, and in turn encourage more retailers to locate in Cheadle.</p>	<p>+</p>	<p>++</p>	<p>++</p>	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local- Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
			<ul style="list-style-type: none"> <li>Net gain/loss in sport, recreation and open space provision (Ha)</li> <li>Amount of eligible open spaces managed to green flag award standard.</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>There will be additional provision created through new developments and/or developer contributions.</li> <li>There will also be the opportunity to improve existing areas of open space to increase their use. Creation of green infrastructure in the town. Redevelopment of the Tape Street car park to include new public space.</li> </ul>	<p>Contributions are made towards qualitative improvements and/or additional play areas, playing pitches etc.</p>	<p>+</p>	<p>++</p>	<p>++</p>	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> This will be addressed through the Sport, Recreation and Open Space SPD.</p>

	overweight.	<ul style="list-style-type: none"> <li>Net gain/reduction in obesity and overweight among 5 and 11 year old children registered with a general practice (%)</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Poor health and obesity issues are not directly addressed through the Masterplan. Indirect benefits through improved pedestrian routes and cycling facilities. Also, economic improvements are likely to have a general positive impact on health. Green infrastructure created in the town centre.</li> </ul>	<p>Developer contributions are made towards additional play areas, playing pitches etc.</p> <p>Employment opportunities are taken by local residents.</p>	0 / +	0 / +	0 / +	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Low/Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
<b>Overall impact on SA Objective 2:</b>					+	++	++	
SA 3	Low levels of crime across the Staffordshire Moorlands as a whole, however, crime levels are most heavily concentrated around the areas of Biddulph, Cheadle and Leek.	<ul style="list-style-type: none"> <li>Fear of crime surveys</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Enhancement of the quality of the town environment and improvement of pedestrian links can help to reduce the fear of crime. One of the objectives of the Masterplan is to secure replacement Town Centre based police station facility</li> </ul>	<p>All new development include 'designing out crime' initiatives.</p> <p>Maintain active frontages and reduce/prevent anti-social behaviour.</p>	0	0 / +	0 / +	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Low</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Review areas covered by CCTV</p>

		<ul style="list-style-type: none"> <li>Recorded crime rates per 1000 population</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Crime rates are not directly addressed through the Masterplan. Development of vacant / derelict properties, upper floors of shops and new residential units will help to increase natural surveillance and restrict opportunities for indiscriminate behaviour.</li> </ul>	All new development includes 'designing out crime' initiatives.	0	0 / +	0 / +	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Low</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
<b>Overall impact on SA Objective 3:</b>					0	0 / +	0 / +	
SA 4	<p>Need for affordable housing remains very high. 2004 Housing Needs Survey update calculated a need for 750 dwellings per annum.</p> <p>The Core Strategy identifies the amount of housing that</p>	<ul style="list-style-type: none"> <li>Number of affordable houses completed</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Provision of affordable housing units on opportunity sites.</li> </ul>	Developments include affordable housing provision.	+	+	+	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium/High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Ensure that as many schemes as possible provide an element of affordable housing. Ensure appropriate mix of housing to prevent concentration of particular types of homes.</p>

	should be identified in Cheadle.	<ul style="list-style-type: none"> <li>Housing land supply/completions achieved towards RSS11, by location</li> </ul>	<b>Minor positive effect:</b> <ul style="list-style-type: none"> <li>Provision of additional housing in the town.</li> </ul>	Developments come forward.	+	+	+	<b>Likely effects:</b> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium/High</li> <li><b>Scale:</b> District-wide</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <b>Recommendation:</b> Detailed monitoring of completions and supply to manage provision
		<ul style="list-style-type: none"> <li>Net gain/reduction in the percentage of the housing stock in an unsatisfactory condition.</li> </ul>	No significant effect identified	-	0	0	0	<b>Likely effects:</b>  N/A
		<ul style="list-style-type: none"> <li>Other – housing for older people</li> </ul>	<b>Minor positive effect:</b> <ul style="list-style-type: none"> <li>Housing is provided in locations with very good access to services and facilities.</li> </ul>	-	+	+	+	<b>Likely effects:</b> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <b>Recommendation:</b> None
<b>Overall impact on SA Objective 4:</b>					+	++	++	

