

East Staffordshire Borough Council
Local Development Framework

CORE STRATEGY

Draft Pre Publication Strategic Options

August 2011



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Preface

- i** East Staffordshire Borough Council is required to prepare a plan covering the whole Borough to replace the current adopted Local Plan of 2006. Whilst there has been much change to the planning system since the preparation and adoption of the 2006 plan, the current coalition government still support the 'plan led' system.
- ii** It is vital therefore that a new plan be prepared and adopted to ensure the Council has an up-to-date strategy to deliver new homes, employment and commercial and community facilities as well as ensuring the protection of the historic and natural environment for the next generation. The vision principles and objectives set out here will guide these new land uses.
- iii** This consultation document sets out the issues the Borough faces, the evidence the Council has collected to date and presents a spatial strategy and three potential options for the location of this new development.
- iv** In our view, we are seeking to provide the appropriate level of development in the Borough over the next twenty years as set out in this document. It is therefore important through this consultation for us to establish when that development should best occur. It is not a case of no development but rather where. We hope that a general consensus be achieved through this and subsequent consultations.
- v** We want you to tell us what you think of these Options. It may be that there is a fourth option that is not set out. Your comments are important and will help to shape the Council's Draft Core Strategy which we will consult on early in the new year.
- vi** Contact details can be found at the back of this document on how to comment or to contact the Planning Policy Team for more information.

1 Introduction

- 1.1** Planning shapes places where people live and work and has a critical role to play in achieving balanced housing markets and sustainable improvements in the economic performance of an area. It should make places better for people and positively manage rather than simply control development.
- 1.2** The coalition Government has set out a number of intentions that has a bearing on how the Borough Council takes forward a local planning policy framework, particularly in light of the Localism Bill. Changes to national guidance will allow greater decision making on the form of development proposals to be made at the local level. However local planning authorities should continue to develop LDF Core Strategies, reflecting local people's needs and aspirations on important issues such as climate change, housing and economic development.
- 1.3** The wider planning context for the Borough is currently still set by national and regional plans. However, Regional Spatial Strategies will be abolished as part of the Localism Bill due to gain royal assent in 2012. Nationally, the current Planning Policy Guidance and Statements (PPGs and PPSs) will shortly be superseded by a single National Planning Policy Framework (and National Policy Statements on developments of national importance) which is likely to be a succinct statement of national planning principles with much of the detailed policy guidance of the PPGs and PPSs removed. We will need to follow the national planning framework provided by Government through its Planning Policy Guidance/Statements or successor policy guidance. At a regional level, although the West Midlands Regional Spatial Strategy (RSS) will be abolished, the evidence base used to prepare the document is still a material consideration. Local authorities will therefore need to prepare new evidence to support any policies they may wish to include in their Plans that are contrary to the RSS/national policy. However the opportunity is there for the Borough Council, through community consultation, to determine the future of the Borough to 2031, based on robust evidence and appropriate analysis of the issues
- 1.4** The Development Plan for East Staffordshire is made up of Development Plan Documents (DPD) produced within the Local Development Framework (LDF). The LDF is the collection of local development documents produced by the local planning authority which collectively delivers the spatial planning strategy for its area. East Staffordshire's LDF portfolio is detailed in its approved Local Development Scheme. The LDF, increasingly being referred in government publications as the Local Plan, replaces the previous system of County level Structure Plans and District level Local Plans. The Core Strategy is the key, over-arching plan within the LDF, and it is compulsory for each local authority to produce one.
- 1.5** Core Strategies must include:
- An overall vision which sets out how the Borough will develop;
 - Strategic/spatial objectives that focus on addressing the key issues identified;
 - How the Strategy is to be delivered, by identifying how much development is required where, when and by what means; and
 - Clear arrangements for managing and monitoring the delivery of the Strategy.
- 1.6** The Vision no longer has to be in general conformity with the West Midlands Regional Spatial Strategy but should be closely related to the East Staffordshire Sustainable Community Strategy and the Sustainable Community Strategy for Staffordshire 2008-2023. The strategic objectives will expand the vision through the identification of the key issues and how they will be achieved over time. A key element of the Core Strategy is how it will be delivered.
- 1.7** An essential element of the process is community engagement and we have set out our approach to involving the community in the LDF through the Statement of Community Involvement. It is important that at all stages the process is transparent and accessible to all and is continuous. This is crucial to ensuring that the outcome leads to a sense of community ownership of local policy decisions.

Figure 1

Borough of East Staffordshire



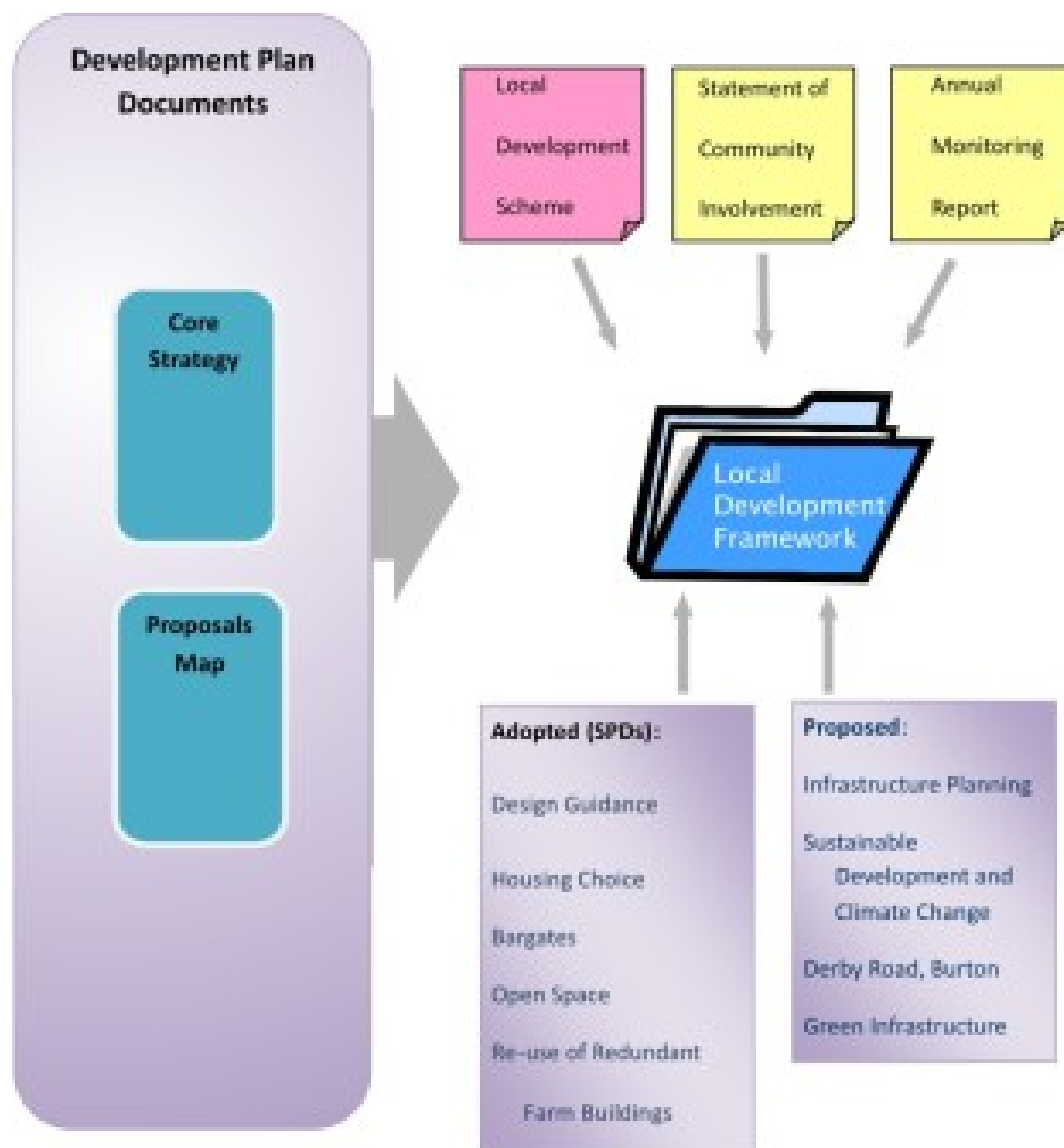
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2 Policy Context

National Policy

- 2.1 The Planning and Compulsory Purchase Act 2004 sets out the requirement for Local Planning Authorities to prepare a Local Development Framework, consisting of Local development documents must be prepared in accordance with The Town and Country Planning (Local Development) (England) Regulations 2004, and advice on the preparation of LDFs is set out in Planning Policy Statement 12.

Figure 2 LDF Diagram



Other Documents the Council is Preparing

Burton upon Trent Town Centre Masterplan

Burton upon Trent Washlands Masterplan

2 Policy Context

- 2.2** Planning Policy Statements (PPSs) and Planning Policy Guidance notes (PPGs) cover a wide range of specific subjects such as Housing, Employment, Retail, Leisure, as well as Transport, the Historic Environment and Sustainable Development. These policy documents set out the Government's national policies on different aspects of land-use planning in England such as the importance of re-using previously developed 'brownfield' land and the delivery of a broad mix of housing both in terms of size and tenure to provide everyone with the opportunity of a decent home.
- 2.3** The government's planning objectives are based on the principle of sustainable development. The four aims of sustainable development, set out in the 1999 strategy and in PPS1 are:
- Social Progress which recognises the needs of everyone;
 - Effective protection of the environment;
 - The prudent use of natural resources; and,
 - The maintenance of high and stable levels of economic growth and employment.

National Policy

- 2.4** The Borough Council's priority will be to bring forward in the first part of the plan period brownfield sites ahead of releasing Greenfield but is mindful of national guidance to ensure an adequate supply of housing and employment land is available.
- 2.5** Each Authority must maintain a five-year supply of employment land, that five years being a proportion the overall requirement for the plan period. The Authority should therefore be able to cater for the different needs of businesses with regard to size of site or premises, access to workforce and access to markets. For East Staffordshire this means that a 50 ha supply must be maintained from a total of 200 ha up to 2026, as amended in the Panel report. This supply must be made up of a portfolio of readily available sites that could accommodate small, medium and large-scale commercial development. The Borough will also need to maintain a supply of 'not' readily available sites across the portfolio of employment land to enable sites to be brought forward when the readily available supply diminishes.
- 2.6** National policy on housing states that the Borough must identify land for five years supply of housing that is deliverable, and further land for the following 15 years that is developable.
- 2.7** National policy is primarily set out in Planning Policy Guidance/Statements. However, the coalition government intend to replace this raft of policy guidance/statements with a single National Planning Policy Framework (NPPF) and a consultation draft has recently been released. Planning Policy Statement 1 summarises the six key principles of sustainable development which the Core Strategy needs to reflect:
- Sustainable communities-Development Plans should ensure that economic, social and environmental objectives are achieved overtime;
 - Development Plans should ensure that they contribute to global sustainability by addressing the causes and potential impacts of climate change;
 - Development plans should take a spatial approach
 - Planning policies should promote high quality inclusive design
 - Development plans should contain clear,comprehensive,and inclusive access policies; Community involvement is an essential part of the planning process.

The West Midlands Regional Spatial Strategy

- 2.8** Although the Government intend to abolish Regional Spatial Strategies through the Localism Bill, Regional Spatial Strategies (RSS) are still part of the development plan until then. Once the RSSs have been abolished, Local Development Frameworks will form the basis for all local planning decisions with the support of national policy.

- 2.9** Notwithstanding the removal of regional guidance it remains the view of the Borough Council that the land use proposals for this area should continue to be carried forward in this Core Strategy. The ambition and vision that the Council has set out for this Borough is still held to. The council is however mindful of the challenges of delivering this over the next twenty years and for these reasons will need to consider a phased strategy that can be reviewed
- 2.10** Central Government has also indicated that it will review the plan making processes and in particular give greater influence at the local level to the creation of plans.
- 2.11** Despite these uncertainties the Borough Council believes it is appropriate to set out the strategic options for consultation and will adapt and adjust as new guidance emerges from Government

Localism Bill

- 2.12** The Localism Bill 2010-11 was published in full in December 2010. The Bill, which aims to transfer more central government powers to local level, includes proposals to significantly reform planning law.
- 2.13** The main proposals of the Localism Bill are:
- Abolishing Regional Spatial Strategies and hence ‘top down’ regional house building targets
 - Amending the Community Infrastructure Levy (CIL) – Local authorities will have more control over the setting of the CIL.
 - Restricting the role of the Planning Inspectorate. The Planning Inspectorate will be unable to re-write local plans, which guide development in local areas
 - Introduction of “neighbourhood plans” and Neighbourhood planning rights (“neighbourhood development orders”) will allow local communities to permit certain types of development without the need for planning permission.
 - Duty to co-operate. Local authorities and public bodies will have to co-operate with each other in relation to the planning of sustainable development, including the preparation of development plan documents.
- 2.14** A fundamental plank of the new planning system will be the proposed presumption in favour of sustainable development. Where Plans are ‘absent, silent, indeterminate or where relevant policies are out of date, the presumption in favour of sustainable development, part of the forthcoming National Planning Policy Framework, will allow development to take place. It will however, retain environmental protections. The presumption champions the right sort of development at the right level by placing greater emphasis on Councils having a ‘Local Plan’ in place.

Local Enterprise Partnership

- 2.15** Local Enterprise Partnerships (LEPs) are partnerships between local authorities and businesses and will play a key role in promoting local economic development. LEPs will be empowered to create the right environment for business and economic growth, by tackling issues such as planning and housing, local transport and infrastructure priorities, employment and enterprise and the transition to the low carbon economy.
- 2.16** East Staffordshire is part of the Greater Birmingham, Solihull, East Staffordshire, Lichfield, and Tamworth LEP. Establishment of a LEP will help deliver the Government’s commitment to localisation and allow the area to take greater control of its own resources and future success. This will ensure that East Staffordshire remains in a strong position to secure capital funding to continue its successful record of delivering regeneration and inward investment projects. (See plan at 3.1)
- 2.17** The planning functions for the LEP are yet to be established but in terms of the strategies that will be formed around the geography of the LEP there will be influences upon the Core Strategy

2 Policy Context

Cross Border Proposals

- 2.18** Whilst the Borough Council is establishing new relationships with southern Councils as part of the Birmingham and Solihull LEP, the location of the Borough and Burton upon Trent in particular, on the edge of the West/ Midlands Region means that there is a need to still recognise that there are strong economic, social and environmental matters that are shared between the neighbouring authorities of East Staffordshire and South Derbyshire, in the East Midlands. The East Midlands RSS stated:

“In South Derbyshire consideration should be given to the functional relationship between Burton upon Trent and Swadlincote. This may involve the preparation of a joint study by the respective regional partners to investigate the development potential identified on each side of the regional boundary, including transport improvements such as the A38/A511 corridor and the National Forest rail line. Co-operative working on core strategies in South Derbyshire and East Staffordshire would be appropriate in view of the role being considered for Burton upon Trent through the West Midlands RSS revision and the status of the town as a New Growth Point. As a result of this co-operative working additional provision may be made in South Derbyshire above the levels set out in Policy 13a and Three Cities SRS Policy 3 where this would result in the most sustainable form of development to meet the needs of East Staffordshire as identified in the West Midlands RSS”

- 2.19** Despite the imminent demise of Regional Strategy Strategies, the new responsibilities to be placed on local authorities through the Localism Bill to cooperate means it is essential the Borough considers the contribution the major housing proposed at Drakelow makes to the overall housing market needs of East Staffordshire. The future uses of the Drakelow area (in South Derbyshire) will be significant in potentially meeting the housing and employment needs of East Staffordshire in the longer term. The site is located in close proximity to Burton upon Trent and, given it is a previously developed site, the Council contends that it should be considered as contributing towards the total housing requirement for the Borough for the plan period.

Sustainable Community Strategy

- 2.20** Staffordshire’s Sustainable Community Strategy sets out the long term, strategic vision for the County. The fifteen year vision is *“to improve the quality of life for all our people, by increasing economic prosperity, improving local services, and developing partnership working.”*

The vision is supported by four overarching priorities;

- a vibrant, prosperous and sustainable economy
- strong, safe and cohesive communities
- improved health and sense of well-being, and
- a protected, enhanced and respected environment.

- 2.21** East Staffordshire’s Sustainable Community Strategy is based around five key themes. These are:

- A brighter future for children and young people
- A safer and stronger East Staffordshire
- A healthier East Staffordshire
- A growing East Staffordshire
- A cleaner, greener East Staffordshire

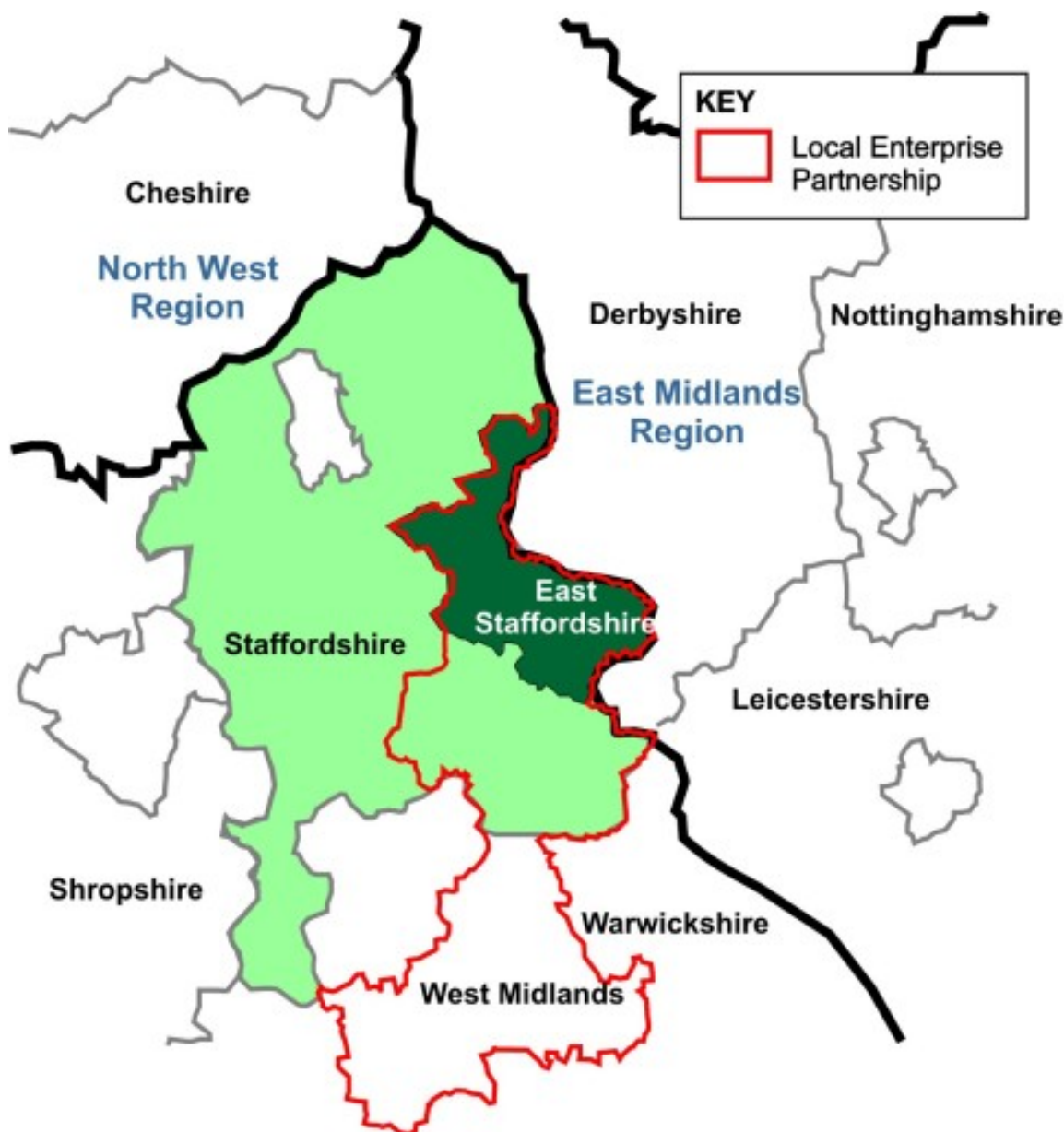
- 2.22** Government guidance makes much of the links between the Local Development Framework and the Sustainable Community Strategy. In particular, the LDF will be the primary means of delivering the ‘spatial’ aims and objectives of the Sustainable Community Strategy.

