

**Staffordshire Moorlands  
District Council**

Development Capacity Study  
Stage 2: Site Appraisal  
Final Report  
October 2008

**Halcrow Group Limited**

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## **Contents Amendment Record**

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# 1 Introduction

## 1.1 **About the Commission**

1.1.1 Staffordshire Moorlands District Council has commissioned Halcrow Group Limited to undertake a Development Capacity Study (DCS) for the District. The study is intended to provide part of the evidence base for the Core Strategy element of the District's Local Development Framework (LDF).

## 1.2 **Purpose**

1.2.1 Development Plan Documents (DPDs), of which the Core Strategy is one, must be based upon a sound, justifiable base which takes into account both national and regional planning policies and the specific circumstances of the local authority area. A sound evidence base will ensure that the delivery of development proposed in the Core Strategy is realistic and achievable.

1.2.2 The DCS provides evidence on the suitability of the District's three towns and thirteen large villages<sup>1</sup> to take additional housing up to 2026, in line with the review of the West Midlands RSS. It assesses the preferred option for the Core Strategy, along with the four discarded options from the Issues and Options stage. In doing this, it will guide the production of the forthcoming DPD on housing. The settlements included in the study are listed in Table 1.1 overleaf.

1.2.3 The Study identifies the constraints on the future growth of each settlement imposed by inadequate access and infrastructure. At the same time, it provides valuable evidence on where future investment is needed and the likely scale of this investment, with particular reference to potential housing sites identified in the Housing Land Availability Assessment.

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<sup>1</sup> For the purposes of this Study, the settlements of Biddulph and Biddulph Moor are considered as one. The Study, therefore, assesses fifteen settlements rather than sixteen.

**Table 1.1: List of Settlements Included in the Study**

<b>Settlement</b>	<b>Parish</b>	<b>2001 Parish Population</b>
Alton	Alton	1243
Biddulph & Biddulph Moor	Biddulph	19512
Brown Edge	Brown Edge	2406
Caverswall & Cookshill	Caverswall	977
Cheadle	Cheadle	12166
Upper Tean	Checkley	4248
Cheddleton	Cheddleton	5391
Endon	Endon & Stanley	3134
Blythe Bridge	Forsbrook	5008
Ipstones	Ipstones	1510
Kingsley	Kingsley	2210
Leek	Leek	19880
Oakamoor	Oakamoor	645
Waterhouses	Waterhouses	1005
Werrington & Cellarhead	Werrington	6009

### 1.3

#### 1.3.1

#### **Aims**

The aims of the study, as outlined in the brief, are:

- to examine the existing level of infrastructure and accessibility (comprising education, healthcare, community facilities, leisure services, electricity, gas and water supplies, sewerage, the highway network and public transport);
- by analysis of the above, to identify settlements with easy access to a range of infrastructure services and facilities and settlements where these facilities are not provided or are hard to reach;
- to identify the priorities and proposals of key service providers and other relevant organisations where these have implications on the future growth of the identified settlement;
- to identify the capacity of existing infrastructure services and movement corridors to accommodate future growth and to flag up what additional infrastructure is necessary to support each development option;
- to assess the developability and likely viability of larger sites identified through the Housing Land Availability Assessment.; and
- through all of the above, provide guidance on how to ensure future development in the District takes place in the most sustainable way possible.

*1.4****Structure of the Report****1.4.1*

The study was undertaken in two stages. Stage One comprises of an appraisal of the settlements in terms of the availability and appropriateness of the key social, physical and accessibility infrastructure elements. Building on the Stage One results, the Stage Two focuses on:

- Assessing the suitability of potential housing sites identified by Staffordshire Moorlands District Council
- Appraising the development viability of different types of land at settlement level in Staffordshire Moorlands, within the prevailing market conditions.

*1.4.2*

The layout of this report reflects this approach. Chapters Two and Three present the methodology and findings of the key Stage Two tasks identified above. The methodology for each stage provides a step by step toolkit, which can be used by anyone wishing to rerun the exercise in future years. The results of each step of the methodology are then provided, allowing the reader to see exactly how we came up with the findings.

## 2 Assessing Suitability for Housing

### 2.1

#### ***Introduction***

#### 2.1.1

The purpose of this task is to rank the suitability of sites identified by Staffordshire Moorlands District Council as part of the local Strategic Housing Land Availability Assessment (SHLAA). In total over 250 sites were examined by the SHLAA. Using the data gathered by the SHLAA a scoring system has been devised into to rank the sites in order of their suitability for housing development.

### 2.2

#### ***Assessing Suitability for Housing: Approach***

#### 2.2.1

In order to assess the suitability of the sites, a scoring system was devised based upon the site information recorded by the SHLAA site survey. It was important to devise a system which reflected the mix of both positive and negative attributes recorded by the SHLAA survey. Table 2-1 below shows how the sites were rated using a 'traffic light' scoring system. In particular, the suitability ranking of sites was based on each of the four data fields contained in the SHLAA data.

#### 2.2.2

Where site conditions were regarded as being a positive attribute for housing development, 'green' scores were awarded. Factors deemed to be a development constraint, which will need to be considered but can be overcome, were rated 'amber'. Lastly, where constraints may prevent sites from being suitable for housing development, 'red' ratings were awarded.

#### 2.2.3

Where the site classification could only fall into one category, such as the type of site, brownfield, greenfield or conversion, the appropriate rating was awarded. Therefore one rating was given for each site in terms of type, status, and use. However, as more than one element of planning policy may apply to a site, multiple scores were awarded to sites that fell into more than one planning policy category. For example a site within the settlement boundary but affected by a TPO would have two scores, a green and amber rating.



**Table 2-1: Site Rating Criteria**

Criteria		Classification	Rating
Type	Type of land at present:	Brownfield site	Green
		Conversion	Green
		Greenfield site	Amber
Policy	Planning policy designations:	Within Settlement Boundary	Green
		Archaeological Site	Amber
		Open Countryside	Amber
		Conservation Area	Amber
		Listed Building	Amber
		TPO	Amber
		Green Belt	Red
		SSSI, Nature Conservation Area	Red
		Protected Floodplain	Red
		Protected Railway Line	Red
		Special Landscape Area	Red
Status	Planning status of site:	Allocated in adopted local Plan	Green
		Outline planning permission	Green
		Detailed planning permission	Green
		Under construction/redeveloped	Green
		Not committed	Amber
Use	Committed uses of site:	Housing	Green
		Mixed	Green
		Employment	Amber
		Retail	Amber
		Other	Amber
		None/Not applicable	Amber
		Open Space/Recreation	Red

## 2.3

### 2.3.1

### ***Assessing Suitability for Housing: Results***

Based on the above scoring criteria, the sites were ranked to test their suitability. The results are presented in descending order in Table 2-2 overleaf. This implies that sites with the most number of development constraints fell to the bottom of the rankings table, whilst sites with the fewest constraints rose to the top. The table shows that highly ranked sites are likely to be on brownfield land within the settlement boundary whilst sites ranked at the bottom are likely to occupy greenbelt land either on floodplains or special landscape areas.