	SA 5	<p>Out commuting is higher than Leek.</p> <p>There are poor public transport connections between the nearest rail service (Blythe Bridge) and the town centre.</p> <p>There are also few regular and frequent bus</p>	<ul style="list-style-type: none"> <li>▪ Amount of new residential development within 30 minutes public transport time of: a GP; a hospital; a primary school; a secondary school; areas of employment; and a major retail centre.</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>▪ Reduction of out-commuting for residents taking up new employment opportunities.</li> <li>▪ Reduction in the number of people travelling out of Cheadle to do their shopping.</li> <li>▪ Concentration of development within the town in close proximity of services and facilities.</li> </ul>	<p>New employment opportunities are taken by local residents.</p> <p>Public transport services are available.</p> <p>New retail provision in town changes shopping patterns.</p>	0	+	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li>• <b>Likelihood/certainty</b> : High</li> <li>• <b>Scale:</b> Local - Cheadle</li> <li>• <b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Allow for expansion in provision of public transport.</p>
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		<p>services in the town centre, with the one-way system causing indirect and circuitous routeing (and additional journey time).</p> <p>National Planning Policy promotes sustainable development through re-use of previously developed land, improved non-car transport choice and access, mixed use development, inclusive communities and high quality design.</p>	<ul style="list-style-type: none"> <li>▪ Average density of housing completions.</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>▪ High density housing in the town centre in line with Core Strategy policy requirements.</li> </ul>	<p>New development will be expected to meet the requirements of Core Strategy Policy H1 which establishes density requirements for housing development.</p>	<p>+</p>	<p>+</p>	<p>+</p>	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li>• <b>Likelihood/certainty</b> : Medium</li> <li>• <b>Scale:</b> Local - Cheadle</li> <li>• <b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Ensure that development meets the requirements of the Core Strategy policy on density for housing developments.</p>
<p><b>Overall impact on SA Objective 5:</b></p>						<p>0</p>	<p>+</p>	<p>++</p>	



SA 6	Good road links to nearest rail station at Blythe Bridge, however public transport connections between this station and the town centre are poor. There are few regular and frequent bus services serving Cheadle. Bus links to nearby employment opportunities and leisure attractors are often irregular and infrequent. Town centre pedestrian routes are poor, especially between the main retail core and the main food shopping area.	<ul style="list-style-type: none"> <li>Amount of completed non-residential development within UCOs A, B and D complying with car-parking standards set out in the local development framework.</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>New town centre retail, leisure, housing and employment development proposed which provides for Cheadle and the rural hinterland.</li> </ul>	Additional housing and employment opportunities and greater retail offer in Cheadle reduces the need to travel to areas outside the District to work and shop.	0	+	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b></p>
	Lack of alternative	<ul style="list-style-type: none"> <li>Total length of cycleways, bridleways and footpaths (km)</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Overall increase and improvement of cycle ways and pedestrian links in Cheadle.</li> </ul>	-	0	+	+	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
	Lack of alternative	<ul style="list-style-type: none"> <li>Number of Travel Plans in operation.</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Increase in the number of people travelling by means other than the private car.</li> </ul>	Existing and new employers adopt Travel Plans.	0/+	0/+	0/+	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Allow for expansion in provision of public transport.</p>

		travel means may encourage travel by car.  Need for greater distribution/ diversity of public transport offer.	<ul style="list-style-type: none"> <li>Other</li> </ul>	<b>Minor positive effect:</b> <ul style="list-style-type: none"> <li>Redevelopment of the bus station and improvements to the evening economy will increase demand for improved bus services.</li> </ul>	-	0	+	+	<b>Likely effects:</b> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <b>Recommendation:</b> None
	<b>Overall impact on SA Objective 6:</b>					0	+	+	
<b>Summary - Appraisal against Social Objectives:</b>						- / +	+	++	
Positive effect over time as development in Cheadle takes place which improves services/facilities and strengthens the retail offer. Provision of additional dwellings including affordable housing and extra care housing within the town will provide more choice and meet the needs of local residents. More efficient use of land and increased employment opportunities in the town will provide greater opportunity to work locally. All of these positive effects direct development to more sustainable locations and reduce the need to travel.									
ENVIRONMENT	SA7	The District has a large number of rich and varied nature conservation sites.  Of the 4942 ha of SSSI land within the Staffordshire Moorlands 80% was described as being in a	<ul style="list-style-type: none"> <li>Change in areas and populations of biodiversity importance, including: Change in areas designated for their intrinsic environmental value including sites of international, national, regional or sub-regional significance</li> </ul>	<b>Minor positive effect:</b> <ul style="list-style-type: none"> <li>Contributions made through new developments, where appropriate.</li> </ul>	Protection of existing biodiversity sites. Although there are no known sites within the masterplan area.	0	+	+	<b>Likely effects:</b> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <b>Recommendation:</b> Mitigation and compensatory measures to minimise impact from new development.

		<ul style="list-style-type: none"> <li>Number of nationally/locally important wildlife sites in the District reported as being in 'poor condition'</li> </ul>	No known significant effects identified.	-	0	0	0	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
<b>Overall impact on SA Objective 7:</b>					0	+	+	
SA8	<p>The Staffordshire County Council Biodiversity Action Plan (BAP) for Staffordshire identifies a number of priority habitats and species relevant to the Staffordshire Moorlands.</p> <p>The Community Strategy aims to maintain and increase species and habitats identified in the BAP.</p>	<ul style="list-style-type: none"> <li>Change in areas and populations of biodiversity importance, including:                             <ul style="list-style-type: none"> <li>- Change in priority habitats and species (by type)</li> </ul> </li> </ul>	Presence of priority species such as bats is unknown at present.	-	I	I	0	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Surveys need to be carried out where appropriate as part of site allocation work and planning application process. Mitigation measures to minimise impact from new development.</p>
<b>Overall impact on SA Objective 8:</b>					I	I	0	