3 Spatial Portrait

Geographical Context

- 3.1** East Staffordshire covers almost 39,000 hectares and is based around the two towns of Burton upon Trent and Uttoxeter, with a substantial rural hinterland. The Borough occupies a strategic position on the edge of the West Midlands bordering Derbyshire and sharing boundaries with South Derbyshire and the Derbyshire Dales Districts in the East Midlands. The Borough has a rich natural and historic heritage with beautiful countryside and historic towns and villages. The National Forest includes a significant area within East Staffordshire, and Burton upon Trent is the “capital” of the National Forest.

Figure 3 Spatial Context



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- 3.2** The main town in the Borough, Burton upon Trent, is a sub-regional centre serving the needs of its hinterland. The town is divided by the River Trent with the bulk of employment, services and the town centre on the western side and a large residential area on the eastern side. The town is home to a number of major employers, a strong retail offer, a hospital with an A&E facility and a college of education affiliated to a number of Universities.

3 Spatial Portrait

- 3.3** Uttoxeter is a traditional market town with a sphere of influence extending into the Derbyshire Dales, Staffordshire Moorlands and Stafford districts and offers a range of services typical of this type and size of town.

Population

- 3.4** The latest population estimate (2009) of the Borough is 108,800, which represents an increase of 4,900 people since 2001 (an increase of 4.7%). In terms of the population structure, 60% of the population is of working age, and 20% is aged under 16, and the remaining 20% of retirement age. The borough has seen an increase in the older age groups, with people of retirement age increasing by 3,100, or 16%, between 2001 and 2009. By contrast, the number of people of working age rose by 2,300, or 4%. However, the number of children aged under 16 actually fell by 700, or 3% within the same time period.

Table 1 POPULATION FIGURES FOR EAST STAFFORDSHIRE 2001-2009

Year	Population Estimate	Change from previous year
Jun-01	103,900	
Jun-02	104,900	1,000
Jun-03	105,600	700
Jun-04	106,200	600
Jun-05	106,700	500
Jun-06	106,800	100
Jun-07	107,400	600
Jun-08	108,200	800
Jun-09	108,800	600

Source: Resident Population Estimates, All Persons, Office for National Statistics

Table 2 POPULATION STRUCTURE FIGURES FOR EAST STAFFORDSHIRE 2001-2009

	2001	2005	2001-2005		2009	2001-2009	
			Actual Change	% Change		Actual Change	% Change
All Persons; All Ages	130,900	106,700	2,800	3%	108,800	4,900	5%
All Persons; Aged 0-15	22,100	21,900	-200	-1%	21,400	-700	-3%
All Persons; Aged 16-64 (Males), 16-59 (Females)	62,900	64,700	1,800	3%	65,200	2,300	4%
All Persons; Aged 65 and Over (Males), 60 and Over (Females)	19,000	20,200	1,200	6%	22,100	3,100	16%

Source: Resident Population Estimates, All Persons, Office for National Statistics

3.5 Table 2 shows the Ethnic composition of England, the West Midlands and East Staffordshire in 2007. East Staffordshire had a Black and Minority Ethnic population of 8,300 in 2007 which represents 7.7% of the total population. This is below the West Midlands and England figures but above the Staffordshire average. The BME population is concentrated mainly within Burton upon Trent and, in particular, within Anglesey and Shobnall Wards. Such communities have in some cases their own distinct social and cultural infrastructure which needs to be respected. Asian or Asian British account for the greatest number of number of non-white residents in East Staffordshire.

Table 3 POPULATION ETHNICITY FIGURES FOR EAST STAFFORDSHIRE

	East Staffordshire 000's	West Midlands 000's	England 000's
White	100.0	4,634.2	45,082.9
Mixed	1.3	95.4	869.9
Asian or Asian British	5.4	453.2	2,914.9
Black or Black British	1.0	134.8	1,448.0
Chinese or other Ethnic group	0.6	64.3	776.3

Source: Mid Year Population Estimates, ONS, © Crown Copyright, 2010

3.6 Population projections are produced by the Office for National Statistics and are produced using assumptions on levels of fertility, mortality and migration. They do not take into account expectations regarding future house building or the use of the existing housing stock and therefore make no assumptions regarding housing policy or management. The following table details population projections based on 2008 population figures. The projections have been produced in order to realise local housing need by providing an understanding of the effects of migration on the numbers and types of households formed. The data therefore contains two sets of projections, one set excludes migration data to form a 'natural change' projection and the other includes migration flows. Migration is the movement of people from one locality to another and alongside natural change (arising from births and deaths within the local population) is one of the major factors affecting population change.

3.7 The latest 2008 based population projections show the following:

- Between 2008 and 2033 the population is expected to increase by some 16,000, which is a 15% increase. This takes into account the effect of migration.
- Not including the migration figures, the increase in population is expected to be some 3,500, or 3%
- Therefore, migration accounts for a significant proportion of population change

Table 4 POPULATION PROJECTIONS, 2008 - 2033

East Staffordshire	2008	2013	2018	2023	2028	2033	Change 2008-2028	Change 2008-2033
Natural Change Population Projection	108,200	109,040	109,800	110,690	111,470	111,710	3,270	3,510
Projection including migration	108,200	111,330	114,870	118,550	121,810	124,820	13,610	16,620

3 Spatial Portrait

East Staffordshire	2008	2013	2018	2023	2028	2033	Change 2008-2028	Change 2008-2033
Difference	-	2,290	5,070	7,860	10,340	13,110		

Housing

3.8 The following table details the dwelling stock by tenure between 2001 and 2008 in East Staffordshire, compared to England. The table shows that:

- In 2008 there were approximately 47,000 dwellings in the borough, the vast majority (86.8%) of which was owner occupied and private rented.
- The borough has a higher proportion of owner occupied and private rented dwellings (86.8%) than the England proportion which is 81.8%
- The total dwelling stock in the Borough has increased by 2,410 dwellings between 2001 and 2008. This represents a 5.4% increase.
- Whilst the number of owner occupied and private rented dwellings has increased (by some 3,000), the number of social housing (RSL dwelling stock) has decreased by 466 (7.1%).
- Therefore, owner occupied and private rented dwellings now represent a larger proportion of the dwelling stock in East Staffordshire (an increase from 84.8% to 86.8%).

Table 5 DWELLING STOCK IN EAST STAFFORDSHIRE, 2001 - 2008

	East Staffordshire			England
	2001	2004	2008	2008
Total Dwelling Stock	44,538	45,483	46,948	22,493,858
LA Dwelling Stock	0	0	0	1,870,366
	0.0%	0.0%	0.0%	8.3%
Registered Social Landlord Dwelling Stock	6,580	6,302	6,114	2,142,297
	14.8%	13.9%	13.0%	9.5%
Other Public Sector Dwelling Stock	190	190	71	74,134
	0.4%	0.4%	0.2%	0.3%
Owner Occupied and Private Rented Dwelling Stock	37,768	38,991	40,763	18,407,061
	84.8%	85.7%	86.8%	81.8%

Source: *Communities and Local Government, 2001 - 2008*

3.9 The following table details type of property in East Staffordshire, compared to the regional and national average, as taken from the 2001 Census. East Staffordshire has a higher proportion of detached properties than the national and regional average, as more than 30% of properties in the borough are detached, compared to just 22.5% across England, and 23.8% in the West Midlands. However by comparison in Inner Burton there is a high proportion of terraced properties, and in the rural villages a larger proportion of detached properties.

- 3.10** By comparison, the borough has a much lower proportion of purpose built flats or tenements, representing 7.2% of dwelling stock, compared to 11.3% in the West Midlands and 13.9% in England. Although it should be noted that these figures are from 2001, and since then a significant number of purpose built flats have been built in the Borough, particularly in Burton upon Trent.

Table 6 HOUSING TYPES IN EAST STAFFORDSHIRE

	East Staffordshire	West Midlands	England
All household spaces: With residents	42,717	2,153,672	20,451,427
Household spaces: With no residents	1,703	74,168	811,398
Detached	14,088	531,182	4,786,456
	31.7%	23.8%	22.5%
Semi-detached	14,566	838,941	6,713,183
	32.7%	37.6%	31.5%
Terraced	11,406	531,658	5,494,033
	25.6%	23.8%	25.8%
Purpose Built block of flats or tenement	3,200	251,985	2,967,790
	7.2%	11.3%	13.9%
Part of a converted or shared house (including bed-sits)	538	44,697	968,266
	1.2%	2.10%	4.5%
In commercial building	426	21,430	244,179
	0.96%	0.96%	1.1%
Caravan or other mobile or temporary structure	196	7,947	88,918
	0.44%	0.36%	0.42%

Source: Office for National Statistics, April 2001

- 3.11** Additional data detailing the total completions between 2002 and 2008 is shown in the table below. The majority of new builds between 2002 and 2008 were detached houses or bungalows, followed by flats/ apartments. The new builds in the Borough have not made a significant difference to the housing stock structure although the proportion of flats/ apartments has increased by 1%.

Table 7 TOTAL HOUSING STOCK FOR EAST STAFFORDSHIRE

	Detached house or bungalow	Semi-detached house or bungalow	Terraced House or Bungalow	Flats/ Apartments
Census 2001	14,088	14,566	11,406	4,164

3 Spatial Portrait

	Detached house or bungalow	Semi-detached house or bungalow	Terraced House or Bungalow	Flats/ Apartments
Additional Completions 2002 to 2008	1,301	310	498	615
TOTAL	15,389	14,876	11,904	4,779
Percentage of total	32.8%	31.7%	25.4%	10.2%

3.12 Over the last few years there has been an increase in the number of apartments being built, especially in Burton upon Trent. This is due to a number of factors. In particular, national planning guidance has encouraged the efficient use of land through the re use of brownfield land. This, added to higher densities on sites in sustainable locations for new development, has led to developers proposing flats either as part or all of new developments on many sites.

3.13 Household projections are produced by the Department of Communities and Local Government and are linked to the latest Office for National Statistics Sub National Population Projections. The projections are trend-based and indicate the number of additional households that would form if recent demographic trends continue. They therefore take account of both the rise in population and changes in household size. As such they are a major determinant of future housing demand, but, as with the population projections, make no assumptions regarding future housing policy and actual need.

3.14 The table below sets out the household projections for the period 2008 to 2033, together with 20 year and 25 year change data. The types of households are aggregated into four categories – one person, one family and no others, couple and one or more adults, and lone parent and one or more adults.

The projections show the following:

- In East Staffordshire the number of households is expected to increase by 11,778 between 2008 and 2033. This represents a 26% increase over 25 years. This figure includes the effects of migration.
- If migration is not included then the household projection for natural change is an estimated 6,301, or 14%.
- In terms of the type of households, the largest increase is expected to be in one person households, showing an estimated increase of some 9,000, representing 63%.
- The number of “one family no other” households is also expected to increase by nearly 5,000, representing an increase of 20%.
- By contrast, the number of “couple and 1 or more adult” and “lone parent and 1 or more adults” are expected to decline by 1,776 (46%) and 421 (19%) respectively

Table 8 HOUSEHOLD PROJECTIONS

East Staffordshire	2008	2013	2018	2023	2028	2033	Change 2008-2028	Change 2008-2033
Natural Change Household Projection	45,465	46,575	48,211	49,640	50,768	51,765	5,304	6,301
Projection including migration	45,465	47,788	50,356	52,842	55,101	57,242	9,636	11,778
Difference	-	1,213	2,145	3,202	4,333	5,477		

Spatial Portrait 3

East Staffordshire	2008	2013	2018	2023	2028	2033	Change 2008-2028	Change 2008-2033
Natural Change Household Types								
One Person households	14,380	15,836	17,259	18,846	20,224	21,571	5,843	7,191
One Family and no others	25,042	25,359	26,110	26,482	26,707	26,750	1,664	1,708
Couple & 1 or more adults	3,868	3,374	2,986	2,586	2,206	1,852	-1,662	-2,016
Lone parent & 1 or more adults	2,174	2,007	1,855	1,726	1,633	1,592	-541	-582
Projection including migration								
One person households	14,380	16,145	17,841	19,735	21,556	23,389	7,176	9,009
One family and no others	25,042	26,156	27,489	28,562	29,399	30,008	4,357	4,967
Couple & 1 or more adults	3,868	3,447	3,106	2,720	2,379	2,092	-1,489	-1,776
Lone parent & 1 or more adults	2,174	2,040	1,920	1,826	1,767	1,753	-407	-421

Economic Profile

- 3.15** East Staffordshire has a proud heritage and has thrived on its strong brewing and manufacturing legacy in Burton upon Trent, its agricultural sector and the presence of major companies such as JCB, Holland and Barrett, Pirelli, Fox's Biscuits, Molson Coors Brewing Company (UK) Limited, and Kerry Foods. The Borough has a varied economic base with 3,835 VAT registered businesses. Total employment in the Borough is around 60,000 people. East Staffordshire has an established manufacturing industry with activities including automotive components, food and drink, mechanical engineering and rubber and plastics manufacturing. However, over the last decade the Borough has undergone a substantial period of change, driven by industrial re-structuring, globalisation, reforms to agricultural policy and development of the growth of the service led economy.
- 3.16** Despite the steady decline of the manufacturing industry over the last decade, the sector still is a dominant employer in the Borough. The sector is changing though and becoming less labour intensive, as manufacturers rationalise their existing operations and invest in new technology to become more efficient. There is a need to attract more 'world class' manufacturing and research companies to the Borough to increase diversity, offer more highly skilled jobs and establish expertise that cannot be easily replicated in other areas. The contribution of Burton and South Derbyshire College and the JCB Academy at Rocester will be instrumental in this.
- 3.17** Furthermore, despite growth in the high value business and professional services sector in the Borough, due to new high quality office development on Centrum 100 Business Park, the Borough continues to punch under its weight in the percentage of jobs in this sector and number of managers/professionals living and working locally.

3 Spatial Portrait

- 3.18** Due to the availability of development sites and central location, Burton in particular has proved to be an attractive location for logistics and distribution companies, particularly inward investors. The area is now increasingly dependent on this sector for employment, with many vacant units available that could further service demand for this sector.

Education

- 3.19** The role of education and training is a key determinant of the long-term economic, social and environmental well-being of the borough. Within East Staffordshire there are mixed patterns of skills levels and achievement. While in 2010, 5 out of the 9 schools in the Borough scored better than the County average for GCSE results, 3 out of the 5 schools within the Burton upon Trent area achieved a lower average score than the Staffordshire and England averages. However, 2 of the Burton upon Trent schools (de Ferrers and Paulet) achieved a higher success rate. Eight of the nine schools in the area have improved on the previous year's results. Only Denstone College saw a fall in its results but this was from a very high level and it still achieved a 93% success rate.
- 3.20** The County Education Authority are reviewing the needs and capacity of existing schools in the Burton area with an expectation that two new primary schools will need to be provided in response to current projections on school numbers and the physical constraints of some central Burton schools. In addition the Core Strategy will need to identify the future needs arising from planned new development. The requirements for secondary education will similarly have to be addressed.
- 3.21** Burton and South Derbyshire College has over 2,000 full-time students, and 9,000 attending part-time. The College has excellent facilities with a modern Centre for Creative Studies, University Centre, Sport Hall at Shobnall Leisure Centre, Restaurants, Hair and Beauty Salon, and Automotive and Engineering Skills Academy. The college offers over 500 courses from Basic Entry level through to Degree level. Burton College provides a comprehensive range of programmes of learning in all Subject Sector Areas. Provision includes pre-16, general Further Education, Adult and Community Education, Work Based Learning, Higher Education and employer specific training and learndirect provision.
- 3.22** The College is part of the Staffordshire Universities Regional Federation, which aims to provide programmes related to the needs of local people. The College also provides HE courses through the University of Derby and Nottingham Trent University. The College's specialist courses are in art and design, performing arts, construction and engineering
- 3.23** The Borough's workforce has traditionally been considered to possess low levels of skills and qualifications. However this has changed over recent years and the situation is now on a par with the national average. According to the 2010 ONS Annual Population Survey 11.4% of East Staffordshire's working age population (16-64 years) have no qualifications, compared to a national average of 11.3%. Encouragingly, 30.4% of the Borough's working age population are qualified to degree level or above, similar to the national average of 31.3%.

Transport

- 3.24** Transport issues throughout the Borough vary considerably. The existing highway network is seen as inadequate. In Burton upon Trent, for example, congestion during peak periods, and on street parking in areas of terraced housing are particular problems, whilst in rural areas, infrequent public transport tends to lead to dependence on the private car.
- 3.25** Burton upon Trent's travel to work area extends significantly into South Derbyshire but is not overly influenced by Cannock, Lichfield and Tamworth or by the large employment centres in the West Midlands conurbation and Derby. For Uttoxeter, residents tend to work in other parts of East Staffordshire whereas there is a net inflow of people from Cannock Chase and Staffordshire Moorlands. As would be expected, there is a net outflow of people when looking at rural areas of East Staffordshire although there are significant net inflows of people from Uttoxeter and Staffordshire Moorlands.

- 3.26** The majority of East Staffordshire residents travel by car (or van) to work and this rate is significantly above the national average. However, there are relatively high proportions that walk or bike to work in Inner Burton wards. Bus travel is relatively low across the borough which indicates that improvements to the bus network are needed.
- 3.27** Burton upon Trent train station is located close to the town centre and is an important station for mainline services between the West Midlands and East Midlands, as well as cross country routes to Yorkshire and the South West. The station provides regular direct services to both Nottingham and Birmingham. Uttoxeter Train station is located on the Crewe to Derby Line and is the railway station for Uttoxeter Racecourse as well as Alton Towers theme park, for which there is a regular bus link.
- 3.28** Across East Staffordshire there are many dedicated cycle, bridleway and pedestrian routes in the area and the National Cycle Network, Millennium Route 54, passes through Burton upon Trent.

Retail

- 3.29** Burton upon Trent town centre has a broad range of convenience and comparison sector outlets, a low level of vacant units, and performs well given the town size in relation to others.
- 3.30** Proposals for the redevelopment of Coopers Square Shopping Centre in Burton town centre have been unveiled. A proposed extension has been suggested in part of the Coopers surface car park and some properties on Station Street. The extension will provide a new modern facade fronting the car park. 11 double height shops are planned and a new department store. It is estimated that around 200 full and part time jobs will be created with a total investment of approximately £25 million.
- 3.31** Uttoxeter is a traditional market town and has a sphere of influence extending into the Derbyshire Dales, Staffordshire Moorlands and Stafford districts. It offers a range of services typical of this type and size of town. Uttoxeter town centre performs increasingly well in relation to a number of key performance indicators.
- 3.32** Further information related to retail can be found in the East Staffordshire Retail and Leisure Capacity study on the Planning Policy webpage.