### 2.3.2

The table shows that the majority of suitable sites are located in either, Leek, Cheadle or Biddulph. Of the 27 sites with just one amber constraint or less, a total of 15 sites are located in Leek. These sites cover over 9 hectares of land. A further 7 similar suitable sites covering 28ha of land are in Cheadle, whilst the 3

appropriate sites are located in Biddulph covering an area of 5ha. There are 28 sites which contain two amber rated constraints. These sites cover a total area of nearly 17 hectares. The distribution of these site is quite similar, with 10 sites located in Leek (6 ha), 6 in Cheadle (6 ha) and 6 in Biddulph (3 ha).

### *2.3.3*

The results also suggest that there are some 50 sites in the district with three or more amber ratings but with no red ratings. Although the distribution of such sites is quite dispersed around the district, a significant proportion of these sites are located along the eastern edge of Cheadle.

### *2.3.4*

There are 91 sites with one red constraint. Although these sites are located in a number of towns throughout the District, most notably they can be found in Oakamoor, Blythe Bridge Ruston Spencer and Wetley Rocks. Whilst the least suitable housing sites, scoring two or more red rated constraints, are spread geographically about Staffordshire Moorlands, the 62 sites covering 162 hectares which are consistently located in rural areas and land designated as either, greenbelt, special landscape areas or floodplains.