SA9	Limited information on contamination in Cheadle.	<ul style="list-style-type: none"> <li>Net gain/reduction in the total amount of derelict land (Ha).</li> </ul>	<p><b>Minor negative effect:</b></p> <ul style="list-style-type: none"> <li>Contamination may be exposed through redevelopment of land.</li> </ul>	None of the opportunity sites in Cheadle are derelict although some are vacant/ underused.	- /0	- /0	0	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Remediation will be required where contamination is identified.</p>
<b>Overall Impact on SA Objective 9</b>					- /0	- /0	0	
SA 10	<p>Brownfield land is a finite resource.</p> <p>91% of dwellings in the District completed on previously developed land 2008/2009. 85.2% of dwellings in Cheadle completed on pdl 2008/2009.</p> <p>Of 08/09 completions: 54% of dwellings at a density of less than 30 dph, 0%</p>	<ul style="list-style-type: none"> <li>Number of completions comprising conversion/re-use of existing buildings</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Re-use of existing buildings/more efficient use of brownfield land.</li> </ul>	-	++	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
		<ul style="list-style-type: none"> <li>Percentage of housing and employment on previously developed land.</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>New housing and employment development on previously developed land within the town centre.</li> </ul>	Core Strategy prioritises use of brownfield sites before greenfield sites.	++	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>

	of dwellings at a density between 30 and 50 dph, 46% of dwellings at a density above 50 dph.	<ul style="list-style-type: none"> <li>Percentage of new dwellings completed at:                             <ol style="list-style-type: none"> <li>less than 30 dph;</li> <li>between 30 and 50 dph; and</li> <li>above 50 dph.</li> </ol> </li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Core Strategy sets out the density standards for developments in or on the edge of town centres of 40 dwellings per hectare or more.</li> </ul>	Densities will be compatible with the site and its location and will meet the Core Strategy requirements.	++	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Need to ensure that the density standards contained in the Core Strategy are adhered to.</p>
<b>Overall Impact on SA Objective 10</b>					++	++	++	
SA 11	New buildings can offer greater energy efficiency.	<ul style="list-style-type: none"> <li>Renewable energy capacity installed by type.</li> </ul>	No significant effect identified. Dependent on how implemented. Core Strategy supports renewable energy schemes.	New development will be expected to meet Core Strategy policy SD1 –Achieving Sustainable Development.	I	I	I	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> District-wide</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
	At present there are only a handful of functioning renewable energy schemes in the District.	<ul style="list-style-type: none"> <li>Amount of household waste recycled (%)</li> </ul>	No significant effect identified	-	0	0	0	<p><b>Likely effects:</b></p> <p>N/A</p>
<b>Overall Impact on SA Objective 11</b>					I/0	I/0	I/0	

SA 12	None of the opportunity sites are in a Flood Zone.  New development may have implications on surface water drainage and increased risk in vulnerability to flooding.	<ul style="list-style-type: none"> <li>Number of approvals for development incorporating sustainable drainage systems (SuDS)</li> </ul>	No significant effect identified	New development will be expected to meet Core Strategy policy SD1 – which deals with SuDS.	0	0	0	Likely effects: N/A
		<ul style="list-style-type: none"> <li>Number of housing completions located within a flood-plain</li> </ul>	No significant effect identified	None of the opportunity sites are in a Flood Zone.	0	0	0	Likely effects: N/A
		<ul style="list-style-type: none"> <li>Number of planning permissions granted contrary to the advice of the Environment Agency on flood risk grounds.</li> </ul>	No significant effect identified	None of the opportunity sites are in a Flood Zone.	0	0	0	Likely effects: N/A
<b>Overall Impact on SA Objective 12</b>					0	0	0	
SA 13	The historic environment is a key component of a high quality environment. There are 55 listed structures in the Conservation Area, 43 of which are buildings.  Opportunities for the sustainable	<ul style="list-style-type: none"> <li>Percentage of listed buildings 'at risk'</li> </ul>	No significant effect identified	-	0	0	0	Likely effects: N/A
		<ul style="list-style-type: none"> <li>Number of grant-aided schemes.</li> </ul>	No significant effect identified	-	0	0	0	Likely effects: N/A
		<ul style="list-style-type: none"> <li>Percentage of Conservation Areas with up-to-date appraisals and management plans</li> </ul>	No significant effect identified	A Conservation Area Appraisal has recently been prepared for Cheadle.	0	0	0	Likely effects: N/A

	re-use of historic buildings.	<ul style="list-style-type: none"> <li>Number of housing completions located in the countryside, which do not constitute either 'agricultural exceptions' or affordable housing schemes</li> </ul>	N/A	-	0	0	0	<b>Likely effects:</b> N/A
		<ul style="list-style-type: none"> <li>Other</li> </ul>	<b>Major positive effect:</b> <ul style="list-style-type: none"> <li>Redevelopment of vacant properties and enhancement of existing properties is a key objective of the Masterplan.</li> </ul>	-	+	++	++	<b>Likely effects:</b> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <b>Recommendation:</b> None
<b>Overall Impact on SA Objective 13</b>					<b>0/+</b>	<b>0/++</b>	<b>0/++</b>	