Tourism

- 3.33** The Borough is approximately 80% rural in nature with a varied countryside landscape. An extensive network of canals and waterways link with the larger countryside canal structure. Uttoxeter, Tutbury, Barton Marina and the Central Rivers do already attract tourists but have the potential to extend their tourism economy and also promote their heritage. Neighbouring tourist attractions (Peak National Park, Alton Towers, Drayton Manor, Cannock Chase, National Forest, Sudbury Hall, Lichfield Cathedral etc) together with the National Memorial Arboretum provide an initial focus, and the borough could profit from these attractions and use them to draw tourists and visitors to East Staffordshire.
- 3.34** The National Forest covers 200 square miles of parts of Derbyshire, Leicestershire and Staffordshire. Burton upon Trent is the largest community in the Forest, and is the "Capital" of the National Forest.
- 3.35** The reopening of the Bass/Coors brewery museum as the National Brewery Centre has provided a national attraction for the town

Sports and Leisure Facilities

- 3.36** The Borough is well served by sports and leisure facilities; however additional facilities will be required to meet the future and changing needs of the growing population. The Borough Council has recently completed a major refurbishment of Meadowside Leisure Centre and is exploring options for facilities in Uttoxeter.

3 Spatial Portrait

- 3.37** Burton Albion Football Club is a successful club within the Borough and Uttoxeter Racecourse is a major national attraction in the area. Once the FA National Football Centre is fully developed it will be a major attraction and asset to the Borough.
- 3.38** Burton Rugby Club has recently received permission to relocate to Branston Road, Tatenhill. The club wants to build eight rugby pitches five senior and three junior along with car parking, bunding, floodlighting and covered spectator terracing. Also proposed is a two-storey clubhouse, bars, function suite, changing facilities and a grandstand. The relocation of the Rugby Club would result in the release of a key development site in Burton Town Centre.

Environmental Issues

- 3.39** East Staffordshire is a rural as well as an urban Borough. Its character is based as much on its villages and its larger towns as on its landscape qualities. The landscape and terrain has a profound effect on the character of East Staffordshire. The river valleys of the Trent and the Dove and the Trent and Mersey Canal are key features as is the Needwood forest, which comprises of scattered remnants of a much larger ancient forest. Large areas of the Borough have been cultivated for agriculture and farmland and include rolling and low-lying fields, as well as more exposed upland areas towards the Peak District. A number of different landscape character areas are evident across the Borough and these include: The Upland Area – to the north of the Borough; The Hamlets – towards the western and central part of the Borough; The Middle Valleys – towards the south of the Borough; The Plateau – which extends through the heart of the Borough; and The Trent and Dove Valleys – wrapping around the east of the Borough and the Valley slopes and ridge above Lawns Farm
- 3.40** The European Habitats Directive gives protection to Europe's natural resources. Whilst there are no European sites inside the East Staffordshire Borough Boundary, a number surround it. Within 15km of the boundary there is one Ramsar site, one Special Protection Area (SPA) site and nine Special Area of Conservation (SAC) sites. The impact of the Core Strategy on these sites will need to be assessed through the Sustainability Appraisal and Appropriate Assessment.
- 3.41** The Borough has a large number of rich and varied nature conservation sites. There is 622.43 hectares of land which account for six Sites of Special Scientific Interest, one Local Nature Reserve and three Sites of Geological Interest which cover approximately 101.22 ha. There are approximately 800 locally designated Sites of Biological Importance (SBIs) covering an area of 2,076 hectares. In addition, there is 2633 ha of land consisting of 155 sites of Biological Interest and 77 Biodiversity Alert sites. There are also 75 areas of Ancient Woodland however these sites overlap considerably with the other sites listed. The location and scale of development will need to be mindful of these designations.
- 3.42** The Staffordshire Local Biodiversity Action Plan (BAP) incorporates East Staffordshire and has been in place since 1998. This identifies issues relating to the diverse local plant and animal life in the County. 15 Habitat Action Plans and 28 Species Action Plans are currently in place to monitor and protect the biodiversity of the area. This can be viewed on the BAP website <http://www.sbap.org.uk>
- 3.43** The Staffordshire Geodiversity Action Plan details a number of targets and actions to conserve and promote the geodiversity of the County. The industrial and economic history of Staffordshire in general has involved extensive use of geological resources which has an impact on the landscape and earth resources in the County.
- 3.44** A Site of Special Scientific Interest (SSSI) is a conservation designation denoting a protected area in the United Kingdom. Sites are notified for either their geological or biological interest. There are currently six SSSIs in East Staffordshire namely, Blithfield Reservoir, Braken Hurst, Forest Banks, Goat Lodge, Old River Dove, Marston on Dove and Stanton Pastures & Cuckoocliff Valley. In addition there are approximately 800 locally designated Sites of Biological Importance (SBIs) covering an area of 2,076 hectares, these include areas such as The Trent Valley slopes and the ridge above Lawns Farm.

- 3.45** Other important sites for geology and geomorphology outside statutorily protected land are Regionally Important Geological/Geomorphologic Sites (RIGS). Three have been designated in East Staffordshire, namely The Walk at Weaver Hills Wootton, Buttermilk Hill in Marchington, and Fauld Crater in Hanbury.
- 3.46** The historic environment of the borough is also significant with 25 Conservation Areas, 40 Scheduled Monuments and nearly 900 Listed Buildings. Whilst these may present a challenge for new development, they do not in themselves inhibit growth and are not considered to restrict the scale of development in the borough
- 3.47** East Staffordshire Borough Council has declared two Air Quality Management Areas (AQMA), within the Burton upon Trent area in relation to road traffic pollution. The larger AQMA incorporates the main traffic routes through Burton upon Trent and a smaller more localised one includes the St Peters Island in Stapenhill. The AQMA will be the focus for action planning to improve air quality in the town.
- 3.48** Flood risk is a key consideration in the allocation of land for development especially with the current concerns over climate change. A large part of the Burton area is within Flood Zone 2 and 3, which will have to be taken into account. A Strategic Flood Risk Assessment was undertaken in 2008 to provide a robust assessment of the extent and nature of the risk of flooding and its implications for land use planning. Historically, the key sources of flooding were from the River Trent and River Dove. The recent construction of flood alleviation measures for the town of Burton upon Trent has reduced the risk from the River Trent. However, more recent events have resulted in flooding from more minor watercourses and from surface water run-off. Similarly in certain villages including Barton and Rolleston flood risk constraints need to be understood.
- 3.49** Major sewage treatment works in the borough are owned and managed by Severn Trent Water Ltd. Within East Staffordshire there are two sewage treatment works, one at Claymills where new investment is programmed in Burton upon Trent and one near Checkley in the North West of the Borough.

4 Key Issues and Challenges

4 Key Issues and Challenges

- 4.1 The key issues and challenges the borough will face over the next twenty years are considerable. It is vital that in taking forward these plans we consult on and explain these in an open and inclusive way so that the final solutions are fully understood.

Accommodating Growth

- Ensure development is in the right location
- Ensure growth means the creation of mixed, sustainable communities
- Linking growth with the renewal of existing urban areas
- Maximising the potential of green infrastructure in line with growth
- Creating a low-carbon economy, and being able to adapt to climate change
- Ensuring adequate provision of infrastructure and services is provided as part of growth
- Integrating new development within existing communities
- Achieving high standards of design
- Ensuring adequate levels of infrastructure

Housing

- To accommodate a significant increase in the number of housing units across the borough with at least 85% of this provided in Burton upon Trent and the balance in the rest of the Borough.
- To achieve a higher end housing mix – the increasing number of apartments being built, especially in Burton upon Trent, is of concern. This is an overall concern and we will need to achieve a balance of mix of housing within the housing market over the next 20 years. With a high proportion of professional workers living outside of the borough, it is essential that the Council provide a better mix of housing to ensure housing choice across the Borough.
- To provide affordable housing throughout the Borough to meet the needs of local people.
- To address the changing housing needs within the young and elderly sectors of the community
- The Council is setting its housing requirement by taking the ONS household forecast increase between 2006 and 2031 (11,000) and adding a 2,000 household allowance to cater for the economic growth the Borough is planning for, resulting in a **total housing requirement of 13,000 between 2006 and 2031**. A twenty-five year period, rather than the more usual twenty year period, has been chosen because of the current economic downturn, and a recognition that completion numbers will continue to be low during the first years of the requirement period, with delivery accelerating considerably towards the latter end.
- The following table shows that land for some **8,771** dwellings still need to be found. The total number of dwellings on brownfield sites identified as deliverable in the SHLAA is 2,717. In addition, the development of 2,000 homes at Drakelow is considered to contribute to East Staffordshire's housing requirement as it will effectively be an urban extension of Burton upon Trent. This therefore leaves a balance of **4,054** dwellings to be found on greenfield sites.

Key Issues and Challenges 4

Table 9 Housing Requirement 2006 - 2031

<u>HOUSING REQUIREMENT</u>	
Requirement from 2006 - 2031	13,000
Dwellings per year	520
<u>TOTAL COMPLETIONS 2006 - 2011</u>	
2006/07	550
2007/08	618
2008/09	429
2009/10	207
2010/11	276
COMPLETIONS 2006-2011	2,080
<u>HOUSING CAPACITY - OUTSTANDING</u>	
Unimplemented full permissions and U/C March 2010	2,127
Plus outline planning permissions	302
Plus new permissions to March 2011	265
Total Capacity	2,694
Minus 10% lapse rate	2,425
Minus Total Completions for April 2010 to March 2011	276
TOTAL OUTSTANDING CAPACITY OF HOUSING SITES	2,149
<u>HOUSING COMPLETIONS PLUS CAPACITY</u>	4,229
<u>NUMBER OF DWELLINGS FOR WHICH SITES ARE STILL TO BE FOUND</u> (13,000 MINUS 4229)	8,771
<u>BROWNFIELD SITES IN SHLAA DELIVERABLE 2012 - 2031</u> (2,000 of this figure is at Drakelow)	4,717
<u>NUMBER OF HOMES REQUIRED ON GREENFIELD SITES</u> <u>(8,771 MINUS 4,717)</u>	4,054

4 Key Issues and Challenges

- 4.2** The Borough Council's priority will be to bring forward in the first part of the plan period predominantly brownfield sites ahead of releasing greenfield. It will be essential to have strong and defensible policies to ensure this sequential phasing is held to. It is also aware that the lead time into developing major sites is considerable and that in the present economic climate house building programmes are uncertain.
- At the submission version of the Core Strategy, the Council will need to set out its housing trajectory to demonstrate how it will believe the scale and rate of house building will be delivered. The Borough Council will identify specific deliverable, strategic allocations within the Core Strategy related to the identified spatial strategy, to assist in the delivery of housing for the first ten years of the plan period. For the following years, broad locations should be identified for longer-term growth. The choice of these sites will be made following consultation on this Strategic Options Document.

Employment

- Ensuring a more diverse, dynamic and high value economy – moving away from the over-reliance of low value added manufacturing towards more knowledge based industries such as business and financial services, ICT, communications, creative industries, and education and health sectors.
- Improving the skills base and retaining high-value added jobs and people with high level skills –there is also a requirement for job opportunities to cover a range of skill levels, to provide opportunities for all to participate in work. Where possible, the existing skills base should be built upon to create new employment opportunities.
- Encouraging advanced manufacturing operations within the Borough, typically sectors focussed on utilising technology to develop value added products and processes Through membership of a Local Economic Partnership, the Council will need to promote East Staffordshire's case for a share of funding and investment that the LEP hopes to bring in.
- The success in attracting additional employment to the Borough has in the past not always been balanced with securing the quality of development. In the future the Borough Council will seek to ensure that employment development incorporates enhanced environmental and sustainable standards.
- The logistics sector has a sizeable presence in the Borough, particularly along the A38 corridor. The nature of logistics operations is changing, and whilst large floorspace areas are still required, the number of people employed at these sites is increasing, as activities such as packaging are carried out on site. The Borough will need to carefully balance land use requirements and economic value of logistics against the need to maintain a diversified economy featuring other types of employment such as technology-based industries.

Transportation

- Roads and access – tackling congestion in the town centre and increasing traffic levels associated with growth and particularly on how new Greenfield developments are accessed.
- With new employment areas located on the edge of town, rather than in town, the ability of people to walk or cycle to work and use public transport will become critical.
- Ensuring all new development, housing and employment, offers better connections to existing transport networks.
- The capacity of existing trunk roads and impact of traffic on adjoining rural areas
- A key issue and challenge for the plan to meet is how the existing highway network which is seen now as inadequate, including the capacity of the A38 and surrounding network of roads, can cope with additional traffic movements within an integrated transport strategy

Key Issues and Challenges 4

Renaissance of town centres

- Ensuring a sustainable town centre, maintaining its physical condition and vitality and viability.
- Ensuring a high quality mix of retail in the town centres – Burton upon Trent town centre contains only one department store which is relatively small by modern standards..
- Ensuring an attractive daytime and evening leisure economy in the town centre areas, and therefore to ensure a range of facilities are provided such as health and fitness centres, restaurants and cafes for all age groups including children and young people. Provision of high quality mixed use office development, incorporating residential, retail, leisure and employment provision.
- Improving the pedestrian environment and the quality of the public realm.
- Reducing congestion, enhancing public transport and providing adequate car parking
- Providing improved access to the Washlands and riverside in Burton upon Trent
- A Retail and Leisure Capacity study identified that there is scope for between 17,000 sq.m and 23,000 sq.m of additional comparison retail floorspace (net sales area) in Burton upon Trent between 2007 and 2021. Burton town centre has the physical capacity to accommodate significant retail growth.
- The market town of Uttoxeter serves a wider catchment area and a key issue is to establish the necessary level of growth for the town that will help to support and sustain the its role in this wider environment. Employment diversification is vital in this.

Tourism

- To maximise the potential of tourism across the Borough
- East Staffordshire has the potential to develop into a productive tourist destination. Given the attractive countryside and natural and historic assets the borough has to offer the key challenge is ensuring that tourism is developed as an economic driver to assist in the prosperity of the borough.
- Capitalise on the opportunities of Burton upon Trent being the Capital of the National Forest.
- To promote the potential of the after use of the extensive gravel extraction along the Trent Valley and to a lesser extent in the Dove Valley to the north of Uttoxeter

Leisure

- Ensuring adequate leisure provision in the Borough – at present there is some limited capacity within existing leisure facilities, a major increase in population (as is proposed) may trigger the need for additional facilities at existing centres, or if population growth is significant totally new facilities may be required.

Provision of Utility Services

- Additional treatment works may be required to ensure population growth is accommodated.

Infrastructure

- A Strategic Flood Risk Assessment (SFRA) has shown the reliance of the majority of the existing development and potential new development on the continued maintenance and upgrade of the Burton Flood Defences. The SFRA has also shown the significant residual risk of defence failure, either from overtopping or defence breach. It is essential that this residual risk is appreciated and sufficiently mitigated against in the future development of Burton in particular
- The SFRA has also highlighted the need for appropriate drainage design for developments on previously undeveloped sites, in order to avoid increasing the flood risk to properties elsewhere

4 Key Issues and Challenges

Villages and Rural Areas

- 4.3** The inter-relationship between the Borough's two towns and its larger villages with its extensive rural areas will require specific attention. Policies will need to consider the improvement of choice of housing; better transport links both within rural areas and between urban and rural areas; improving health, education and skills; social, shopping, community facilities and other services. The priorities will be to address:
- Transport links
 - Facilities provision
 - Retaining character and distinctiveness
 - Choice of housing
 - Social infrastructure
 - Future of former military camps/ sites
- 4.4** The future health of villages and rural areas is dependent on whether or not rural employment and enterprise flourishes. The Core Strategy needs to address the diversification of farm activities, within the constraints of activities being sustainable and not increasing traffic levels on unsuitable roads.

5 Vision

Introduction

- 5.1** The vision for East Staffordshire has been developed, based on the analysis of a common evidence base with technical studies and other key issues facing the Borough identified through extensive consultation.
- 5.2** Our vision for the Borough for the next twenty years is for a prosperous community living in a high quality environment. We have sought to provide for a growing and prosperous economy that underpins the demand for more houses, required by the West Midlands Regional Spatial Strategy whilst maintaining and enhancing the quality of the environment we all enjoy so much.
- 5.3** This vision is ambitious and provides a good opportunity to build on our strengths. Growth will also be the key to ensuring that all of the existing qualities and attractiveness of the Borough are sustained and in our ability to deal with current and latent needs of the Borough.
- 5.4** The plan needs to be flexible and responsive to the changing needs and challenges that will occur over the next twenty years, and this will need to be reflected in the Vision. Throughout the lifetime of the strategy circumstances will change and unforeseen challenges and opportunities will arise. Monitoring of the policies and the plan will chart the progress and ensure the vision is retained and achieved.

The Vision

East Staffordshire is a place where people can achieve their aspirations and enjoy living in an attractive environment.

- ***We want to provide choice and opportunity for all members of the community and celebrate the diversity the borough has to offer.***
- ***The borough will seek to protect its heritage both in the built and natural environment and safeguard assets for future generations.***
- **New developments will incorporate significant green space to provide enhanced amenities**
- **A network of “Green Corridors” will be developed linking Burton and Uttoxeter town centres to the outlying countryside, villages and National Forest providing opportunities for a range of activities and uses.**
- **New parkland areas will be identified to the west of Burton to provide public amenity parkland for the benefit of future generations.**
- ***Burton upon Trent will be recognised as the “capital” of the National Forest, with a high quality, diverse green infrastructure incorporating key assets such as the canal network, other watercourses and parks which help link the urban area with the wider landscape.***
- ***Economic growth will provide a range of opportunities to meet the needs of the community with the focus on attracting new higher value business formation into the area and helping existing businesses grow and develop.***

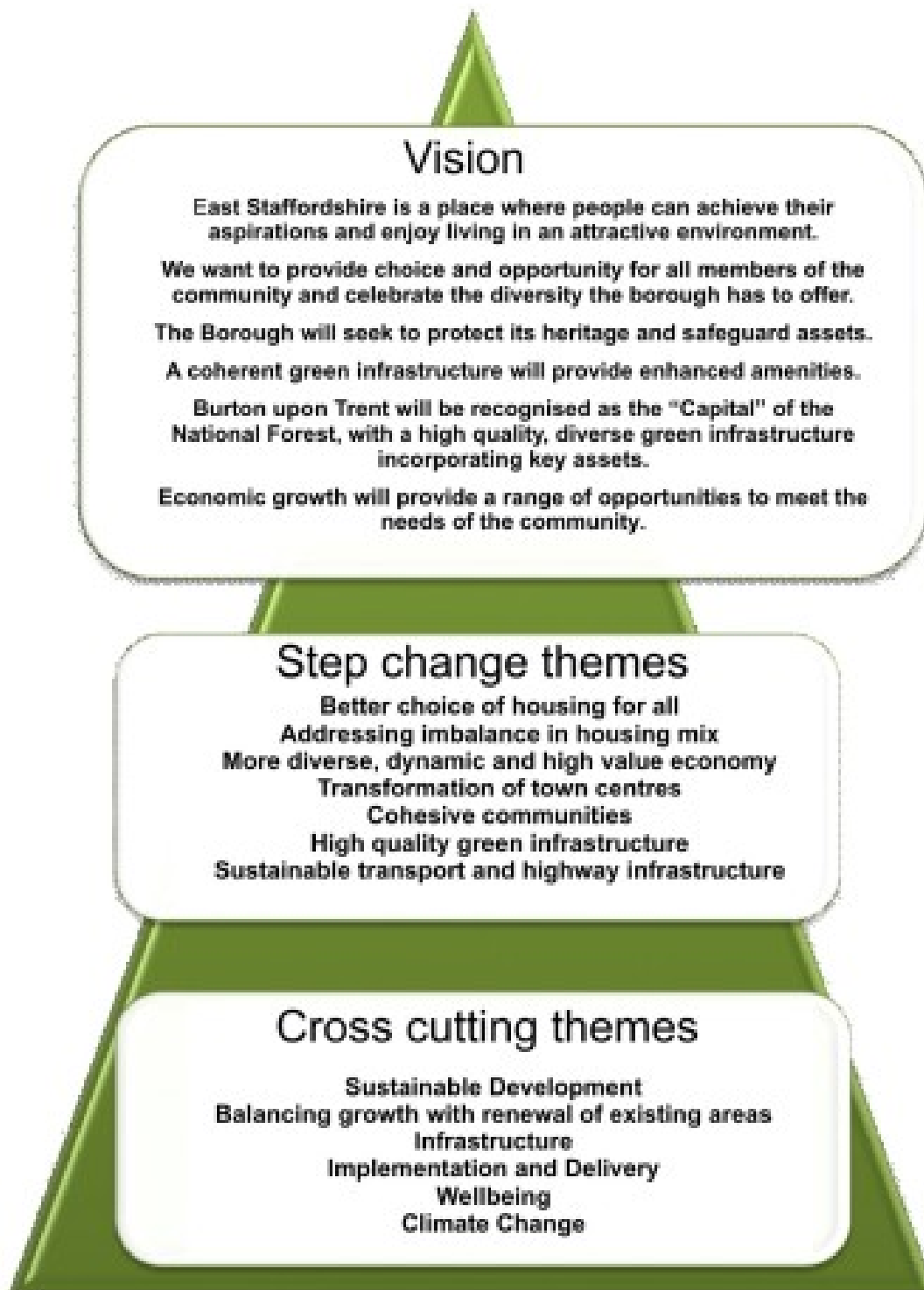
A Progressive East Staffordshire

- 5.5** East Staffordshire will be a place where people can achieve their aspirations. We want to have good quality jobs, high quality homes, vibrant town centres and above all a good quality of life for all of our residents. Our ambition is to create a ‘step change’ in the area’s economic performance and be nationally recognised as a champion of regeneration for our urban and rural areas.
- 5.6** The Council is leading a place-shaping agenda that over the next twenty years will deliver a radical enhancement of the quality and extent of the commercial, business and housing offer that is currently available in Burton upon Trent and its suburbs.