Table 2-2: Housing Site Suitability Ranking

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
713	CH023	SMDC Cheadle Depot	Allen Street	Cheadle	0.85							
720	CH028	The Lighthouse 62	Tape Street	Cheadle	0.17							
38	LE058	Land To Rear Of	Ashbourne Road	Leek	0.67							
100	LE062	Former British Trimmings Site	Ball Haye Street	Leek	1.22							
280	LE089	Land Adjacent To The Orchard	Springfield Drive	Leek	0.38							
288	LE090	Former Industrial Site	Springfield Road/ Buxton Road	Leek	0.37							
295	LE078	Former Ambulance Station	Haregate Road	Leek	0.44							
326	LE106	The Warehouse	New Street	Leek	0.067							
596	LE118	Former Builders Yard	Sandon Street	Leek	0.263							
679	LE121	Former Garage Site	Thornccliffe View	Leek	0.46							
232	WE018	Werrington County Infant School	Stonehouse Road	Werrington	0.8							
86	BD080	Biddulph Library	Off Tunstall Road	Biddulph	0.25							
324	LE101	Johnsons Antiques 120	Mill Street/ Badnall Street	Leek	0.09							
169	LE083	Former West Street Workingmens Club	West Street	Leek	0.03							
274	LE088	Big Mill	Mill Street/ Bell Vue Road	Leek	0.6							
102	LE067	Staffs Fitness	Springfield Road	Leek	0.98							
481	LE111	Land At Leekbrook Industrial Estate	Leekbrook Way	Leek	2.45							
1050	LE124	Popular Garage, 113	Mill Street	Leek	0.12							
230	BD084	Land At	Wharf Road	Biddulph	0.27							
709	CH019	Former Opencast Working Site	Draycott Cross Road	Cheadle	4.13							
696	CH024	School Allocation	Churchill Road	Cheadle	1.8							
293	LE077	Haregate Hall	Haregate Road	Leek	0.86							
133	BD072	Land Known As Newpool Meadows	Tunstall Road	Biddulph	4.38							
684	CH001	Land At	Donkey Lane	Cheadle	7							
688	CH085	Mobberley Farm Allocation		Cheadle	12.5							
689	CH003	Remainder Of Allocated Site	Brookhouse Way	Cheadle	1.7							
448	KH001	Land Between 14 And 44	Shawe Park Road	Kingsley Holt	0.34							
272	LE087	The Talbot	Ashbourne Road	Leek	0.12							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
685	CH002	Remainder Of Lightwood Allocation Plus Moor Lane Farm		Cheadle	2							
39	BD004	Gillow Heath Mill	City Bank	Biddulph	0.36							
71	BD026	The Homestead	John Street	Biddulph	0.25							
110	BD055	Site Of Former Meadows School	Tunstall Road	Biddulph	0.95							
114	BD059	Depot Rear Of 23	Shepherd Street	Biddulph	0.33							
611	BD101	Minster Mill	Stringer Street	Biddulph	0.16							
613	BD102	Minster Mill	Walley Street	Biddulph	0.28							
1072	BD107	Prize Buildings	Tunstall Road	Biddulph	0.14							
644	CH015	Stoddards Depot	Leek Road	Cheadle	0.8							
704	CH012	Lightwood Home	Well Street	Cheadle	0.47							
711	CH020	Land Between	Dilhorne Road And The Green	Cheadle	0.51							
1055	KG024	Haulage Depot	Hazles Cross Road	Kingsley	0.56							
105	LE073	Portland Mill	Queen Street/Portland Street/Brunswick Street	Leek	0.46							
132	LE070	Leek Day Service Centre	Buxton Road	Leek	0.5							
165	LE074	Slimma Fashion	Waterloo Street	Leek	0.34							
167	LE015	Former Gas Works	Newcastle Road	Leek	0.72							
586	LE116	Premier Garage	Broad Street	Leek	0.47							
139	WA003	Wg Tankers Site	Leek Road	Waterhouses	0.2							
121	LE079	Masons Mill (London Mill)	Brook Street/ London Street	Leek	0.37							
641	CH014	Hurst'S Yard	Bank Street	Cheadle	0.8							
695	CH009	Land And Buildings At Orchard Farm	Churchill Road	Cheadle	0.47							
363	LE014	Land To Rear Of Works	Higher Woodcroft Road	Leek	0.77							
488	LE022	Land West Of	Ashbourne Road	Leek	0.47							
557	BB044	Land To Rear Of 74,94/96	Chapel Street	Blythe Bridge	1.25							
591	LT006	Heybridge Farm	Uttoxeter Road	Lower Tean	0.35							
140	WA004	Land Adj To Waterhouses Enterprise	Leek Road	Waterhouses	1.2							
171	LE055	Land Between	Sandon Street And Cheddleton Road	Leek	1.6							
106	LE076	Fowlchurch Tip	Ball Haye Green	Leek	14.36							
901	CD014	Land North/East	Felthouse Lane/Cheadle Rd	Cheddleton	1.96							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
9	UT019	Haulage Depot	St Thomas'S Road	Upper Tean	0.4							
111	BD056	Land Off	The Uplands	Biddulph	6.4							
303	BE013	Land Adjacent To South View	Sandy Lane	Brown Edge	0.52							
101	LE063	Land At Springfields Farm		Leek	3.2							
706	CH016	Land At Nursery Close	Park Lane	Cheadle	0.55							
354	IP012	Land South Of The Mount	Church Lane	Ipstones	0.9							
598	DC001	Industrial Estate Rear Of 215	Uttoxeter Road	Draycott	0.53							
630	OT001	Bolton Copperworks		Froghall	17.1							
241	AL012	Land At Capri	Gallows Green	Alton	0.6							
70	BD025	Amusement Depot Rear Of Roebuck & Moorlands Court	Congleton Road	Biddulph	0.91							
87	BD039	Adjacent To Brocks Croft Gardens	Off Station Road	Biddulph	0.24							
136	BD074	Land At Meadows School	Tunstall Road	Biddulph	1.03							
683	BD106	Land Rear Of	12 Newpool Road	Biddulph	1.87							
1092	BD111	Land At	Church Road	Biddulph	3.8							
757	BB011	Land Rear Of The Hollies	St Peters Lane	Blythe Bridge	0.23							
690	CH004	Land Rear Of 136	Froghall Road	Cheadle	0.4							
691	CH005	Land To The West Of	Thorpe Road	Cheadle	0.9							
692	CH006	Turners Pasture		Cheadle	2.6							
698	CH010	Land South Of	Windy Arbour	Cheadle	0.5							
705	CH013	Land Rear Of The Birches		Cheadle	1.54							
707	CH017	Land At	Carlos Close	Cheadle	0.38							
965	CD069	Land North/West/South	Cheddleton Park Ave / Vale View	Cheddleton	7.68							
84	LE059	Land At Horsecroft Farm	Tittesworth Avenue	Leek	1.2							
103	LE068	Rear Of Westwood First School	Westwood Road	Leek	1.7							
1009	OA001	Land North And South Of	Churnet View Road (West Of Squirrels Leap)	Oakamoor	0.33							
202	RS001	Land Nw Royal Oak Pub	Off Sugar Street	Rushton Spencer	0.5							
406	ST003	Land Between Sandstones & Stonefield House	Stanley Bank	Stanley	0.32							
444	WR002	Land West Of Wetley Rocks Methodist Church	A520	Wetley Rocks	0.95							
181	LE086	Former York Mill	Well Street	Leek	0.58							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