SA 14	<p>There are only limited leisure and community facilities within the Town Centre. The evening economy is generally limited to hot food takeaways and local pubs.</p> <p>The catchment population of the town is insufficient to attract large-scale leisure investment. Further development of a small but successful group of independent tourist businesses (which require lower numbers of clientele, and where reputation will draw customers from further afield) presents a more realistic opportunity to develop a quality tourist economy.</p> <p>Cheadle has a niche role as a market town local centre; providing convenience</p>	<ul style="list-style-type: none"> <li>Tourism, leisure and cultural related completions, by type (Number)</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Masterplan encourages further tourism development and includes the provision of a hotel, leisure facilities and new Town Square. Improving and enhancing the setting of St Giles (RC) Church.</li> <li>Support for developing the special character and heritage of the town.</li> </ul>	<p>Greater choice and linked trips provided through new facilities and accommodation.</p> <p>Better links and overall improvement of the town encourage more visitors.</p> <p>Redevelopment of key sites and improvement of the gateways to the town. Improved parking provision.</p>	++	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> Local – Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>
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<b>Overall Impact on SA Objective 14</b>				++	++	++			
<b>Summary - Appraisal against Environmental Objectives:</b>				-/++	-/++	-/++			
<p>Due to the land included in the masterplan being predominantly previously developed and not within a Flood Zone there are few negative cumulative environmental impacts identified however Habitat and Protected Species Surveys may need to be carried out for some of the opportunity sites and any necessary mitigation and/ or compensatory measures implemented. There may be a negative impact of contamination being exposed through redevelopment but positive impact of remediation of any contamination. There are positive effects such as encouraging further development of tourism and culture. Other positive impacts are the re-use of existing buildings and more efficient use of brownfield land and redevelopment of vacant properties and enhancement of existing property.</p>									
Economic	SA 15	<p>The Core Strategy identifies retail requirements for 2500m<sup>2</sup> floorspace of convenience retail and 6000m<sup>2</sup> of comparison retail.</p> <p>Cheadle has suffered from under investment in its infrastructure and town centre and a lack of housing opportunities. The Core Strategy identifies the town as an area for significant growth in order to</p>	<ul style="list-style-type: none"> <li>▪ Losses of land in employment use:                             <ul style="list-style-type: none"> <li>i) employment /regeneration areas; and</li> <li>ii) local authority area</li> </ul> </li> <li>▪ Amount of land in employment use lost to residential development</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>▪ Provision of a range of sites in the town.</li> <li>▪ Protection of suitable employment sites will safeguard the vitality and viability of settlements.</li> </ul> <p><b>Minor negative effect</b></p> <ul style="list-style-type: none"> <li>▪ Redevelopment of some sites may result in the displacement of existing businesses however may be able to relocate.</li> </ul>	New employment sites come forward.	-/++	-/++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li>• <b>Likelihood/certainty</b> : High</li> <li>• <b>Scale:</b> Local - Cheadle</li> <li>• <b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Seek to relocate any displaced businesses either on existing redeveloped site or new site in the town</p>
			<ul style="list-style-type: none"> <li>▪ Amount of completed retail, office and leisure development</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>▪ Provision of a range of sites for retail, office and leisure development.</li> </ul>	-	0	+	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li>• <b>Likelihood/certainty</b> : High</li> <li>• <b>Scale:</b> Local - Cheadle</li> <li>• <b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> None</p>

		<ul style="list-style-type: none"> <li>Changes of use on main shopping streets in towns to non-A1 uses</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Additional new retail floorspace will help to attract retailers and enable growth, adding to the viability of Cheadle town centre.</li> </ul>	Greater number of visitors attracted to the town centres.	++	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Semi-permanent</li> </ul> <p><b>Recommendation: None</b></p>
<b>Overall Impact on SA Objective 15</b>					-/++	-/++	++	
SA 16	<p>Growth of the economy is not performing as well as the Region or nationally.</p> <p>There is concern for the loss of small employment sites to residential use.</p> <p>The suitability of existing employment sites need to be further assessed. Lack of modern quality office accommodation.</p>	<ul style="list-style-type: none"> <li>Land in employment use available by type</li> <li>Amount of floorspace developed for employment by type</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Modern office development proposed. New employment opportunities in retail, leisure and tourism.</li> </ul> <p><b>Minor negative effect:</b></p> <ul style="list-style-type: none"> <li>Loss of existing land in employment use to other uses or mixed use development.</li> </ul>	Diversifying employment opportunities offered in the town.	-/+	-/++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : High</li> <li><b>Scale:</b> Local - Cheadle</li> <li><b>Temp/Perm:</b> Permanent</li> </ul> <p><b>Recommendation:</b> Seek to re-provide lost land in employment use elsewhere in the town.</p>
<b>Overall Impact on SA Objective 16</b>					-/+	-/++	++	