5 Vision

- 5.7** The intention is to build on the positive attributes of a town that has previously flourished on a thriving brewing heritage, has reinvented itself in recent years as an excellent location for business relocation and new business set up, but needs to look to the future and take advantage of its enviable transportation links and geographical attractions to secure a sustainable future for its current and future residents. The Council considers that sensitive management of housing growth, associated infrastructure and amenity improvements and commercial growth at an incremental rate will secure a transformation that will make the town an even more attractive place to live and to work.
- 5.8** The Borough however is more varied than its principal town. Uttoxeter and the rural areas are a part of this vision too. The benefits of growth need to be shared across the Borough as there will also be specific changes that the Core Strategy has to address in the rural areas and Uttoxeter too.
- 5.9** The Borough has valued natural assets that distinguish us from other areas and which need to be protected and enhanced but equally provide opportunities through green infrastructure to improve the attractiveness to residents, employees, tourists, visitors, and investors. The promotion of economic, social and mental wellbeing can be supported by the use and enjoyment of green infrastructure. The National Forest, the Trent Valley and Trent and Mersey Canal are all part of this
- 5.10** New development and Green Infrastructure must be fully integrated if the Borough is to realise the quality of development it expects in the future. Our Town Centres too as part of their renaissance will need to embrace this especially where Burton upon Trent is to confirm its status as the Capital of the National Forest and to capitalise on what is a major asset of the town, the Trent Valley.

Figure 4 Vision Diagram



Location Specific Visions

Burton upon Trent

- 5.11** Burton upon Trent will be recognised nationally as the “Capital” of the National Forest, with a high quality and diverse green infrastructure network. Burton upon Trent will be a positive and highly ambitious town, which has developed its sub regional status as an economic, retail, and cultural centre. Anticipated job growth over the next twenty years will have realised the potential to disperse prosperity to all the community, but this economic growth must be balanced by sufficient housing provision to ensure that development is sustainable, meets the needs of the whole community and reduces overall levels of commuting.
- 5.12** The challenge for the Borough Council and its partners will be delivered by sustainable growth that has met the economic, social, cultural and shopping needs of all. The creation of a sustainable integrated transport network, the delivery of significant infrastructure, and the establishment of further education and training establishments will have delivered sustainable growth. Burton upon Trent’s future should be comprised of cohesive communities made up of people who are proud to live, work and stay in the Borough.
- 5.13** The status of Burton upon Trent will have been established. Together with the adjoining authorities in the LEP common land use and spatial needs of areas only separated by administrative boundaries will have been met and a shared vision that has realised the economic potential will be delivered.
- 5.14** The town and the wider area will have become a key strategic area and will influence growth across the Borough. Accelerated growth in Burton upon Trent will drive forward the East Staffordshire economy and further strengthen the Borough’s links with a growing part of the West Midlands as part of the Local Enterprise Partnership.
- 5.15** Burton upon Trent Town Centre will be established as a high quality town centre experience with major investment in the public realm, making best use of its riverside setting and industrial heritage in brewing beer and its location at the centre of the National Forest. A series of linked public spaces will have provided vitality, quality and connection with the River Trent and its washlands. The town centre will be rich in retail and leisure facilities providing activity during the day and at night. It will be a thriving centre for education and employment with an increasing town centre population providing a safe and enjoyable environment that is attractive to all age groups.

Uttoxeter

- 5.16** Uttoxeter will have maintained its role as significant service centre for its residents and those in outlying rural areas but with a focus on improving its image and prosperity and on reducing levels of commuting. Significant growth and change will have taken place within the town centre through implementation of proposals in the Master Plan Vision:

“A multi-functional, attractive Town Centre that incorporates a wide-ranging mix of activities set within a high quality network of pleasant streets and spaces, which create a strong identity and a place where people want to live, work and visit. A Town Centre that builds upon its strategic location, its unique historic environment and its shops and markets, to attract and retain new investment for the benefit of local business and residential communities “

- 5.17** Uttoxeter will have benefited from environmental improvements and improved community and health facilities with more sustainable, thriving and balanced local communities with an expanded local economy. Key to promoting the town as a balanced and sustainable community is to readdress the imbalance of recent housing development without expanded local employment opportunities. that will include the economic benefits of tourism and leisure initiatives such as the future of Uttoxeter Racecourse and other leisure facilities which it is envisaged will come forward during the plan period. Including the potential of former gravel workings at Leasowes Farm

- 5.18** The town will offer a multi-functional, attractive town centre that incorporates a wide-ranging mix of activities set within a high quality network of pleasant streets and spaces, which create a strong identity and a place where people want to live, work and visit. The town centre will have built upon its strategic location, its unique historic environment and its shops and markets, to attract and retain new investment for the benefit of local business and residential communities.

The Rural Areas

- 5.19** Rural Areas that have viable, attractive villages and smaller settlements which will continue to foster appropriate, sensitive growth and vitality to support rural living and work. The larger villages will be the rural centres for services, facilities and jobs acting to sustain the rural areas. Smaller village communities will also continue to thrive with a range of appropriate housing opportunities to meet local needs and improved access to community services.
- 5.20** There will be a more vibrant and diverse rural economy which will provide a range of local job opportunities and support a thriving agricultural sector. Well managed, sustainable tourism will be a major driver in regenerating the rural areas and enhancing their character and quality. Major redundant sites and any further potential of the former military camps in the countryside will have been brought into new uses, by improving the environment or diversifying the rural economy where appropriate or restored to open landscaped countryside.
- 5.21** In the countryside, the richness of the Borough's landscape and its biodiversity will continue to be valued and protected in a way which sensitively accommodates the needs of farmers, rural businesses, visitors and residents. Landscape character and quality will be conserved and enhanced and biodiversity fostered with appropriate new landscaping encouraged. Public access to the countryside will be extended with new walking, cycling and horse riding routes developed.

Inner Burton

- 5.22** As part of growth it is crucial that the Council plans for sustainable communities that cater for different needs, in particular those parts of the community that are either less well catered for at the moment or who will represent a larger proportion of the total population in the future.
- 5.23** The Inner Wards of Burton upon Trent will be an attractive and desirable area that builds upon the strengths and the advantages of their location, where people choose to live and remain. The area will have seen direct benefits from the growth and changes elsewhere in the Borough, especially linking the release of greenfield sites with support for regeneration programmes. In particular:
- The housing stock will have been improved through private sector confidence and investment;
 - Redevelopment of housing and future development sites in the area will be appropriate;
 - Environmental and infrastructure improvements will be delivered by both public and private funds.

Development Objectives to achieve the vision

- 5.24** East Staffordshire's sustainable vision has the key objective of ensuring a step change in the Borough's economic prosperity. The development of appropriate infrastructure is crucial in ensuring that this vision is realised. The Council and its partners do not wish to simply see the Borough develop as an area of large residential developments.
- 5.25** The aspirations of change within East Staffordshire will see an expansion of the existing urban area, predominantly in Burton upon Trent. The limited availability of brownfield sites, coupled with the need to match housing needs with employment growth, requires the release of Greenfield sites for housing and employment.
- 5.26** A number of objectives are emerging to ensure the delivery of the vision in these areas:
- Strong vibrant settlements with excellent transport connections will have developed through growing and regenerating the towns' urban cores and strengthening the centres that serve

the rural parts. These settlements, set within an enhanced green framework of a sustainable countryside, will work together to provide accessible jobs, services and facilities to meet the needs of the growing population.

- The scale of additional housing in East Staffordshire will have broadened the choice of housing and regenerated parts of the Borough to achieve high standards of urban living and provide new infrastructure and community facilities.
- Economic development, alongside the proposed housing growth will have ensured that East Staffordshire and its urban centres remain competitive and have minimised the effects of outward commuting on the Borough's road and rail infrastructure. As well as investment in infrastructure and delivery of key development sites, there will be support for the workforce and business creation/expansion and inward investment across the Borough.
- The environmental values of the Borough and in particular the open countryside will have been preserved, enhanced and integrated into the Strategy. Burton upon Trent will be the Capital of the National Forest which itself will be extensively implemented. The Central Rivers Initiative will be recognised as a regional recreational asset.
- The level of matching public and private sector investment necessary to deliver employment and housing developments and address infrastructure constraints will have been secured and implemented.

The Development of the Core Strategy 6

6 The Development of the Core Strategy

- 6.1** An essential element of the process of developing the Core Strategy is community engagement and we have set out our approach to involving the community in the LDF through the Statement of Community Involvement. It is important that at all stages the process is transparent, accessible to all and is continuous. This is crucial to ensuring that the outcome leads to a sense of community ownership of local policy decisions.
- 6.2** The production of the Core Strategy started with an Issues Paper in May 2007, and consultation on the Issues and Options proposals ran throughout 2007. A total of 283 responses to the Issues and Options questionnaire were received from a range of stakeholders including statutory consultees and local residents of the borough. Representations received covered all aspects of the document, and a summary of these can be viewed on the Borough Council's website.
- 6.3** The Strategic Options document is based on the evidence base, the local context and aspirations and the feedback and comments from these previous consultations. Following consultation this year, comments on this Strategic Options document will inform the final document which will be the Published Core Strategy and will then be submitted to the Secretary of State for examination.
- 6.4** From the consultation process, there was clear support for the vision set out in the East Staffordshire Core Strategy Issues and Options document, however it needed refining and to be more specific to the Borough and explicitly relate to the vision and objectives of the Council's Sustainable Community Strategy. Examples of representations received include, the following:

"To improve the quality of life for the local population, promote healthy lifestyles and provide health and social care support to meet local needs".

"To ensure that everyone has the opportunity for a decent home".

"To develop sustainable communities that meets the needs and aspirations of all household whilst supporting economic, social and environmental objectives".

"To achieve a robust and forward looking economy by 2026 where the current dependency on the three main sectors will have been replaced by a balanced economy built upon traditional strengths and an increased number of growth-sector companies".

"Burton upon Trent will have a significant role in revitalising a sub regional area which straddles both sides of regional boundaries. It will broaden its economic base by maintaining investment and employment levels supported by a high level of housing growth that will meet our local requirements but also those who work in the area but travel daily and reside outside the Borough."

"Uttoxeter will be a multi-functional and attractive town that builds upon its strategic location to serve a wider rural hinterland".

"Our Rural areas will be economically prosperous and vibrant, together with an enhanced natural rural environment".

"The diversity of the Borough is to be celebrated in the contribution this makes to the Area's development and dynamics".

"Growth should not be at the expense of the Borough's inherent strengths and qualities".

- 6.5** A summary report of the consultation responses received is available on the Planning Policy webpage in the Core Strategy Issues and Options: Response to Consultation document.
- 6.6** The following conclusions could be drawn from the consultation. In general, people are aware that change is necessary in the borough and feel that sustainable development principles should be followed throughout any growth agenda. Clearly people are concerned about climate change and how this may impact on them (particularly the threat of flooding) and they are also aware of the need to create and maintain sustainable communities.

6 The Development of the Core Strategy

- 6.7** In looking at options for growth, support was given to options that were most sustainable, for example building on brownfield land, in main towns/ urban areas, and along main roads to reduce the need for more infrastructure. There is also increasing support from stakeholders for development on the site of the former Drakelow Power Station within the neighbouring authority of South Derbyshire
- 6.8** Because of the growth agenda in the borough stakeholders are aware that Greenfield development in some locations is inevitable. However, this is still a sensitive subject with a number of respondents still being completely against building on Greenfield land. It was emphasised that each site should be assessed appropriately and any growth on Greenfield land should be phased and managed effectively.
- 6.9** While the mixing of housing and employment on one site is not supported by all for a number of reasons, people are aware of the need to create sustainable communities and therefore the need to include leisure, education and health facilities on any mixed development.

Evidence Base and Supporting Documents

- 6.10** The Core Strategy is supported by a number of technical studies and background evidence. In particular the following have been undertaken to inform the development of the Strategic Options document, all of which are available to view on our website:
- Water Cycle Strategy
 - Transportation Strategy
 - Green Infrastructure Strategy
 - Strategic Housing Market Assessment
 - Strategic Housing Land Availability Assessment
 - Housing Strategy
 - Growth Point Programme of Development
 - Gypsy and Traveller Study
 - Employment Land Review
 - Retail and Leisure Capacity Study
 - Housing Topic Paper
 - Employment Topic Paper
 - Open Space PPG 17 Assessment
 - Renewable Energy Assessment
 - Settlement Hierarchy
 - Supplementary Planning Documents
 - Housing Viability
 - Sports and Recreation Study

Core Strategy Strategic Options 7

7 Core Strategy Strategic Options

7.1 The Council has considered a number of strategic options or locations of development. However, given the number of constraints the options are limited. Key constraints are:

- The proximity to the East Midlands boundary to the west on Burton.
- Flood risk and transportation constraints to the north-west and south-west directions.
- Having to accommodate other land uses such as employment, for which the RSS had set out a figure of a rolling supply of 50 ha in the first five years with a further 150 ha over the remainder of the plan period.
- The RSS had specified a split for housing distribution within the Borough of 80% in Burton upon Trent with the remaining 20% in the rest of the Borough. The Council will continue to be guided by this.
- The greenbelt designation on the eastern edge of Burton upon Trent, there to stop the coalescence of Burton upon Trent and Swadlincote.

Alternative options considered

7.2 As identified above, due to a number of constraints, few viable options could be considered by the Council. However, the table below outlines potential alternatives should constraints be removed:

Table 10 Alternative Options Considered

Alternative Options	Issues to address
Equal distribution of housing provision across villages and towns	Contrary to creating sustainable communities, and would mean some villages receiving inappropriate levels of growth
All/ majority of development to be located in Uttoxeter	Constraints around Uttoxeter, and the need to provide more homes in and around Burton upon Trent
Developing to the east of Burton upon Trent	Constrained by greenbelt and all land is in South Derbyshire, and therefore not in the Councils control
Developing to the north-east of Burton upon Trent	Not considered as in South Derbyshire and poor connectivity to the town centre
Creating a brand new settlement	Settlement would have to be very large to ensure it is truly sustainable. It would be largely inappropriate due to the high quality landscape of the borough
Including development in adjoining South Derbyshire to meet housing and employment needs	The Borough Council accepted that insufficient impetus was given in the East and West Midlands Regional Strategies to give recognition to development at Drakelow. With the demise of this context the Council have reviewed this and now will promote the area as serving their housing and community needs

Key Diagrams

7.3 The Key Diagram will indicate the broad locations for delivering the housing, employment and other strategic development requirements in accordance with the overall philosophy set out in this Core Strategy. Three options are presented for your views with separate diagrams for the Burton upon Trent and Uttoxeter Areas.

7.4 The final choice of option may ultimately comprise a selection from the sites across the Options.

7 Core Strategy Strategic Options

7.5 The Options are distinguished by looking predominantly to either the South west of Burton or towards the North West of the town, or more dispersed around Burton. Each of the four key villages of Barton, Rolleston, Tutbury and Rocester have housing allocations with the latter two incorporating employment within a mixed development. Drakelow and Lawns Farm include employment allocations.

- Option1 concentrating growth on two sites in Burton and some growth in Uttoxeter and the strategic villages.
- Option 2 concentrating most growth in the Outwoods and Stretton Areas of Burton and some development in Uttoxeter and the strategic villages
- Option 3 more dispersed growth surrounding Burton and some development in Uttoxeter and the strategic villages

Table 11 Option 1

Ref	Location	Capacity
1	S Branston	500 - 650 mixed use
2	Beamhill	850 - 1000
3	Uttoxeter, West Uttoxeter;	400 - 500 mixed use
4	Tutbury	250 mixed use
5	Barton	100 -150
6	Rolleston	100
7	Rocester	75
	Burton Town Centre	750
	Other villages	400
	TOTAL	3425-3875

Table 12 Option 2

Ref	Location	Capacity
1	Beamhill	1200
2	Harehedge Lane	200 - 300
3	Redhouse Farm	100 - 200
4	North Stretton	250 - 350
5	Tutbury	250
6	Uttoxeter, Balance Hill	350 - 450
7	Rolleston	150
8	Rocester	75 mixed use
9	Barton under Needwood	25
	Burton Town Centre	500
	Other villages	200

Core Strategy Strategic Options 7

Ref	Location	Capacity
	TOTAL	3300-3700

Table 13 Option 3

Ref	Location	Capacity
1	Lawns Farm	1500 - 2000 mixed use
2	Redhouse Farm	100 - 200
3	Beamhill	600 - 850
4	Uttoxeter; Stone Road	80 - 100
	South Brownhill Road	250 - 300
5	Tutbury	250 mixed use
6	Barton under Needwood	100 - 150
7	Rolleston	50
8	Rocester	50 mixed use
	Burton Town Centre	500
	Other villages	200
	TOTAL	3680-4650

8 Planning Delivery: Core Strategy Strategic Options

8 Planning Delivery: Core Strategy Strategic Options

- 8.1** An integral part of delivering a sound Core Strategy is to have policies that guide the broad pattern of development across the Borough. They must pay due regard to both national and regional policy, whilst remaining specific and distinctive to the Borough thereby ensuring quality rather than quantity. The Issues and Options document identified a range of matters that potentially should form the Core Policies. Various comments were made, in particular that they should not be too extensive. The Core Policies have therefore been refined to reflect the key policy areas to deliver a sound strategy. In addition consideration has been given to what Generic Development Management Policies should be in place to guide development having regard to the principle of not repeating national and regional policy. These policies will be consulted on later in the plan making process but in order to provide the context for the choice of housing sites the following section identifies the analysis that informs the draft proposals.