234	AL009	The Old Mill	Farley Lane	Alton	0.32							
665	CV005	Land To Rear Of Roseville	High Street	Caverswall	0.63							
626	AL013	Land Off	Cedarhill	Alton	2.5							
821	CH073	Land At Gibraltar Farm	Moor Lane	Cheadle	17							
823	CH074	Land West Of Lightwood Farm		Cheadle	2							
824	CH075	Land South East Of	Thorley Drive	Cheadle	1.6							
825	CH076	Land East Of	Thorley Drive	Cheadle	10							
828	CH077	Land Fronting	B5032	Cheadle	2							
1085	CH080	Field No 7647 Woodhead Hall Farm	Cherry Lane	Cheadle	2.75							
1086	CH081	Land North Of	Lomond Grove	Cheadle	3.76							
1087	CH082	Land South Of Woodhead Hall Farm	Cherry Lane	Cheadle	8.601							
1093	CH083	Land East Of Abbot'S Haye	Cherry Lane	Cheadle	0.71							
317	CK005	Land South Of	Uttoxeter Road	Checkley	1.9							
349	IP011	Land North Of	Church Meadow	Ipstones	0.36							
625	IP016	Land South Of The Existing Employment Site	Froghall Road	Ipstones	1							
141	WA005	Land Adj To Allocated Employment Site	Leek Road	Waterhouses	1.3							
1056	WA006	Land North Of Allocated Employment Site	Waterfall Lane	Waterhouses	1.15							
623	IP015	Land South Of The Fire Station	Froghall Road	Ipstones	0.7							
313	CK001	Land South West Of	Church Lane	Checkley	0.55							
131	BD071	Land On West Side Bypass	Meadows Way	Biddulph	7.7							
13	LE060	Churnet Works	Macclesfield Road	Leek	5.3							
478	BB022	Smithfield Hotel	Uttoxeter Road	Blythe Bridge	0.27							
14	LE064	Land To The North Of	Kiln Lane	Leek	0.6							
17	LE002	Land At White'S Bridge	Macclesfield Road	Leek	9.85							
231	RS015	Land And Buildings At Glenroy Garage	A523	Rushton Spencer	0.69							
651	EN014	Land At Sanmay	Off Edge Lane/ Basnetts Wood Drive	Endon	0.8							
525	RU020	Land East Of The New Galleon (Former Public House)	Rudyard Road	Rudyard	0.43							
489	WR017	Land At Park House/Cornerstones	A520	Wetley Rocks	0.67							
120	BD065	Land East Of	The Uplands	Biddulph	0.5							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
16	LE071	Land Off	Macclesfield Road	Leek	4.9							
26	UT011	Croft Mill	Cheadle Road	Upper Tean	0.8							
35	LE066	Knivedon Hall And Springhill	Mount Road	Leek	3.5							
496	BB021	Land To Rear Of 218 - 234	Uttoxeter Road	Blythe Bridge	1.13							
1105	CD095	Land Southwest Of/ Northeast Of Basford Lane/ Site Cd096	Off Basford Lane	Cheddleton North	1.67							
1023	OA016	Land North Of/South Of Tree Tops/ Springfield	Carr Bank	Oakamoor	0.75							
1024	OA017	Field Opposite Springfield	Off Carr Bank	Oakamoor	0.62							
1034	OA027	Field East Of/North Of Cotton Dell Wood/B5417		Oakamoor	2.58							
1037	OA030	Land East Of/ South Of Railstones & The Laurels / B5417		Oakamoor	0.77							
1038	OA031	Land South Of Threeways	Off Farley Road	Oakamoor	0.66							
1048	OA005	Land Nw Of/N Of 22 School Drive/ School Playing Field		Oakamoor	0.38							
212	RS007	Land Adj To Marsh Villa	East Of A523	Rushton Spencer	1.03							
385	WH006	Land Adjacent To Hunters Barn	Ashbourne Road	Whiston	2.6							
1033	OA026	Meadow North Of/East Of	Rosebank Cresc/Cotton Dell	Oakamoor	0.7							
119	BD064	Land Adjacent To	78 Mow Lane	Biddulph	0.51							
129	BD68A	Land Off	Marsh Green Road	Biddulph	1.59							
536	BB028	Land Opposite 45/47	Caverswall Road	Blythe Bridge	1.54							
551	BB041	Land South West Of	Caverswall Road	Blythe Bridge	1.6							
552	BB042	Land North East Of	Caverswall Road	Blythe Bridge	4.5							
555	BB043	Land To South West And Rear Of 83/93	Chapel Street	Blythe Bridge	2.2							
559	BB045	Land To North Of 38	Dilhorne Road	Blythe Bridge	0.56							
563	BB047	Land To North Of	Cheadle Road	Blythe Bridge	1.85							
564	BB048	Land To South Of	Cheadle Road	Blythe Bridge	4.13							
565	BB049	Land To North Of	Draycott Old Road	Blythe Bridge	2.25							
1083	BB062	Land To North Of 85 - 91	Caverswall Road	Blythe Bridge	0.94							
355	BE030	Land Adjacent To Alders Farm	St Anne'S Vale	Brown Edge	0.72							
442	BE040	Land Off	Church Road	Brown Edge	1.11							
672	CV011	Land To West Of 67-97	School Lane	Cookshill	1							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
673	CV012	Land To West Of 99 - 115	School Lane	Cookshill	0.8							
675	CV014	Land To South West Of	Roughcote Lane	Cookshill	2.2							
1095	CV017	Vicarage Farm Land Off	Caverswall Road, School Lane	Cookshill	0.98							
648	EN010	Land East Of/ South Of	A53/ Greenmeadow Grove	Endon	3.17							
758	EN033	Land South Of / East Of	The Quadrangle / Post Lane	Endon	0.47							
528	RU016	Land Nw Of White Barn	The Drive	Rudyard	1.22							
529	RU009	Land South Of Hotel Rudyard	Lake Road	Rudyard	0.39							
216	RS008	Field Inb Greenacre And Orchard End	Sw Of A523	Rushton Spencer	0.5							
221	RS009	Land Rear Of Marsh Lea / Hammerton House	W Of A523	Rushton Spencer	1							
265	RS011	Field Sw Of Glen Le Side	A523	Rushton Spencer	1.03							
268	RS022	Field At Sandbank	West Of A523	Rushton Spencer	0.46							
271	RS010	Land Nw Of Tea Cottage	Off A523	Rushton Spencer	0.63							
277	RS006	Land East Of Dane Hurst	A523	Rushton Spencer	0.79							
462	WR005	Land South Bluegate Cottage	Cheadle Road/A522	Wetley Rocks	0.57							
476	WR014	Land At Far Fields Farm	Off A520	Wetley Rocks	1.8							
477	WR015	Land South	Mill Lane	Wetley Rocks	0.79							
479	WR016	Land North Of	Mill Lane	Wetley Rocks	0.48							
494	WR006	Land Inbetween A522 And Wetley View	A522	Wetley Rocks	1.1							
1096	CH084	Land South Of	Eaves Lane	Cheadle	6.3							
1108	CH086	Land Set Back From The Rear Of Timberdell	Leek Road	Cheadle	0.64							
55	LE004	Land West Of	Kiln Lane	Leek	4.32							
27	UT012	Land North Of 49	Cheadle Road	Upper Tean	1.8							
383	WH004	Land At The Leys	Ashbourne Road	Whiston	4.2							
384	WH005	Land To The Rear Of Sneyd Arms	Ashbourne Ropad	Whiston	0.969							
600	DC003	Land To Rear Of	St Margarets Court	Draycott	0.56							
1082	DC023	Land Off	Sandon Road/Sandon Close	Draycott	3.85							
1053	LE127	Land Off (Southern Part)	Mount Road	Leek	3.17							



Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
1054	LE128	Land Off (Northern Part)	Mount Road	Leek	4.31							
1088	LE138	Land At	Macclesfield Road	Leek	0.84							
1107	LE095	Land Off	Abbey Green Road	Leek	7.04							
585	LT002	Land North Of The Firs	Uttoxeter Road	Lower Tean	0.3							
1068	LT012	Land To West Of	Teanhurst Road	Lower Tean	0.35							
7	UT024	Land To South Of 21	Wallfield Close	Upper Tean	1.4							
32	UT021	Land At Junction Of	Uttoxeter Road & Hollinscroft Court	Upper Tean	0.74							
33	UT022	Land South Of 77	Uttoxeter Road	Upper Tean	0.48							
34	UT023	Land To East Of 5	Hollington Road	Upper Tean	1.63							
632	UT026	Land To South Of	Hawthorne Close	Upper Tean	1.3							
633	UT027	Land To East Of	Honeysuckle Close	Upper Tean	4							
388	WH009	Land To East Of	Eaves Lane	Whiston	1.1							
526	LT001	Land Junction Of	Uttoxeter Road & Heath House Lane	Lower Tean	0.7							
142	WE003	Land Adjacent To Stonehouse Farm	Ash Bank Road	Werrington	0.7							
223	WE019	Land Adjacent To	Washerwall (Brookfield) Farm	Werrington	1.6							
233	WE020	Land Between 41 And 97	Ash Bank Road	Werrington	1.3							
236	WE021	Land Off	Salters Lane	Werrington	4.5							
257	WE025	Land Off	Kaydor Close, Philip Lane, Caroline Close And Howard Close	Werrington	0.9							
657	CV002	Land South Of Church Croft	Blythe Bridge Road	Caverswall	0.51							
664	CV004	Land To Rear Of 1/2	High Street	Caverswall	0.36							
836	EN068	Land West Of /North Of Clay Lake Road/ 'The Grange'	Off Clay Lake	Endon	0.54							
36	LE069	Pike Hall Farm	Mount Road	Leek	1.3							
83	LE057	Land Off	Milltown Way	Leek	2.6							
30	UT018	Land At Junction Of	Tenford Land & Gorsty Hill Road	Upper Tean	1							
387	WH008	Land Between Wesley Bungalow And Topiary House	Ashbourne Road	Whiston	1.1							
582	BG008	West Of Playing Field	Off Clewlovs Bank	Bagnall	0.83							
382	WH003	Land Off	Black Lane	Whiston	0.4							
152	BD078	Land At	Tunstall Road	Biddulph	0.96							
899	CD012	Land At 340	Cheadle Rd	Cheddleton	0.36							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
923	CD030	"Staffordshire Farmer's" Haulage Yard	Cheadle Road	Cheddleton	0.63							
726	DC008	Draycott Manor Primary School	Draycott Old Road	Draycott	0.34							
123	BD067	Land South Of	Woodhouse Lane	Biddulph	12.95							
889	CD002	Land West And South Of 70-82	Folly Lane	Cheddleton	0.84							
890	CD003	Land South Of	Rockend Dr/ Millstone Edge	Cheddleton	2.32							
894	CD007	Land South Of 386	Cheadle Road	Cheddleton	0.48							
895	CD008	Field Inbetween 340/366	Cheadle Rd	Cheddleton	0.72							
902	CD015	Land North Of "Staffordshire Farmer'S" Haulage Yard	Cheadle Rd	Cheddleton	0.98							
906	CD019	Land North Of/ West Of/East Of 393 Cheadle Road/ Holly House Farm/ A53		Cheddleton	0.47							
954	CD060	Land East Of Ashcombe Park Cricket Ground	Off Basford Bridge Lane	Cheddleton	1.6							
785	DH004	Land Adjacent To Day House Farm	Sarver Lane	Dilhorne	1.13							
787	DH006	Land North Of Home Farm	Godley Lane	Dilhorne	1.24							
789	DH008	Land Rear Of Red House	Godley Lane	Dilhorne	0.7							
730	DC009	Playing Fields Draycott Manor Primary School	Draycott Old Road	Draycott	1.67							
1067	DC020	Land At Junction Of	Uttoxeter Road/Cresswell Lane	Draycott	0.75							
873	EN108	Field West Of / East Of / North Of	A53 / Brook Lane / Hallwater Rd	Endon	3.18							
881	EN030	Field North Of Florence Terrace	The Village	Endon	0.69							
883	EN012	Land North 50	Hillswood Dr	Endon	0.74							
885	EN007	Land North	Houston Ave / Mayfair Grove	Endon	1.41							
117	BD062	Land North Of	York Close / Essex Drive	Biddulph	1.81							
125	BD068	Land At Marsh Green Farm	Marsh Green Road	Biddulph	4.96							
433	BB002	Land To Rear Of 429 - 445	Uttoxeter Road	Blythe Bridge	1.95							
381	WH002	Northern Part Of Former Copper Smelting Works	Ashbourne Road	Whiston	0.6							
248	WE023	Hope And Anchor Public House	Leek Road	Werrington	0.66							
187	BM012	Land Adjacent To Weathercock Farm	Woodhouse Lane	Biddulph Moor	2.56							
188	BM013	Land Between	Hot Lane & Rudyard Road	Biddulph Moor	1.16							
190	BM014	Land Between	Chapel Lane & Gunn Battery Lane	Biddulph Moor	1.54							
362	BE033	Land East Of	Hough Hill	Brown Edge	1.05							
364	BE034	Land Off	Gorsey Bank	Brown Edge	3.38							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
367	BE035	Land Adjacent To Rock Cottage Nursing Home	Breach Road	Brown Edge	0.85							
576	BE041	Land Off	Willfield Lane	Brown Edge	1.3							
428	KG019	Land Off	Haste Hill Avenue	Kingsley	1.7							
429	KG020	Land To Rear Of War Memorial	Dovedale Road	Kingsley	2							
453	KH003	Land Off	Holt Lane	Kingsley Holt	0.64							
1049	LE123	Land Off	Abbey Green Road	Leek	3							
594	LT008	Land West Of	Leigh Lane	Lower Tean	0.8							
1	UT002	Field Between 78 - 92	Draycott Road	Upper Tean	1.15							
12	UT016	Land To North Of	Draycott Road	Upper Tean	6.5							
24	UT009	Land Adjoining And To Rear Of 11-35	Cheadle Road	Upper Tean	0.63							
25	UT010	Land To Rear Of 57-77	Cheadle Road	Upper Tean	1.3							
128	BD069	Former Nursery Knypersley Hall	Harlech Drive	Biddulph	0.75							
122	BD066	Land North Of	Woodhouse Lane	Biddulph	25.35							
352	BE028	Land At	High Lane	Brown Edge	1.6							
353	BE029	Land Off	Chapel Lane / Fiddlers Bank	Brown Edge	0.81							
360	BE032	Land Off	Leek Road	Brown Edge	2.1							
998	CD093	Land North/ East	Wall Lane/ Leek Rugby Club	Cheddleton	1.48							
869	EN101	Land Nw Of / West Of Highview Road / Endon Bank Farm		Endon	1.73							
118	BD063	Land North Of	Newpool Road	Biddulph	29.2							
1090	BD110	Land Adjacent To	Plover Drive	Biddulph	1.7							
1078	BM008	Land At	Rudyard Road	Biddulph Moor	0.4							
1106	CD096	Land South Of/ Southwest Of Leekbrook Industrial Estate/ Site Cd095	Basford Lane	Cheddleton North	14.71							
861	EN092	Field Inbetween	A53/Brook Lane/ Hallwater Rd	Endon	1.25							
130	BD070	Forge Colour Works	Congleton Road	Biddulph	1							
975	CD074	Land West Of St Edwards Church Cemetery	Hollow Lane	Cheddleton	0.37							
402	ST001	Land At	Stanley Bank	Stanley	2.21							
848	EN079	Land Se Of	Parkfields Road/Leek Road	Endon	1.31							
116	BD061	Land Off	Fold Lane	Biddulph	2.84							
662	EN024	Land East Of Leek Road(A53) (Opp. Endon High Schoo	Leek Road	Endon	3.9							