SA 17	<p>There is concern that the District is low-waged and employment largely depends on industries that are declining in the wider economies.</p> <p>Around 35% of all the working age population of Cheadle fall into the two lowest social grades – DE- this impacts on the available disposable income and affluence.</p>	<ul style="list-style-type: none"> <li>Staffordshire Moorlands employment / unemployment rates</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Generation of additional jobs through new retail and business developments.</li> </ul> <p><b>Minor negative effects:</b></p> <ul style="list-style-type: none"> <li>Loss of jobs on opportunity sites where businesses are displaced.</li> </ul>		-/+	-/++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> District-wide</li> <li><b>Temp/Perm:</b> Semi-permanent</li> </ul> <p><b>Recommendation:</b> Seek to relocate any displaced businesses either on redeveloped site or new site in town</p>
		<ul style="list-style-type: none"> <li>Employment by sector</li> </ul>	<p><b>Major positive effect:</b></p> <ul style="list-style-type: none"> <li>Potential for growth of service sector businesses and employment in tourism.</li> </ul>	-	+	++	++	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> District-wide</li> <li><b>Temp/Perm:</b> Semi-permanent</li> </ul> <p><b>Recommendation:</b> None</p>

	<p>Cheadle has a high proportion of residents with no qualifications; the figure is higher than the District, region and county.</p> <p>In 2001 Cheadle had a low unemployment rate of 2.1%, compared to the Staffordshire Moorlands figure of 2.3% and national figure of 3.3%.</p>	<ul style="list-style-type: none"> <li>Earnings by Staffordshire Moorlands residents</li> </ul>	<p><b>Minor positive effect:</b></p> <ul style="list-style-type: none"> <li>Increased earnings are not directly addressed. Need to ensure that the Cheadle's workforce skills match employment opportunities.</li> </ul>	<p>Agreements are made with developers towards training programmes, employment support and employment access schemes.</p>	<p>+</p>	<p>+</p>	<p>++</p>	<p><b>Likely effects:</b></p> <ul style="list-style-type: none"> <li><b>Likelihood/certainty</b> : Medium</li> <li><b>Scale:</b> District-wide</li> <li><b>Temp/Perm:</b> Semi-Permanent</li> </ul> <p><b>Recommendation:</b> Local skills and training opportunities need to match local employment opportunities.</p>
<p><b>Overall Impact on SA Objective 17</b></p>					<p>-/+</p>	<p>-/++</p>	<p>++</p>	
<p><b>Summary – Appraisal against Economic Objectives</b></p> <p>The assessment shows that the Masterplan has mainly positive effects on the economic objectives. Generation of additional jobs through new retail, leisure, tourism and business development in Cheadle. Diversifying the employment opportunities the town has to offer. However there are likely to be negative impacts including the loss of land in employment use and jobs on opportunity sites as part of redevelopment. It is recommended that measures are taken to re-provide any lost land in employment use and to relocate effected businesses either on redeveloped sites or elsewhere in the town. There is an on-going need to ensure that the District's workforce skills match local employment opportunities.</p>					<p>-/++</p>	<p>-/++</p>	<p>++</p>	

## Section J - Summary of Effects of Implementation of the Masterplan on Cheadle Town Centre

- + = Positive      ++ = Significantly Positive      -- = Significantly Negative  
 - = Negative  
 0 = Neutral (no significant positive or negative effects)  
 ? = Impact Unknown  
 I = Impact dependent on how implemented

Different components within an Option may generate varying impacts. This is indicated by '/'.

	SA Objectives	Short Term (less than 1 year)	Medium Term (1-5 years)	Long Term (5 years or more)
Social	1. To improve the quality of where people work and live, and minimise risks and nuisances	-/+	-/++	-/++
	2. To eliminate social exclusion by promoting, maintaining and improving facilities and services and opportunities for and access to them	+	++	++
	3. To minimise opportunities for crime and reduce the fear of crime	0	0/+	0/+
	4. To ensure adequate quality and provision of a range of house types to meet local needs in appropriate locations, and maintain and improve the local housing stock and provision of affordable/social housing	+	++	++
	5. To direct development to more sustainable locations and reduce the need to travel	0	+	++
	6. To strengthen transport links between rural areas and towns, and improve conditions for walking, cycling and travel by public transport	0	+	+
Environmental	7. To identify, conserve and enhance biodiversity sites and to maximise opportunities for achieving Biodiversity Action Plan targets	0	+	+
	8. To protect and enhance key habitats and species	I	I	0
	9. To reduce contamination, regenerate degraded environments and maintain soil resources and quality	-/0	-/0	0
	10. To promote efficient use of resources	++	++	++
	11. To reduce energy consumption and waste production, and facilitate renewable energy	I/0	I/0	I/0
	12. To reduce flood risk, protect and enhance water sources and environmental assets, and reduce contributions and vulnerability to climate change	0	0	0