Settlement Hierarchy and Development Distribution

- 8.2** The Borough contains a large urban area, a market town and great variety of villages. A clear planning approach towards them is necessary based upon an understanding of their current characteristics and function and any aspirations for the future. A settlement hierarchy has therefore been developed to set out the general role of individual settlements and to provide a basis for the distribution of development across the Borough. The hierarchy also seeks to ensure that the Borough's residents can access a range of services and facilities with the minimum need to travel, and that when travel is necessary there is a choice which includes public transport.
- 8.3** The Government's general strategy is to focus new development at urban areas, to take advantage of existing services and facilities and to underpin urban revival, and at rural centres where it can help the settlement to function more sustainably. This approach has been developed at the regional level in the Regional Spatial Strategy, which identifies Primary and Secondary Regional centres, but leaves the identification of other centres for Local Development Frameworks.
- 8.4** The Council has carried out a review of its towns and villages in order to develop the settlement hierarchy. A strong feature of the Borough's make-up is the large rural area which contains a wide range of settlements. This varies from four relatively large centres with a concentration of services and facilities to hamlets, which often have no, or minimal, community facilities. In between, there is a range of villages which have markedly different characteristics. The largest of these play a role in providing services that support other communities and, subject to suitable opportunities, could support a greater degree of new development. It is therefore considered that these should be separated in the Hierarchy.
- 8.5** The Settlement Hierarchy is:

Burton upon Trent- major focus for development and concentration of higher order public services and facilities in the Borough; suitable for the largest scale developments and transport improvements

Uttoxeter- secondary focus for development in the Borough; suitable for urban scale development and should provide a good range of public services and facilities

Strategic Villages - main focus for development in the rural area; suitable for a scale of development that would reinforce its role as a provider of services to a wide rural area. It should provide primary health and social care, education facilities (at least primary school), emergency services, organised sport and recreational facilities, food and other shopping facilities, including a Post Office, and be accessible by frequent (hourly) bus and train services.

Local Service Village - tertiary focus for development in the rural area; suitable for a scale of development that would reinforce its role as a provider of services to essentially its home community. It should provide primary education facilities, community recreation area, at least one shop and be accessible by a bus or train service.

Planning Delivery: Core Strategy Strategic Options 8

Small Village/Hamlet - all other settlements in the rural area; not suitable for further development unless it functionally requires a rural location.

The Council's work on settlement review has assessed the facilities, functions and accessibility of the Borough's towns and villages and as a result it is proposed that the settlement hierarchy is applied as follows.

Settlement Hierarchy

The location and scale of development in the Borough must comply with the Settlement Hierarchy. The Hierarchy should also be used by infrastructure providers to inform decisions about the provision of their services.

Principal Urban Centre

Settlement Type Function Town/Village

Burton upon Trent (including the built-up parts of the parishes of Stretton, Outwoods and Branston). Major focus for development in the Borough; suitable for the largest scale developments

Borough Centre

Main focus for development in the rural area; suitable for a scale of development

that would reinforce its role as a provider of services to a wide rural area: **Uttoxeter**

Strategic Villages

Secondary focus for development in the rural area; suitable for a scale of development that would reinforce its role as a provider of services to its home and adjacent communities: **Tutbury, Rolleston, Rocester, Barton Under Needwood and Abbots Bromley**

Local Service Village

Tertiary focus for development in the rural area; suitable for a scale of development that would reinforce its role as a provider of services to essentially its home

community: **Yoxall, Marchington, Denstone, Mayfield**

Small Village/Hamlet

All other settlements in the rural area not suitable for further development unless it functionally requires a rural location

8.6 The settlement hierarchy informs the distribution of development in the Core Strategy and will be used to inform decisions and decisions on planning applications. The majority of development within the Borough will take place at Burton upon Trent with levels of development also taking place at Uttoxeter along with the Rural, Local Service Centres and Villages dependent on their role as employment, retail and service centres, their level of accessibility and environmental and infrastructure constraints. In order to help operate the Hierarchy through the development management process Policy in the Development Management section of the Core Strategy proposes settlement boundaries for planning purposes and sets out how these will be used to help judge the acceptability of individual development proposals.

8.7 The maintenance of the Hierarchy is also reliant on the decisions of infrastructure providers, in particular health, education, Post Office and transport. A reduction in services could mean that a settlement no longer performs its role in the Hierarchy, with resultant implications for planning policy, while any increases in services should be appropriate to the position of a settlement in the Hierarchy. Settlements need to maintain their range of facilities together with public transport links in order to maintain their position in the Hierarchy. The Hierarchy should therefore help inform both planning decisions and the decisions of service providers in prioritising investment. Full regard should be given to the implications of such decisions for the maintenance of the Hierarchy.

8 Planning Delivery: Core Strategy Strategic Options

- 8.8** Account has also been taken of the distribution of land with potential for housing development that has been identified in the Strategic Housing Land Availability Assessment to ensure that there is a reasonable prospect of implementing the proposed distribution of housing requirements.

The Spatial Strategy

- 8.9** The spatial strategy will within the complete Core Strategy set out an overall approach for the provision of new homes, jobs, and infrastructure and community facilities over the next twenty years. It will be consistent with the agreed vision for the borough as drafted earlier in the consultation document.
- 8.10** The Borough Council will promote sustainable development to deliver 13000 by 2031 within the most sustainable settlements. The Borough Council will direct the majority of development to the following locations;
- Greater Burton
 - Central Burton
 - Uttoxeter
 - Strategic Villages
 - Limited development in other rural settlements

Strategic Location of Development

Distribution of Housing Allocations

To deliver the spatial strategy for the Borough, the following principles will be applied to the location and scale of development:

- a. Most new development, including most housing, employment, retail and mixed use development, will take place within the urban areas, with the largest amount of development located in Burton upon Trent, with smaller, but significant, amounts in Uttoxeter.
- b. New retail, leisure, office, cultural and tourist facilities development will be located within Burton upon Trent and Uttoxeter, utilising existing services and high levels of accessibility, unless it is deemed appropriate in the countryside.
- c. In rural areas, the scale of development will reflect the settlement's size and function, to meet the identified needs of the settlement and its immediate area as identified in the settlement hierarchy. Tutbury, Barton under Needwood, Rolleston, Rocester and Abbots Bromley are strategic villages.
- d. In local service villages, for example Yoxall and Marchington only small scale development will take place where it helps to meet identified local needs within the existing boundaries of the settlement.

Land will be allocated to meet the housing provisions in accordance with the following approximate distribution:

Principal Urban Centre: Burton upon Trent	11700
Borough Centre: Uttoxeter	650
Rural Service Centres:	450
Local Centres:	200
Total:	13,000

In each settlement a 'sequential approach' will be adopted to meeting development needs and identifying suitable sites for development, in the following order of priority:

1. previously developed (brownfield) land and buildings within the settlement;

Planning Delivery: Core Strategy Strategic Options 8

2. suitable greenfield land within the settlement boundary;
3. extensions to the settlement accessible by public transport, capable of being developed as a natural and well-designed “rounding-off” extension to the existing urban form, and not creating a prominent urban salient into the countryside and not being prominent and highly visible in the landscape.

8.11 Major strategic greenfield urban extensions to Burton upon Trent, Uttoxeter or the strategic villages (see Options above) may be permitted when there are brownfield sites available if overwhelming community benefits would arise from developing the site early. The main benefit sought would be:

8.12 *the applicant must provide an appropriate financial contribution towards a fund to be used to regenerate inner Burton, particularly to ensure that existing stock can continue to provide a good supply of low cost and affordable housing, and to assist in bringing forward brownfield sites where there are difficulties in doing so.*

8.13 The Core Strategy's Settlement Hierarchy has identified settlements where development should be focused and indicated the scale and type of development appropriate to different levels in the hierarchy. In order to implement this in practice, establish where countryside protection policies apply and bring certainty to decision making on planning applications, it is necessary to define the physical extent of settlements for planning purposes.

8.14 The general principle is that development will not be permitted outside these boundaries. There will be exceptions to this such as rural affordable housing, rural business development, agriculture and forestry, and other development that functionally requires a rural location.

8.15 The urban boundaries and rural settlement confines may be varied to accommodate development allocations made by the Core Strategy and by any other subsequent LDF Documents. Development will not be permitted on land outside the urban boundaries and rural settlement confines shown on the proposals map unless specifically justified by other development plan policies, or it functionally requires such a location, or it is ancillary to existing development.

8.16 **The following plans and tables set out how the sites for this distribution of housing may be found in moving forward to a preferred option. Comments are invited on the merits of the overall approach and the suitability of individual sites. At this stage a range of housing numbers is suggested for certain sites. This meets the requirements of national guidance PPS3 to include a flexibility factor but is also to challenge developers of these sites and potentially other sites not identified at this stage to demonstrate how they can meet the sustainability tests that will be applied by the Borough Council in arriving at its preferred set of sites.**

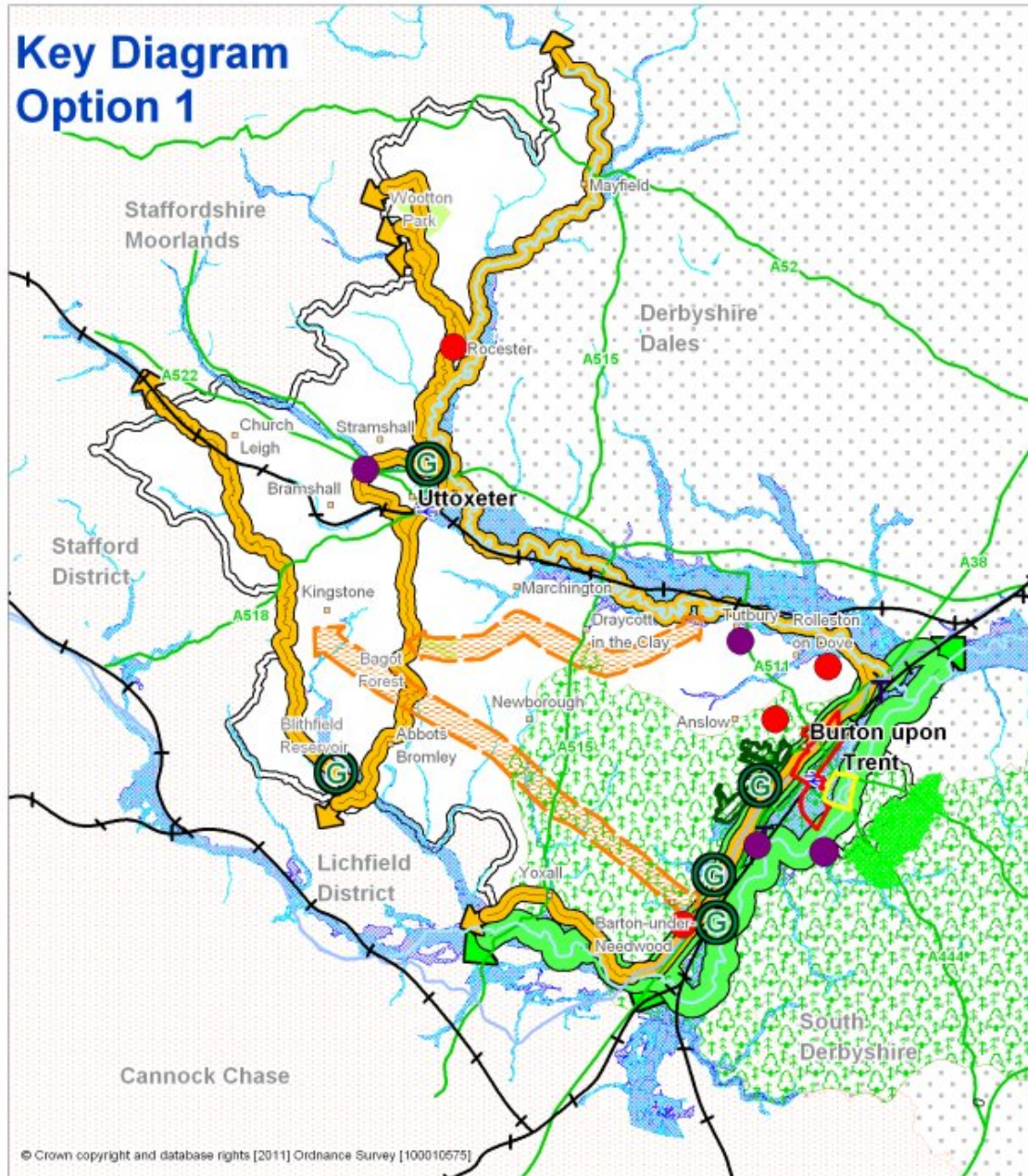
Table 14 Option 1

	Location	Capacity
1	S Branston	500 - 650 mixed use
2	Beamhill	850 - 1000
3	Uttoxeter; West Uttoxeter;	400-500 mixed use
4	Tutbury	250 mixed use
5	Barton	100-150
6	Rolleston	100
7	Rocester	75
	Burton Town Centre	750
	Other villages	400

8 Planning Delivery: Core Strategy Strategic Options

	Location	Capacity
	TOTAL	3425-3875

Figure 5 Key Diagram Option 1



Legend

East Staffordshire
Borough Council

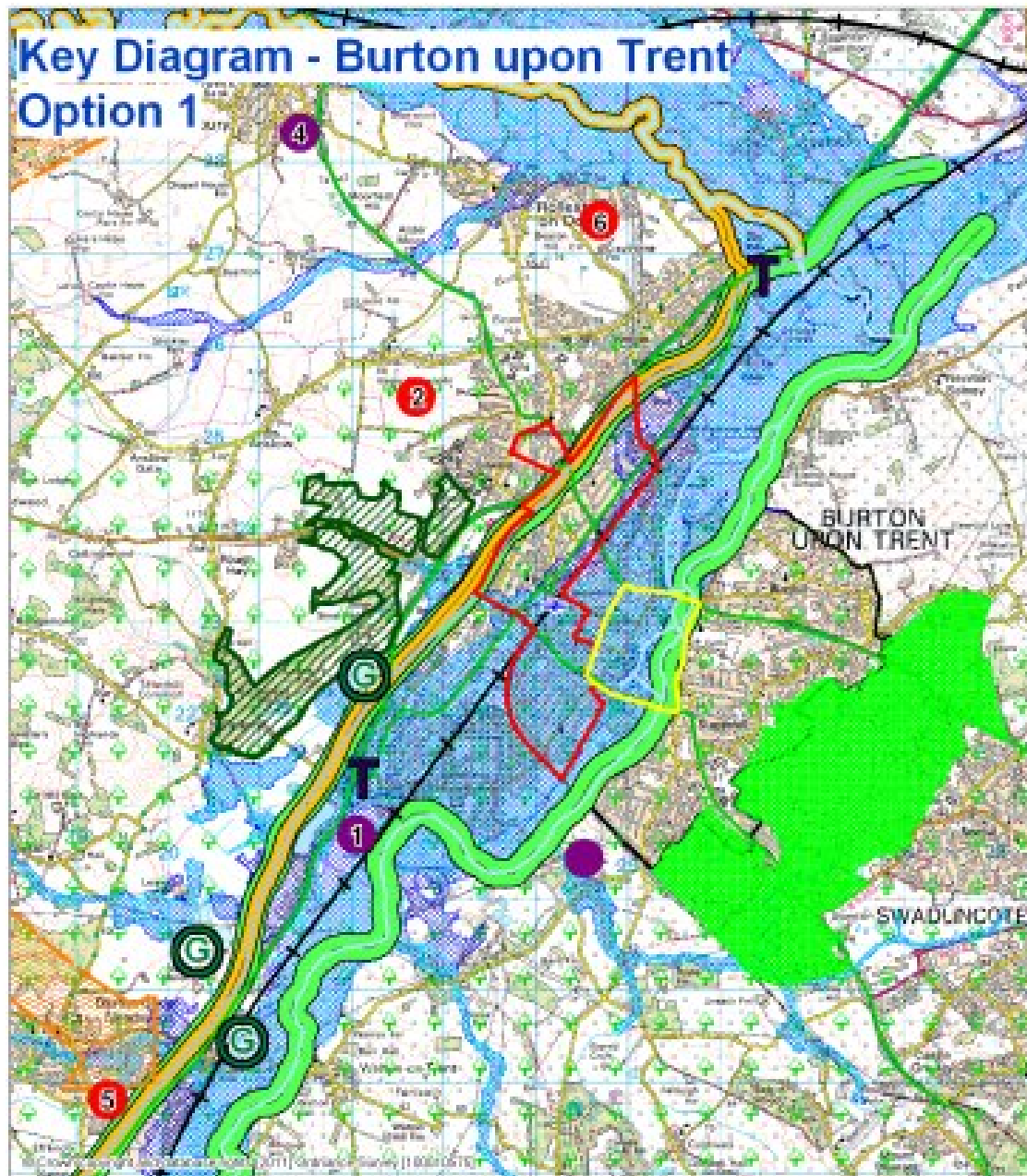
Local Development
Framework

Core Strategy
Key Diagram

NORTH

Planning Delivery: Core Strategy Strategic Options 8

Figure 6 Key Diagram Burton Option 1



Legend

	East Midlands		Burton Town Centre Area Action Plan		Major GI Corridors
	District Boundaries		Inner Burton Area		Minor GI Corridors
	National Forest		Floodzone 2		Strategic Housing Allocation
	A Roads		Floodzone 3		Mixed Use to include Employment provision
	Canal		Interchange Improvements		Green Infrastructure
	Rivers		Enhance Rural Connectivity		East Staffordshire Borough Council
	Railway Line		Green Infrastructure		Local Development Framework
	Railway Station				Core Strategy Key Diagram Burton upon Trent
	Greenbelt				
	Special Landscape Areas				

East Staffordshire Borough Council
Local Development Framework
Core Strategy Key Diagram
Burton upon Trent



8 Planning Delivery: Core Strategy Strategic Options

Figure 7 Key Diagram Uttoxeter Option 1



Legend

	East Midlands		Floodzone 1		Strategic Housing Allocation
	District Boundaries		Floodzone 2		Mixed Use to include Employment provision
	A Roads		Minor GI Corridors		Green Infrastructure
	Canal				
	Rivers				
	Railway Line				
	Railway Station				