Reference		Site Description/ Address			Site Area	Rating						
ID	SMDC	Address	Street Name	Town	Area	Type	Use	Status	Policy 1	Policy 2	Policy 3	Policy 4
377	WH001	Land Adjacent To Methodist Chapel	Ashbourne Road	Whiston	0.5							

## 2.4

### 2.4.1

#### ***Implications for Core Strategy Preferred Options***

Staffordshire Moorlands District Council's preferred options for the Core Strategy is to focus development in the Districts three market towns of Leek, Cheadle and Biddulph and the larger villages. The Core Strategy's preferred options allows for limited development of other settlements to meet local needs and targets areas in need of regeneration. Priority will be given to brownfield sites but the option will allow for peripheral expansion on radial routes, enabling the existing towns to remain and grow as the District's main service providers.

### 2.4.2

This approach is considered to be highly sustainable, as it maximises the use of existing infrastructure and supports the regeneration of towns as foci for the District. There is also the opportunity for large scale developments which could achieve high levels of affordable housing. Such developments will make significant contributions to national and regional planning guidance.

**Table 2-3 Preferred Option Indicative Development Levels**

Sub-Area	Housing			
	2006-2026 Requirement	Annualised development rate	Amount to be allocated	Affordable housing target
<b>Leek</b>	1800	90	1019	450
<b>Biddulph</b>	1200	60	918	400
<b>Cheadle</b>	1500	75	1335	550
<b>Rural</b>	1500	75	802	300
<b>DISTRICT TOTAL</b>	<b>6000</b>	<b>300</b>	<b>4074</b>	<b>1700</b>

### 2.4.3

In Leek the SHLAA identified a total of 43 sites covering a total area of 87 hectares. However, if the sites with one red development constraint are removed, the total gross area suitable for housing development equates to 36 hectares. Applying a development density of 40 dwellings per hectare (dph) to this land provides an estimated 1400 dwellings, which although falls short of the 2006-2026 requirement is considerably above the amount of land to be allocated in Leek. Sites with two or less amber ratings in Leek account for 15 hectares of land on 25 sites. Likewise at 40 dph this land could provide 592 new dwellings, which would provide 58% of the required allocation.

- 2.4.4 The SHLAA site survey identified 30 sites within Biddulph. However, 14 of these sites have one or more red constraint. Potential housing land in Biddulph without these constraints accounts for 22ha. Developing this land at 40dph would provide 864 units, 54 units below the amount to be allocated. The reason why much of this land identified by the SHLAA is unsuitable is due to the fact that 12 of the identified sites lie within the greenbelt.
- 2.4.5 The SHLAA identified a total of 31 sites in Cheadle. Of these 29 sites are free of red rated development constraints, providing an area of 89 hectares. Developing these sites at 40dph would provide 3540 dwellings or 86% of the District's total requirements. Sites within Cheadle with two or fewer amber ratings cover 34 hectares of land, which if developed at 40 dph would provide 1350 units. This figure slightly exceeds the amount of land the Core Strategy suggests should be allocated within Cheadle. Nevertheless it must be noted that one site within Cheadle, Mobberley Farm Allocation, alone accounts for 12.5ha of land or just over a third of land within Cheadle with just one amber constraint.
- 2.4.6 In total 224 hectares of rural sites were identified by the SHLAA. However, less than a quarter of these sites (or 47 ha) are free of red development constraints. Developing this land at 40dph would provide 1885 new units, nearly 400 more than the total requirement and 1,083 more than the amount to be allocated. A large proportion of this land is located in Cheddleton where three sites account for 17 hectares. The SHLAA also identifies 12 sites within Ipstones covering 8.68 hectares. Rural sites with two or less amber constraints only account for 5 hectares or 188 dwellings at 40dph, an amount considerably less than the 813 to be allocated.
- 2.5 **Conclusion**
- 2.5.1 Sites free of red rated constraints are able to more than adequately meet the core strategies preferred options for housing allocations in Leek, Cheadle and other rural settlements, but not in Biddulph. In order to meet the core strategy's amount allocated for Biddulph, development will need to take place on sites within the greenbelt or on land allocated for open space/recreation. Alternatively, surplus land identified in Leek and Cheadle could be used to make up the 54 unit shortfall in Biddulph.

## 3

## Development Viability

### 3.1

#### ***Introduction***

#### 3.1.1

Building on the findings of Stage One and the prevailing housing market conditions, this chapter appraises the viability of housing developments on different types of land at settlement level for Staffordshire Moorlands. The remainder of this chapter sets out the market conditions in terms of average property prices for new built homes as well as the average land values. This is followed with the details on approach adopted for assessing the financial viability and results of the appraisal.

### 3.2

#### ***Housing Market: Land Values and Average house Prices***

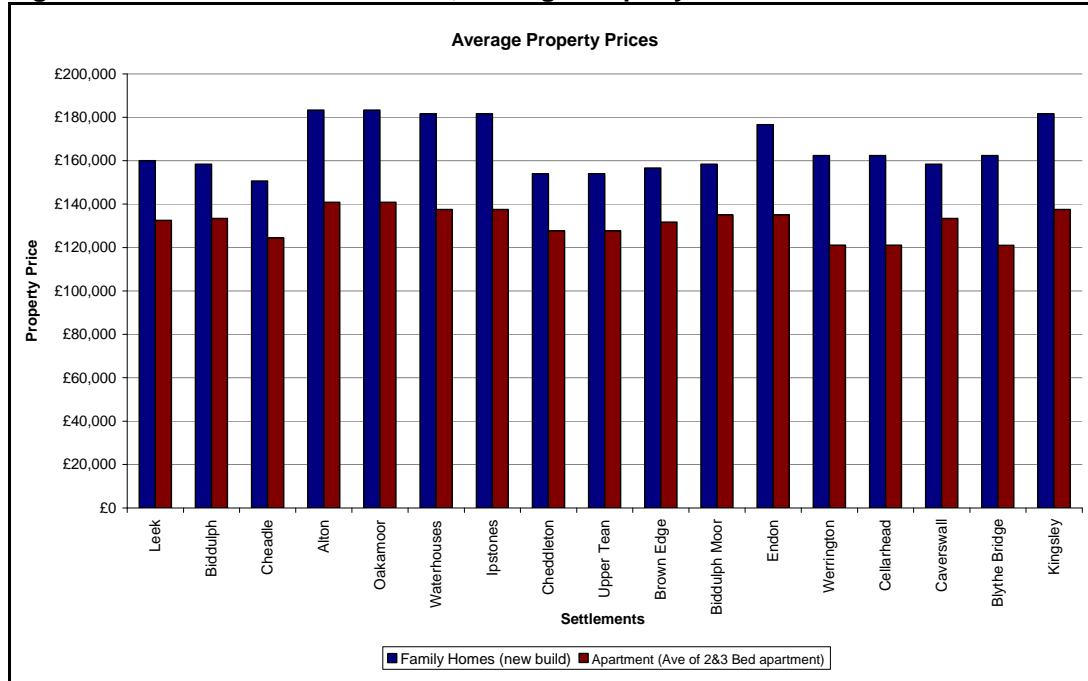
#### 3.2.1

The section presents the average results of consultations undertaken with property agents active in Staffordshire Moorlands, namely Burry and Hilton, Butters John Bee and Donald Cope and Company.