	<b>SA Objectives</b>	<b>Short Term (less than 1 year)</b>	<b>Medium Term (1-5 years)</b>	<b>Long Term (5 years or more)</b>
	13. To protect and enhance the character of the landscape and townscape, historic assets, and maintain and strengthen local distinctiveness and sense of place	0/+	0/++	0/++
	14. To encourage further development of tourism and culture	++	++	++
<b>Economic</b>	15. To safeguard the vitality and viability of the District's towns and villages, and create and sustain a vibrant rural economy	-/++	-/++	++
	16. To strengthen, modernise and diversify the District economy, and promote sustainable economic growth	-/+	-/++	++
	17. To encourage and support a high and stable level of employment and variety of jobs to meet local employment needs	-/+	-/++	++

## Overall Summary

SA Objectives	Short Term (less than 1 year)	Medium Term (1-5 years)	Long Term (5 years or more)	Summary of Appraisal
<b>Social</b>	-/+	+	++	Positive effect over time as development in Cheadle takes place which improves services/ facilities and strengthens the retail offer. Provision of additional dwellings including affordable housing and extra care housing within the town will provide more choice and meet the needs of local residents. More efficient use of land and increased employment opportunities in the town will provide greater opportunity to work locally. All of these positive effects direct development to more sustainable locations and reduce the need to travel.
<b>Environment</b>	-/++	-/++	-/++	Due to the land included in the Masterplan being predominantly previously developed and not within a Flood Zone there are few negative cumulative environmental impacts identified however Habitat and Protected Species Surveys may need to be carried out for some of the opportunity sites and any necessary mitigation and/ or compensatory measures implemented. There may be a negative impact of contamination being exposed through redevelopment but positive impact of remediation of any contamination. There are positive effects such as encouraging further development of tourism and culture. Other positive impacts are the re-use of existing buildings and more efficient use of brownfield land and redevelopment of vacant properties and enhancement of existing property.
<b>Economic</b>	-/++	-/++	++	The assessment shows that the Masterplan has mainly positive effects on the economic objectives. Generation of additional jobs through new retail, leisure, tourism and business development in Cheadle. Diversifying the employment opportunities the town has to offer. However there are likely to be negative impacts including the loss of land in employment use and jobs on opportunity sites as part of redevelopment. It is recommended that measures are taken to re-provide any lost land in employment use and to relocate effected businesses either on redeveloped sites or elsewhere in the town. There is an on-going need to ensure that the District's workforce skills match local employment

SA Objectives	Short Term (less than 1 year)	Medium Term (1-5 years)	Long Term (5 years or more)	Summary of Appraisal
				opportunities.

### Conclusions

Overall – in the medium to long term, there are significant permanent positive benefits to be gained from development of the Masterplan in relation to social, environmental and economic impacts on sustainability. Although there are negative impacts – largely associated with the development of two greenfield sites and the loss of land in employment use and jobs on opportunity sites as part of redevelopment – many of these effects may be minimised through policy, or represent only temporary disruptions whilst mitigation measures are enforced and/or other proposals take shape to help balance these.

Policies will need to be developed to assist the implementation of opportunity sites, reduce negative impacts and promote the positive effects of the Masterplan.



### Section K – Sustainability Appraisal of the Masterplan – Problems Encountered/ Issues Identified

Stage	Who carried this out	When	Problems encountered/issues identified	
SA scoping Report	Collection of baseline data for Core Strategy	Data sources identified by SMDC Planners	August/ October 2006	Collection of baseline data for the Core Strategy some of which has been used to inform Masterplan
	Collection of baseline data for Cheadle Town Centre Masterplan	Data sources identified by BE Group	July/August 2009	Collection of the baseline data for the Cheadle Town Centre Masterplan took place in July/ August.
	Identification of links to other relevant plans, programmes and objectives	Plans, Programmes and Objectives identified by SMDC	September / October 2006	The huge number of plans and policies identified for the Core Strategy made it difficult to analyse each one in depth. The list includes those documents regarded to be most relevant to the Core Strategy.
	Formulation of SA Objectives	SA Objectives formulated and checked against requirements of the SEA Directive by SMDC Planners.	September / October 2006 Consultation November 2006 - January 2007	A number of revisions were made in response to representations received to the Scoping Report consultation. These were predominantly in response to English Heritage, Environment Agency and English Nature.
	Identification of key sustainability issues	Issues identified by SMDC Planners.	September / October 2006	Up-to-date and quantifiable data not available to substantiate all of the identified problems. Past trends and issues observed and identified through recent studies have been indicated.
	Selection of Indicators	Indicators selected by SMDC Planners in conjunction with other SMDC Officers.	September / October 2006	Difficulty in identifying targets for the measurement of achievements. Further work will be carried out on this.
SA of Draft Masterplan	SA of Town Centre Masterplan	Assessed by SA Team including BE Group, Taylor Young, SMDC Planners, SMDC Community Safety Manager and SMDC Regeneration Officer.	December 2009 – May 2010	The dispersed membership of the SA Team made checking and signing off the document more challenging.

## Section L – Equality Impact Assessment of the Cheadle Town Centre Masterplan

The District Council has a statutory duty under the Equality Act 2010 to eliminate any discrimination on the basis of:

- Age (including children and young people)
- Disability
- Gender reassignment
- Pregnancy and maternity
- Marriage and civil partnership
- Race
- Religion or belief
- Sex
- Sexual orientation

Such considerations must be taken into account in determining the effects of particular policies, programmes or strategies, with the aim of promoting fair and equal opportunity in employment, training and access to services.