East Staffordshire
Borough Council

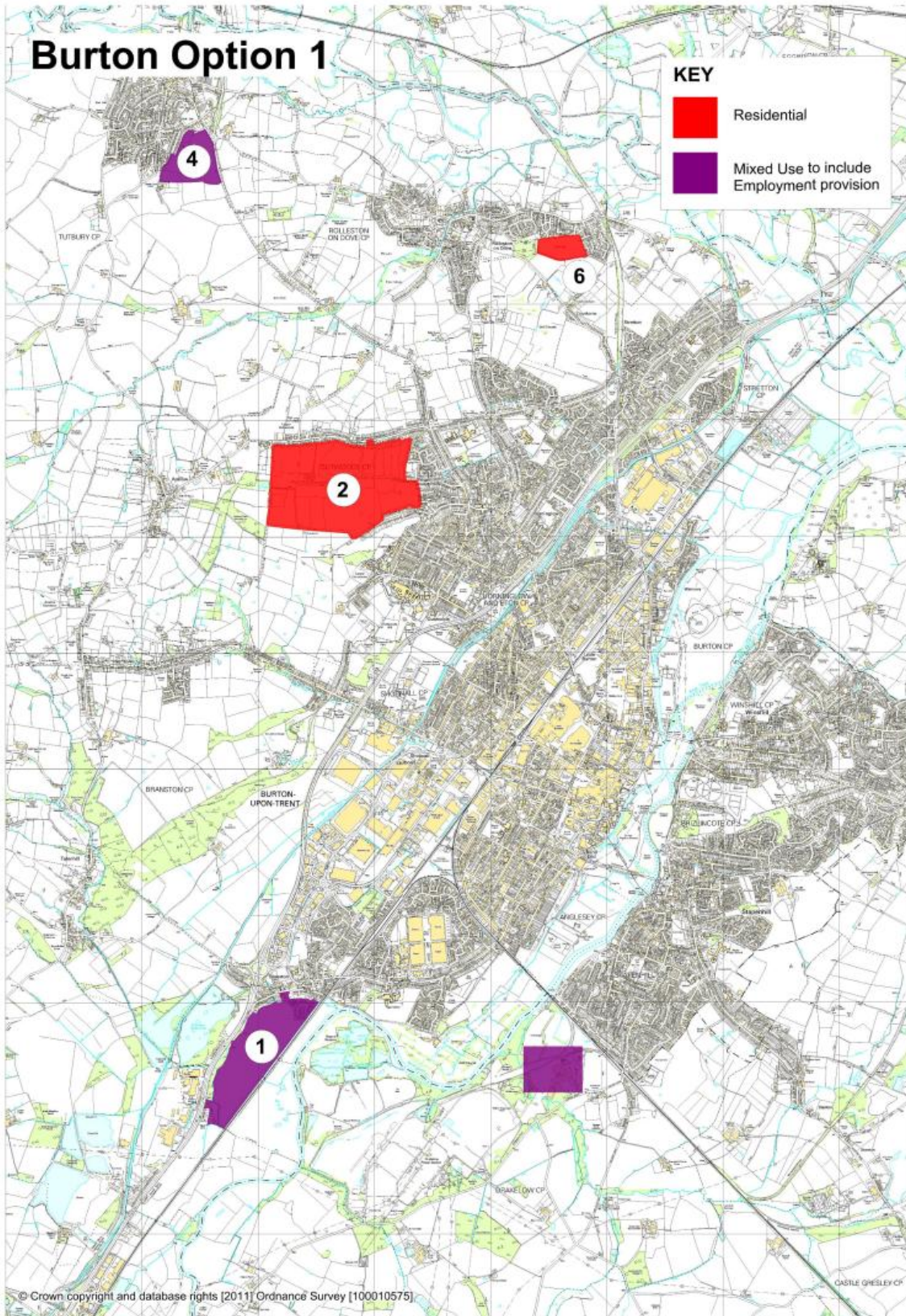
Local Development
Framework

Core Strategy
Key Diagram
Uttoxeter



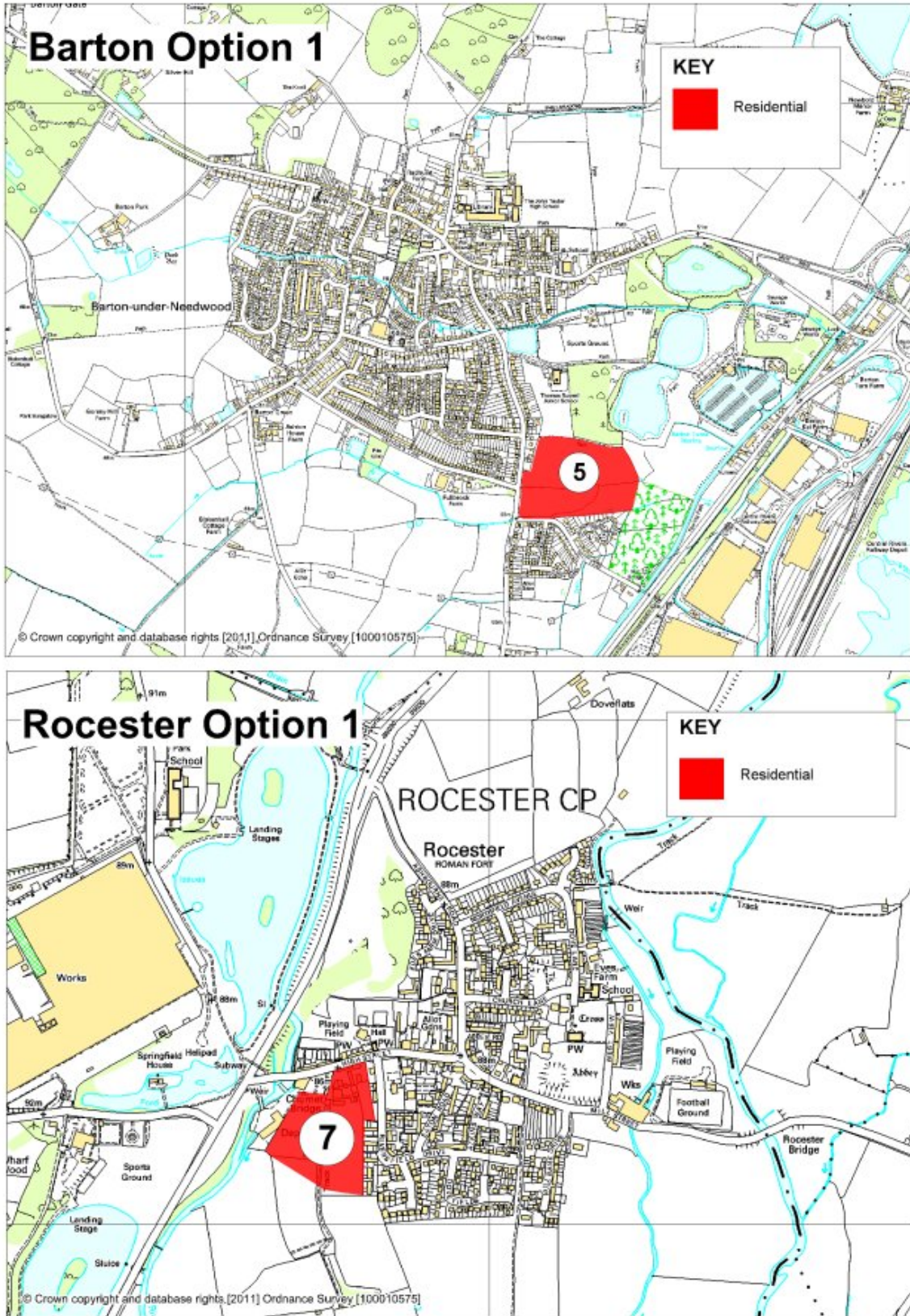
Planning Delivery: Core Strategy Strategic Options 8

Figure 8 Burton Option 1



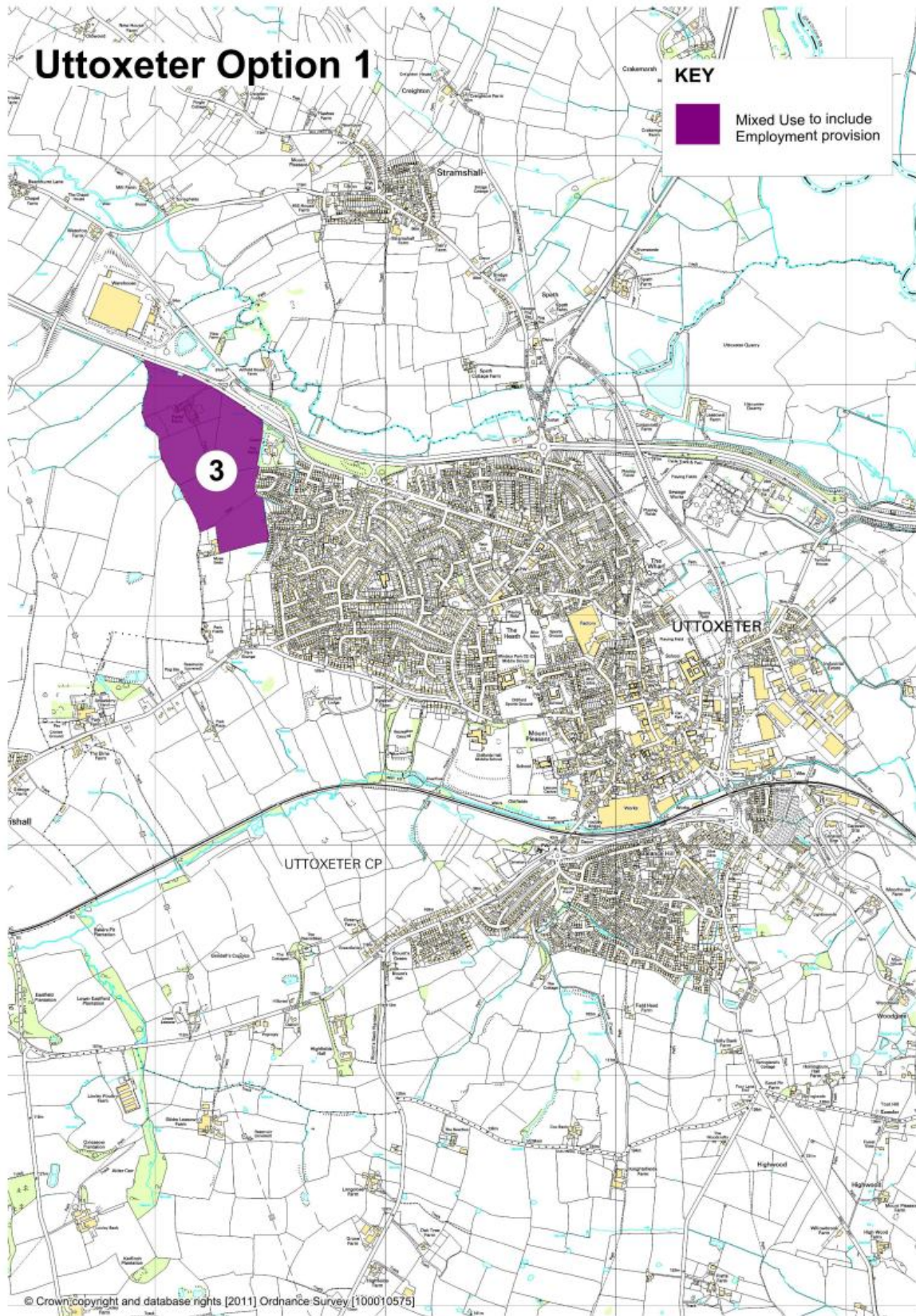
8 Planning Delivery: Core Strategy Strategic Options

Figure 9 Barton and Rocester Option1



Planning Delivery: Core Strategy Strategic Options 8

Figure 10 Uttoxeter Option 1



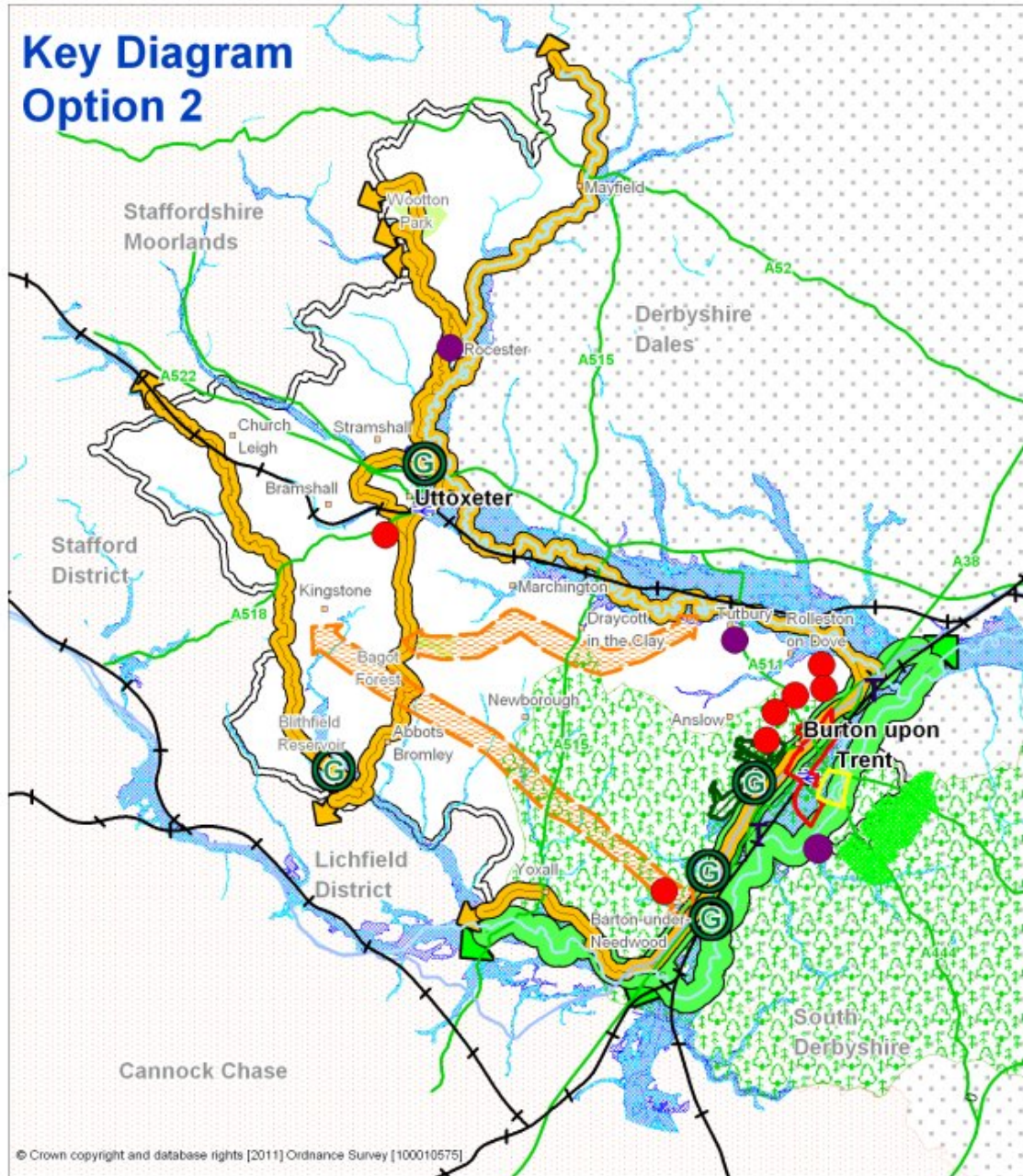
8 Planning Delivery: Core Strategy Strategic Options

Table 15 Option 2

	Location	Capacity
1	Beamhill	1200
2	Harehedge Lane	200 - 300
3	Redhouse Farm	100 - 200
4	North Stretton	250 - 350
5	Tutbury	250
6	Uttoxeter, Balance Hill	350 - 450
7	Rolleston	150
8	Rocester	75 mixed use
9	Barton under Needwood	25
	Burton Town Centre	500
	Other villages	200
	TOTAL	3300-3700

Planning Delivery: Core Strategy Strategic Options 8

Figure 11 Key Diagram Option 2

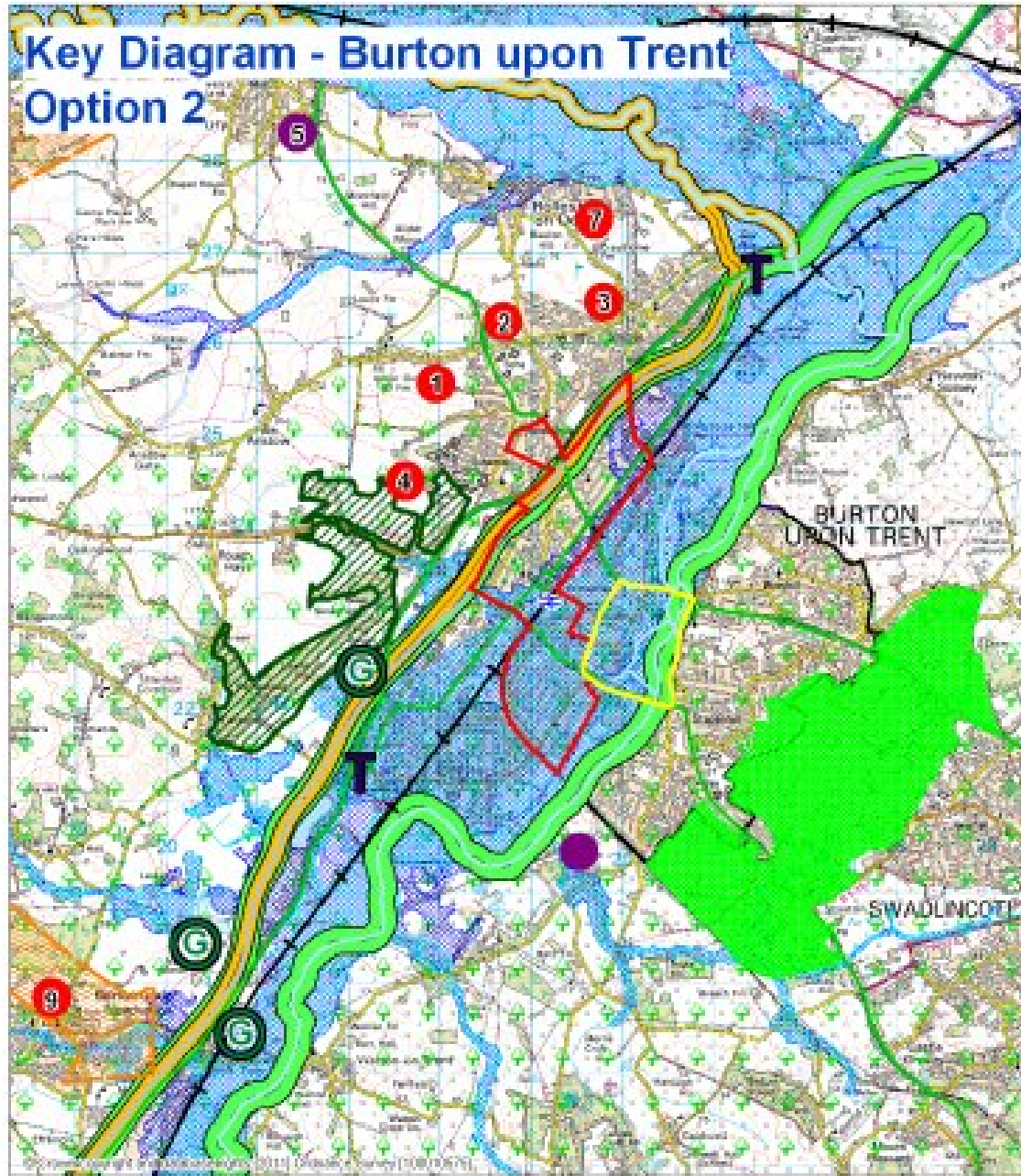


East Staffordshire Borough Council
Local Development Framework
Core Strategy Key Diagram



8 Planning Delivery: Core Strategy Strategic Options

Figure 12 Key Diagram Burton Option 2



Legend

	East Midlands		Burton Town Centre Area Action Plan		Major GI Corridors
	District Boundaries		Inner Burton Area		Minor GI Corridors
	National Forest		Floodzone 2		Strategic Housing Allocation
	A Roads		Floodzone 3		Mixed Use to include Employment provision
	Canal		Interchange Improvements		Green Infrastructure
	Rivers		Enhance Rural Connectivity		
	Railway Line				
	Railway Station				
	Greenbelt				
	Special Landscape Areas				

East Staffordshire
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Local Development
Framework
Core Strategy
Key Diagram
Burton upon Trent



Planning Delivery: Core Strategy Strategic Options 8

Figure 13 Uttoxeter Key Diagram Option 2



Legend

East Midlands	Floodzone 3	Strategic Housing Allocation
District Boundaries	Floodzone 2	Mixed Use to include Employment provision
A Roads	Minor GI Corridors	
Canal	Green Infrastructure	
Rivers		
Railway Line		
Railway Station		