#### 3.2.2

The agents were asked to state the property prices for three particular types of new build properties: family homes, two bed apartments and three bed apartments. These estimates were obtained from each of the three agents for all three property types across the 15 settlements identified by the study in June 2008. Figure 1, below shows the average property price for family houses and apartments (average of two and three bedroom apartments) in the 15 settlements.

**Figure 3-1 Staffordshire Moorlands, Average Property Prices**



3.2.3

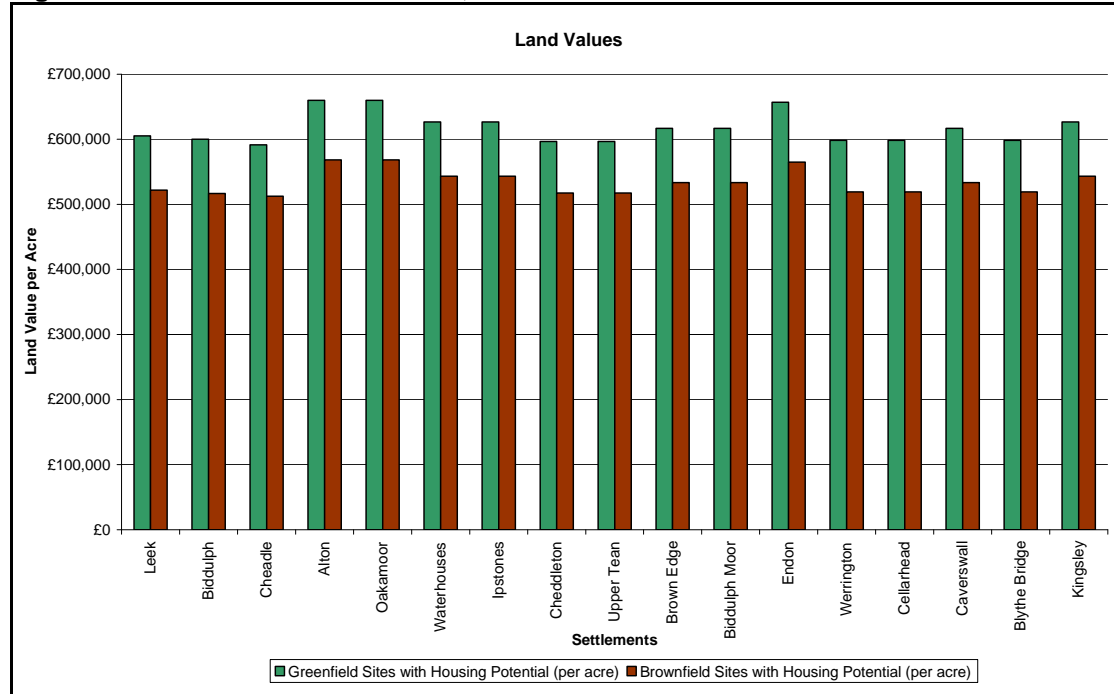
Figure 3-1 above, shows that within Staffordshire Moorlands the average price of a family home varies between £150,000 and just over £180,000, whilst the average price for a family home in most settlements within the district is around £160,000. The highest priced family homes can be found in, Alton, Oakamoor, Waterhouses, Ipstones and Kingsley where the average price is above £180,000. At £150,667 Cheadle has the lowest average price of family home within the district. The chart shows that the value of apartments throughout Staffordshire Moorlands ranges between £121,000 in Blyth Bridge to £140,833 both Alton and Oakamoor.

3.2.4

Land values have been calculated using the average estimated obtained from three local agents in June 2008. Estimates of the value of brownfield and greenfield land with housing potential throughout the 15 settlements were recorded, with the average of these estimates presented by Figure 3-2 below.



**Figure 3-2: Staffordshire Moorlands, Land Values**



3.2.5

The average price of greenfield land with housing potential across the 15 settlements is £617,157, however as Figure 1.2 shows the price of greenfield land varies across the district. The highest values for land with housing potential are contained in Alton, Oakamoor and Endon at £660,000 per acre. At £591,667 per acre, land in Cheadle is the lowest priced greenfield land with housing potential in the district.

3.2.6

Using the estimates provided by the three property agents, the average price of brownfield land with housing potential varies across the district between just over £510,000 and nearly £570,000 per acre. The price of brownfield land follows a similar pattern to greenfield with Cheadle having the lowest priced brownfield land with housing potential at £512,500, whilst the settlements with the highest values found in Alton and Oakamoor at £568,333 per acre.

### 3.3

#### ***Development Viability: Methodology***

##### ***Cost Assumptions***

#### 3.3.1

Using the findings of 15 settlement infrastructure capacity assessment, this stage will determine the financial viability of developing greenfield and brownfield sites as well as converting Mills for housing within the identified settlements. The model developed for determining the financial viability incorporates seven categories of costs which include the following:

- site related costs
- physical infrastructure
- social infrastructure
- access
- fees
- contingency
- developer profit.

#### 3.3.2

Within site related costs, the development scenario cost model includes seven elements; the first of these is building demolitions. The cost of demolition is applied only to all brownfield development sites, using Spon's 2006, the cost of demolition is calculated to be £9 per cubic metre. This development cost rate is applied to half of the development scenario site area and to a height of 5m, in order to represent the cost of demolishing an average commercial or industrial premise, such as a warehouse. The development feasibility model uses this calculation as on average the footprint of an industrial or commercial building is likely to occupy half of the total site area and be approximately 5 metres in height.

#### 3.3.3

The second site related cost included within the development scenario model is the cost of land remediation. It is important to note that the actual cost of land remediation will vary greatly upon the type and amount of contamination and also the remediation method adopted at each individual development site that requires land remediation. The cost of using different remediation techniques can vary significantly from £30 m<sup>3</sup> for on site encapsulation, to as much as £1,450 per tonne of material treated using thermal treatment. With this in mind, for brownfield sites the development scenario model applies an average cost of land remediation by, removal of non-hazardous waste; and hazardous waste for a range of disposal volumes listed by Spon's, this average cost equates to £180 per m<sup>3</sup>.