The Equality Impact Assessment (EqIA) matrix below provides a suitable way of assessing all these effects together.

The likely equality implications of spatial objectives have been estimated and assessed. The impacts have been recorded as being high, medium, low or neutral (where the effects are likely to be neither positive nor negative).

### Equality Impact Assessment of the Cheadle Town Centre Masterplan Objectives

Plan (Spatial) Objective	Impact on Equality		
	Positive	Negative	Details
<b>Spatial Objective 1:</b> Identify employment opportunities through the redevelopment of vacant and under utilised land, properties and mills and enhancement of existing property	Medium	Neutral	Positive benefits through improved economic environment and employment opportunities.
<b>Spatial Objective 2:</b> Identify the potential to increase resident and visitor expenditure and reduce leakage of expenditure to	Medium	Neutral	Positive benefits through improved economic environment.

Plan (Spatial) Objective	Impact on Equality		
	Positive	Negative	Details
other centres			
<b>Spatial Objective 3:</b> Strengthen the retail and service hubs of the town	High	Neutral	Positive benefits for all through improved access and range of services and facilities.
<p><b>Conclusions:</b> No of the Spatial Objectives are identified as having negative impacts on equality.</p> <p>All three spatial objectives are identified as having positive impacts on equality either through improving the economic environment or improving access and range of services provided in the town.</p>			

## Section M – Sign-Posting to Information Required by the SEA Directive

Requirement of the SEA Directive		Location in SA Report
1	An outline of the contents, main objectives of the plan or programme, and relationship with other relevant plans and programmes;	Section 3.0, 4.0 and 5.0 and Appendix 1 of Scoping Report and Cheadle Town Centre Masterplan Baseline Report
2	The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	Section 6.0, 7.0, Appendix 2 of Scoping Report and Cheadle Town Centre Masterplan Baseline Report
3	The environmental characteristics of areas likely to be significantly affected;	Section 6.0, 7.0, Appendix 2 of Scoping Report and Cheadle Town Centre Masterplan Baseline Report
4	Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Appendix 2 – Scoping Report and Issues and Cheadle Town Centre Masterplan Baseline Report
5	The environmental protection objectives, established at international, Community or national level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation;	Appendix 1 – Scoping Report and Cheadle Town Centre Masterplan Baseline Report
6	The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. (Footnote: These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects);	Sections F and I - SA of the Cheadle Town Centre Masterplan
7	The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme;	Section I – SA of the Cheadle Town Centre Masterplan
8	An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information;	Sections A and K - SA of the Cheadle Town Centre Masterplan
9	A description of measures envisaged concerning monitoring in accordance with Art. 10;	Section O – SA of the Cheadle Town Centre Masterplan
10	A non-technical summary of the information provided under the above headings	Sections 1 – 4 – SA of the Cheadle Town Centre Masterplan

Requirement of the SEA Directive	Location in SA Report
11 The report must include the information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of the assessment (Art. 5.2)	All relevant information has been considered in undertaking the SA of the Cheadle Town Centre Masterplan.
12 <b>Consultation:</b> <ul style="list-style-type: none"> <li>▪ Authorities with environmental responsibility, when deciding on the scope and level of detail of the information which must be included in the environmental report (Art. 5.4)</li> </ul>	Appendix 5 – Scoping Report
<ul style="list-style-type: none"> <li>▪ Authorities with environmental responsibility and the public, shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Art. 6.1, 6.2)</li> </ul>	Methodology set out in Section 15.0 – Scoping Report.
<ul style="list-style-type: none"> <li>▪ Other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Art. 7).</li> </ul>	N/A
13 <b>Taking the environmental report and the results of the consultations into account in decision-making (Art. 8)</b>	Section H and J – SA of the Cheadle Town Centre Masterplan
14 <b>Provision of information on the decision:</b> When the plan or programme is adopted, the public and any countries Consulted under Art.7 must be informed and the following made available to those so informed: <ul style="list-style-type: none"> <li>▪ The plan or programme as adopted</li> <li>▪ a statement summarising how environmental considerations have been integrated into the plan or programme and how the environmental report of Article 5, the opinions expressed pursuant to Article 6 and the results of Consultations entered into pursuant to Art. 7 have been taken into account in Accordance with Art. 8, and the reasons for choosing the plan or programme as adopted, in the light of the other reasonable alternatives dealt with; and</li> <li>▪ the measures decided concerning monitoring (Art. 9)</li> </ul>	Public informed regarding adoption of Masterplan. Sustainability Appraisal Report accompanies adopted Masterplan.
15 <b>Monitoring</b> of the significant environmental effects of the plan's or programme's implementation (Art. 10)	Section 17.0 – Scoping Report, and Section O - SA of the Town Centre Masterplan.