East Staffordshire
Borough Council

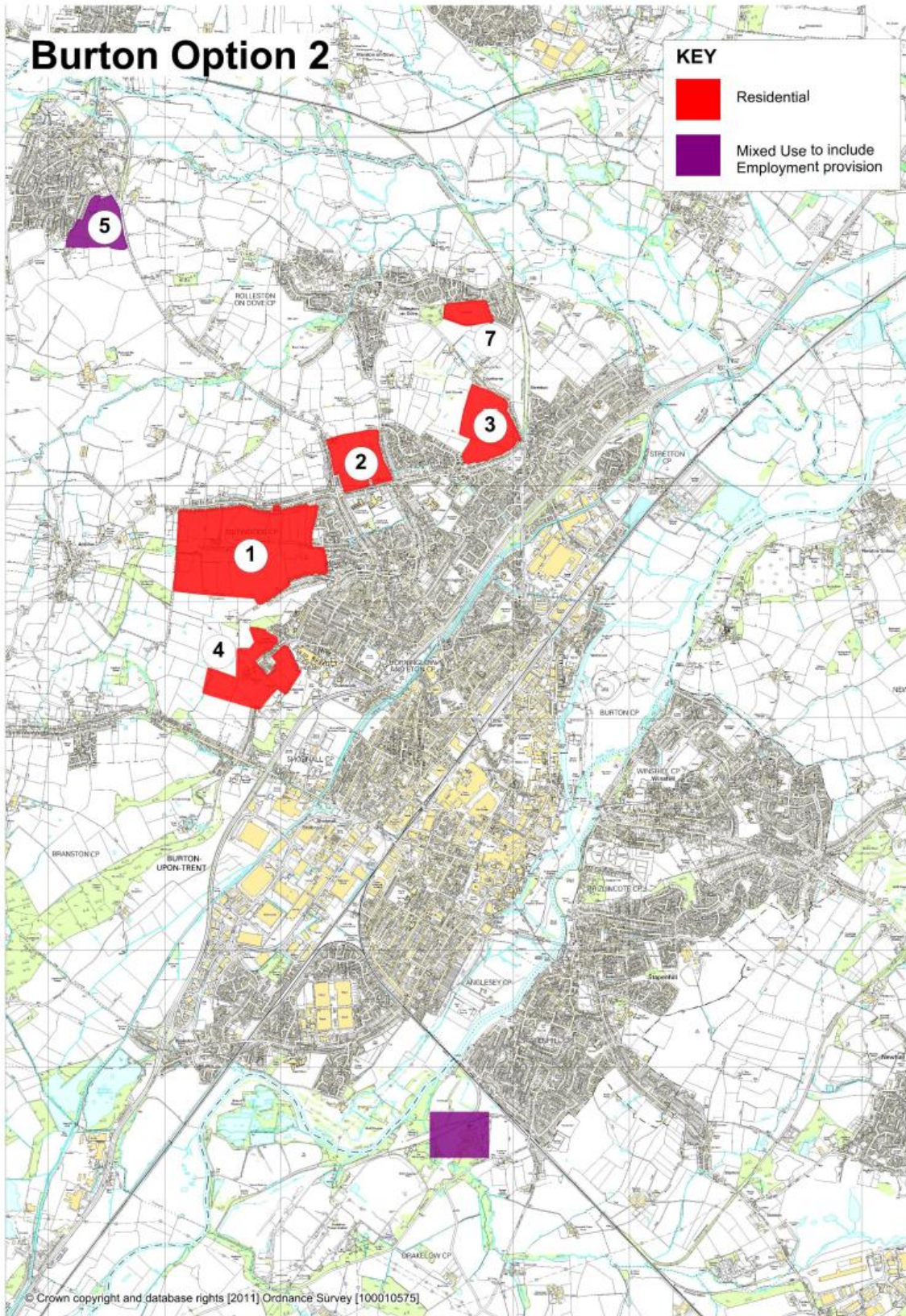
Local Development
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Core Strategy
Key Diagram
Uttoxeter



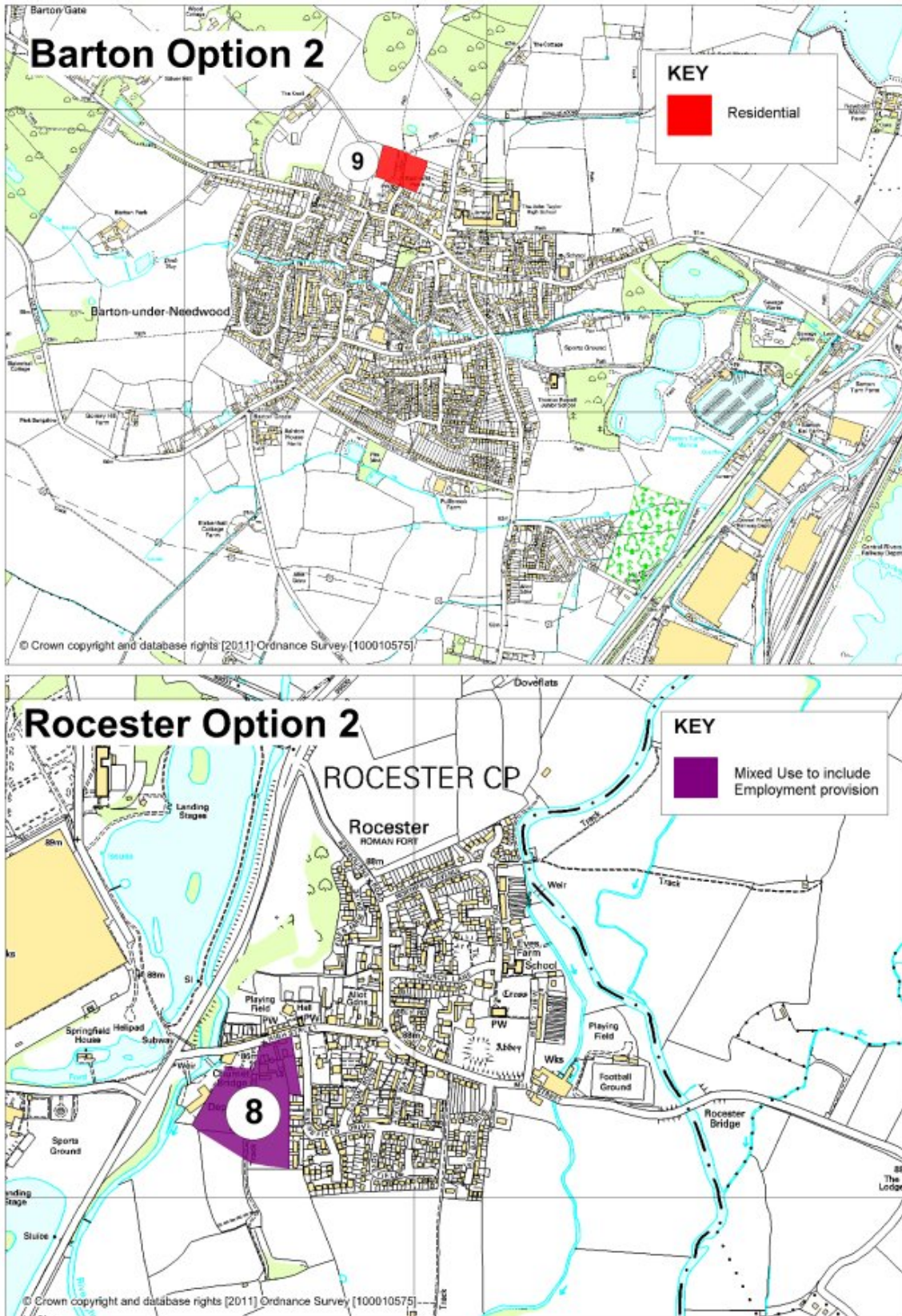
8 Planning Delivery: Core Strategy Strategic Options

Figure 14 Burton Option 2



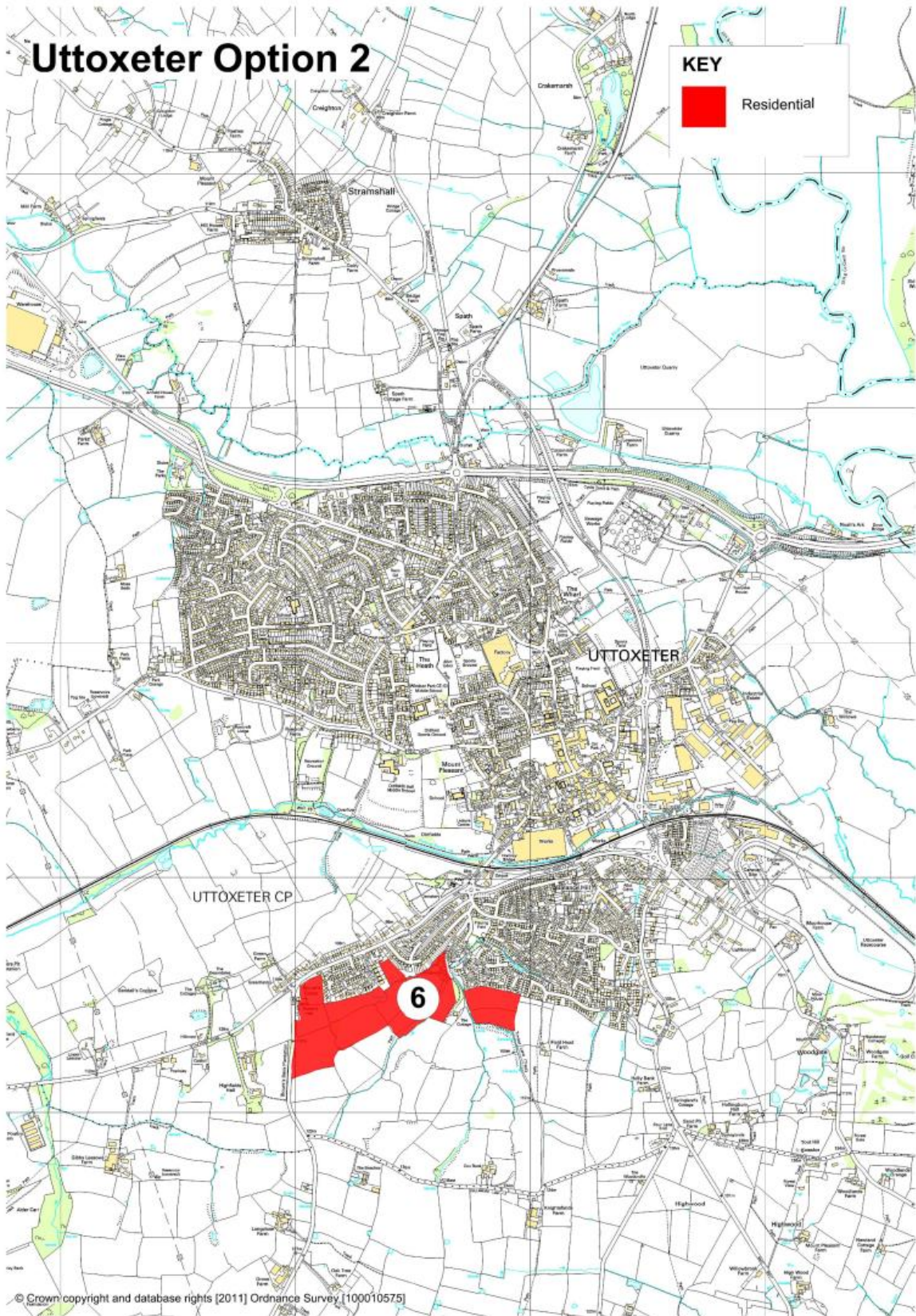
Planning Delivery: Core Strategy Strategic Options 8

Figure 15 Barton and Rocester Option 2



8 Planning Delivery: Core Strategy Strategic Options

Figure 16 Uttoxeter Option 2



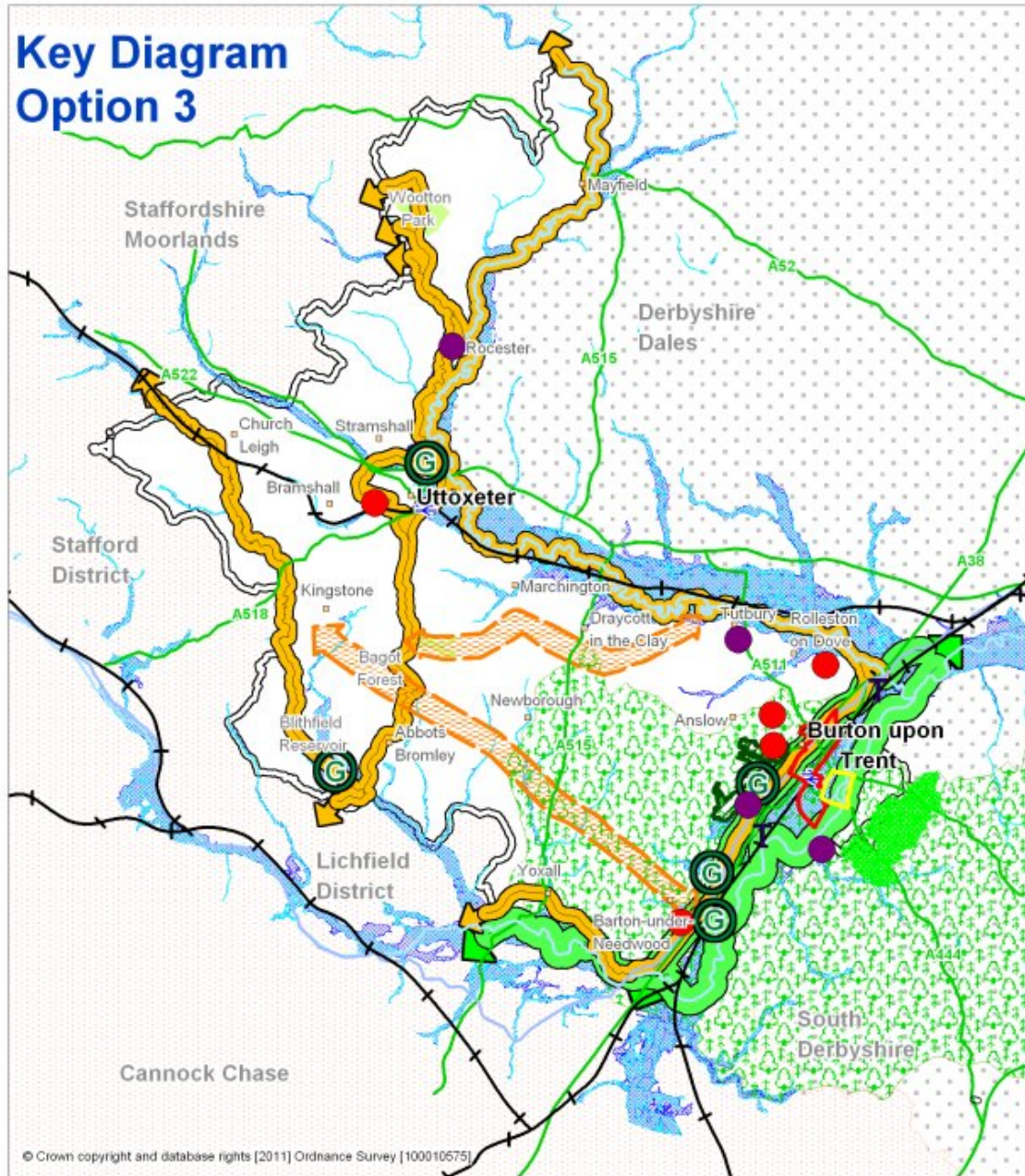
Planning Delivery: Core Strategy Strategic Options 8

Table 16 Option 3

Ref	Location	Capacity
1	Lawns Farm	1500 - 2000 mixed use
2	Redhouse Farm	100 - 200
3	Beamhill	600 - 850
4	Uttoxeter; Stone Road	80 -100
	South Brownhill Road	250 - 300
5	Tutbury	250 mixed use
6	Barton under Needwood	100 -150
7	Rolleston	50
8	Rocester	50 mixed use
	Burton Town Centre	500
	Other villages	200
	TOTAL	3680 - 4650

8 Planning Delivery: Core Strategy Strategic Options

Figure 17 Key Diagram Option 3



Legend

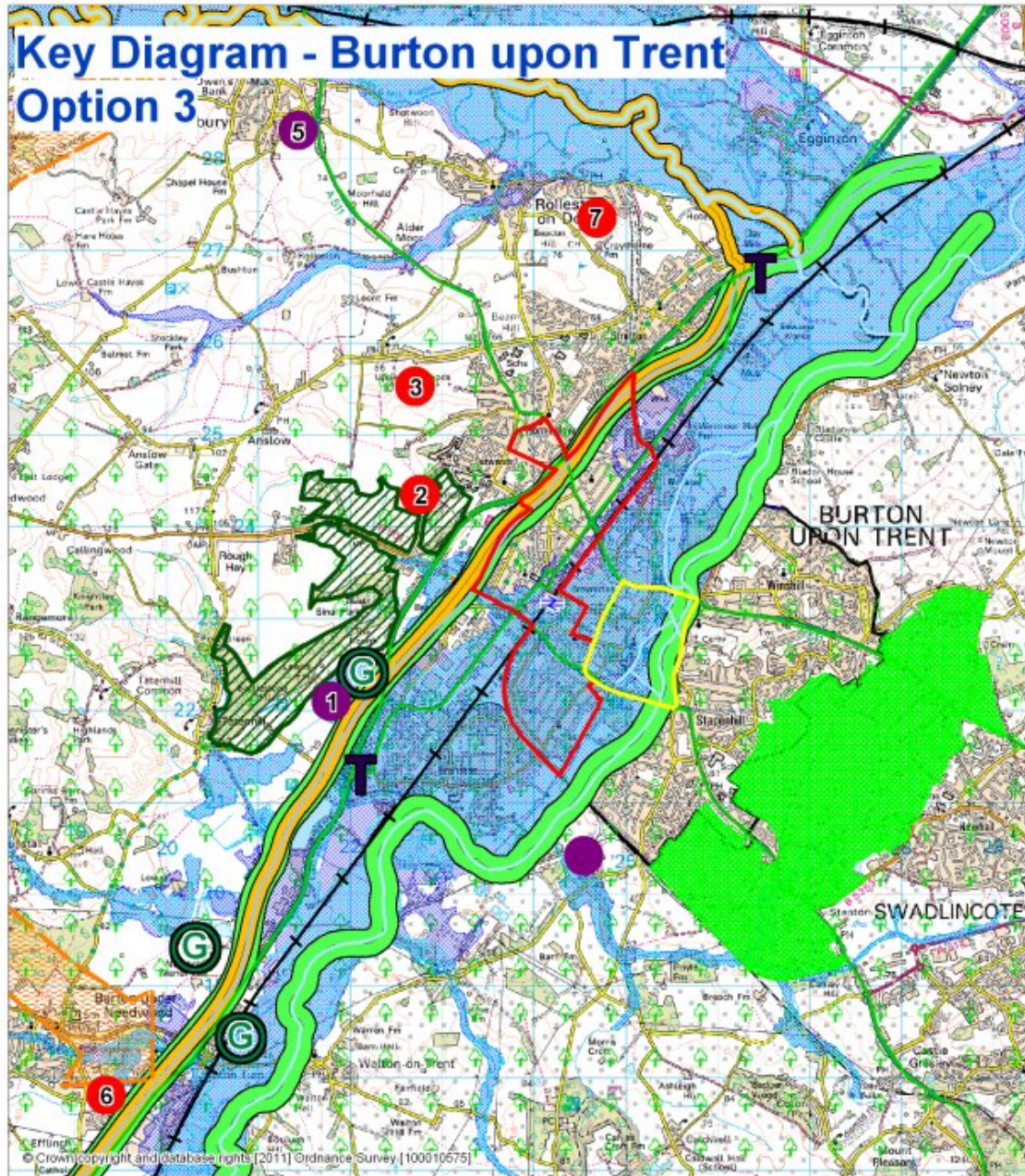
	East Staffordshire Boundary		Special Landscape Areas		Major GI Corridors
	West Midlands		Burton Town Centre Area Action Plan		Minor GI Corridors
	East Midlands		Inner Burton Area		Strategic Housing Allocation
	District Boundaries		Floodzone 2		Mixed Use to include Employment provision
	National Forest		Floodzone 3		Interchange Improvements
	A Roads		Enhance Rural Connectivity		Green Infrastructure
	Canal				
	Rivers				
	Railway Line				
	Railway Station				
	Greenbelt				