#### 3.3.4

In order to calculate the cost of remediation for each brownfield development scenarios, the cost of carrying out these works is applied to half of the development site area and to a depth of one metre. The cost of remediation for Mill Conversions only considers the cost of the removal of non-hazardous waste at

£115 per m<sup>3</sup>. Like brownfield sites, the cost of removing contaminated soils is applied to an area covering half of the development scenario, to a depth of one metre. As greenfield sites are not expected to require remediation no development costs are included, instead land clearance costs of £850 per ha for the removal of general vegetation are attributed to the total cost of development.

- 3.3.5 The cost of developing a dwelling is sourced from [www.whatprice.co.uk](http://www.whatprice.co.uk) and is the cost of developing a three-bedroom house. Despite the fact in reality development is likely to include a range of accommodation types, the cost of developing a three bedroom has been applied as it represents the average unit cost of contrasting a housing site, as evidently smaller homes will cost less to construct whilst larger homes cost more to build.
- 3.3.6 The public realm costs incorporated in the development scenario model take account the cost of providing pavements and landscaping. The cost of paving is £29 per m<sup>2</sup> which is applied to 10% of the development site area, whilst the cost of providing landscaping (general parkland) is applied to 15% of the development site area at £15,600 per ha.
- 3.3.7 Social infrastructure costs are determined in part by the level of constraint upon the relevant facility across the various settlements. Contributions towards the impact of development on health services have been developing using Halcrow's internal estimate calculated as part of a study carried out for Milton Keynes Expansion Area's Section106 Negotiations.
- 3.3.8 Where the infrastructure assessment rates a settlement as red, the development scenario is charged the full development tariff of £1,643 per dwelling. This because it is considered that development in that particular settlement is likely to greatly impact upon health services, requiring significant improvements to be made to local infrastructure and services. Although the impact of development in amber settlements will not be as significant as development in red areas, the impact of develop is likely to require some upgrading of health services, therefore the development contribution is charged at 50%. Accordingly therefore the development scenarios for green settlements, which have the capacity to be able to cater for new development, are exempt for charges.
- 3.3.9 The same development contribution tariff ratio of 100% for red settlements, 50% for amber settlements and 0% green settlements is used to calculate education, emergency services and leisure/open space contributions. Staffordshire Moorlands Developer/Landowner Contributions SPD sets out contributions for education, which are charged on average at £3,827 per dwelling. Although the tariff set out by

the SPD is quite complex, this figure represents the average cost of contributions made towards the provision of nursery, primary, secondary and sixth form education.

3.3.10 Nevertheless for the purposes of the scenario testing, mill conversions are exempt from the tariff in accordance Staffordshire Moorlands policy, as the development of one or two bedroom housing units are not expected to generate any significant numbers of children within them and thereby impact upon the provision of education services. Emergency service contributions total £570 per dwelling in red settlements which constitutes £276 per dwelling contribution for fire services; £240 per dwelling contribution for Police and; £54 per dwelling contribution for ambulance services. Using the Developer/Landowner Contributions SPD, the tariff for providing open space and children's play areas cost developments £805 per bedroom in red settlements and £402.50 per bedroom in amber settlements respectively.

3.3.11 With regards to the provision of art, a flat contribution rate of 1% of the total cost of development construction is attributed all development scenarios. The cost of providing on site access is calculated using the development cost of constructing a 5m wide road (£954 per m), covering 15% of development sites and is applied to all types of development scenario.

3.3.12 The final range of costs associated with development can be considered as various types of fees; professional and legal fees contingency, and developer's profit. All three of these are calculated as a percentage of the cost of construction, professional and legal fees, and contingency are calculated at 10% and developers profits as 5% of the cost of construction respectively.

### 3.4 ***Development Site Values***

3.4.1 There are a number of factors that contribute towards the end value of development; the economic model includes the assessment of the development capacity and property price in order to generate an end value of the development scenario.

3.4.2 A housing density of 50 dwellings per hectare has been applied to both greenfield and brownfield sites, whilst a development density of 75 dwellings per hectare has been applied to mill conversions. The economic feasibility model assumes that 66.6% of units on brownfield and greenfield sites are marketable with the remaining 33.3% contributing towards the supply of affordable homes within the District. For mill conversions, the economic model includes the assumption that all units will be marketable. It is important to note that any changes to the level of

3.4.3 Property prices have been estimated for a number of property types including family homes, and two bed and three bed apartments. These estimates have been obtained from three local estate agents, for the three property types in each of the 15 settlements identified by the study. The average price of the relevant property type (the value of mill conversions use an average of both two and tree bed apartments) in each the 15 settlements are then multiplied against the number of marketable units in order to determine the value of the development for each scenario. The average value of a family home varies from £154,000 in Cheddleton to £183,333 in both Alton and Oakamoor, whilst the average value of an apartment varies from £121,000 in Blythe Bridge to £140,833 in both Alton and Oakamoor.

### 3.5 ***Residual Value***

3.5.1 The total residual value of the development scenario is calculated by simply subtracting the development cost from the development scenario end value. This figure is then divided by the scenario site area to produce the per hectare residual value of the scenario. Using the average of the land values for each settlement supplied by the three property agents, the prevailing per hectare land value of sites with housing potential is calculated. Subtracting this figure from the, per hectare residual value, provides the development potential of each scenario, highlighting whether the development is economically feasible or not.

### 3.6 ***Variable Assumptions***

3.6.1 In addition to the main development scenario economic feasibility model, there is an assessment of the cost implications for including measures to generate on site energy. The cost estimates are taken from English Partnerships policy document, A Cost review of the Code for Sustainable Homes and are an average of providing either a 4m<sup>2</sup> flat panel solar water heater with PV powered pump or a 1.5 kW wind turbines (1100 kWh per year) to level of one for every 2 homes, in order to meet level 3 of the Code for Sustainable Homes.

3.6.2 The cost of providing these features are then added to the development cost into to produce a revised development cost. Using the revised development cost, figures are revised for professional and legal fees, contingency and developers profit into to produce a total development cost. The same method of calculating residual value is then applied in order to calculate the development potential of the scenario with added the cost of incorporating achieving carbon reduction.