	<b>Requirement of the SEA Directive</b>	<b>Location in SA Report</b>
16	<b>Quality Assurance:</b> environmental reports should be of a sufficient standard to meet the requirements of the SEA Directive	Section N – SA of the Cheadle Town Centre Masterplan

Relevant reports:

- Cheadle Town Centre Masterplan Consultation Statement
- Cheadle Town Centre Masterplan

## Section N – Quality Assurance Check

<b>Objectives and Context</b>	
- The appraisal is conducted as an integral part of the plan-making process.	√
- The plan/strategy's purpose and objectives are made clear.	√
- Sustainability issues and constraints, including international and EC environmental protection objectives, are considered in developing objectives and targets.	√
- SA objectives, where used, are clearly set out and linked to indicators and targets where appropriate.	√
- Links with other related plans, programmes and policies are identified and explained.	√
- Relates the requirements of the SEA Directive to the wider SA.	√
<b>Scoping</b>	
- Authorities and other key stakeholders with a range of interests that are relevant to the plan and SA are consulted in appropriate ways and at appropriate times on the content and scope of the SA Report.	√
- The assessment focuses on the significant issues.	√
- Technical, procedural and other difficulties encountered are discussed; assumptions and uncertainties are made explicit.	√
- Reasons are given for eliminating issues from further consideration.	√
<b>Options</b>	
- Realistic options are considered for key issues, and the reasons for choosing them are documented.	√
- Options include 'do nothing' scenario wherever relevant.	N/A
- The sustainability effects (both adverse and beneficial) of each option are identified and compared.	√
- Inconsistencies between the options and other relevant plans, programmes or policies are identified and explained.	√
- Reasons are given for selection or elimination of options.	√
<b>Baseline Information</b>	
- Relevant aspects of the current state of the plan area (including social, environmental, and economic characteristics) and their likely evolution without the plan are described.	√
- Characteristics of areas likely to be significantly affected are described.	√
- Difficulties such as deficiencies in data or methods are explained.	√
<b>Prediction and Evaluation of Likely Significant Effects</b>	
- Effects identified include the types listed in the SEA Directive (biodiversity, population, human health, fauna, flora, soil, water, air, climate factors, material assets, cultural heritage and landscape), as well as other wider sustainability issues (employment, housing, transport, community cohesion, education, etc).	√
- Both positive and negative effects are considered, and the duration of effects (short, medium or long-term) is addressed.	√
- Likely cumulative (including secondary and synergistic) effects are identified where practicable.	√
- Inter-relationships between effects are considered where practicable.	√
- Where relevant, the prediction and assessment of effects makes use of accepted standards, regulations, and thresholds.	N/A

- Methods used to appraise the effects are described.	√
<b>Mitigation Measures</b>	
- Measures envisaged to prevent, reduce and offset any significant adverse effects of implementing the plan are indicated.	√
- Issues to be taken into account in project consents are identified.	√
<b>The SA Report</b>	
- Is clear and concise in its layout and presentation.	√
- Uses simple, clear language and avoids or explains technical terms.	√
- Uses maps and other illustrations where appropriate.	√
- Explains the methodology used.	√
- Explains who was consulted and what methods of consultation were used.	√
- Identifies sources of information, including expert judgement and matters of opinion.	√
- Contains a non-technical summary covering the overall approach to the appraisal, the objectives of the plan, the main options considered, and any changes to the plan resulting from the appraisal.	√
<b>Consultation</b>	
- Authorities and the public likely to be affected by, or having an interest in, the plan are consulted in ways and at times which give them an early and effective opportunity within appropriate time frames to express their opinions on the draft plan and SA Report.	√
<b>Decision-making and Information on the Decision</b>	
- The SA Report and the opinions of those consulted are taken into account in finalising and adopting the plan.	√
- An explanation is given of how they have been taken into account.	√
- Reasons are given for choosing the plan as adopted, in the light of other reasonable options considered.	√
<b>Monitoring Measures</b>	
- Measures proposed for monitoring are clear, practicable and linked to the indicators and objectives used in the appraisal.	√
- Proposals are made for action in response to significant adverse effects.	N/A
- Monitoring enables unforeseen adverse effects to be identified at an early stage. These effects should include predictions which prove to be incorrect.	N/A
- During implementation of the plan, monitoring is used where appropriate to make good deficiencies in baseline information in the appraisal.	N/A



## **Section O – Monitoring and Implementation of the Cheadle Town Centre Masterplan**

The Cheadle Town Centre Masterplan will support the allocation of land/proposals within the District's Site Specific Development Plan Document. Where sites are taken forward as allocations through the Site Allocations DPD, these will be subject to further Sustainability Appraisal and monitoring. Local sustainability indicators will be selected to monitor how the Masterplan is performing against its key objectives and reported in the Annual Monitoring Report (AMR).

The delivery of the Cheadle Town Centre Masterplan will require a partnership approach to implementing the opportunity sites and other interventions identified in the Masterplan. The Council cannot deliver everything itself and implementation will involve other organisations and groups who will work within the framework of their own strategies and plans as well as the spatial plan for Cheadle Town Centre.