East Staffordshire Borough Council
Local Development Framework
Core Strategy Key Diagram



Planning Delivery: Core Strategy Strategic Options 8

Figure 18 Key Diagram Option 3



Legend

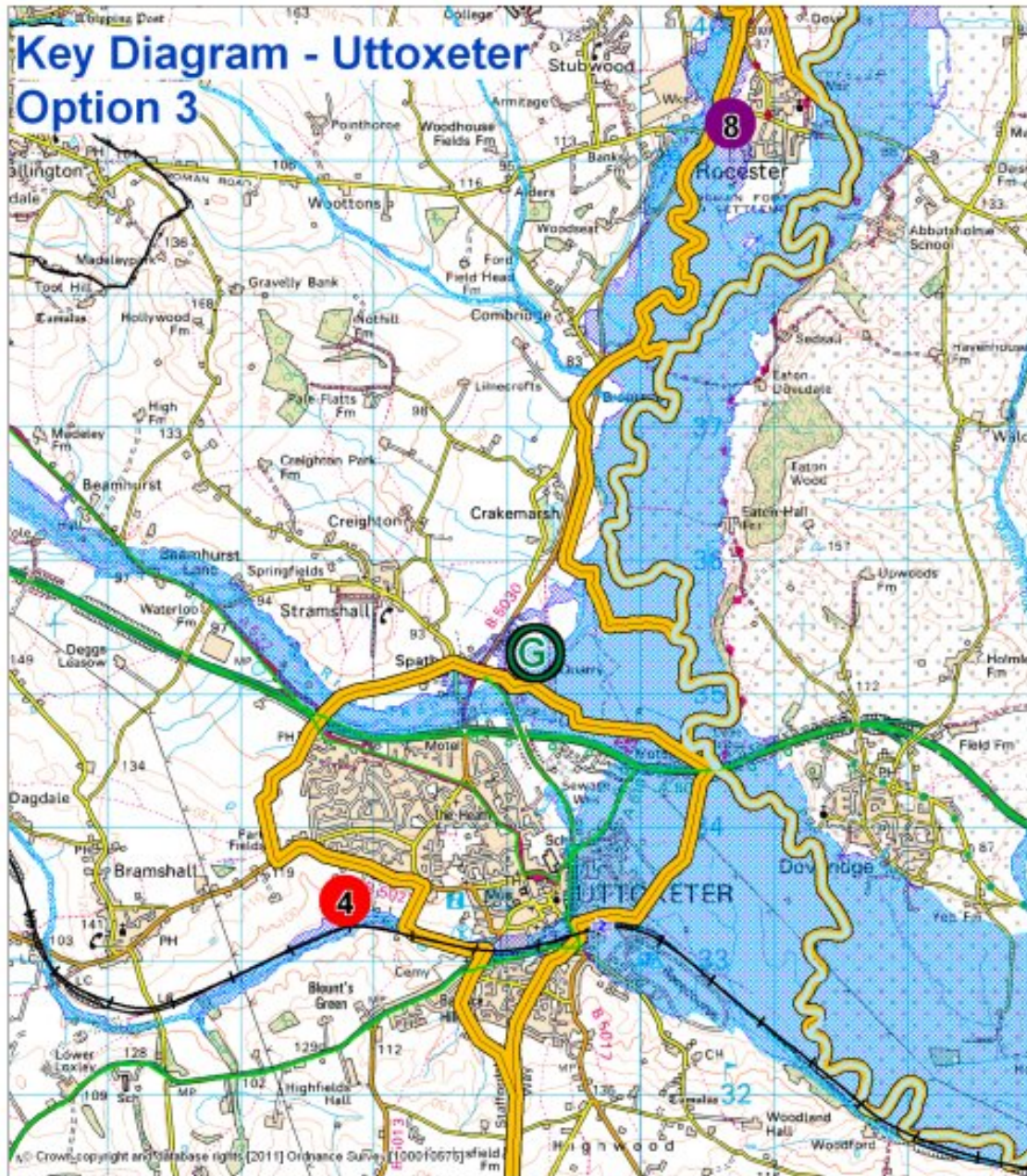
	East Midlands		Burton Town Centre Area Action Plan		Major GI Corridors
	District Boundaries		Inner Burton Area		Minor GI Corridors
	National Forest		Floodzone 2		Strategic Housing Allocation
	A Roads		Floodzone 3		Mixed Use to include Employment provision
	Canal		Interchange Improvements		Green Infrastructure
	Rivers		Enhance Rural Connectivity		East Staffordshire Borough Council
	Railway Line		Green Infrastructure		
	Railway Station				
	Greenbelt				
	Special Landscape Areas				

East Staffordshire Borough Council
Local Development Framework
Core Strategy Key Diagram
Burton upon Trent



8 Planning Delivery: Core Strategy Strategic Options

Figure 19 Key Diagram Uttoxeter Option 3



Legend

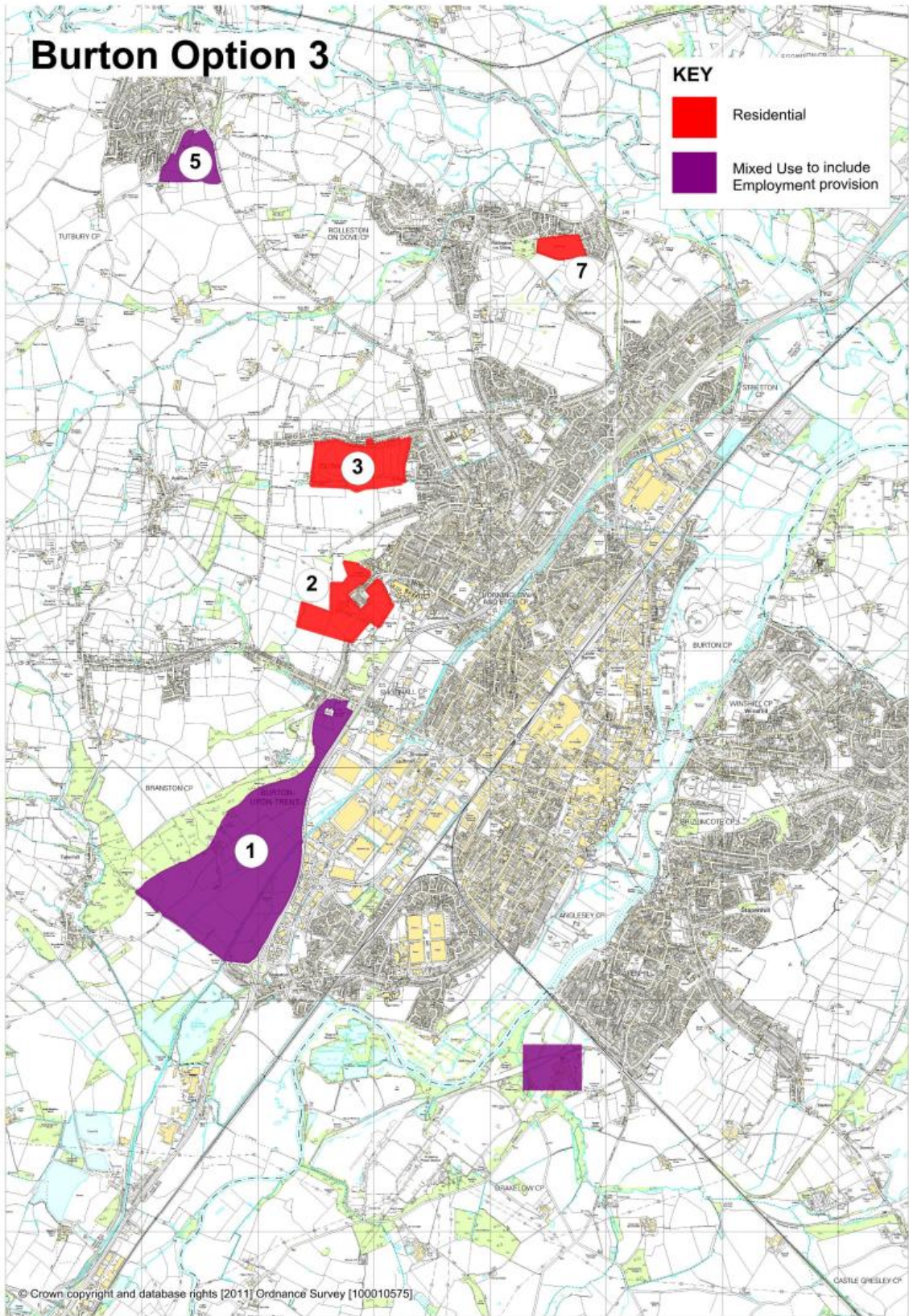
	East Midlands		Floodzone 3		Strategic Housing Allocation
	District Boundaries		Floodzone 2		Mixed Use to include Employment provision
	A Roads		Minor GI Corridors		Green Infrastructure
	Canal				
	Rivers				
	Railway Line				
	Railway Station				

East Staffordshire
Borough Council
Local Development
Framework
Core Strategy
Key Diagram
Uttoxeter



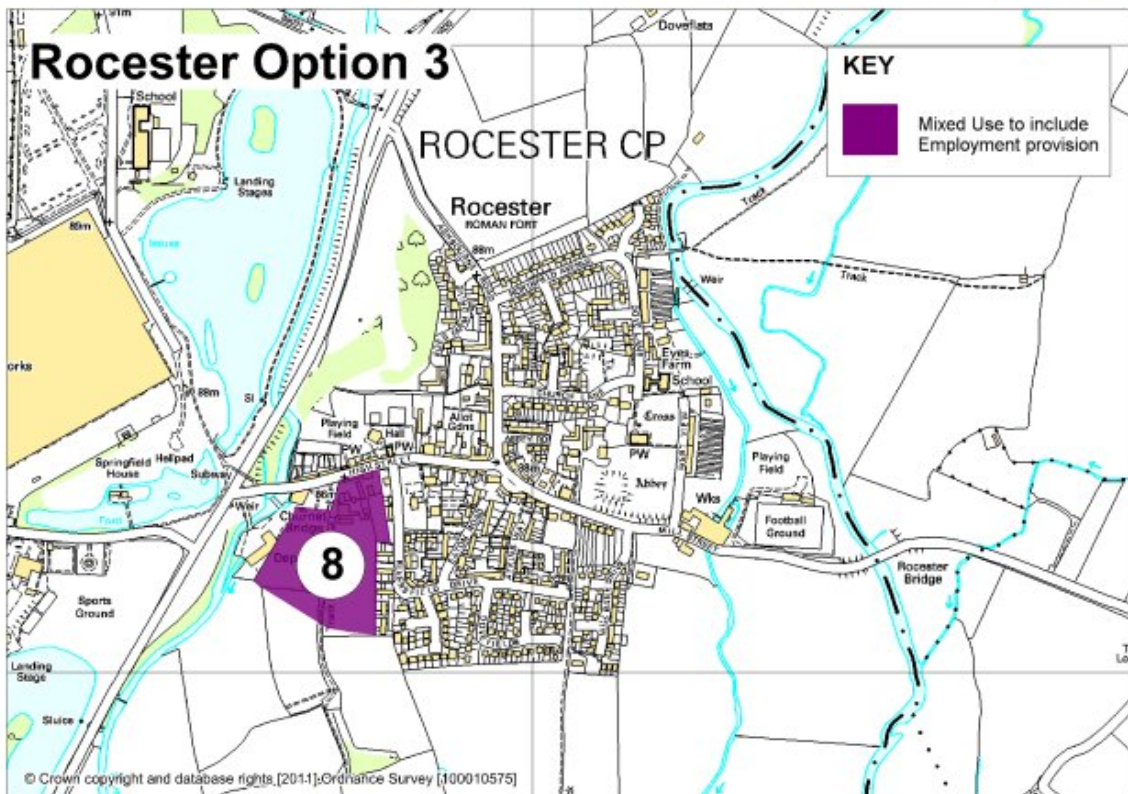
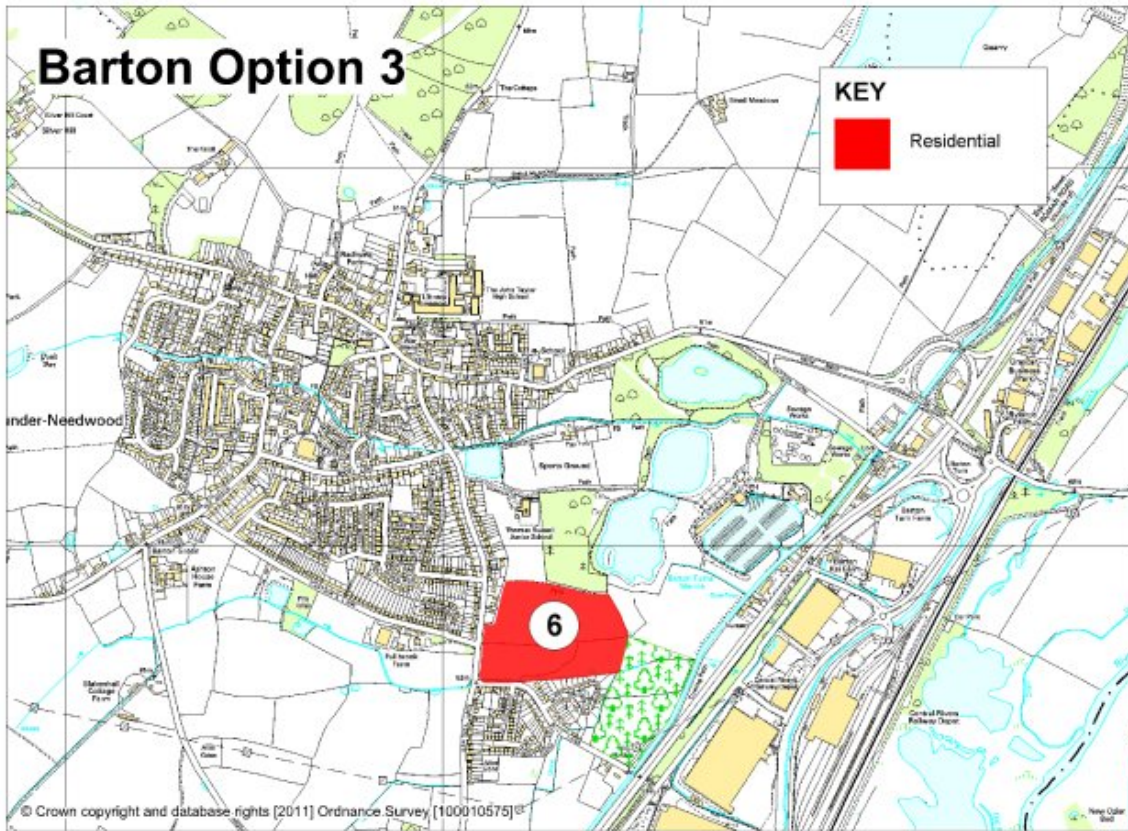
Planning Delivery: Core Strategy Strategic Options 8

Figure 20 Burton Option 3



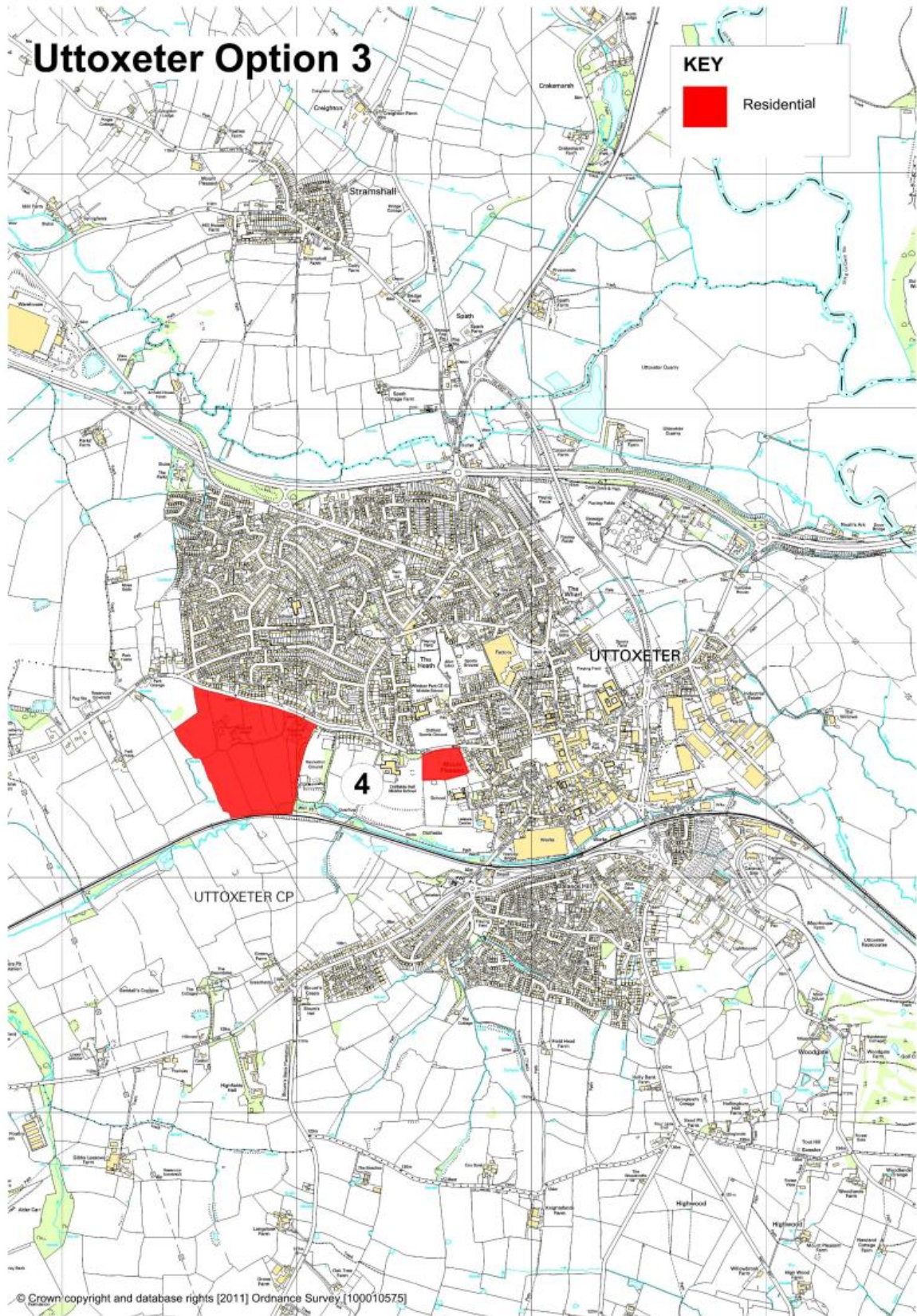
8 Planning Delivery: Core Strategy Strategic Options

Figure 21 Barton and Rocester Option 3



Planning Delivery: Core Strategy Strategic Options 8

Figure 22 Uttoxeter Option 3



9 Contacts

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9.1 If you would like to comment on this consultation please go to:

<http://eaststaffsbc-consult.limehouse.co.uk/portal>

9.2 Here you will be able to register and make comments on the document, either as a whole or on each section or paragraph. Once you have registered, you will automatically be kept up to date with each consultation that the Council holds for the Core Strategy.

Email

9.3 If you wish to contact the team please email:

planningpolicy@eaststaffsbc.gov.uk

Phone

9.4 Alternatively, if you wish to speak to a member of the Planning Policy Team please call one of the numbers below:

01283 508645 or 01283 508618

Postal Address

9.5 If you wish to respond by letter, please send your representations to:

Planning Policy

East Staffordshire Borough Council

The Maltsters

Wetmore Road

Burton upon Trent

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